

<epam> | **BURBERRY**

Going Headless at Burberry

David Furletti, Director of Delivery, Burberry
Egbert Hendriks, Digital Engagement, EPAM



WHAT IS HEADLESS?

-

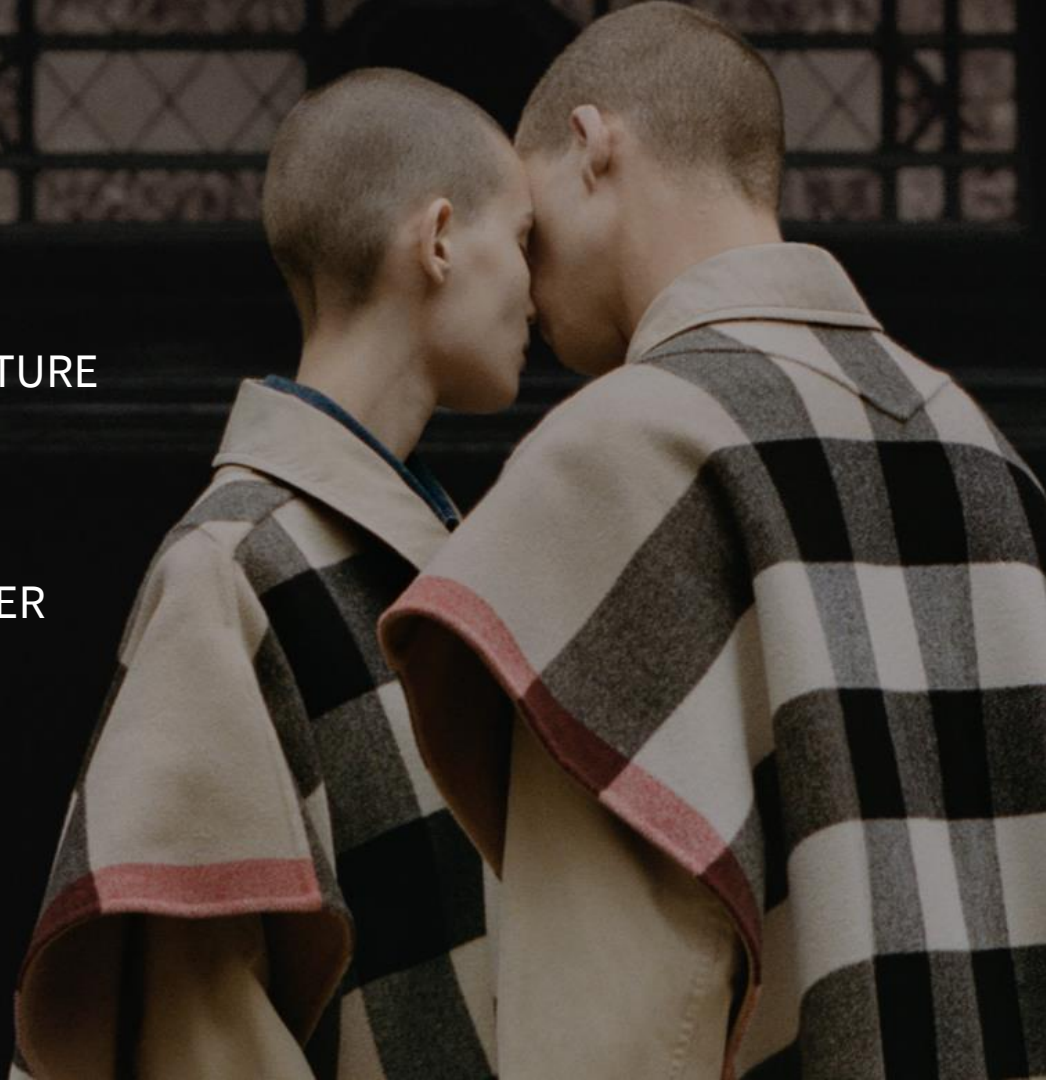
MONOLITHIC vs HEADLESS ARCHITECTURE

-

BURBERRY: GOING HEADLESS

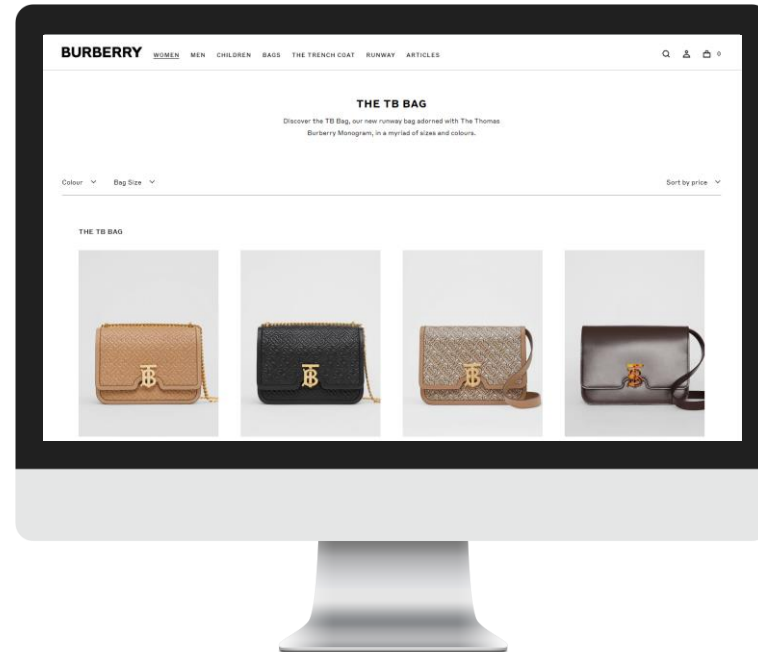
-

BURBERRY & EPAM: HOW WE DELIVER



The Content Challenge

