
AWS
re:Invent
NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

BWP102

The story of headless ecommerce and the future of online storefronts

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Buy with Prime

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Solutions Architect
Buy with Prime

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Software Development Manager
Buy with Prime

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Agenda

Ecommerce timeline

What is headless?

Headless ecommerce vs. ecommerce platform providers

Why would I use headless services?

Buy with Prime – Today and tomorrow

Architectures

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Early Days

1960’s – 1994



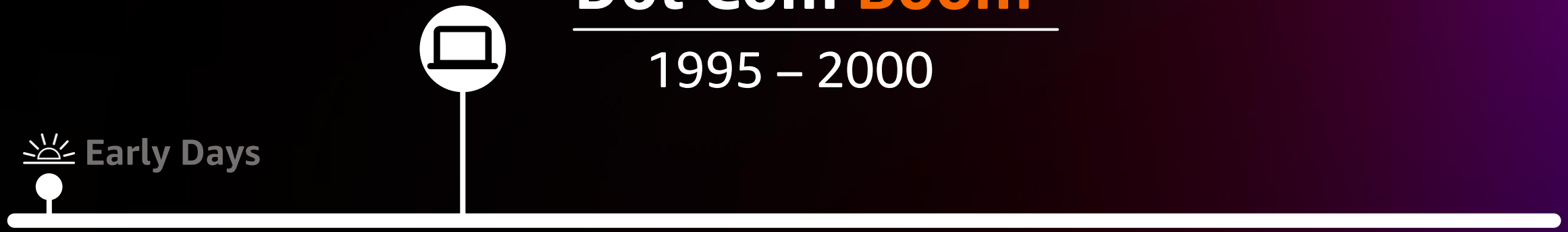
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Dot Com Boom

1995 – 2000



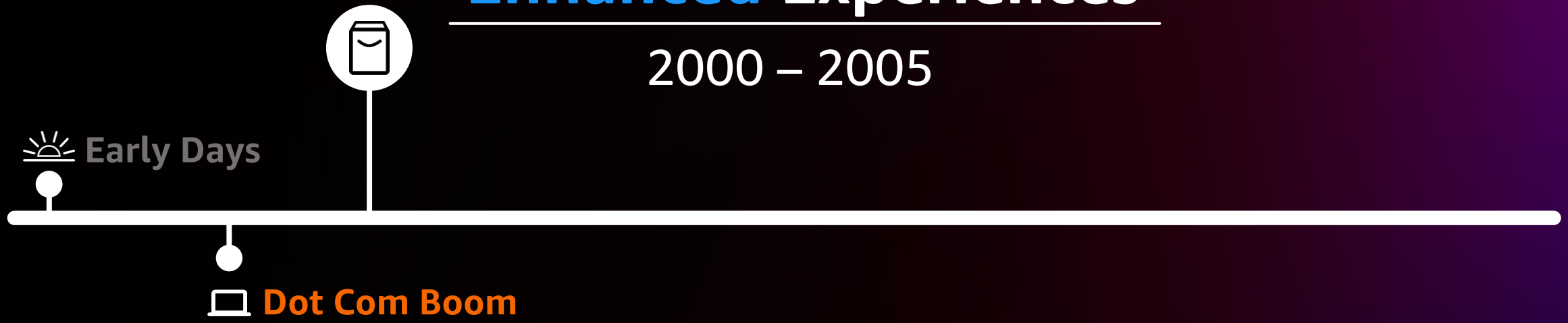
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Enhanced Experiences

2000 – 2005



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Age of Ecommerce Service Providers

