



**ABOUT
US**

**HEADLESS
COMMERCE**

MOBIECOM

**OUR
OFFER**

**USE
CASES**



ABOUT US

IBM Silver Business Partner

17-year Commerce Expertise

**OUR
HISTORY**

**OUR
VALUES**

**OUR
CUSTOMERS**

Our History with WCS



OUR VALUES

Respect for the Individual

Integrity at the Core

Innovation through Continuous Discovery



OUR CUSTOMERS

Building **Trust** through Partnership and Collaboration





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Headless Commerce

Abstains from having a
perfect front-end

How

Why

HOW

Front-end decoupled

Delivered via RESTful APIs

Why is WCS going Headless?

Modern Architecture
Join API Economy

Benefits

- Separation of concerns
- Agility
- Time-to-market



How can APIs benefit Business?



APIs promote:

- efficiency
- portability
- innovation

Disrupt like UBER who uses services to build their app:

- Mapping
- Payment
- Communication





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Mobiecom Design Points

Fast storefront

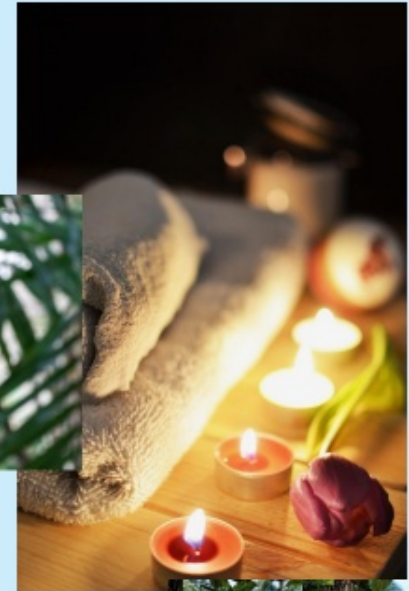
Optimized for Mobile

All REST APIs

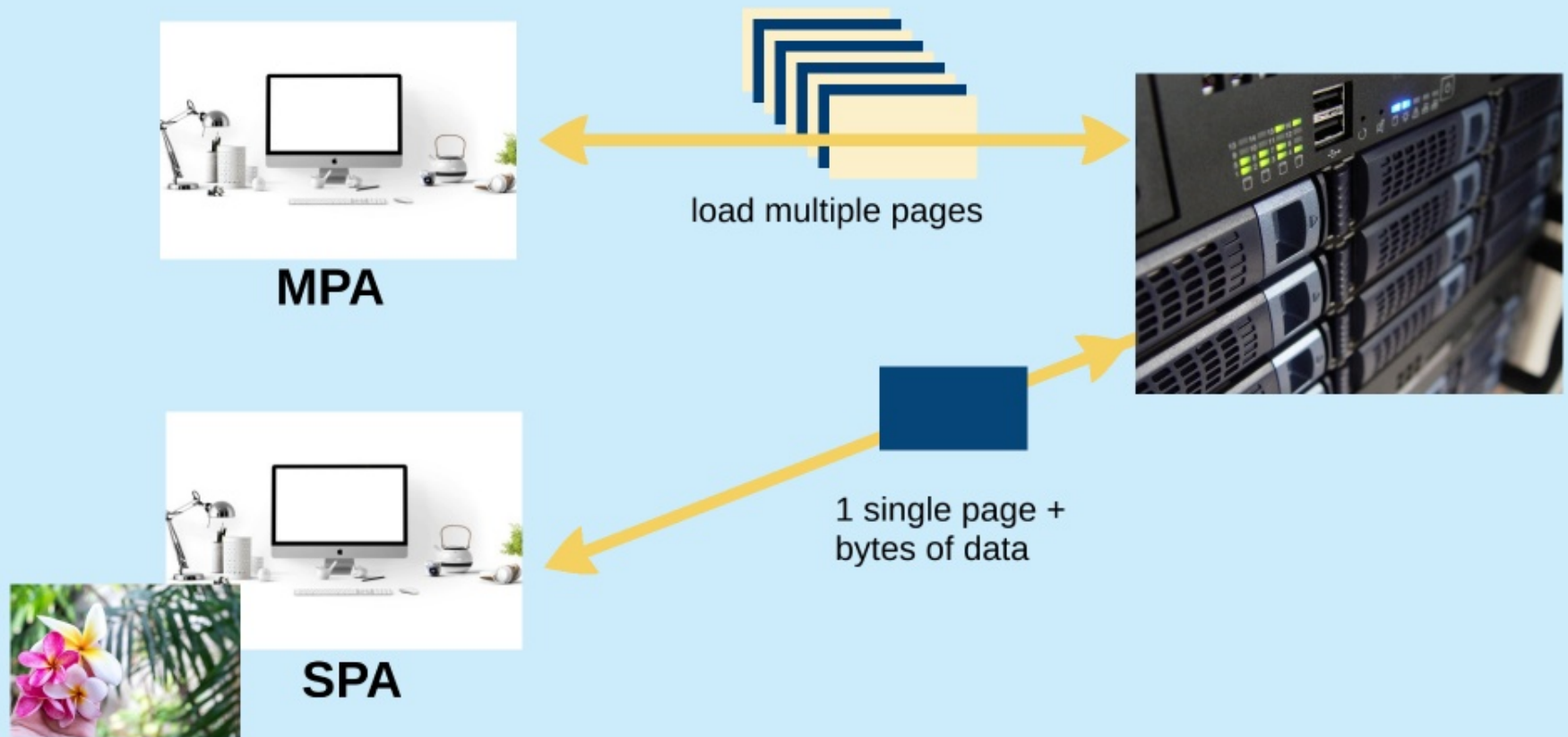


Mobiecom - At-A-Glance

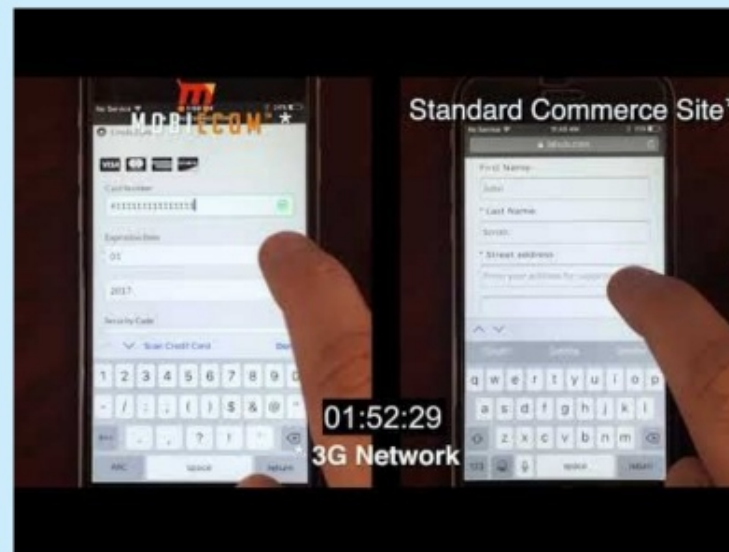
- SPA in ReactJS
- Data cached on browser
- Average page load 2-3 secs w/out CDN
- Complete e-commerce capabilities



SPA vs MPA



Speed Comparison Video



https://youtu.be/RLem7cEt1_Q



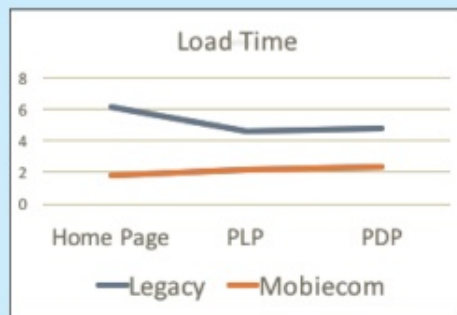
Outstanding Results

Bishco.com went from D to B+ organically without CDN

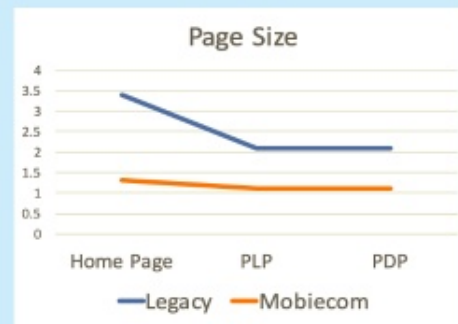
Bishop Performance Grade



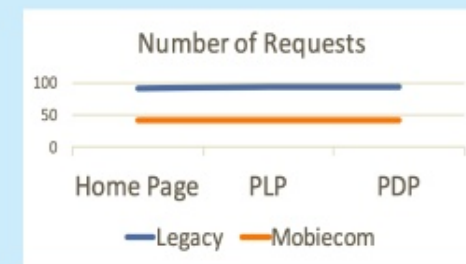
Performance Metrics in Detail



2 sec load time



1.1Mb page size



50% less request

Performance means Good Business!