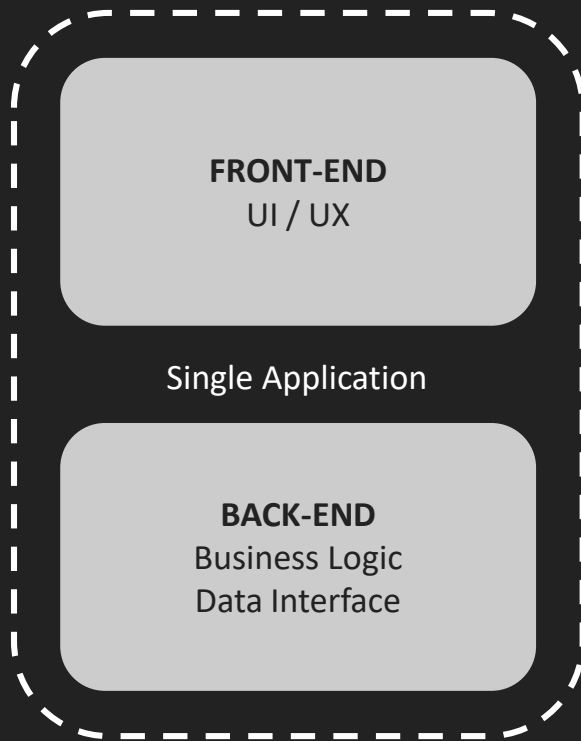
Multipurpose
Tagging
Chatbots
API-Driven Content
Orchestrated
Headless
Structured
Composite
Semantic
Agile
Cloud
Search
Integrations
Seamless



A person wearing a beige trench coat is shown from the waist up, holding a black bag. The background is dark and out of focus. The text 'Monolithic vs Headless Architecture' is overlaid in white.

