OneView
Commerce

THE IMPACT OF DIGITAL INNOVATION ON LEGACY RETAIL TECH STACKS

Q&A WITH LINDA PALANZA, CEO, **ONEVIEW COMMERCE**

Q: The explosion of digital is challenging legacy retail tech. What's the solution?

Linda Palanza: With a massive increase in digital adoption as the hallmark of the pandemic, retailers face a complex web of legacy systems and processes that block digital engagement. Facing critical business needs, many turn to one-off digital initiatives that, in turn, generate regret spend. Combatting legacy limitations, headless commerce pairs a powerful transaction engine with retailer control of the front-end user experience to provide a platform that enables retailers to build and deliver digital differentiation, anywhere.

Q: How can you innovate rapidly without a rip and replace of legacy?

Palanza: When legacy is in play, innovating digital engagement means months of effort and millions of dollars. Today, slow execution translates to lost customers and revenue. With a headless architecture, retailers pinpoint use cases that add specific business value and gain the control and tools to build experiences that extend POS or store systems to meet customer expectations and demand. Using a microservices-driven transaction engine, retailers can quickly integrate high-value legacy assets to deliver unique, digital-first strategies for contactless pickups, pay at curb, store-as-a-warehouse and more.

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Q: How does headless commerce for store work?

Palanza: In traditional or legacy systems, front-end experiences are tightly coupled with backend functions, making sharing experiences across touch points difficult or impossible. As digital experiences cover increasing interaction points, legacy's inability to reuse functions means redundant development, slow time-to-market and increased cost.

Headless commerce recognizes that underlying commerce functions — building the basket, calculations, adjustments — while critical, are not where the value lies for retailers. Instead, headless separates the experience from the functional layers and gives retailers control of the front end to own and build their brand interactions. With a single code base, headless ensures seamless deployment across touch points, for the technology control that empowers a retailer's commerce anywhere strategy.

Q: Why is control so important in a modern tech stack?

Palanza: Leaders like Kroger, Amazon and Walmart have shown that control of digital and technology assets positions them to predict and respond to customer expectations. Historically, most retailers bought systems that ran "commerce" and were limited vendor interfaces for customer engagement. But today's pace of change means continuous iteration and evolution of experiences is now a competitive differentiation as customers find new ways to engage with brands. Headless commerce enables all retailers to follow industry innovators by gaining control of their tech stack to test, learn and innovate on a single transaction engine, anywhere.

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