## 

## 

## I CAN SMELL YOUR CMS

## 

## JOINED-UP DECOUPLED THINKING

PHIL HAWKSWORTH

## HAVE I LEARNED NOTHING?

## APPROACH

## AN AGENCY BACKGROUND

## JOINED UP DECOUPLED THINKING

PHIL HAWKSWORTH



# HEADLESS CMS

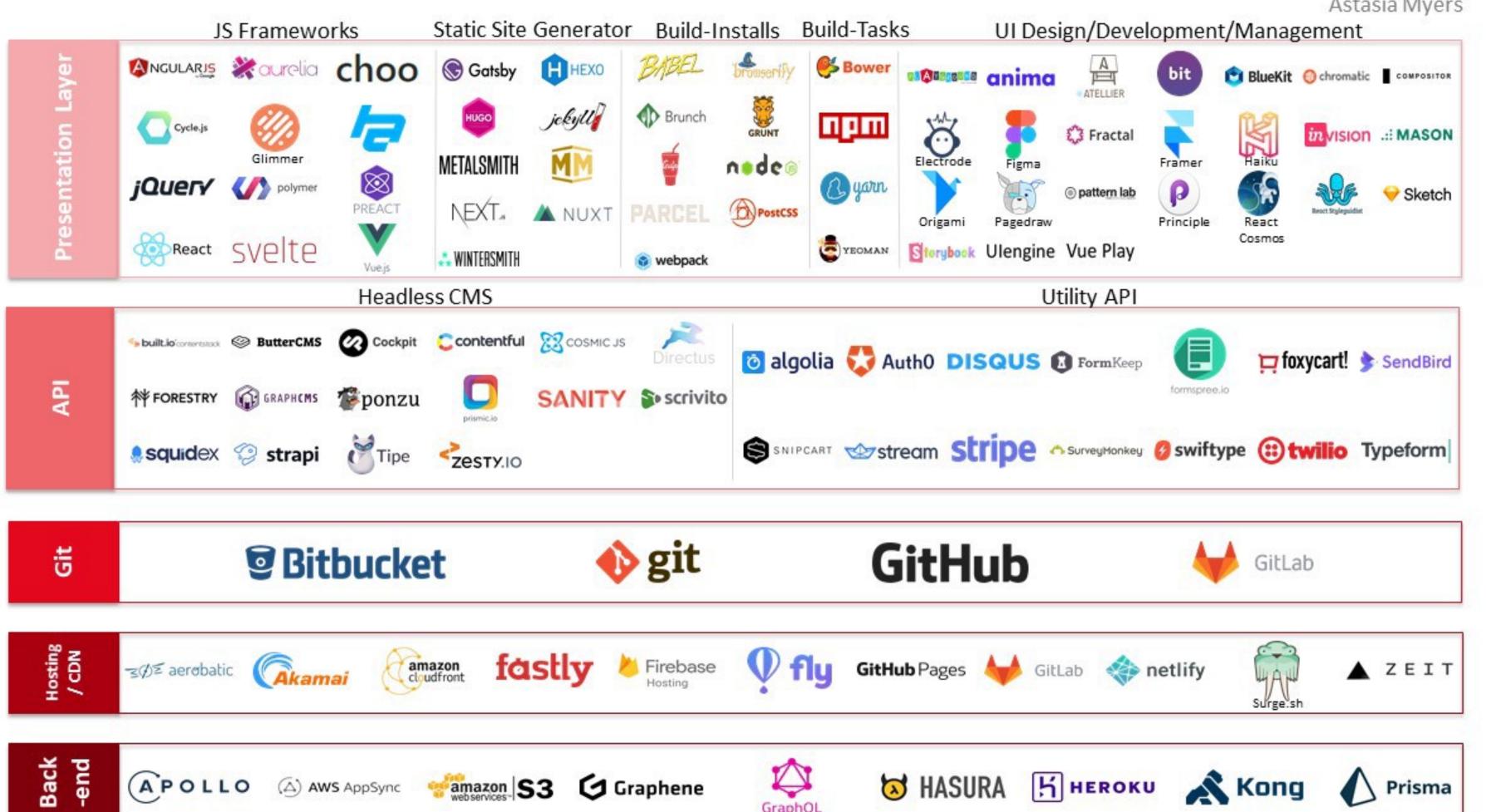
# DECCUPLED CMS

# DECOUPLED ARCHITECTURES

## THE JAMSTACK ECOSYSTEM

#### **JAMstack Ecosystem**





## THE API ECONOMY

findthat.at/partners

# DECOUPLED ARCHITECTURES

## 

# FEAR UNCERTAINTY DOUBT

## 

## addressing EUD

## achieving MING

but finst