Monolithic vs Headless Architecture

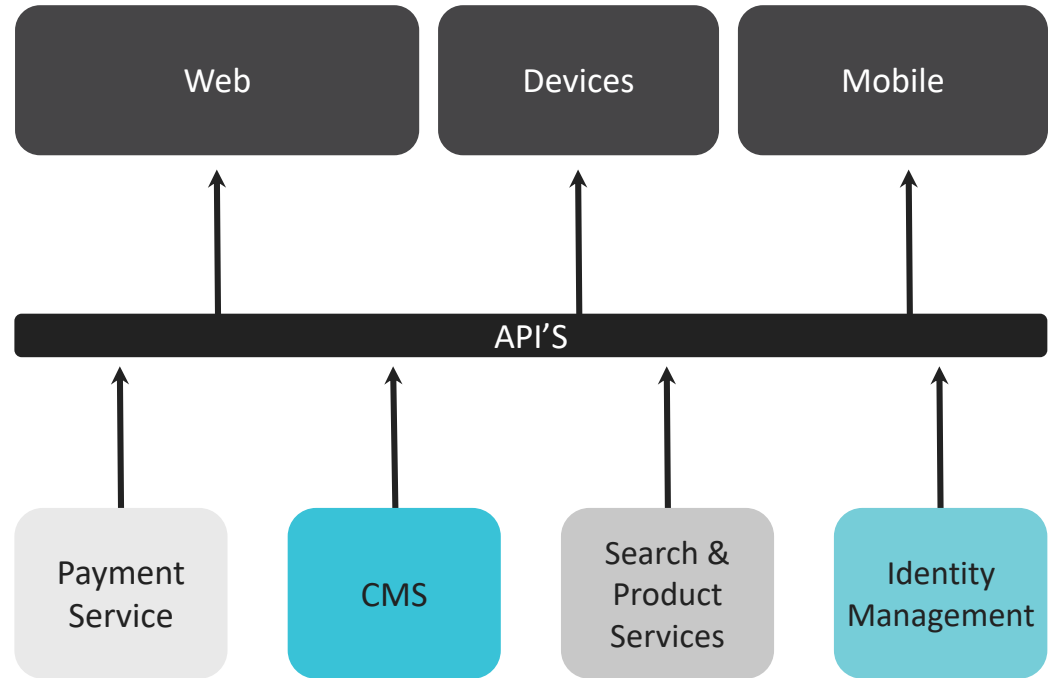
Monolithic vs 'Headless' Architecture



‘Headless’: The Next Stage of Content Evolution

*Agile,
cloud-ready architecture that
orchestrates content via
multi-purpose APIs and
delivers it to the customer exactly when they need it –
regardless of channel, device, content type or store.*

- Content orchestration
- Generic APIs
- Single source of truth
- Unified search
- Headless content delivery
- Lighter, decoupled and agile digital architecture
- Cloud based
- No data silos
- Easier to acquire talent in “core” tech



Going Headless: Key Questions

Deliver Customer Value, Fast


- How can we deliver build, test and rollout customer value as fast as possible?
- How do we support ultra-personalised user experiences?

Respond & Adapt to Trends

- How do we ensure we can quickly adapt and leverage changes in technology?

Build & Scale Intelligently

- How do we build 'just enough', eliminate waste and increase productivity?
- How can we scale efficiently, and only when and where it is required?

A photograph of two women with long blonde hair, seen from behind, embracing each other. They are wearing light-colored trench coats. The background is a dark window with a grid of diamond-shaped panes. The overall mood is intimate and emotional.

Going Headless: Decisions & Challenges

BURBERRY DIGITAL

INDEPENDENT

A NEW ERA FOR BURBERRY AS RICCARDO TISCI TAKES THE REINS

But new boss is not throwing out the rule book with va heritage

Monday 17 September 2019

Harriet Hall | @Harri_Grace

VOGUE

Get the latest news in your inbox

by entering your email address, you agree to our [privacy policy](#)

OVER 400 PAGES OF THE WORLD'S FINEST HOTELS, SPAS & VENUES

JOH ANS

CONDÉ NAST JOHANSENS 2019 GUIDES

NOW ON SALE

SIGN UP

How Burberry became the top digital luxury brand

DECEMBER 2, 2015 by [Hilary Milnes](#)

FASHION

Riccardo Tisci Outlines His Revolutionary Vision For Burberry

In the February issue, Burberry's chief creative officer presents his refreshing take on British identity and fashion.

by OLIVIA SINGER
15 Feb 2019

ANALYSIS

Burberry's New Strategy Takes Shape

Chief executive Marco Gobbetti revealed early indicators of how Burberry's new strategy is taking

Forbes

CRM Services - Salesforce Edition

Learn more about Salesforce and what make us the world's #1 CRM. [salesforce.com](#)

40,947 views | Sep 25, 2017, 12:28am

The Amazing Ways Burberry Is Using Artificial Intelligence And Big Data To Drive Success

Ad : (0:1)

Cookies on Forbes

BOF

Luxury

ADD TO MY TOPICS

Going Headless: Key Challenges

Handling Business & Process Change

Single Vendor → Multi Vendor means significant business operations change, training & upskilling.

Managing Organisational Change

Moving from full stack teams to a decoupled Channel/Service model is difficult to manage. Remaining Lean & Agile adds complexity.

Re-Architecting Our Technical Estate

How can architects and engineers think differently to solve a similar problem a different way?

