

Spryker Frontend Enablement Service (FeS)



Over the past few years, the rise and importance of **IoT (Internet of Things)** devices has created the need for a flexible and agile Frontend experience that supports the future of commerce. With consumer behaviour constantly changing, and numerous means in which consumers purchase, it becomes paramount to ensure the appropriate Frontend technology is able to keep up with new buying trends.

When it comes to Frontend experiences, there are numerous challenges that need to be addressed:

- 1** Business functions require agility and ease, without interference from IT departments.
- 2** Existing solutions are separated, either focusing on developer OR marketers (not both).
- 3** Headless platforms introduce a second SLA for decoupled touchpoints.
- 4** Multiple touchpoints require a highly agile approach.

With no barriers to innovation, Spryker's new Frontend Enablement Service (FeS) enables customers to seamlessly build, test and launch intuitive Frontend experiences. Choosing **Spryker** means your business benefits from an inherent flexibility and agility that is suited for sophisticated transactional use cases in **B2B, Unified Commerce, Marketplaces and B2C**.

FeS Highlights and Benefits

The **Spryker FeS** capability sets a new standard to address challenges related to the creation of frontends experiences, with almost immediate deployment. Benefits include:



Ability to build numerous frontends, online stores quickly and efficiently using out-of-the-box features and /or directly from Spryker's App Orchestration Platform.



Utilization of multiple frontends including storefronts, kiosk, mobile web and more.



Consistently build, deploy applications quickly, and enforce continuous upgrades in a seamless manner.



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