

SFCC Headless Pro

Complete Business Overview & Technical Architecture

MARKET CONTEXT

The commerce technology landscape is undergoing a fundamental shift. Monolithic storefronts built on SFRA (Storefront Reference Architecture) are reaching their performance ceiling as consumer expectations demand sub-second page loads, native-app-like experiences, and omnichannel consistency.

Salesforce has responded with PWA Kit v5 and the Composable Storefront initiative, providing a React-based headless frontend framework. However, the out-of-the-box kit covers only ~25% of what a production storefront requires. This gap represents both a challenge and an opportunity.

Metric	Value	Source
SFCC Retailers	13,270+	Salesforce Partner Ecosystem
SFRA Performance Gap	93% fail mobile benchmarks	Google Core Web Vitals
Headless Market Growth	22% CAGR to \$7.16B by 2032	Grand View Research
Conversion Lift	42% avg increase post-migration	Headless Commerce Report 2025
Revenue Growth	24% avg increase	McKinsey Digital Commerce

THE NULOGIC SOLUTION

NULogic Headless Pro is a comprehensive SFCC migration accelerator that bridges the gap between Salesforce's PWA Kit foundation and a production-ready headless storefront. Built on years of SFCC implementation experience, the accelerator provides 50+ pre-built components, automated migration tools, and a proven 8-phase delivery methodology.

What Ships with Every Engagement

Category	Included	Lines of Code
Core Overrides	Home, PLP, PDP, Cart, Checkout, Account pages	4,000+
UI Components	Header, Footer, Mega Menu, Mini-Cart, Search, Refinements, SEO, Error Boundary	3,500+
Analytics Layer	GA4 + GTM + DW unified tracking, useAnalytics hook	400+
Migration Tools	SFRA Audit Scanner, Web Scanner, API Discovery CLI	3,000+
Documentation	Migration Playbook, SFRA-to-PWA Mapping, Proposal Template	1,100+
DevOps	CI/CD pipeline, Docker, Cloud Build, Jest + Playwright configs	200+

TECHNICAL ARCHITECTURE

The accelerator follows a layered architecture that cleanly separates concerns while maintaining the template extensibility model that Salesforce provides with PWA Kit.

Layer	Technology	NULogic Value-Add
Client	React 18, Chakra UI 2.10	Custom theme, responsive components, A11y compliance
SSR Runtime	Node.js 20, Express	Helmet security, SLAS private client integration
State	Redux, Context API	Cart context, auth context, analytics hooks
Commerce	SCAPI, SLAS, Commerce SDK	Typed helpers, error handling, retry logic
Hosting	Managed Runtime (MRT)	Lambda@Edge, global CDN, auto-scaling
Analytics	GA4, GTM, DW Analytics	Unified event layer, consent management
AI	Ask Alex Shopping Agent	iframe bridge, useAgentBridge hook

8-PHASE MIGRATION METHODOLOGY

Phase 1: Discovery & Audit (Week 1-2)

Run automated SFRA scanner + API discovery. Capture custom requirements, third-party integrations, performance baselines.

Phase 2: Architecture & Planning (Week 2-3)

Define component hierarchy, API integration points, data model mapping. Create migration backlog.

Phase 3: Foundation Setup (Week 3-4)

Initialize PWA Kit project, configure SLAS/SCAPI, set up CI/CD pipeline, establish coding standards.

Phase 4: Component Build (Week 4-8)

Build all page templates and UI components. Header, footer, PLP, PDP, cart, checkout, account.

Phase 5: API Integration (Week 6-10)

Connect SCAPI endpoints, implement SLAS auth flows, integrate third-party services.

Phase 6: Analytics & AI (Week 8-12)

Deploy GA4+GTM unified layer, integrate Ask Alex AI agent, set up conversion tracking.

Phase 7: Testing & QA (Week 10-14)

Jest unit tests, Playwright e2e tests, Lighthouse CI, accessibility audit, load testing.

Phase 8: Launch & Handoff (Week 14-16)

Staged rollout, performance validation, team enablement, documentation handoff.

ROI & PERFORMANCE IMPACT

KPI	SFRA Baseline	After Headless Pro	Improvement
Page Load (Mobile)	4.2s	1.8s	57% faster
Lighthouse Performance	38/100	92/100	+142%
Time to Interactive	6.1s	2.3s	62% faster
First Contentful Paint	3.1s	0.9s	71% faster
Conversion Rate	2.1%	3.4%	+62%
Bounce Rate	48%	29%	-40%
Average Order Value	\$78	\$94	+21%
Mobile Revenue Share	34%	52%	+53%

COMPETITIVE DIFFERENTIATION

Unlike generic headless frameworks or agency-built custom solutions, NULogic Headless Pro is purpose-built for Salesforce Commerce Cloud. Every component, every integration, and every tool in the accelerator has been designed specifically for the SFCC ecosystem.

Capability	Generic Agency	OSF Digital	NULogic Headless Pro
SFCC-Specific Components	No	Partial	Yes - 50+ components
Automated SFRA Audit	No	No	Yes - 30 second scan
SCAPI/SLAS Pre-built	No	Partial	Yes - full integration
Migration Playbook	No	General	Yes - 8 detailed phases
AI Shopping Agent	No	No	Yes - Ask Alex
Proposal Auto-Generation	No	No	Yes - from scan results

READY TO ACCELERATE YOUR HEADLESS MIGRATION?

Contact NULogic today for a complimentary SFRA storefront assessment.

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