The Challenge of our Legacy Architecture

Monolith

FRONT END
Custom Javascript

Single Application

BACK END SERVICES
ORACLE ATG

Tightly Coupled, Difficult to Change

- Single deployable app, front and back-end changes need to be tied together
- Changes often have unintended 'knock on' effects
- Highly customised & complex codebase

'Locked In' to a Single Vendor

- Cannot take advantage of the tech available in the market. Vendors who do one thing **very** well i.e commerce, CMS

Expensive to Scale and Maintain

- Must scale the whole application at significant £££
- Highly customised & complex codebase (3m + lines of code)

Decision Point: Single Vendor

Benefits

- Unified interface across entire stack
- Single vendor relationship
- Standardised approach to integrations across the digital estate.

Challenges

- Significant amount of functionality that is never used or required
- Can end up 'locked in' to a single vendor ecosystem
- Difficult to extend & customise, often resulting in warranty issues.
- "One size fits all" approach might not suit

Payment Service
Vendor 1

CMS
Vendor 1

Search & Product Services
Vendor 1

Identity Management
Vendor 1

Digital Asset Management
Vendor 1

Decision Point: Best of Breed

Benefits

- Vendors often solve part of the ecosystem very well and offer a rich feature set.
- Independent modules are highly customisable and extendable
- Changing / adapting the ecosystem comes at lower cost and risk. Multiple Vendors.
- Model works well with microservices.

Challenges

- Multi vendor overhead
- Multiple integrations and technologies that need to be aligned
- Can add complexity to application architecture

Payment Service
Vendor 1

CMS
Vendor 2

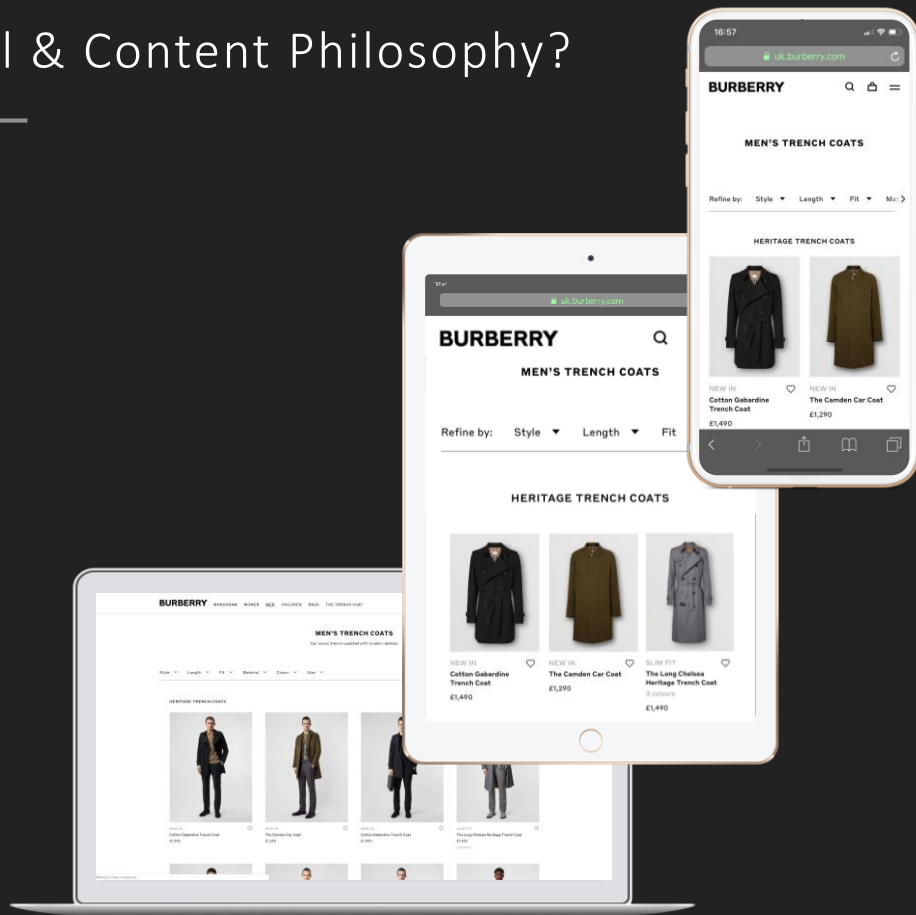
Search & Product Services
Vendor 3

Identity Management
Vendor 4

Digital Asset Management
Vendor 5

Decision Point: What is Our Channel & Content Philosophy?