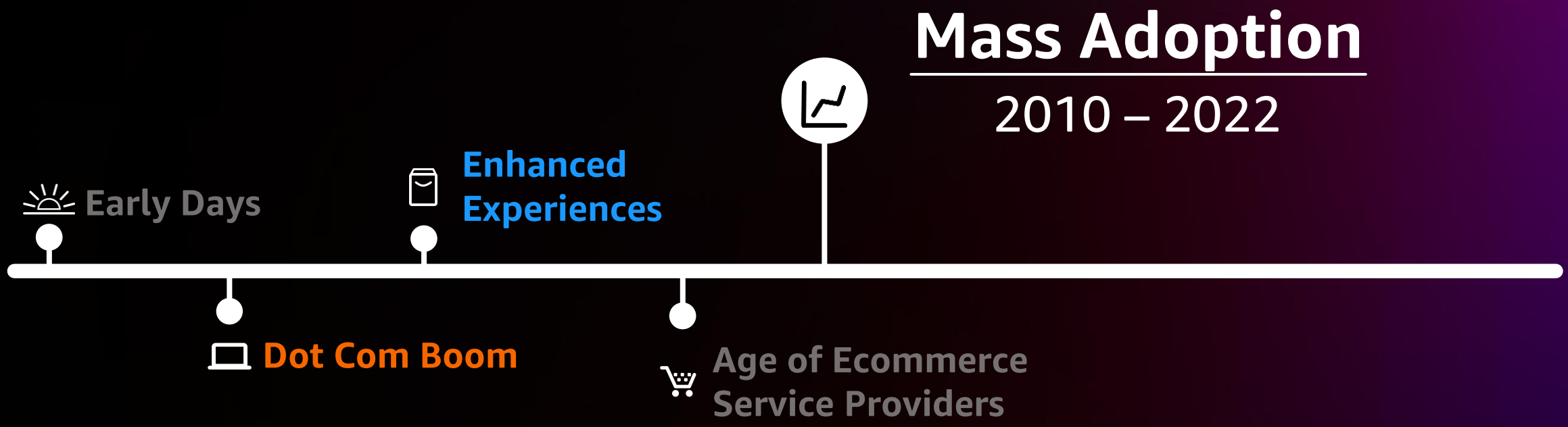
2006 - 2010



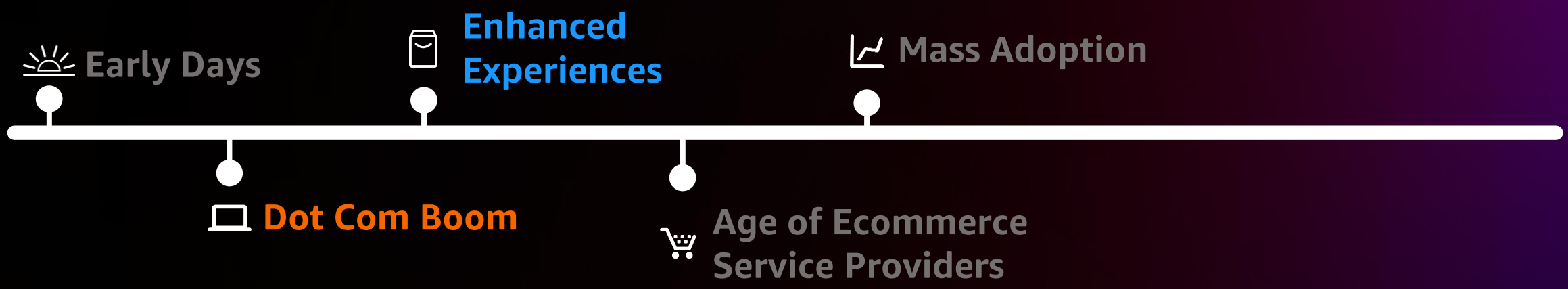
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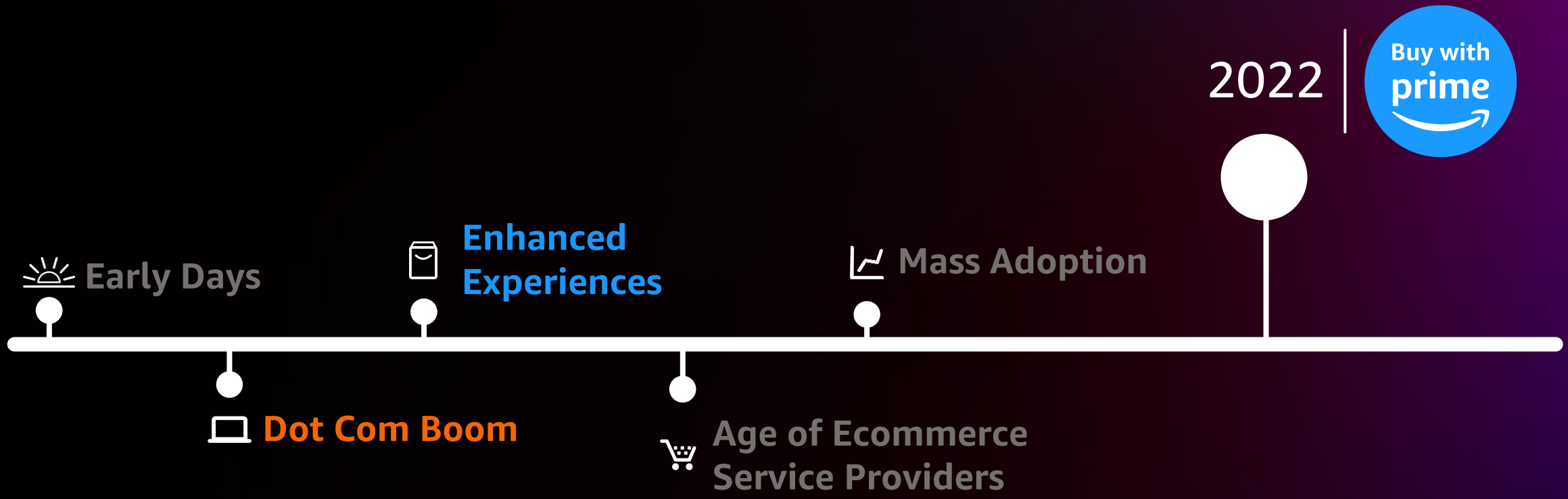
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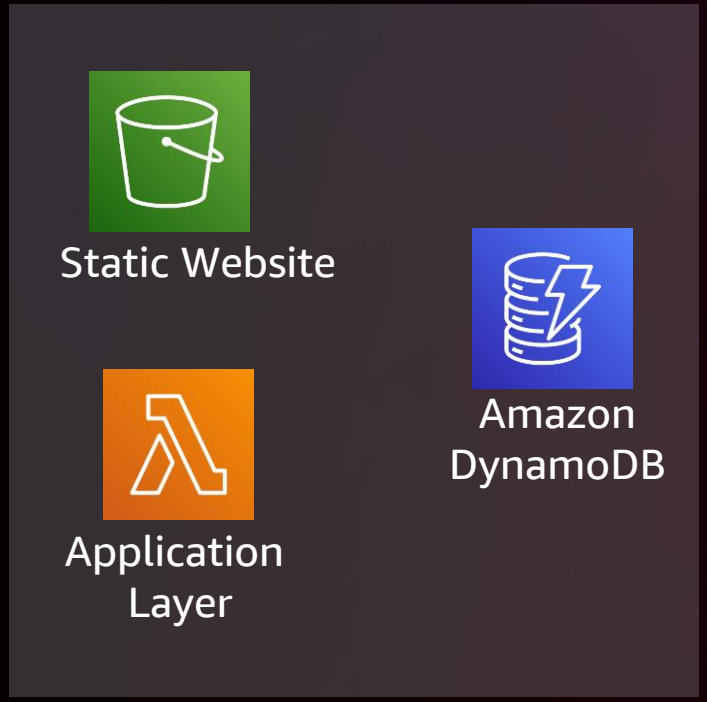
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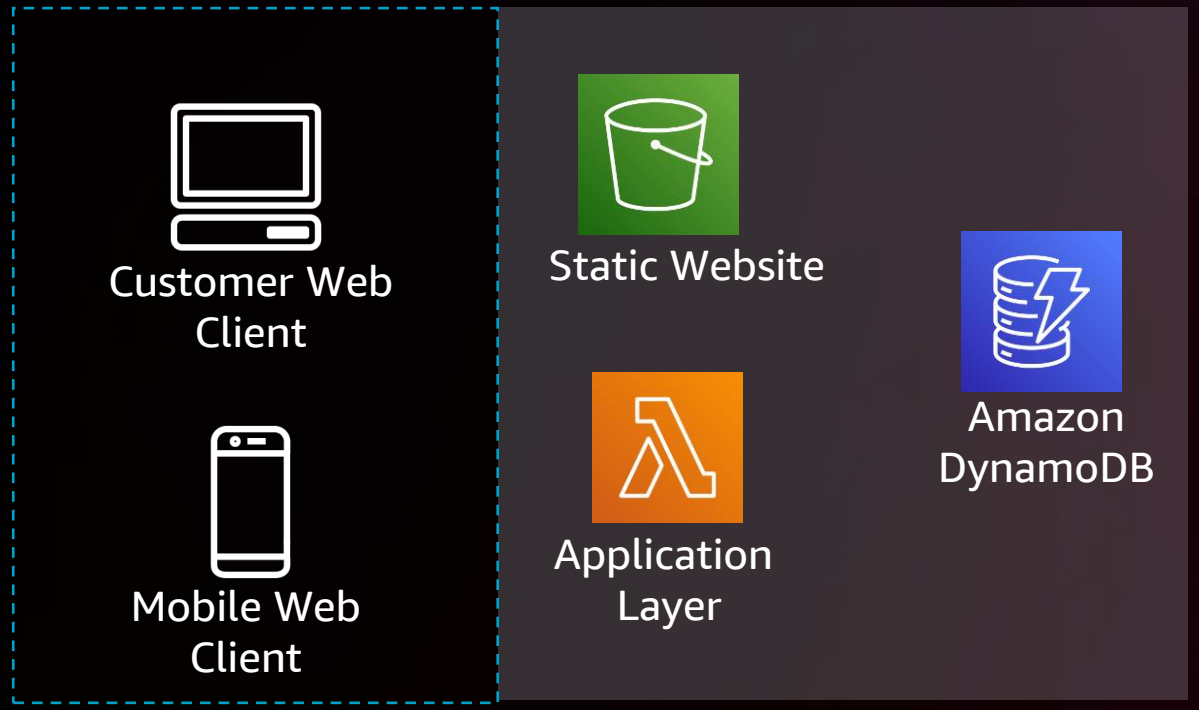
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What is headless?

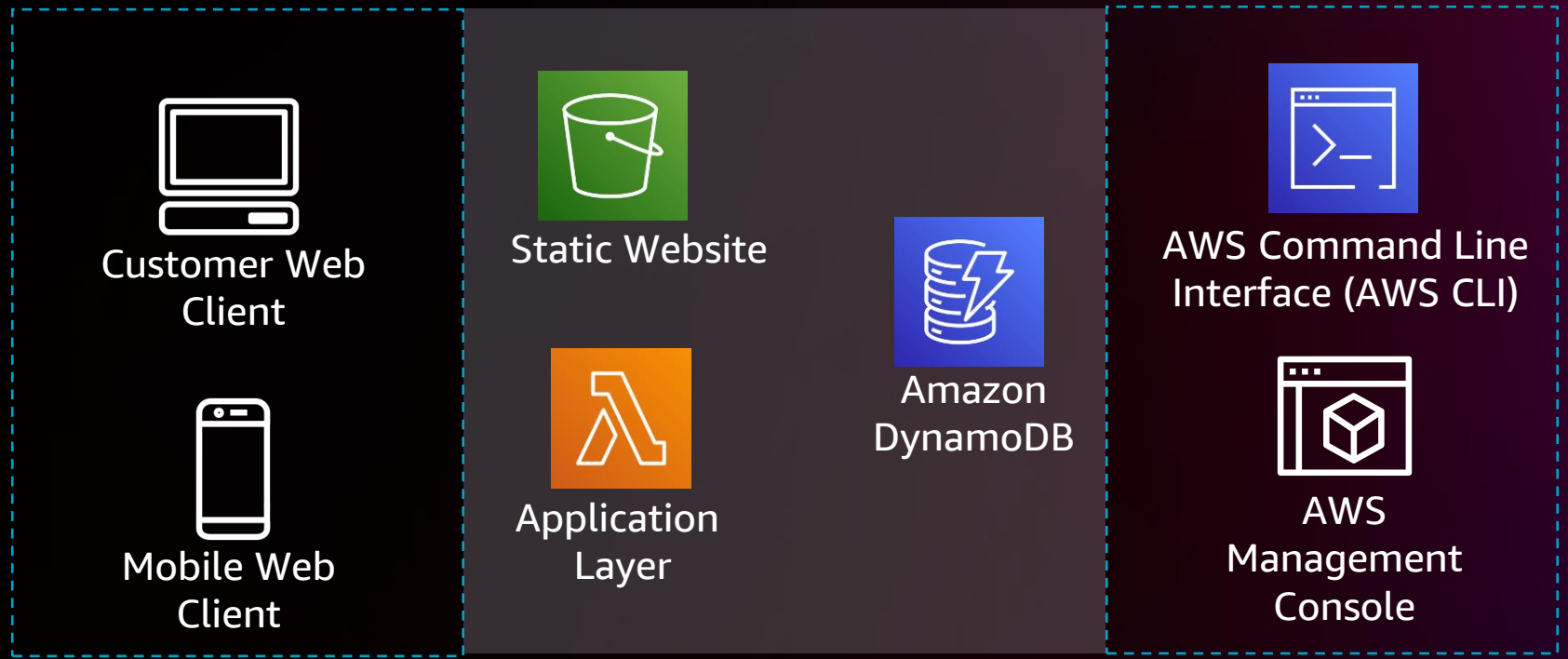
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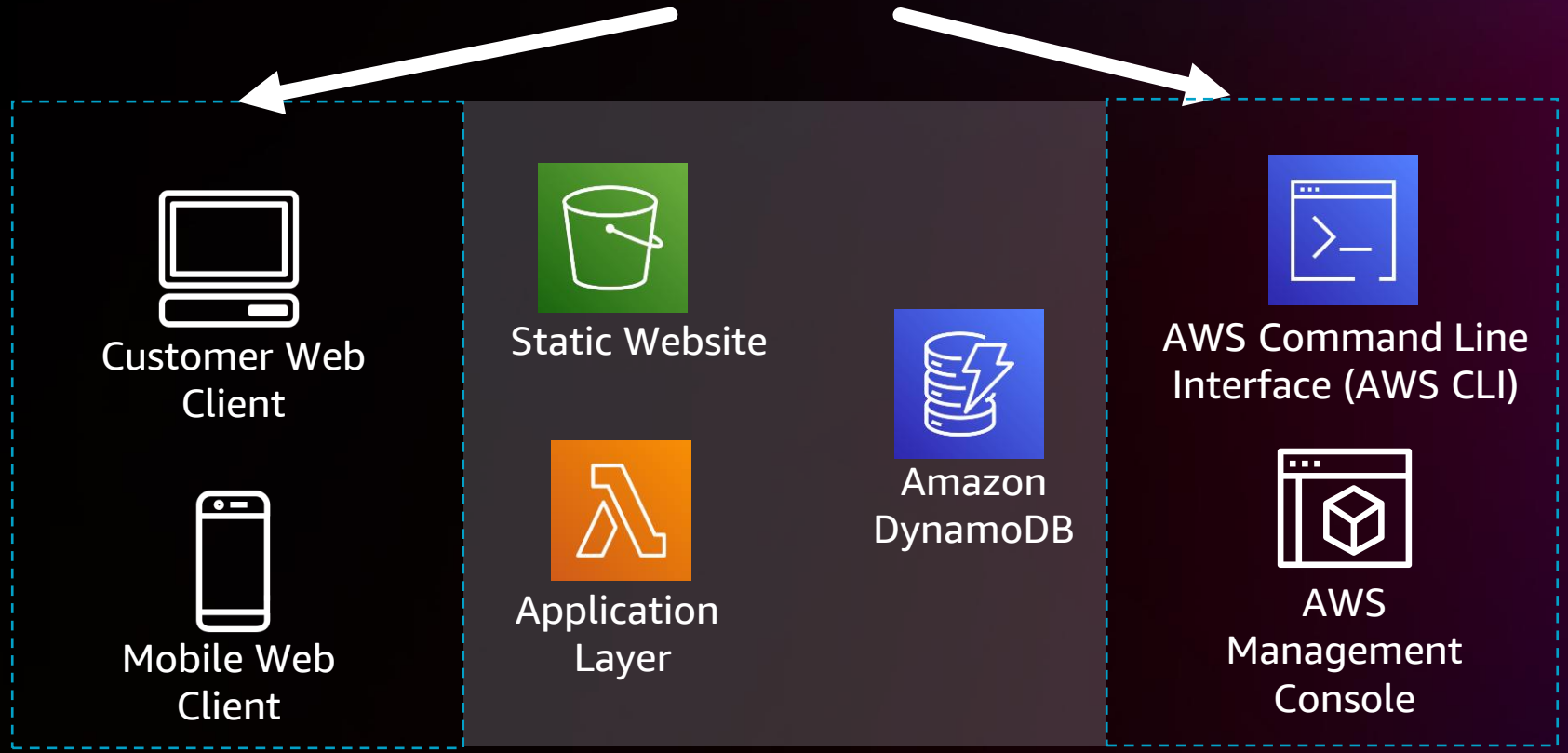


