

HEADLESS PRO PLATFORM

Executive Summary

THE OPPORTUNITY

13,270+ retailers power their commerce on Salesforce Commerce Cloud today. Yet 93% of their SFRA storefronts fail mobile performance benchmarks. The headless commerce market is accelerating at 22% CAGR, projected to reach \$7.16B by 2032. Organizations that successfully migrate to headless architecture report **42% conversion rate increases** and **24% revenue growth** on average.

THE BUSINESS CASE

Dimension	Traditional Migration	NULogic Accelerated
Timeline	6-9 months	3-5 months
Investment	\$300K-\$600K	\$175K-\$350K
Risk Profile	High - build from scratch	Managed - 50+ pre-built components
Discovery	Manual audit (2-4 weeks)	Automated scanning (30 seconds)
First Working Demo	Week 8-12	Week 2
Cost Reduction	Standard build costs	35-45% lower investment
Deployment Confidence	Variable risk	Zero surprises - proven playbook

VALUE DELIVERED

WIN FASTER	DELIVER FASTER	GO LIVE CONFIDENTLY
Automated site scanning, API endpoint discovery, and auto-generated RFP responses reduce proposal time by 60%.	Replace months of framework setup with battle-tested components. SFRA-to-PWA primer cuts learning by 45%.	Comprehensive testing framework. Zero surprises.

PROVEN RESULTS

Metric	Before	After NULogic	Improvement
Page Load (mobile)	4.2s	1.8s	57% faster
Lighthouse Score	38/100	92/100	+142%
Conversion Rate	2.1%	3.4%	+62%
Time to First Byte	1.9s	0.3s	84% faster

NEXT STEPS

1. **Discovery Call** - 30-minute assessment of your current SFRA storefront
2. **Automated Audit** - Run our SFRA scanner for instant architecture analysis
3. **Custom Proposal** - Tailored migration plan with timeline and investment

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