- 'Flip' content editor organisation from a vertical (per channel model) to a horizontal, integrated process
- No WYSIWYG experience!
- Content reuse across all channels
- Greater flexibility and speed when delivering new channels and personalization
- A holistic view for analytics and insights
- Need to rethink content ownership and security



Going Headless: Our Solution

Channels

- Multiple Customer Facing Channels
- Home of UI/UX

Front End Microservices

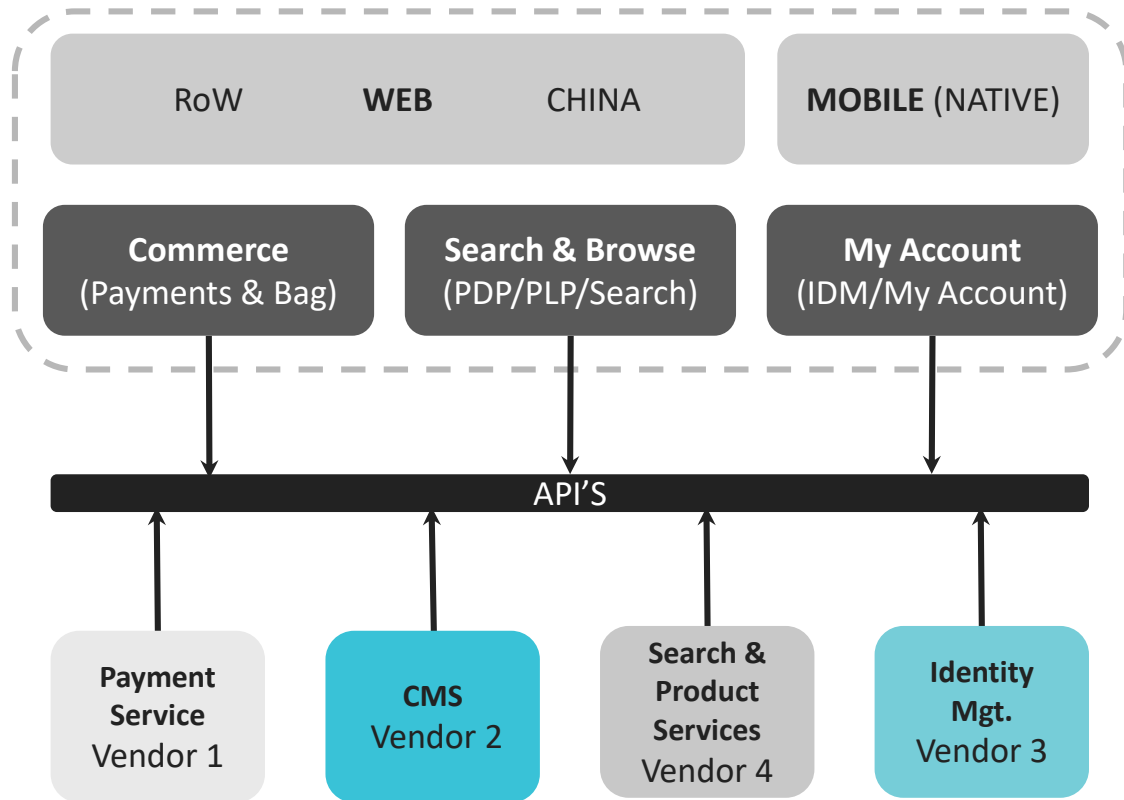
- Unified Javascript Stack (React.JS & Node.JS)

API's

- API Interface built in Node.JS

Backend Microservices

- Multi Vendor Back-End Service Ecosystem
- Hosted and autoscaled in the Cloud (AWS)



A person wearing a beige trench coat is shown from the chest down. They are holding a black bag with a gold-colored ring detail. The background is dark with a diamond-patterned window on the right side.

Going Headless: Burberry & EPAM

Why EPAM?

Established & Effective Relationship (5+ Years)