## DEFINITIONS Output Description:

but first

## UMMM WHAT?

## TRADITIONAL ARCHITECTURE



### DECOUPLED ARCHITECTURE

traditional

### APP SERVERS





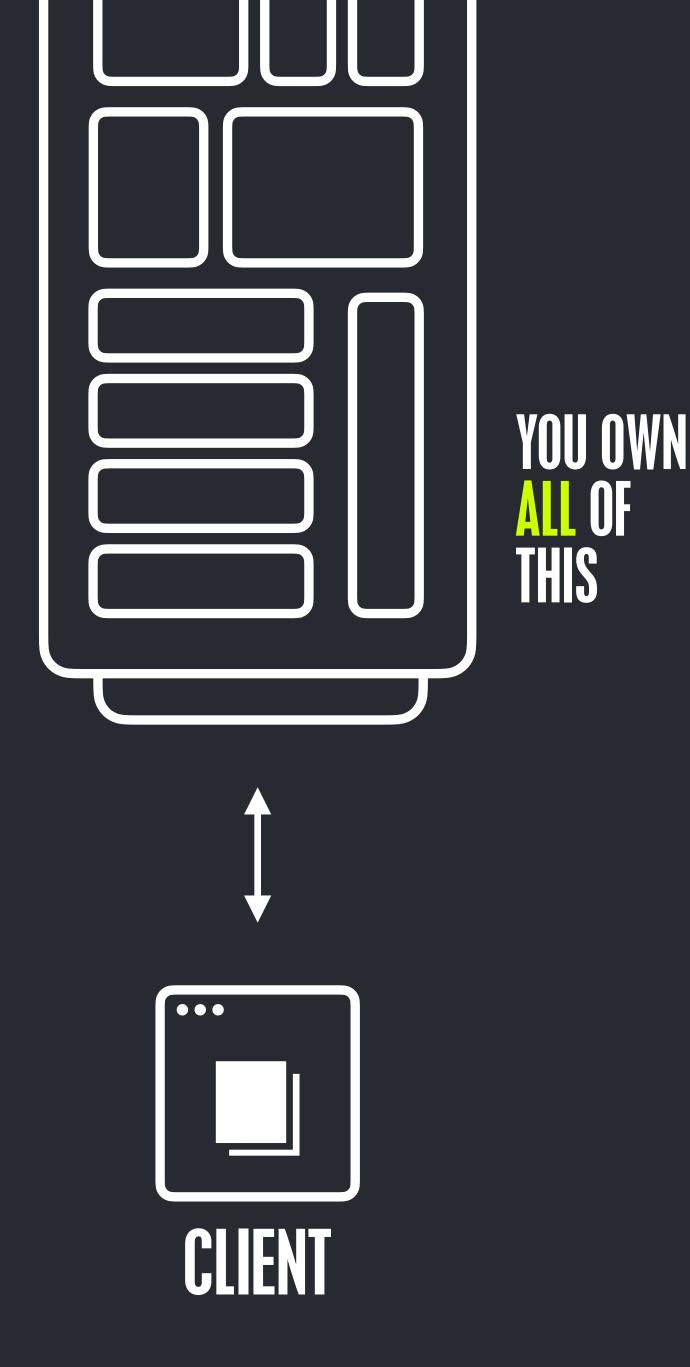


CLIENT

traditional

## APP SERVERS YOU OWN ALL OF THIS CLIENT

### traditional



decoupled

#### WEB SERVERS



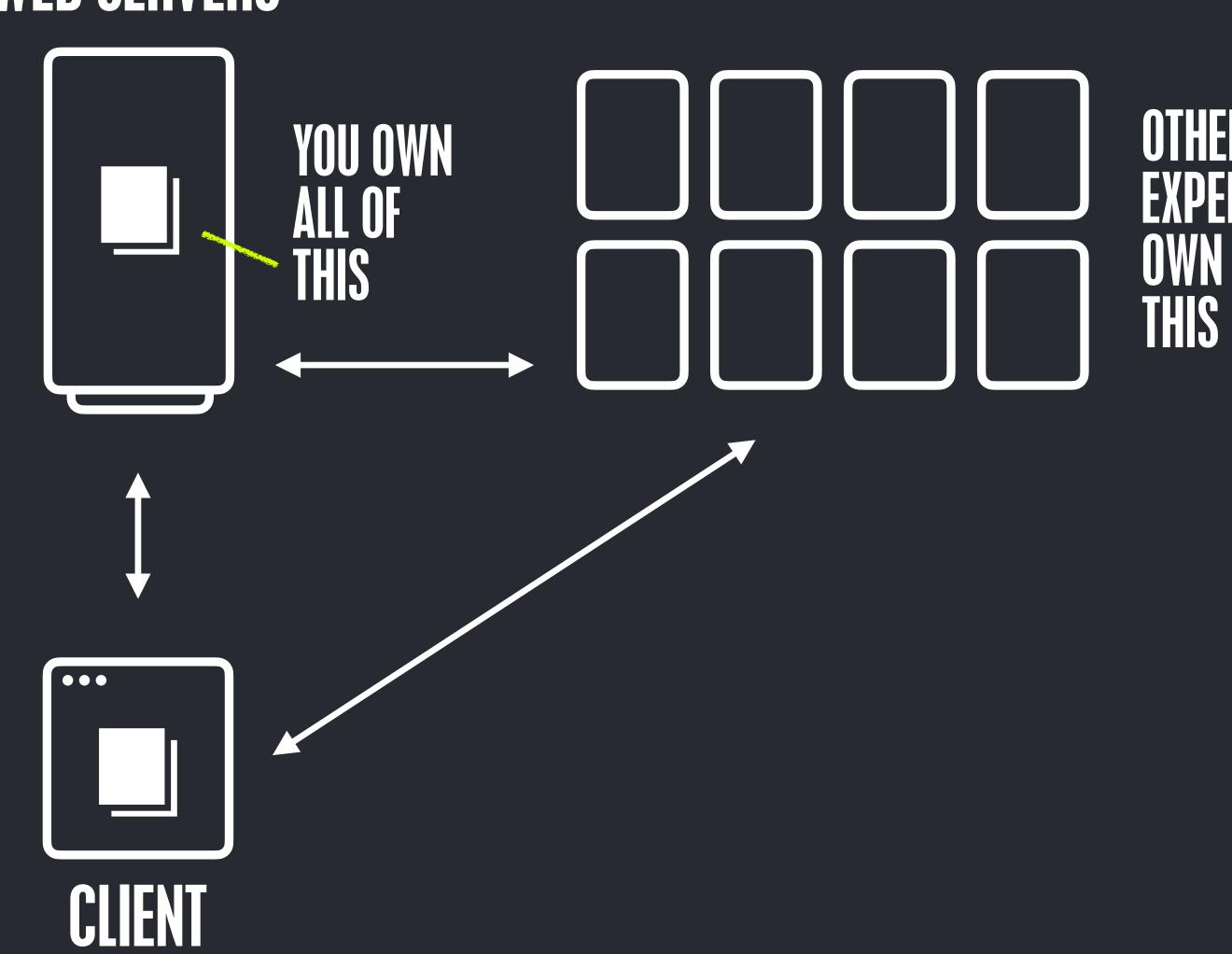




CLIENT

decoupled

WEB SERVERS





## ADDRESSING THE FUD

## SOME COMMON RESERVATIONS

## ALL THESE DEPENDENCIES ADD TOO MUCH RISK

WHAT IF THEY GO AWAY? WHAT IF THEY BREAK? CAN THEY BE TRUSTED?

### ALL THESE DEPENDENCIES ADD TOO MUCH RISK

Their entire business depends on their continued good standing of this specific service.

Their success demands dedicated domain experts.

What team would you allocate to each of these capabilities?

## USING LOTS OF SERVICES WILL IMPACT PERFORMANCE

THIS IS GOING TO RUN LIKE A DOG!