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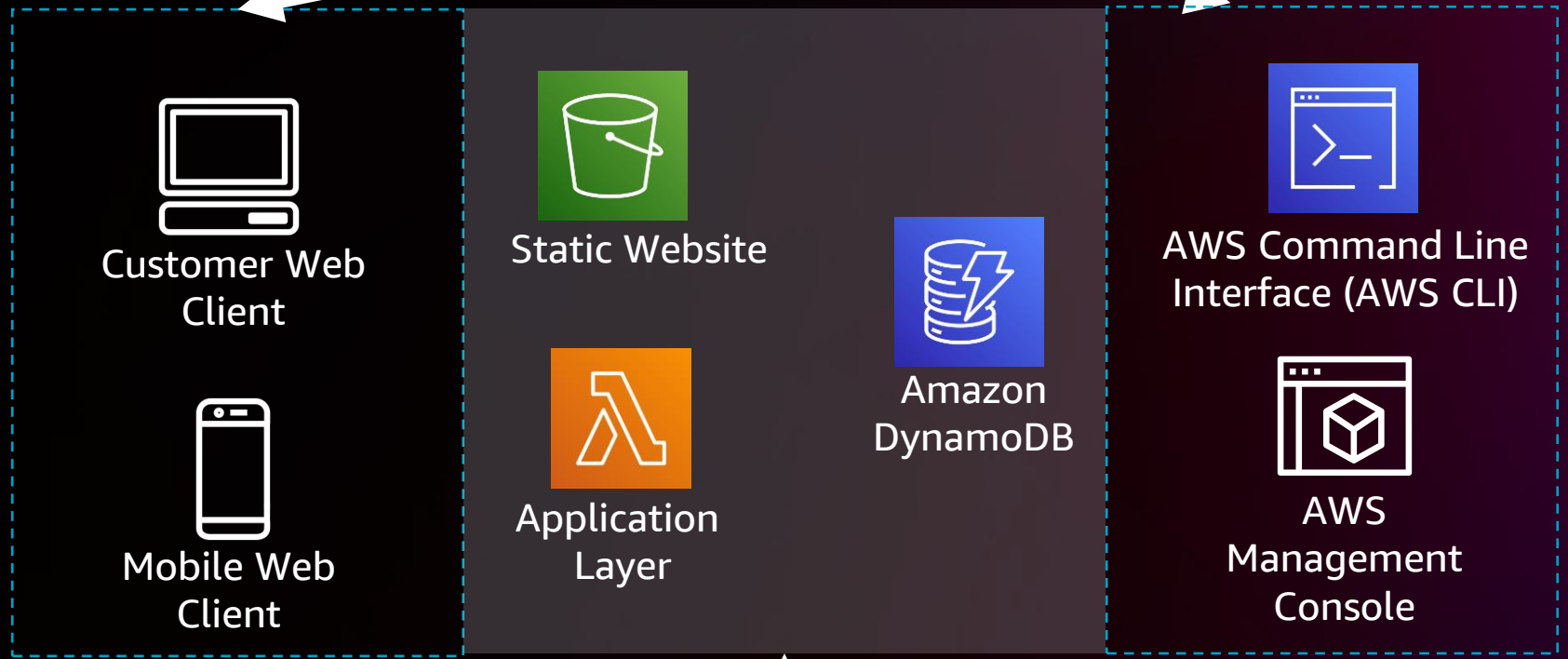
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Heads



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Heads



Body

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A system where customer touch points (“the head”) are separated from backend services (“the body”)

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Headless vs. ecommerce platform providers