EPAM Knows Burberry

Software Engineering is at EPAM's Core

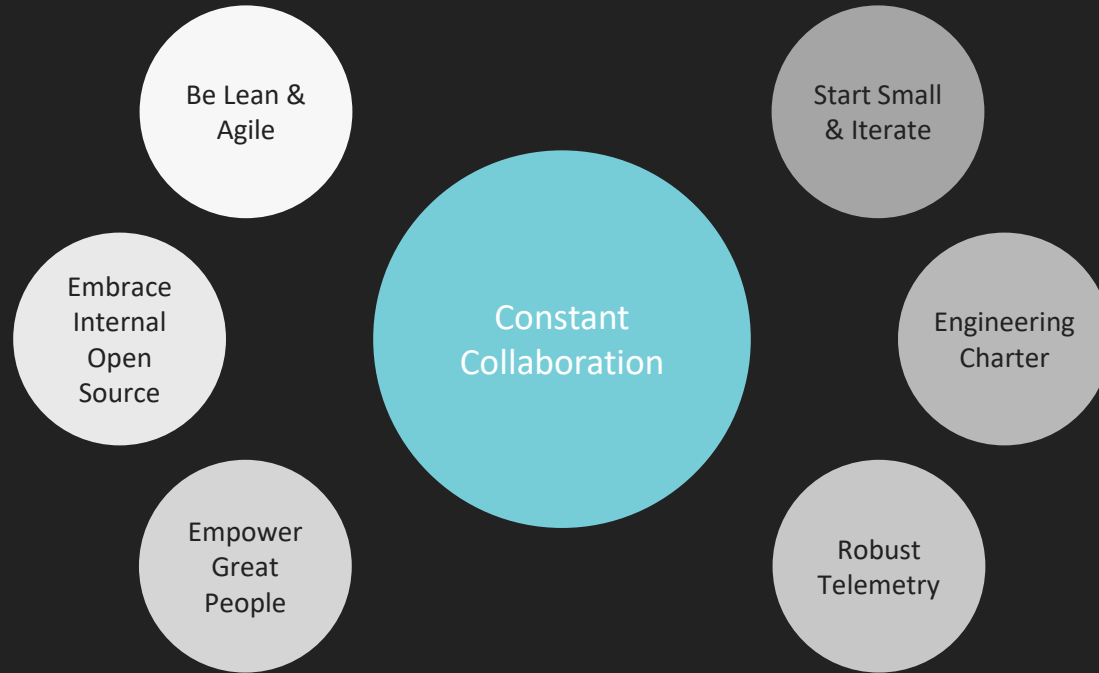
Global Reach & Opportunity

Burberry & EPAM: Partnership & Locations



- Truly Global Partnership
- Cross Functional Teams
- Shared Thought Leadership
- 5+ Years working relationship

Burberry & EPAM: Our Delivery Values



A close-up, slightly blurred photograph of two women with long, wavy blonde hair. They are both wearing light-colored trench coats and are embracing each other from behind. The woman on the right is hugging the woman on the left. The background is dark and out of focus, showing what appears to be a window with a grid pattern. The overall mood is intimate and emotional.

In Conclusion

Key Takeaways

Look & Think Long Term
(it is about customer value- faster)

Take Time to Consider All Your Options
(you are unique)

Drive From Content and Architecture
(not features)

Fast Facts

FOUNDED IN
1993
US
HEADQUARTERED
PUBLIC COMPANY
(NYSE:EPAM)

FY 2018
REVENUE*

\$1.84B

FY 2019
REVENUE
GUIDANCE*

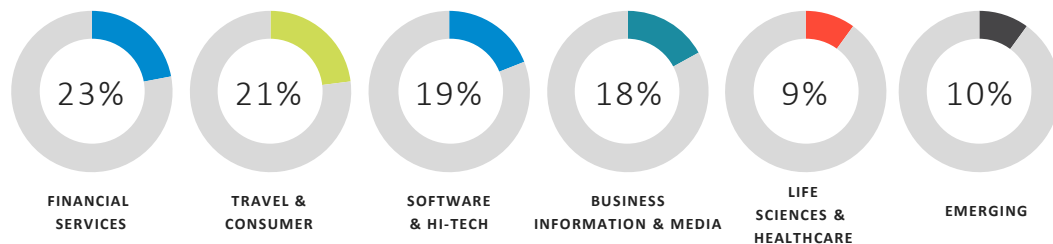
AT LEAST
22% GROWTH
REPORTED & 23%
IN CONSTANT
CURRENCY



32
CONSECUTIVE
QUARTERS OF
20+%
YOY
ORGANIC GROWTH

26,700+ Engineers, Designers and Consultants
30,200+ EPAMers**

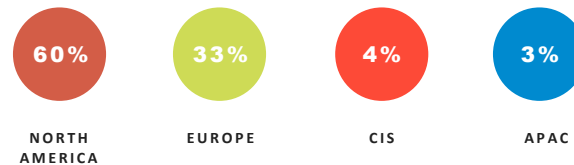
FY 2018 REVENUE BY INDUSTRY**



* As of Q4 and FY 2018 Earnings Release

**Data for FY 2018

FY 2018 REVENUE BY GEOGRAPHY**



25+ COUNTRIES

WHAT WE DO

