

Headless Commerce Translator



FACT SHEET


The headless commerce translator.

How to explain the benefits of headless commerce to business leaders.

As a developer and technical leader, you've long understood the value of headless commerce. You know that decoupling the back end of an ecommerce platform from its front end can allow for a rapid, API-based approach to development. Benefits can range from faster deployment to better-differentiated customer experiences and more seamless cross-channel encounters.

Sometimes, however, business teams just don't get why you want to buy an ecommerce software platform only to cut off its head. They may be concerned that this strategy could lead to higher development costs, slower time to market, and unnecessary complexity. This is when expressing the benefits of headless commerce in a way that business teams can understand is crucial.

This brief guide provides a helpful reference for explaining the value of headless commerce—and why it often works better than a more traditional all-in-one approach—to business leaders across your organization.



[Learn more about going headless with Adobe Commerce.](#)

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This 2-page guide helps IT Leaders explain the benefits of headless commerce to their business leader counterparts. As a developer and technical leader, you've long understood the value of headless commerce. Sometimes, however, business teams just don't get why you want to buy an ecommerce software platform only to cut off its head. This brief guide provides a helpful reference for explaining the value of headless commerce—and why it often works better than a more traditional all-in-one approach—to business leaders across your organization.