### USING LOTS OF SERVICES WILL IMPACT PERFORMANCE

There is likely to be far more dedicated engineering and infrastructure for each dedicated service than you'd be able to dedicate.

A service which is "nearby" isn't necessarily faster

### WE CAN'T LET THIS CONTENT OUT OF OUR CONTROL

YOU'RE SUGGESTING WE GIVE AWAY THE FAMILY JEWELS

#### WE CAN'T LET THIS CONTENT OUT OF OUR CONTROL

Each vendor is likely to have more strict and established compliance and regulations than you'd be ready to commit to yourself.

Look for certification and compliance when selecting vendors.

### USING THESE SERVICES WILL LOCK US IN

WHAT IF WE WANT TO MAKE SOME CHANGES?

#### USING THESE SERVICES WILL LOCK US IN

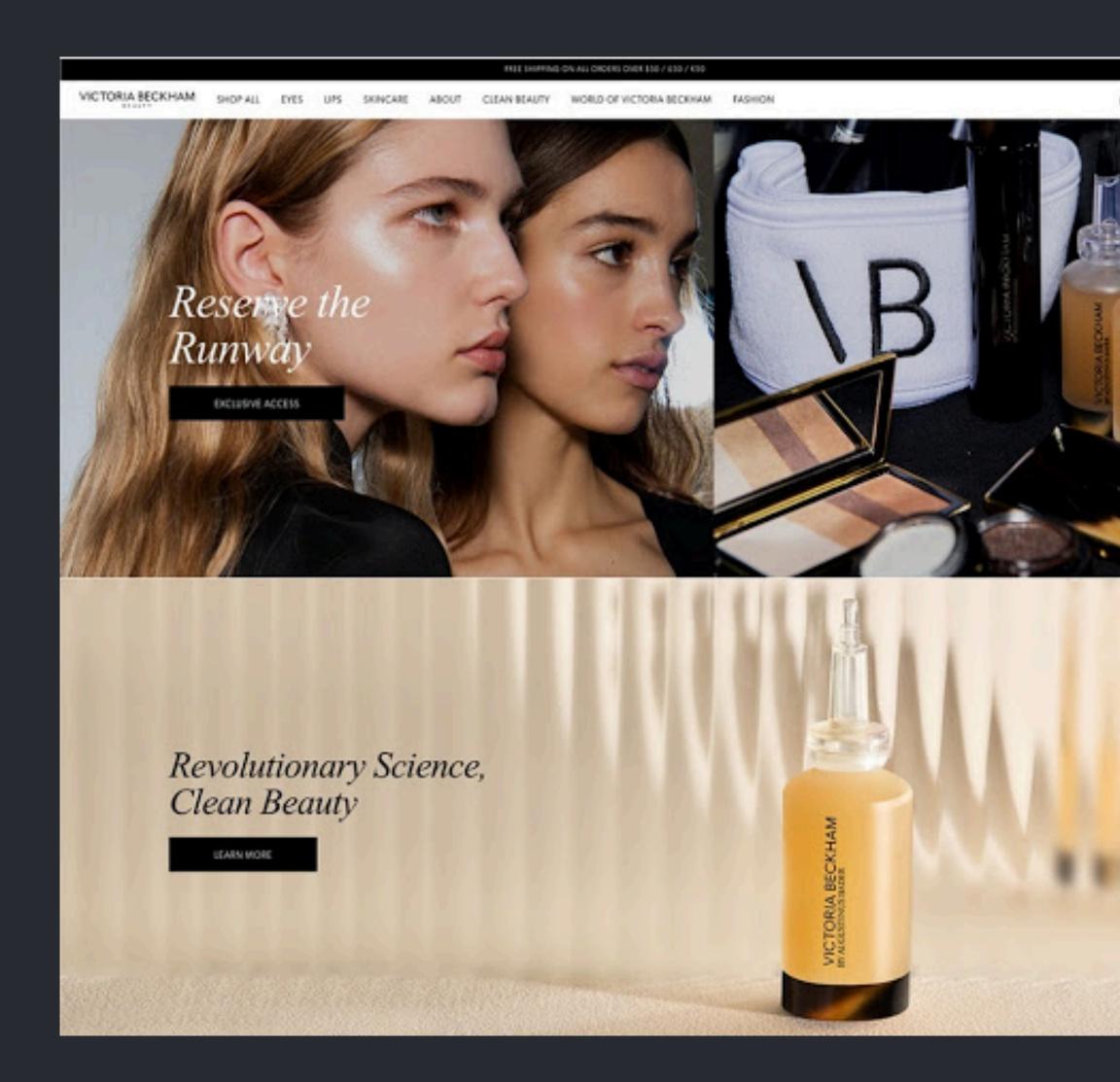
Using APIs demands that you have clear delineation and build to defined integrations.