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Product Catalog

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Product Catalog



Storefront



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Product Catalog



Storefront



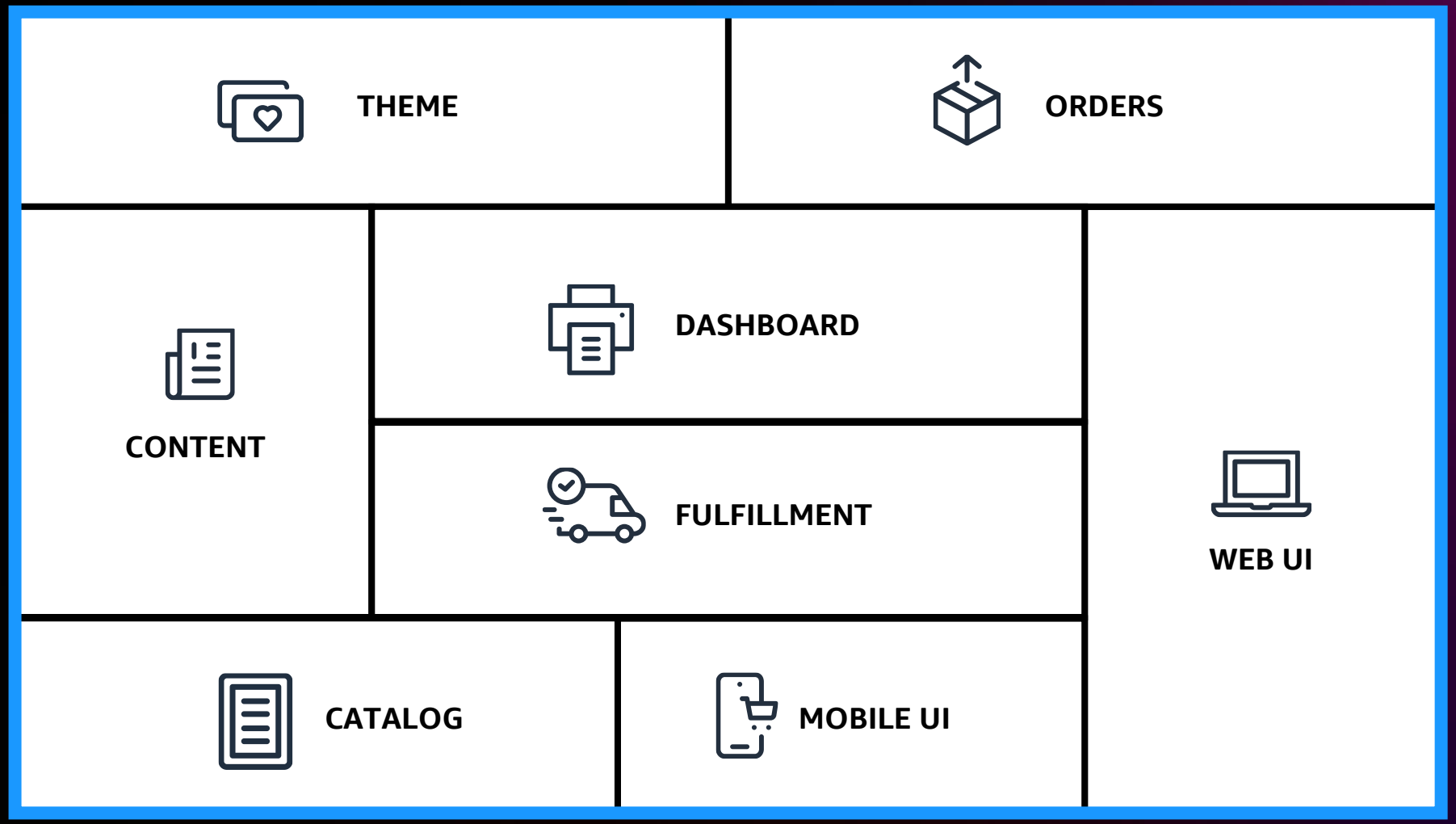
Order Creation



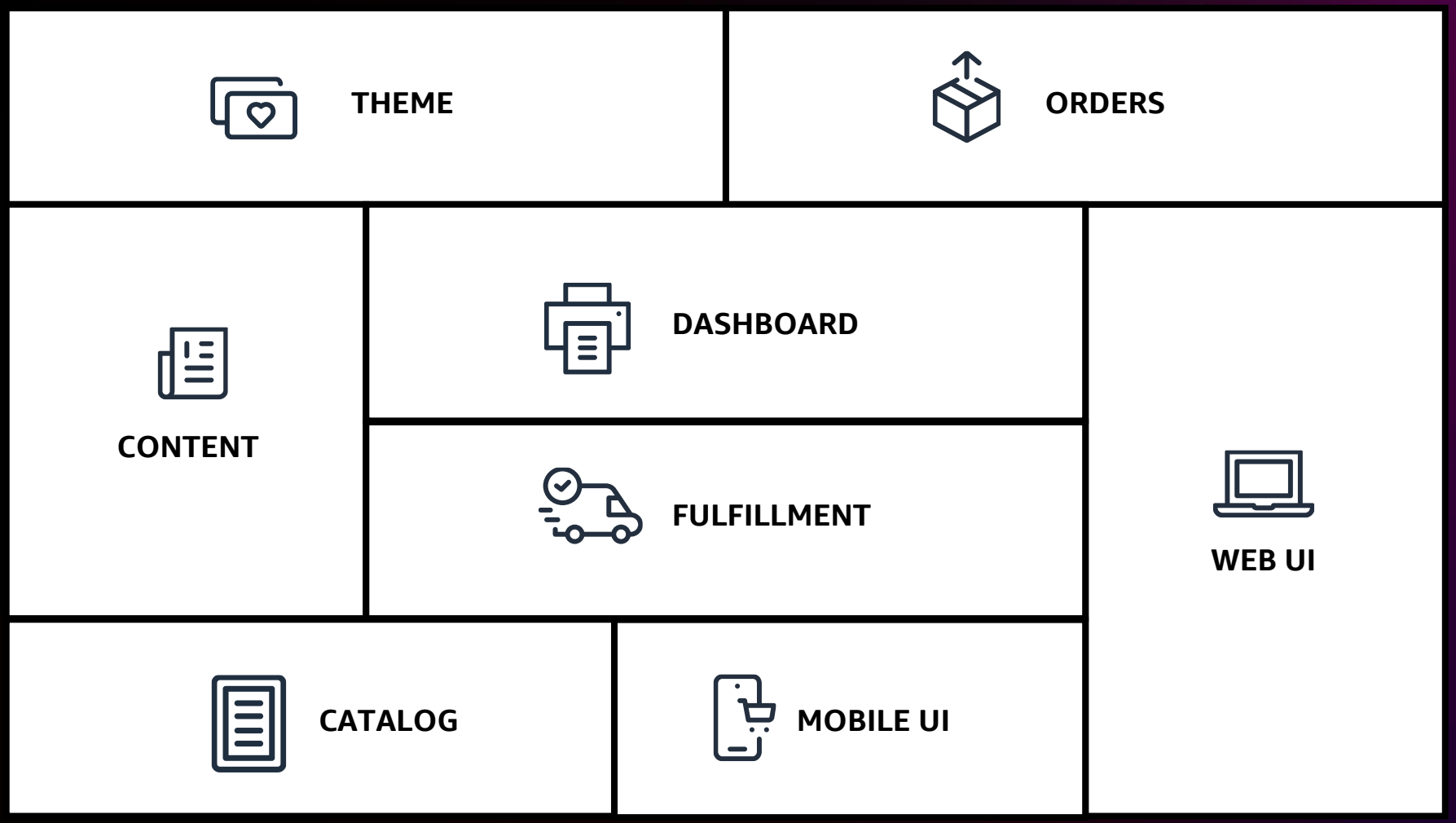
STEVE'S SOCKS

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THEME



ORDERS

CONTENT



DASHBOARD



FULFILLMENT



WEB UI



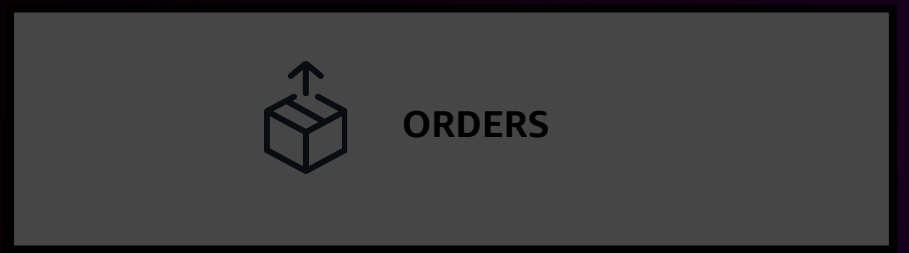
CATALOG



MOBILE UI

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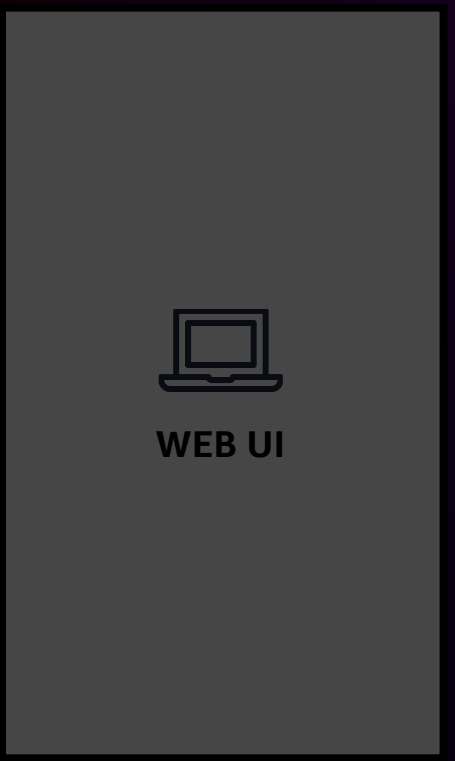