Mobile Sessions - Up 30%

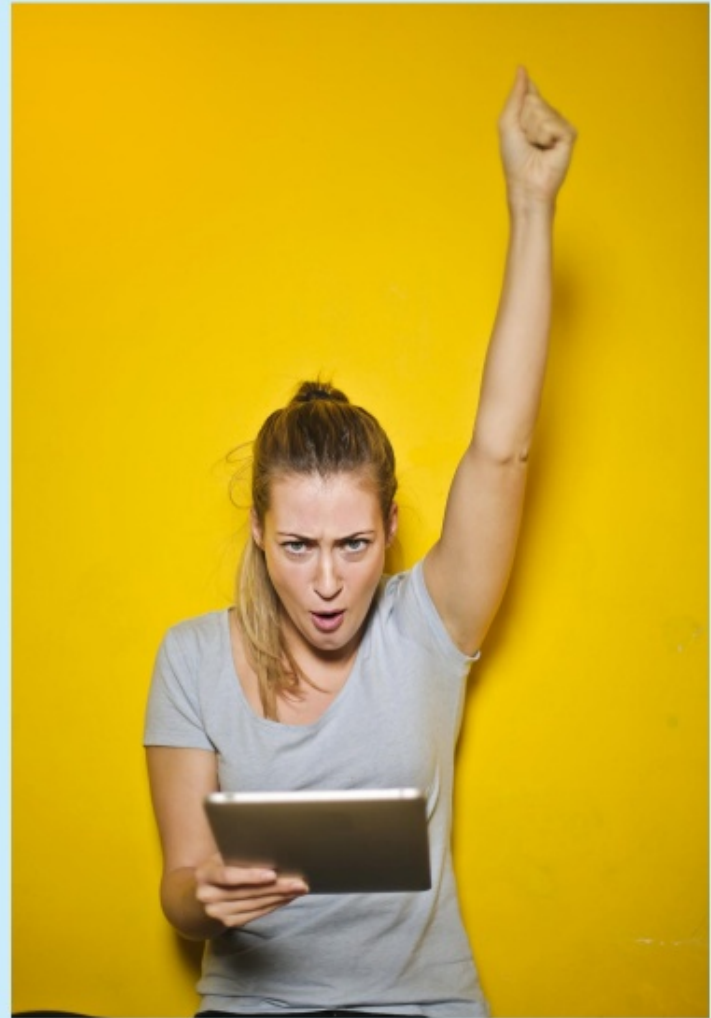
Mobile Revenue - 15% of Online

Online Revenue - Up 11%

Return on Investment - 173%



**But Wait!
There's more....**



The Beauty in Headless...



supports all versions of WCS!

REST APIs



WebSphere®
COMMERCE
V8

WebSphere®
COMMERCE
V9

**IBM Digital
Commerce**

Mobiecom Replaces Aurora

Supports Commerce Composer

And other CMS for Content!



Editing UI w/ Commerce Composer



<https://youtu.be/RDDdJvVLIZg>

A person in a dark suit and white shirt is pointing their right index finger towards a digital interface. The interface features a network of white lines connecting various blue circular icons. These icons contain different symbols: a cloud, a smartphone, a Wi-Fi signal, a speech bubble, a house, a car, and a person. The background is a light gray. An orange rectangular banner is superimposed over the center of the image.

Many faces of Mobiecom

Resources for Mobiecom

- Website: <https://www.mobiecom.tech/>
- What is Mobiecom? – 30 secs
- <https://www.youtube.com/watch?v=JiV9JQSnqUc>
- Speed Comparison Video
- https://www.youtube.com/watch?v=H_bik3xFUp0

Mobiecom Demo Sites

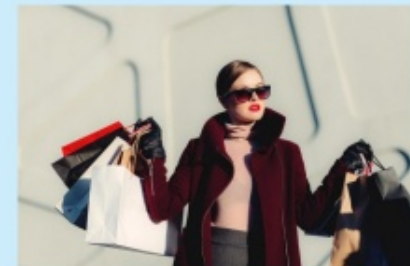
Mobiecom on IBM Digital Commerce
<https://idc.mobiecom.tech/>



Mobiecom on WCS V9
<https://wine.mobiecom.tech/>

Mobiecom on WCS V8
<https://demo.mobiecom.tech>

Mobiecom on V7 FEP8
<https://bishco.com>



Headless
Commerce
needs a
Head



WCS needs Mobiecom!



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How to Leverage Headless Commerce and Mobiecom Together

**New
Site**

Migrations

Use Mobiecom as your new storefront for V9

- 6-8 week onboarding
 - 2-week for catalog load
 - 2-week for styling
 - 2-week for integration
 - 2-week for cloud infrastructure
- Add on your favorite CMS for content!

No future migration!

Beauty in REST APIs

Point to any WC version including IDC

Preserve your User Experience

Content is King and will continue to be King!

Why Migrate?

V7 End of Support
April 2020

Migrate
to V8

Migrate
to V9

Migrate
to IDC

V8 Migration

Still a Tightly-coupled architecture but very safe

Use Mobiecom as new front-end to gain speed!


Lift & Shift legacy code on the back-end

V9 Migration

V9 requires a new storefront - Use Mobiecom!

RESTify your customizations to leverage your unique assets

**Minimize
future
migration**



Minimize future migration

V9 Releases are available on a monthly basis

Apply when needed



**Same migration
process as in V9**



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**Is
Mobiecom
right for
you?**



We can succeed together!

CONTACT US



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Meet to discuss

[https://www.zobristinc.com/learn-more/
#schedule-meeting](https://www.zobristinc.com/learn-more/#schedule-meeting)



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