You'll probably have looser coupling and greater flexibility than building everything together in-house.

# CITING EXAMPLES

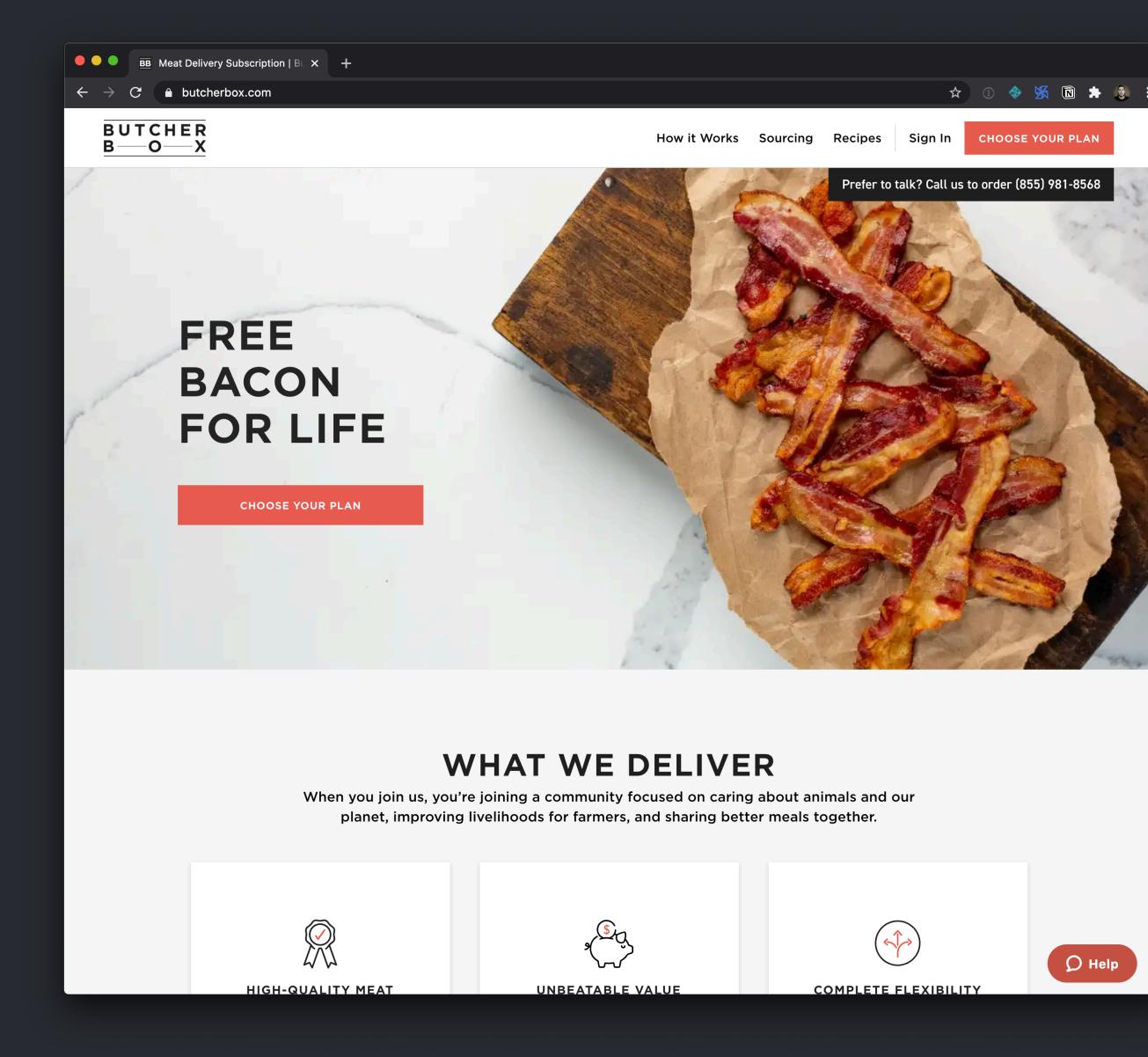
#### VICTORIA BECKHAM BEAUTY

findthat.at/case-study/vbb