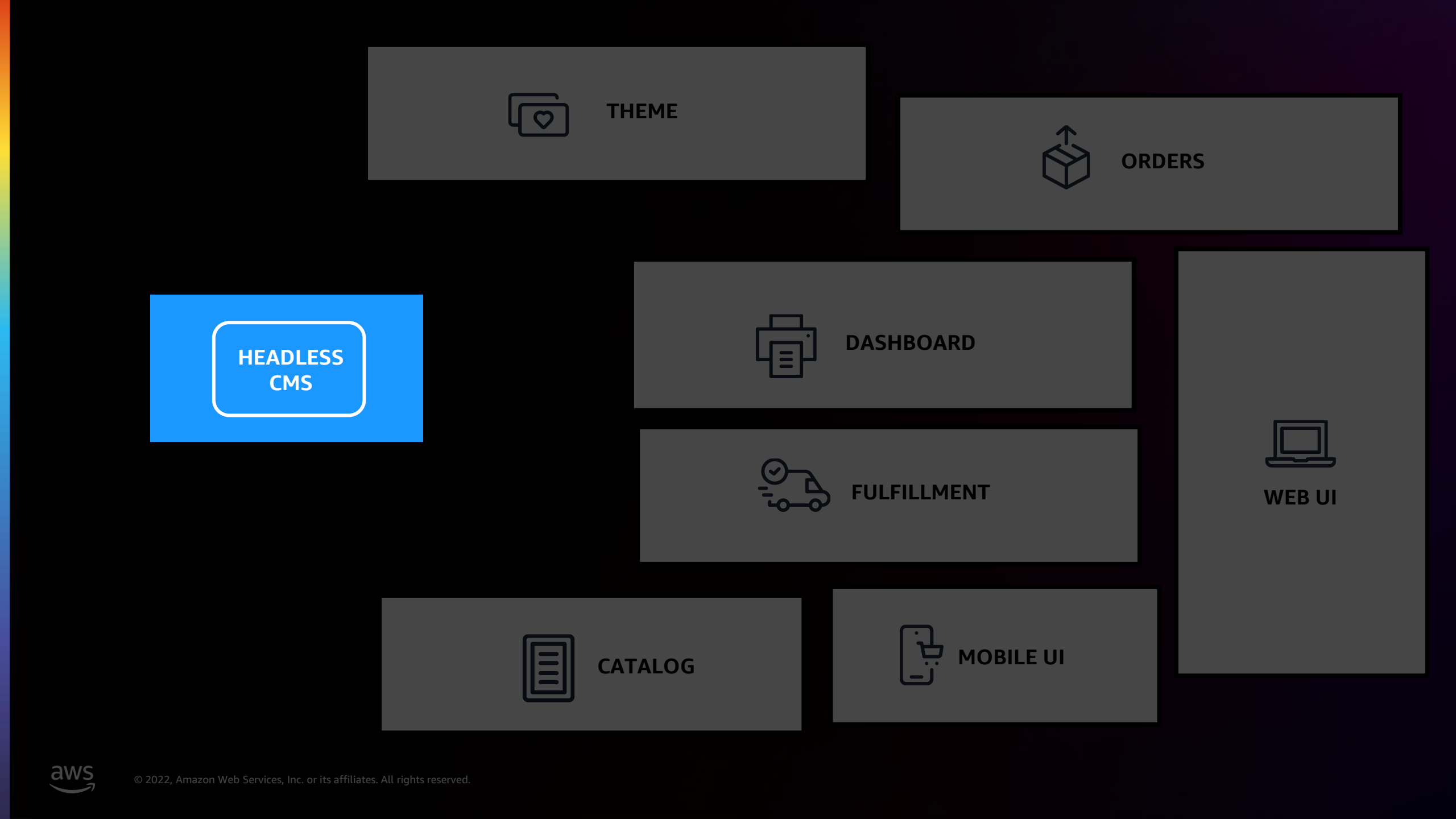








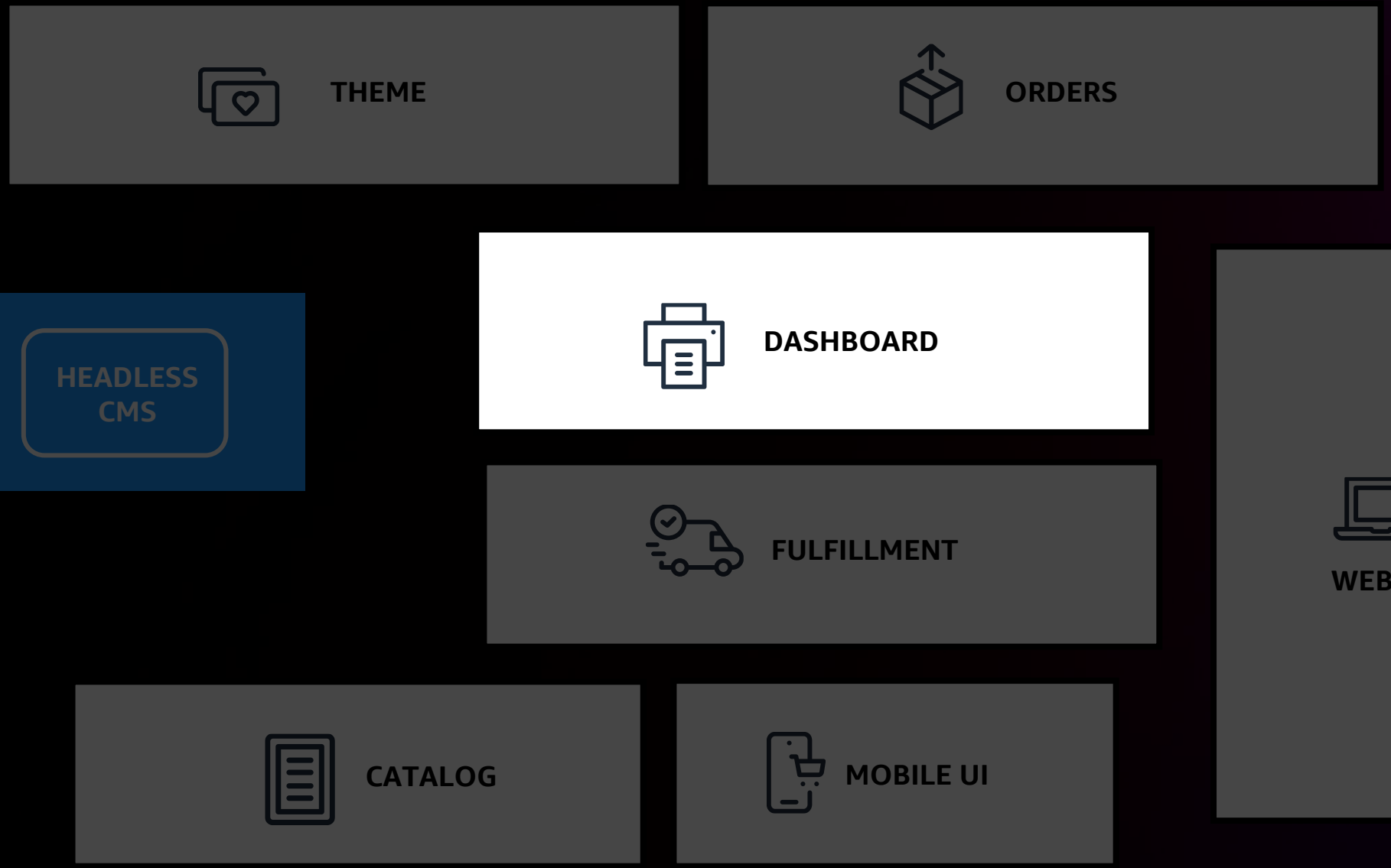
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THEME

ORDERS

HEADLESS CMS

ANALYTICS PLATFORM

ORDER DASHBOARD

WEB UI

FULFILLMENT

CATALOG

MOBILE UI

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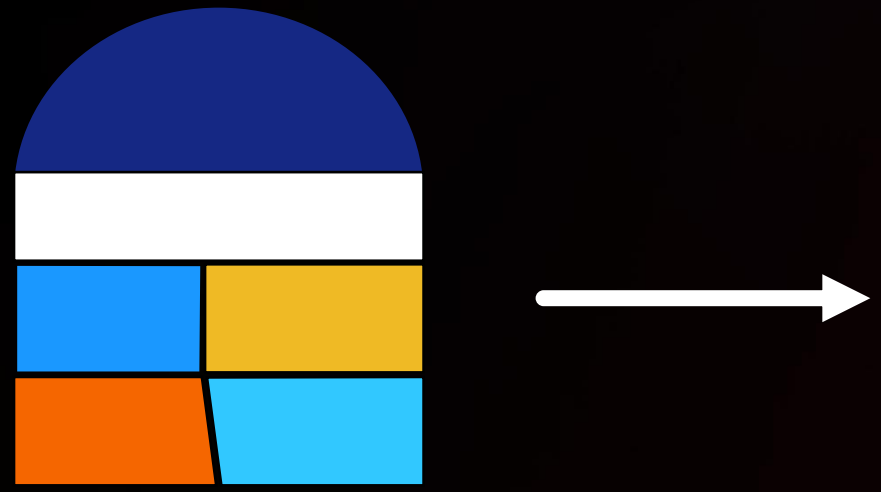
FULFILLMENT

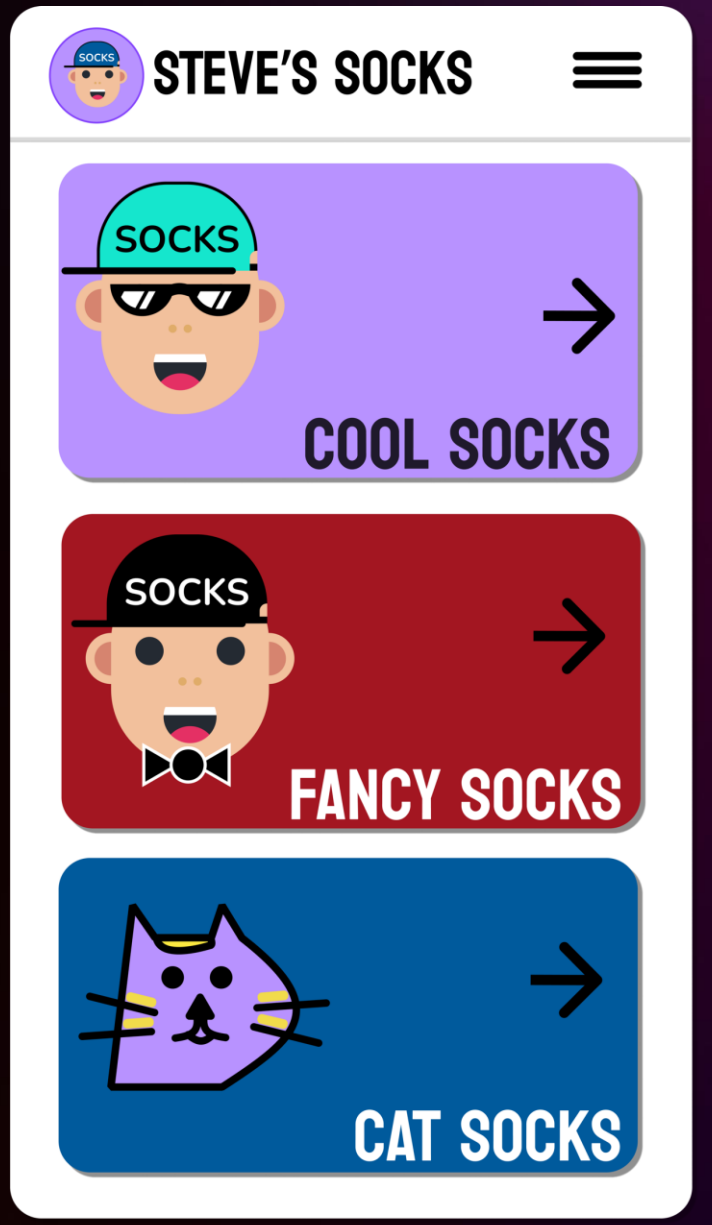
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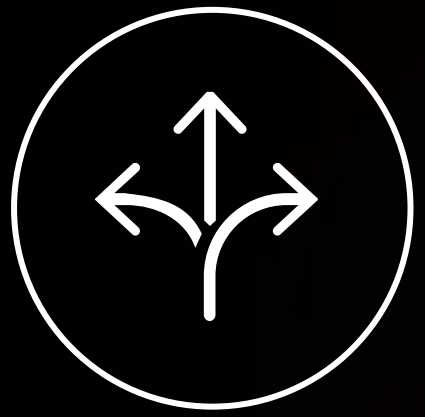




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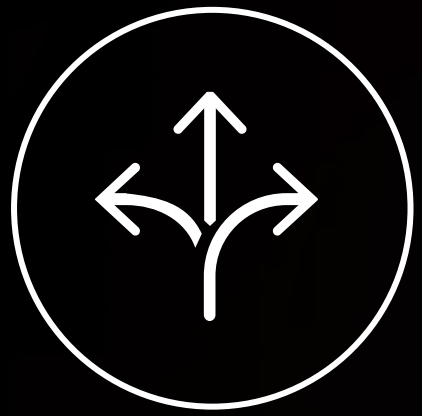
Why use headless?

