# Microservices-based Headless Direct-to-Consumer (DTC) Website with Infosys Equinox on AWS

Microservices-based headless applications play an important role in the future of direct-to-consumer (DTC) online businesses. These applications enable brand owners to loosely couple brand websites with a unified commerce engine that is both extensible and designed to last. Infosys is an AWS partner with a DTC platform, Equinox, running on AWS to provide comprehensive capabilities across the commerce lifecycle. For more details, see https://www.infosys.com/about/alliances/amazon.html
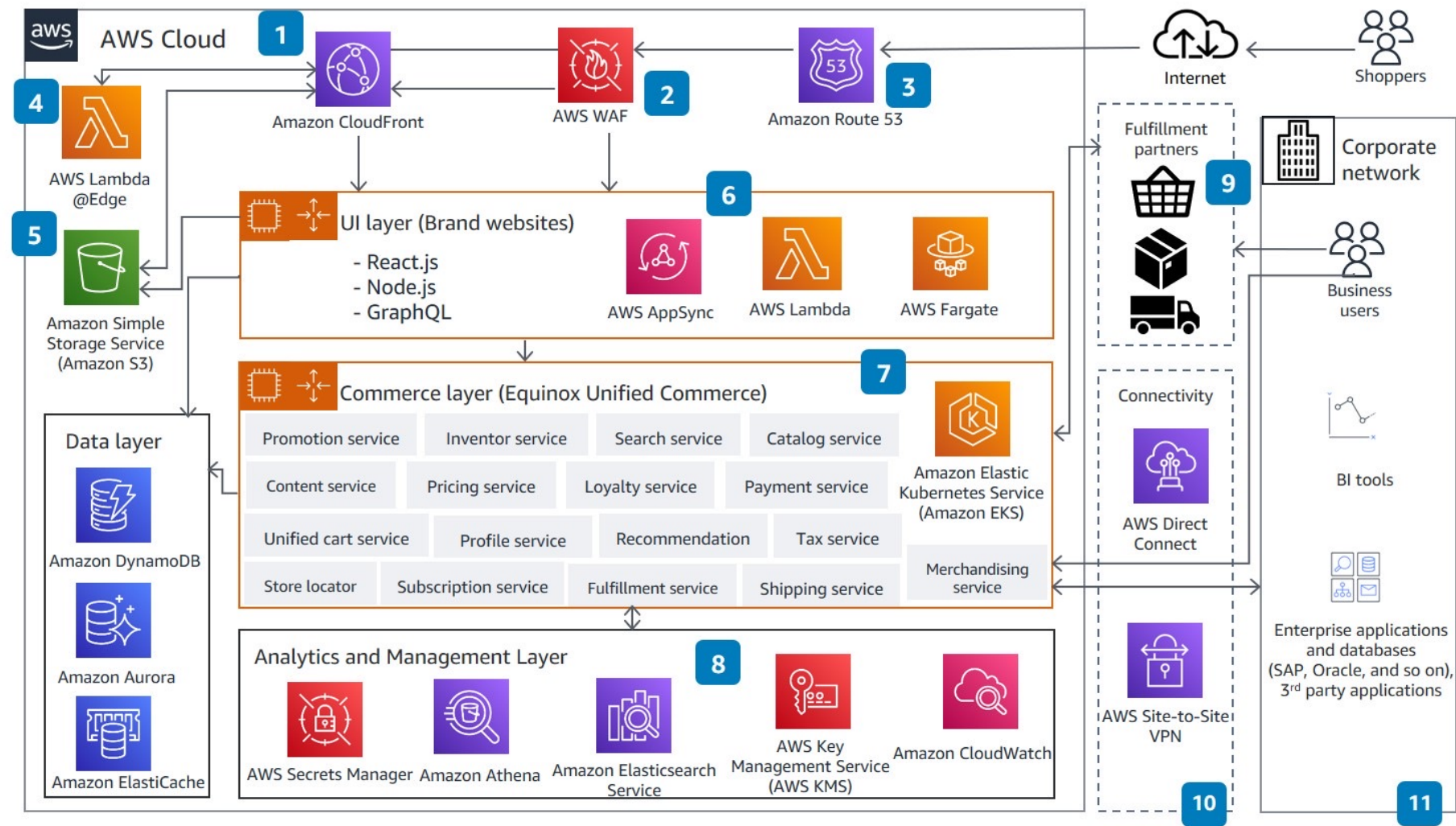
1   **Amazon CloudFront** provides a highly secure and programmable content delivery network (CDN).

2   **AWS WAF** is the web application firewall that protects the ecommerce website against common web exploits.

3   **Amazon Route 53** provides domain name service (DNS) configuration.

4   **AWS Lambda @Edge** provides improved performance for dynamic content processing.

5   Static contents (html, image, video, and so on) stored in Amazon S3.

6   CPG brand websites implemented with customer's choice of technologies with **AWS Lambda, AWS AppSync**, or applications running on **AWS Fargate**.

7   Equinox Unified Commerce built with Spring Boot, Hibernate, and Hystrix running on **Amazon EKS** with all the essential DTC features for high availability and scalability.

8   Analytics and management layer to enable ad hoc reporting, monitoring, security, and data protection.

9   Fulfillment partner integration for order picking/packing/shipping.

10   Customer's choice of dedicated connection (**AWS Direct Connect**) or **AWS Site-to-Site VPN** for security of the data while it's in transit.

11   Business users and existing business intelligence (BI) and enterprise resource planning (ERP) systems on corporate network for day-to-day activities.

AWS Reference Architecture