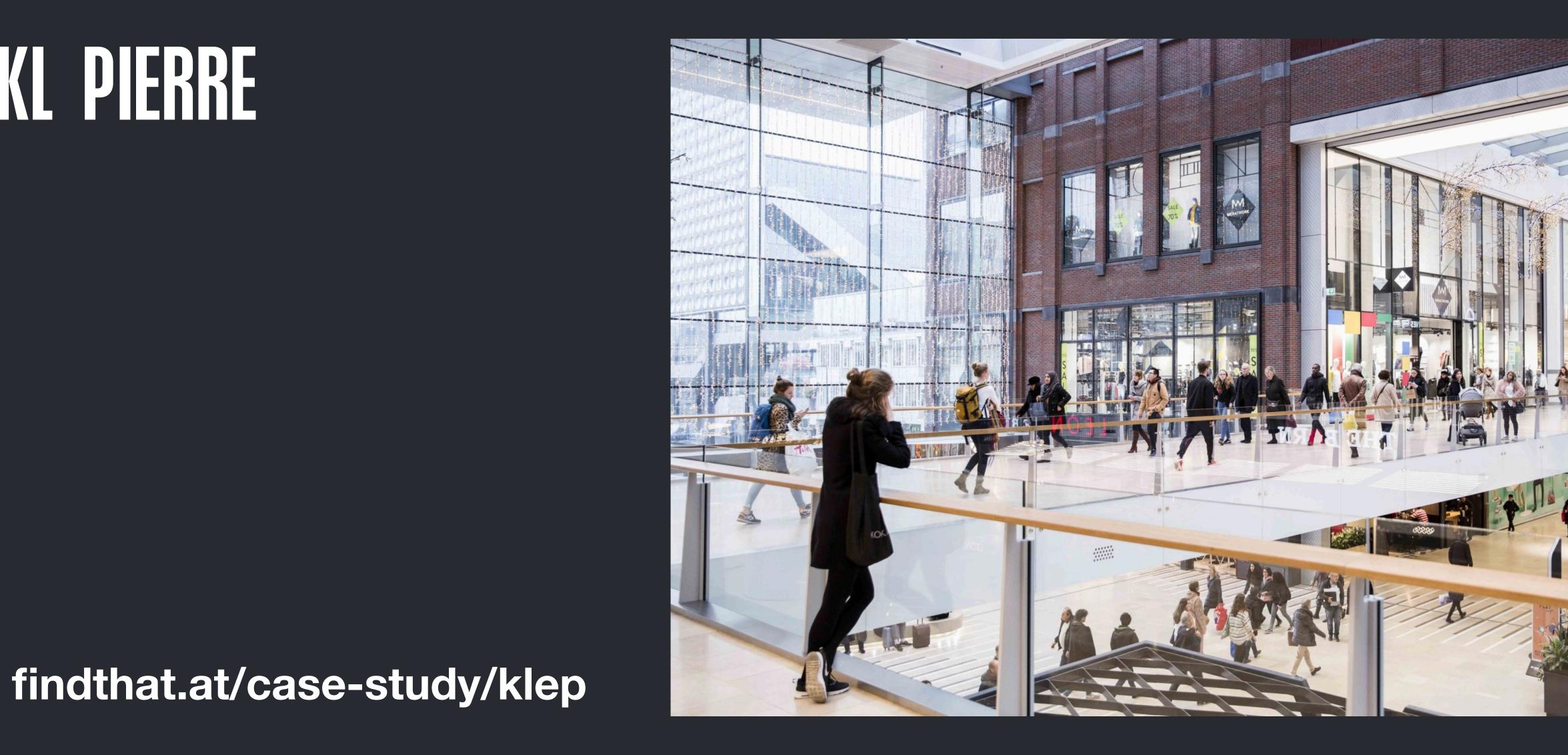


#### BUTCHER BOX

findthat.at/case-study/bb



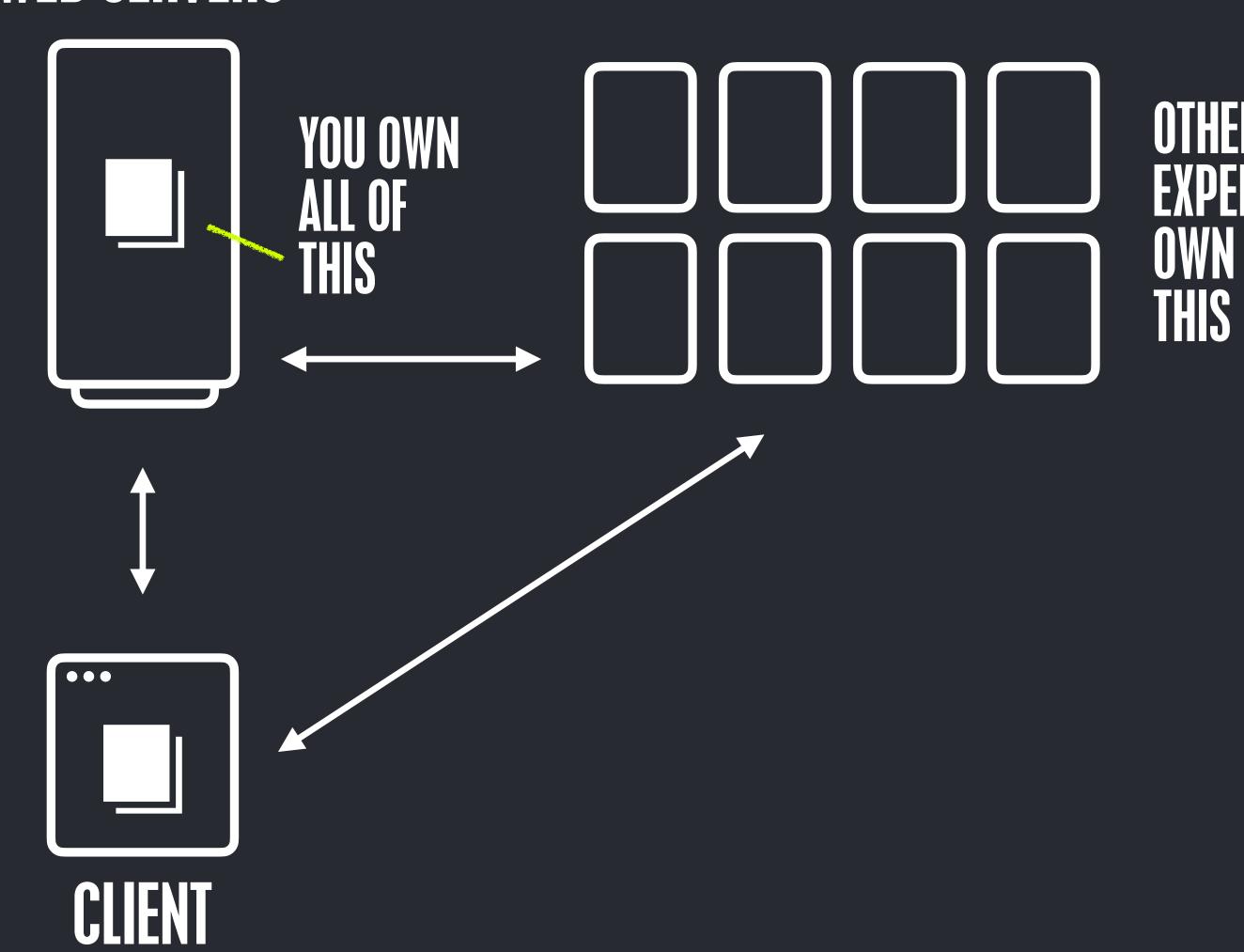
#### KL PIERRE



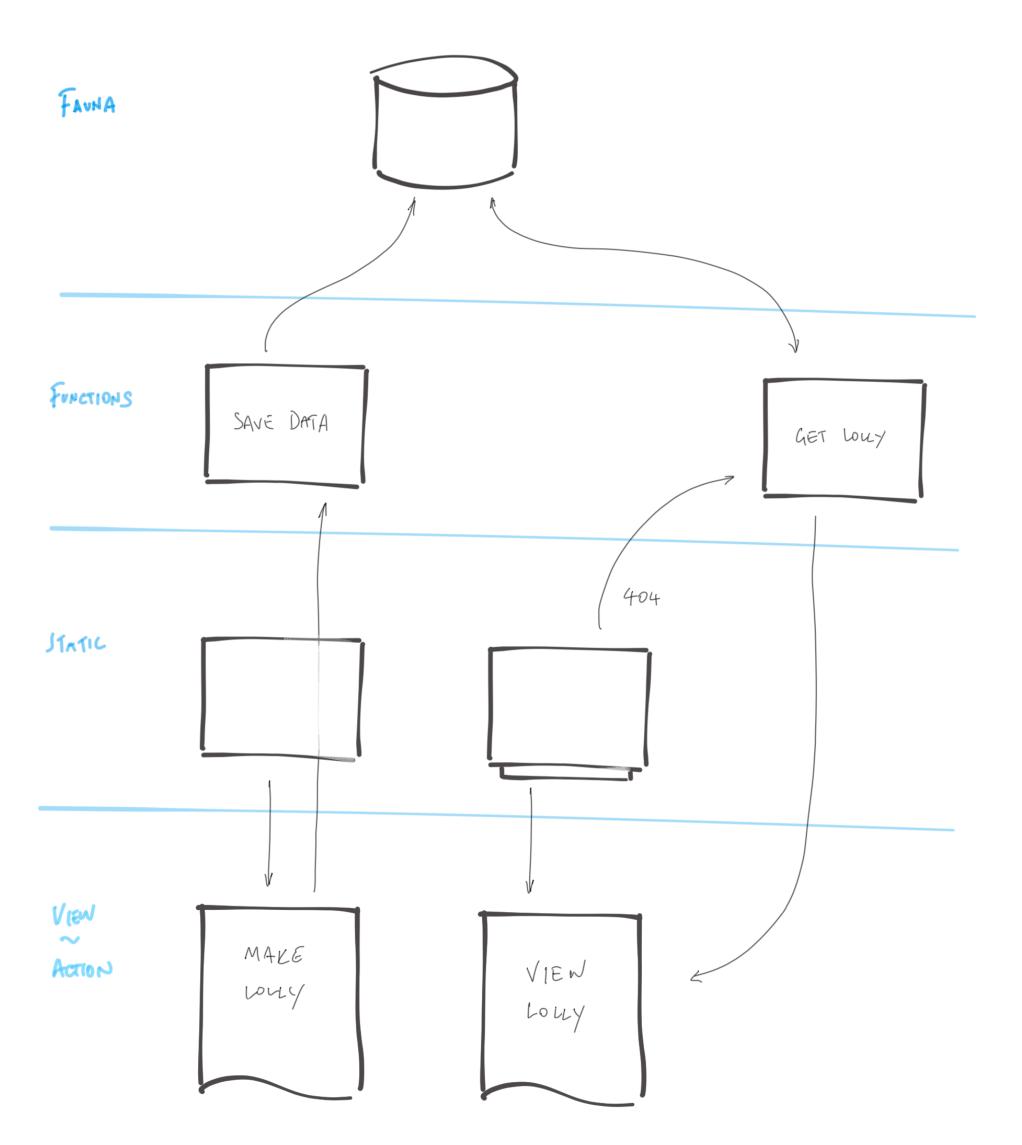
### ACHIEVING WINS

decoupled

WEB SERVERS



you get a win and you get a win and you get a win and you get a win



## CLEAR DELINEATION CREATES CLEAR LOGIC

#### SHOPPING FOR SERVICES

## DEFINED COSTS STRUCTURES

#### BUILDING TO PRODUCTIZED APIS

you get a win and you get a win and you get a win and you get a win

## A FINAL THOUGHT

## DECOUPLED ARCHITECTURES UNLOCK OTHERWISE UNATTAINABLE PROJECTS

oventum

enjoy

## WHAT NOW?

JAMSTACK.ORG/SLACK
NETLIFY.COM/BLOG
REMOTELYINTERESTING.NETLIFY.COM
LEARNWITHJASON.DEV

# 

**OPHILHAWKSWORTH**