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Flexible

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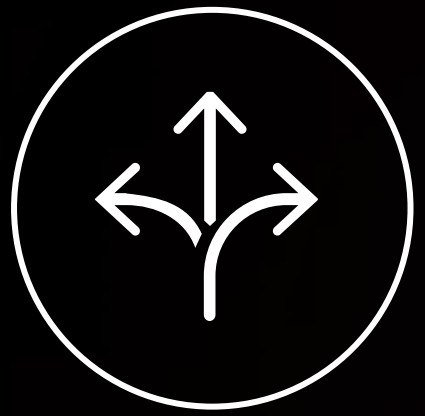




Flexible

Fast

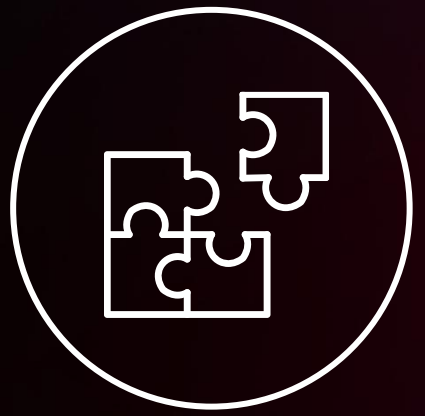
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Flexible

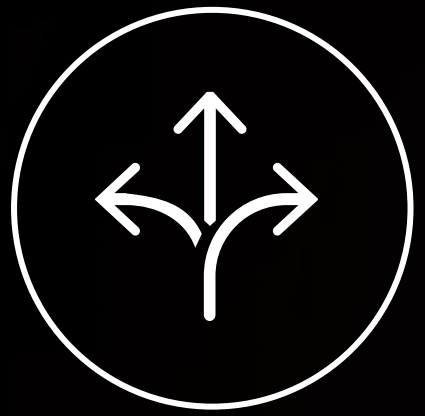


Fast



Extensible

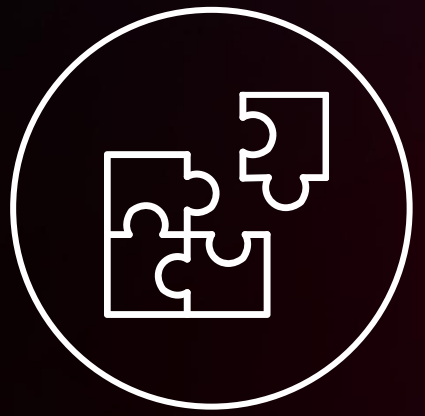
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Flexible



