Intro to Headless Commerce

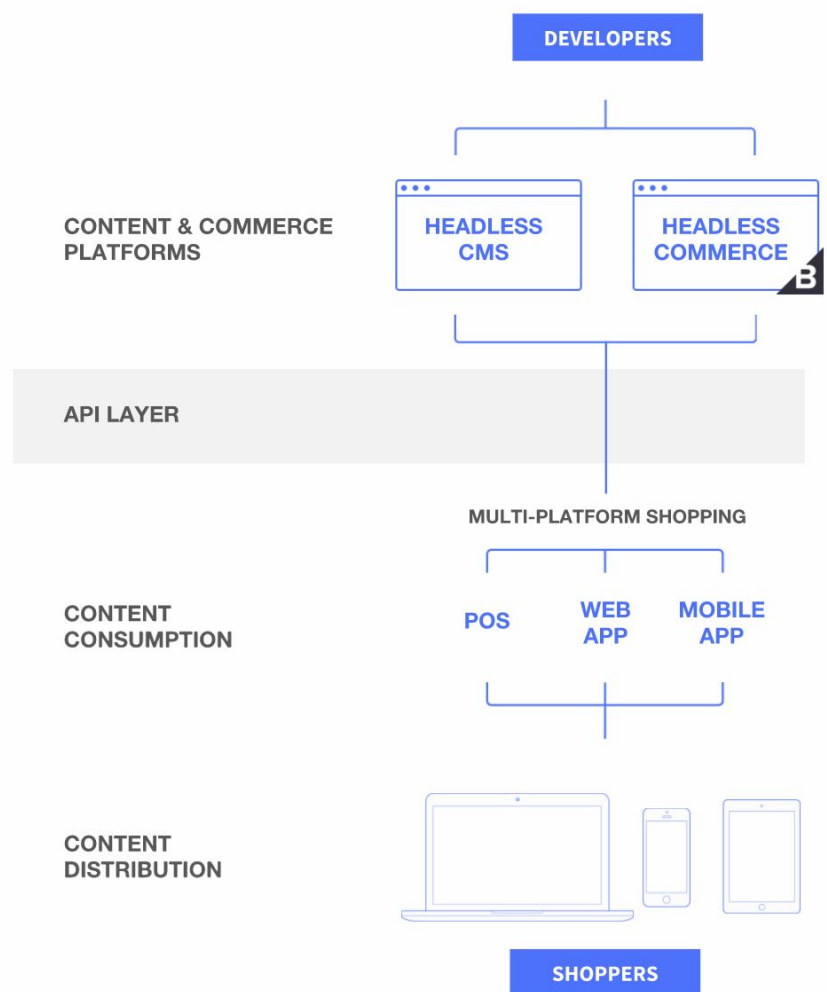*Don't compromise content for commerce*

BIGCOMMERCE

Headless Commerce is the blending of platforms in such a way that a CMS delivers the front-end experience while an ecommerce platform handles the commerce-specific aspects of the website.

Merchants are seeking scalable commerce solutions outside of pre-packaged offerings to optimize both front-end and back-end experiences.

By packaging our robust set of native commerce features, we are able to deliver and integrate ecommerce into any CMS or experience manager, removing a merchant's need to compromise on content, commerce, or experience.

BigCommerce will make its **Commerce-as-a-Service (CaaS)** debut in the world of WordPress and be recognized as an ecommerce visionary by building a truly *headless* **SaaS ecommerce solution**, first as a **WordPress plugin**, addressing Woo's scalability pains, and then as a **CaaS SDK** for other industry-leading CMS platforms, ultimately **delivering new SMB + Enterprise acquisition** channels, enhancing our competitive capabilities, and pioneering the next evolution of SaaS ecommerce as we know it.

The term "headless" originally was used to describe a computer system that operated without a monitor, keyboard, or mouse, and is typically controlled over a network connection.

DEVELOPERS

CONTENT & COMMERCE PLATFORMS

HEADLESS CMS

HEADLESS COMMERCE

API LAYER

MULTI-PLATFORM SHOPPING

CONTENT CONSUMPTION

POS   WEB APP   MOBILE APP

CONTENT DISTRIBUTION

SHOPPERS

Combine the best of WordPress with BigCommerce

- Scalability without slowing storefront
- Out of the box complex catalog capabilities
- Risk Mitigation - secure, PCI compliant, and hosted
- Ecommerce-focused developer network
- Standardized, scalable approach to commerce
- Robust, scalable public API
- World-class support
- Pre-negotiated payment processing rates