BROWSING, CHOOSING AND PAYING FOR GOODS

DIGITAL MARKETPLACES ARE TYPICALLY ORGANIZED AROUND TWO TECHNOLOGY COMPONENTS.

IN THE MARKETPLACER MODEL, WE USE THESE COMPONENTS TO PRESENT TWO DIFFERENT IMPLEMENTATION MODELS.

1979 - Online shopping invented
1982 - Boston Computer Exchange launches one of the first eCommerce platforms
1995 - Amazon and eBay launched using monolithic architectures
1998 - PayPal launches
1998 - The arrival of service-oriented architectures (SOA)
2012 - The concept of 'Microservices' is introduced (an evolution of SOA)
2013 - The term 'headless commerce' is coined following a Forrester Research report

A QUICK HISTORY…

Also part of the user experience, it has an equally important technology role with regard to connectivity into the back-end.

This is how things look and feel, and is closely related to the underlying brand.

Splitting like this allows for more agile environments where development can happen in either environment, independently, and in response to technology changes.

What you need depends on your existing investments, integrations and marketplace requirements.

In this model, you use your own custom developed front-end or "head" which represents the user experience. This is integrated with our Marketplacer Platform which delivers shopping cart, search and checkout functionality, as well as the Marketplacer Core back-end.

WHY CHOOSE HEADLESS?

You want absolute control over the customer experience but need the underlying technology of the Marketplacer Platform and Core to power your marketplace.

WHY CHOOSE CONNECTED?

You've already invested in a leading commerce platform, such as Salesforce Connected Cloud or Magento 2, and want to add the power of a Marketplace to your existing commerce offering.