Fast



Extensible

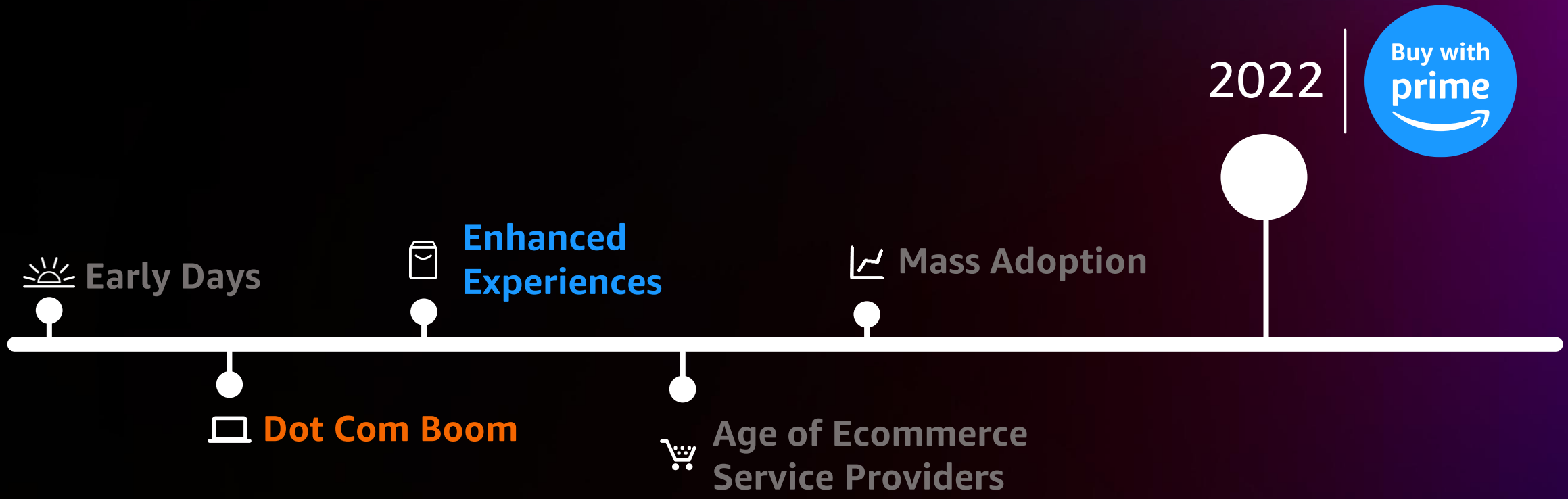


Cost Efficient

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Buy with Prime

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2022

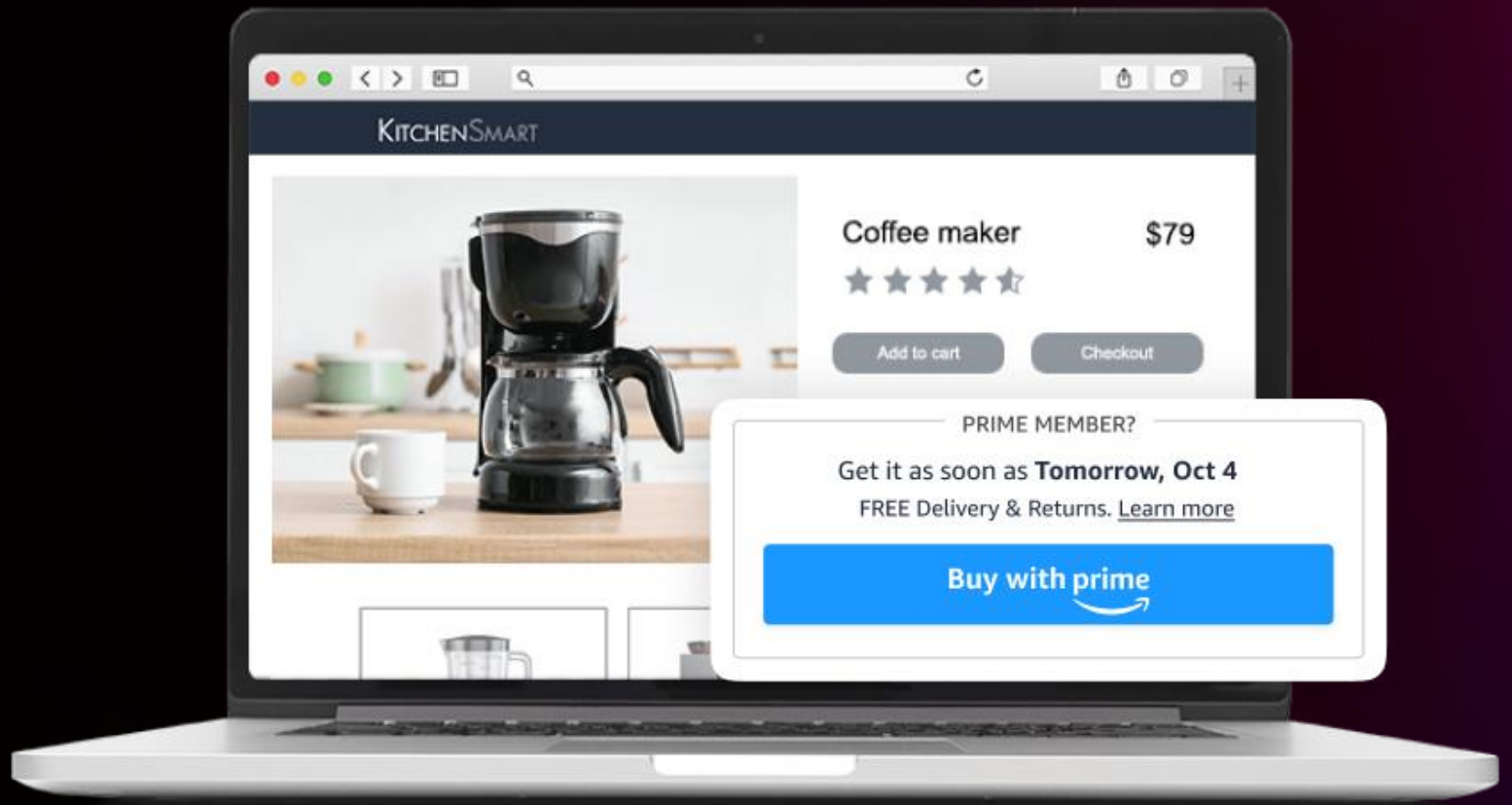


Buy with Prime Button Launch

Sellers can add the **Buy with Prime button** to direct-to-consumer stores

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Future



Buy with Prime
Headless APIs

Sellers and developers can build creative solutions with **Buy with Prime APIs**



2022

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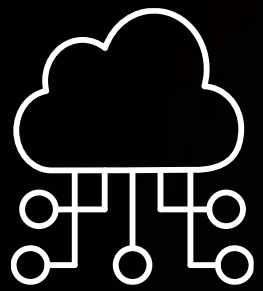
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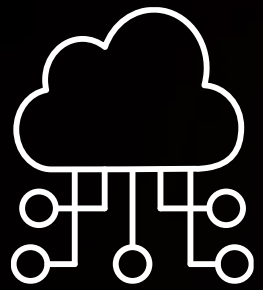
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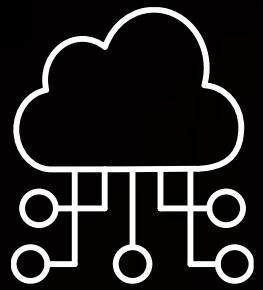
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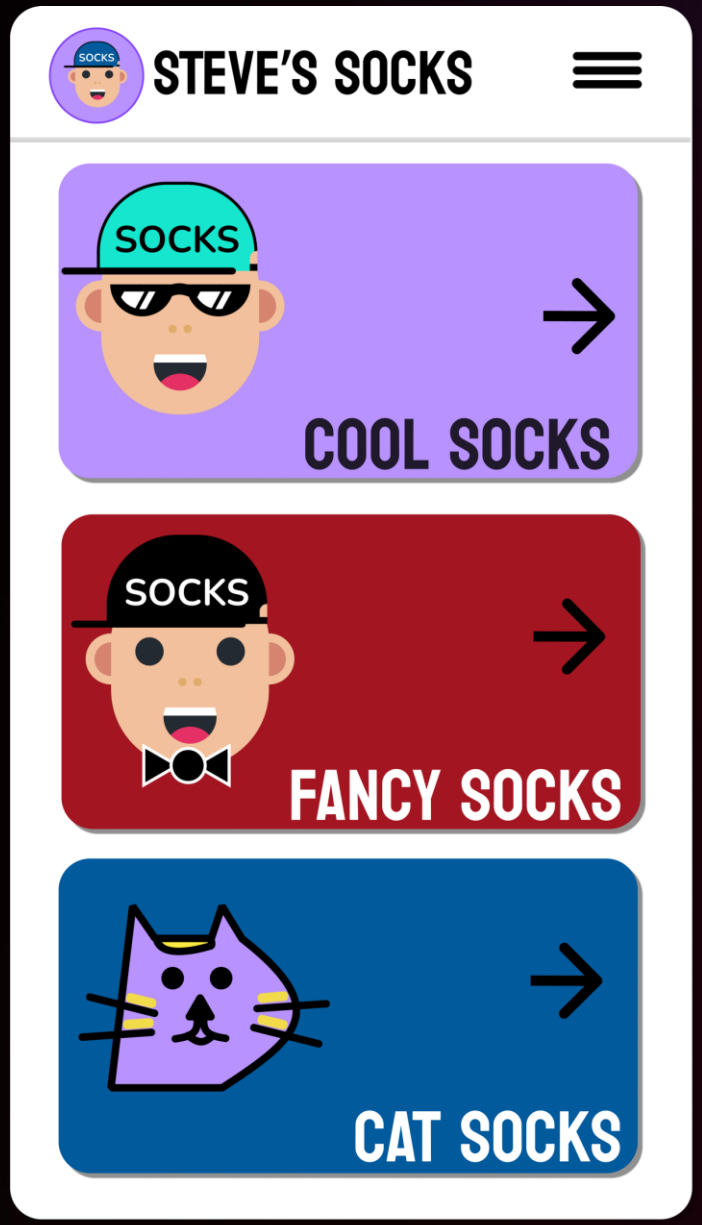
Merchant Console

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Architectures

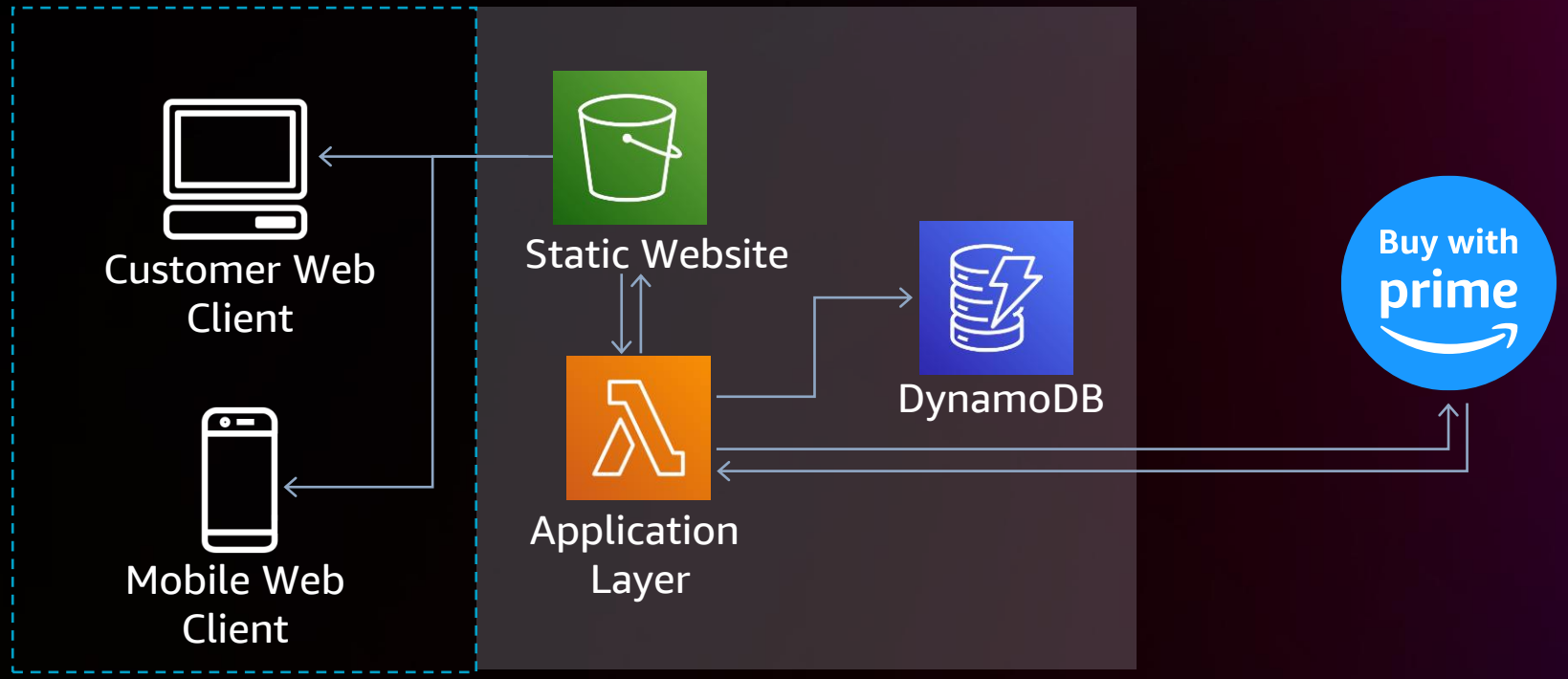
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Static website



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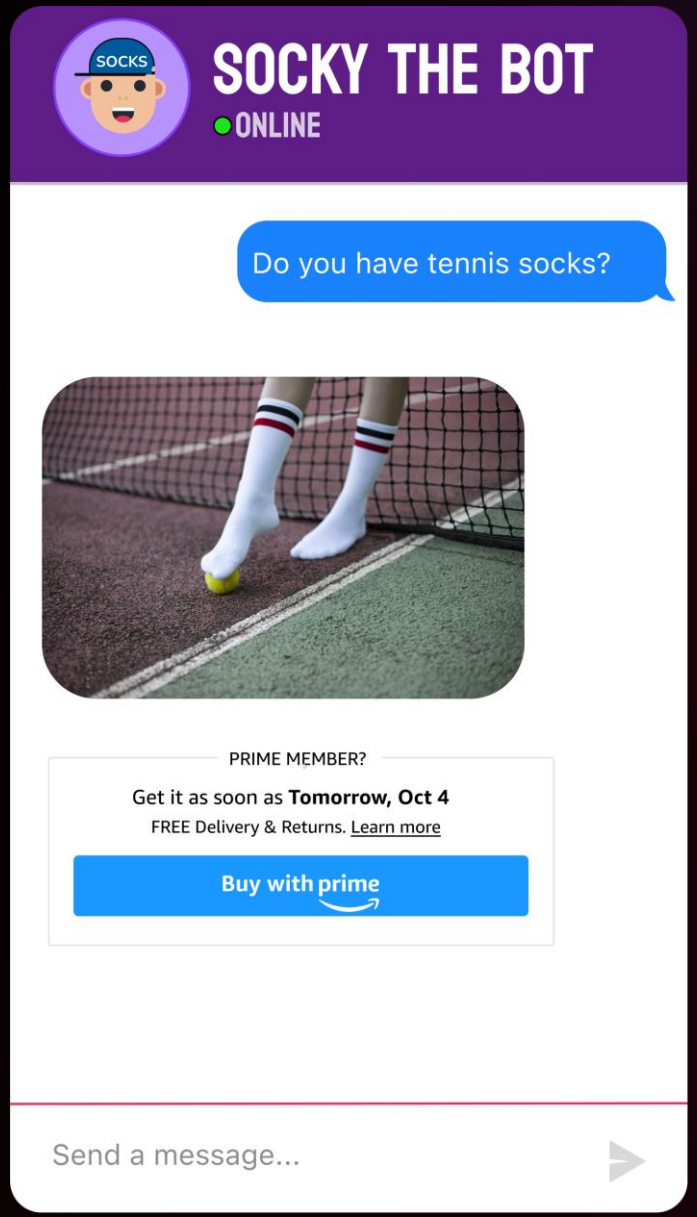
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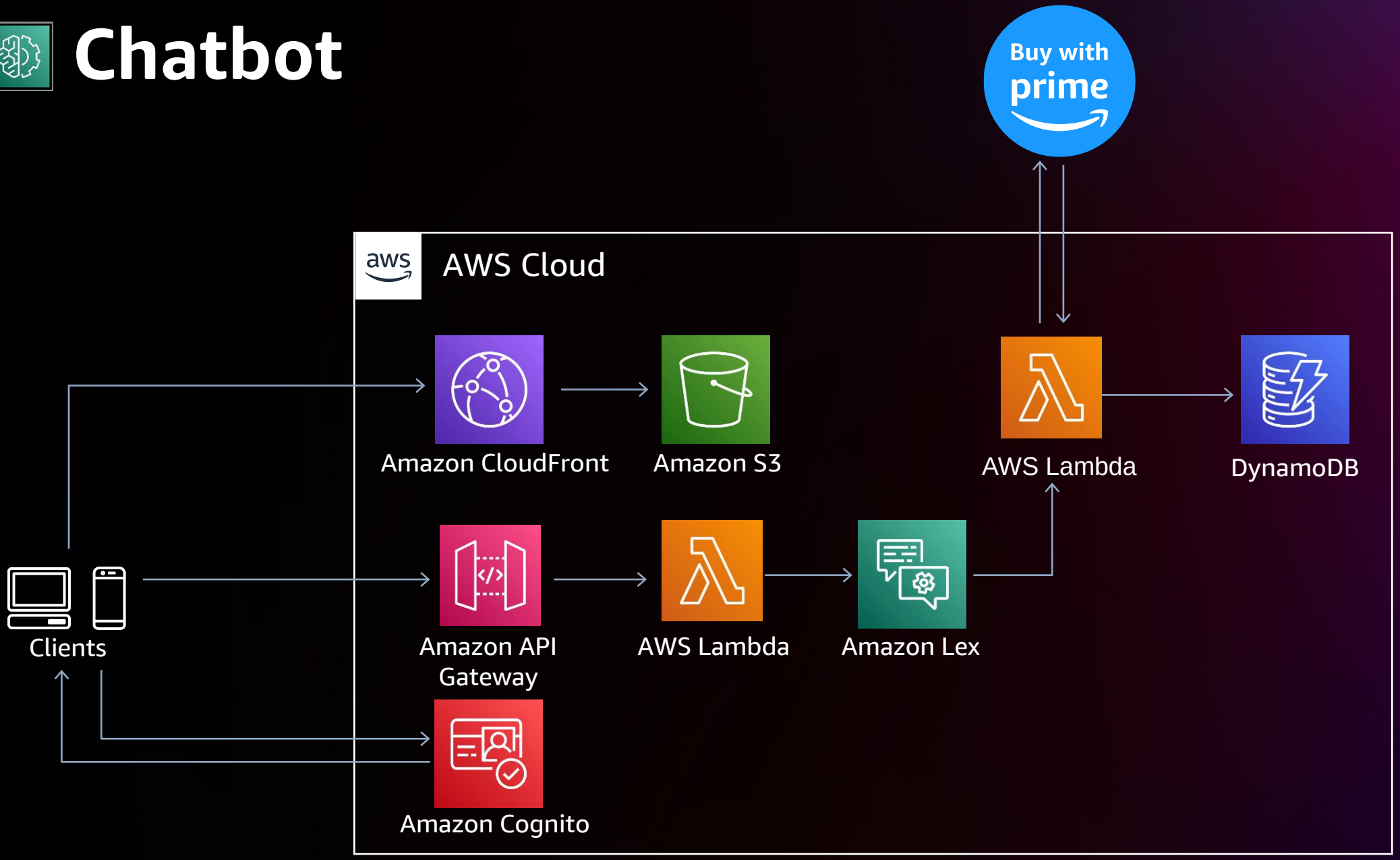
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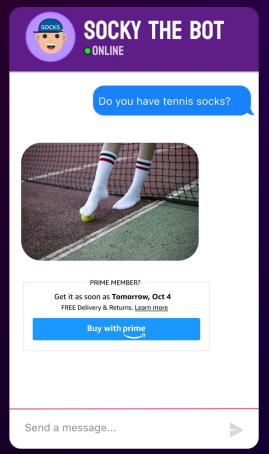
Chatbot



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Chatbot





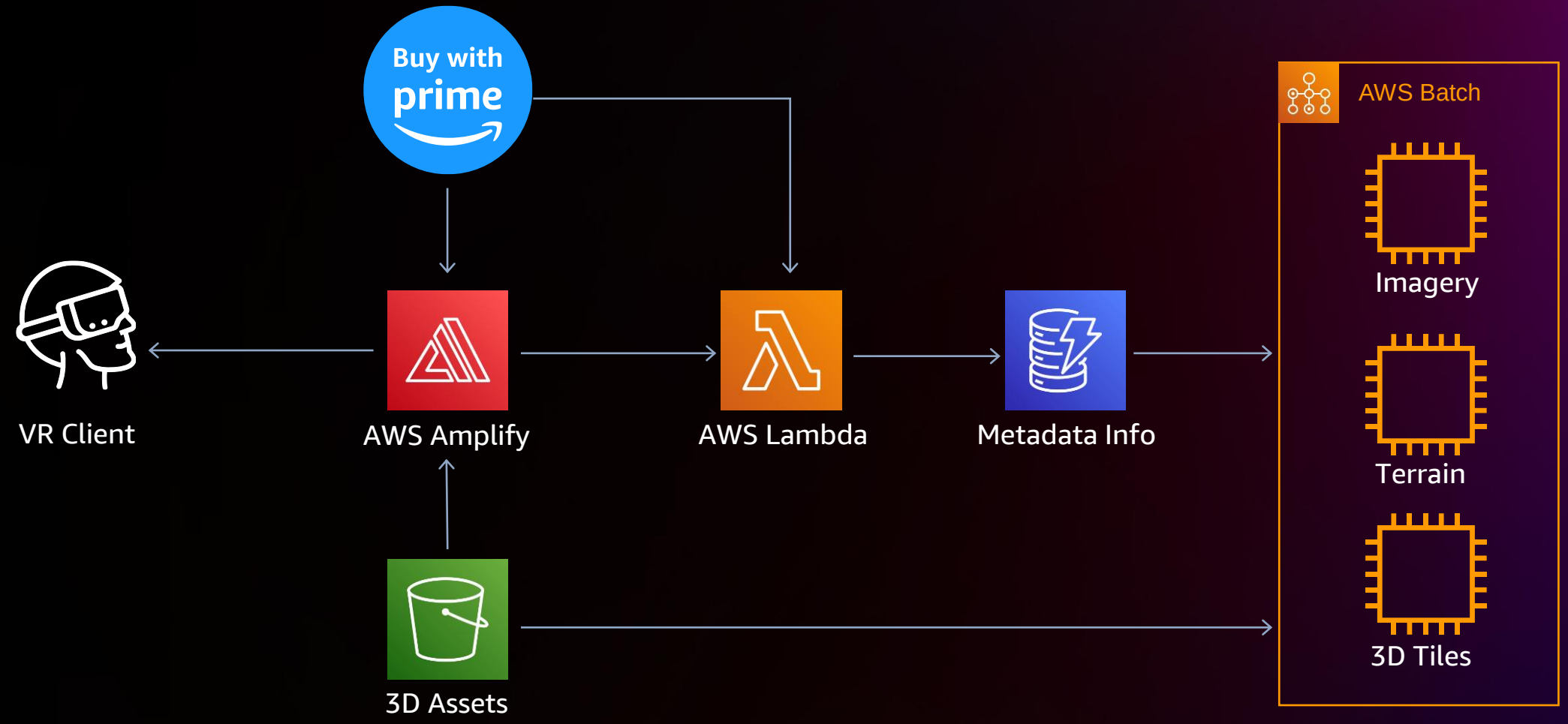
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AR/VR application



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AR/VR application





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How to get started?

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How to get started

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2

3

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2

1 Identify

3

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1 Identify

2 Research

3

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1 Identify

2 Research

3 Launch

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1 Identify

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2. Research
3. Launch



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- Join the Buy with Prime community to be part of the new ecommerce world



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Thank you!

Tom Christensen
tchramzn@amazon.com

Stephen Godderidge
stevog@amazon.com

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