

FWRD

HEADLESS / PWA

FWRD

THE POWER OF  
PROGRESSIVE WEB APPS  
AT YOUR FINGERTIPS

C O R R A

 Accredited  
Partner Solution

STATE OF THE MARKET

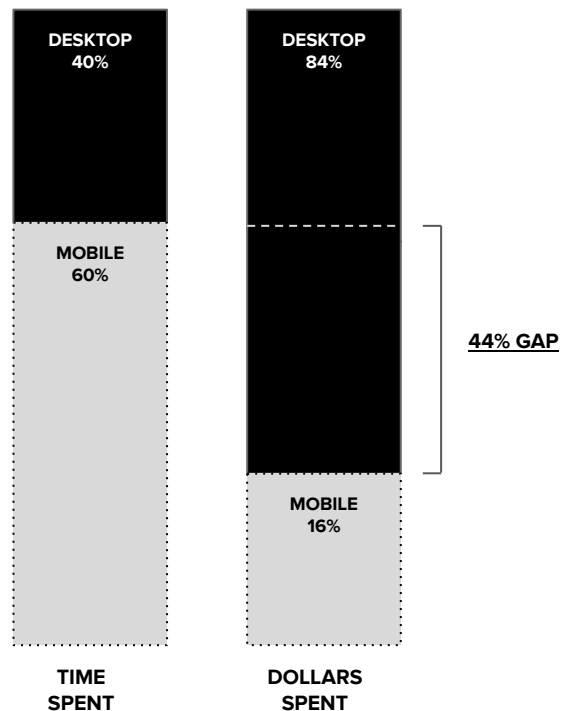
# Mobile Conversion Gap

22sec

AVERAGE LOAD TIMES  
ON MOBILE  
GOOGLE

53%

OF USERS WILL ABANDON THE SITE IT  
TAKES MORE THAN 3 SECONDS TO LOAD  
GOOGLE



## STATE OF THE MARKET

# The Mobile Evolution: 2008-2018

10 YEARS OF  
MOBILE STASIS

2000

**RESPONSIVE DESIGN**

Is invented

2008

**APPS**Become popular  
(App store is launched)

2011

**SMARTPHONES**Become popular  
(33% of U.S. population)

2013

**THE YEAR  
OF RESPONSIVE**

2016

**FORRESTER**“Shrinking your site to fit  
a small screen is not enough”.

2015

**PWAs**Are introduced  
by Google

2018

**APPLE**Announces support  
for PWA

## MOBILE STRATEGY

# The Options

- “ The idea of *native apps* always seemed like a regression. Walled gardens with **terrible search**, dubious security, and the endless tax of updates - it felt so 1990s.

ALEX RUSSELL, LEAD ENGINEER, GOOGLE - 2015

---

- “ Your one-size-fits-all *responsive retrofit* isn't mobile-first. While it solves a litany of problems, including making your site visible on Google, **it doesn't magically deliver desktop conversion** results.

TAD SCHADLER, VP, PRINCIPAL ANALYST, FORRESTER - 2017

---

- “ It's wrong to build any new web application that's not a *progressive web app*.

TAD SCHADLER, VP, PRINCIPAL ANALYST, FORRESTER - 2017

## DEFINITION

# What Are PWAs?

## **PWAs ARE WEBSITES THAT ACT AND FEEL LIKE MOBILE APPS**

They're called progressive because they utilize the latest features supported by modern browsers. Unlike traditional native apps that require costly development processes for both Android and iOS, PWAs are built once and are supported by Google Chrome, Apple Safari, Mozilla Firefox, and Microsoft Edge. As users engage with them, they become more and more powerful.

---

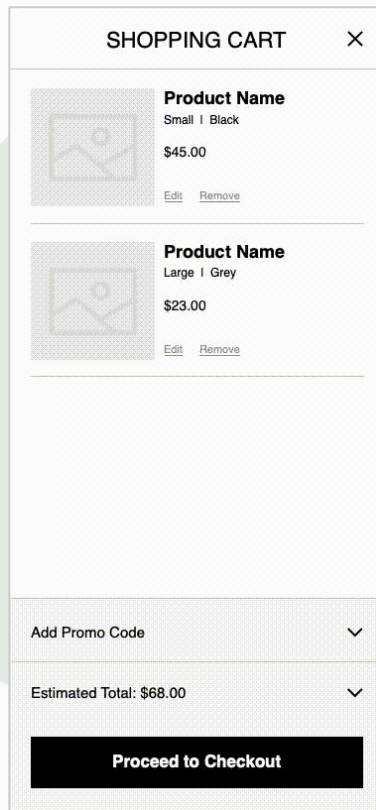
**In summary: mobile experiences that feel like an app, without the investment and barrier to entry that an app requires.**

WHY FWRD?

# PWA Capabilities

WHY FWRD?

# PWA Capabilities

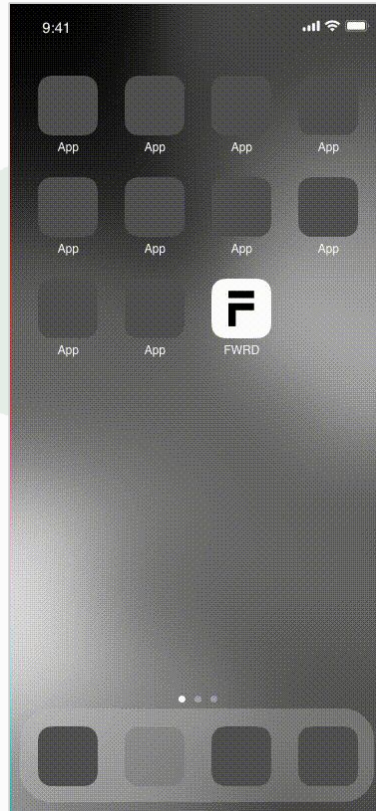


## INSTANT LOAD TIME & OFFLINE BROWSING

PWAs service workers precache parts of the site so that they load instantly the next time you browse, even when you are not connected.

WHY FWRD?

# PWA Capabilities



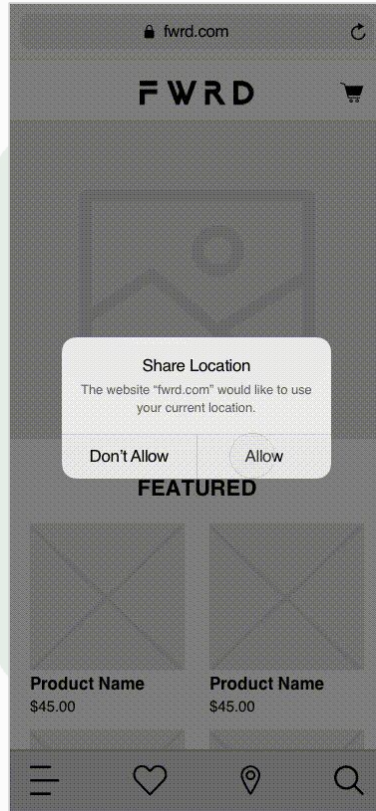
## **ADD TO HOME SCREEN**

Break the barrier of entry: no need to be on app stores anymore. Shoppers can easily save your site to their home screen and tap on the icon to access an app-like experience.



WHY FWRD?

# PWA Capabilities

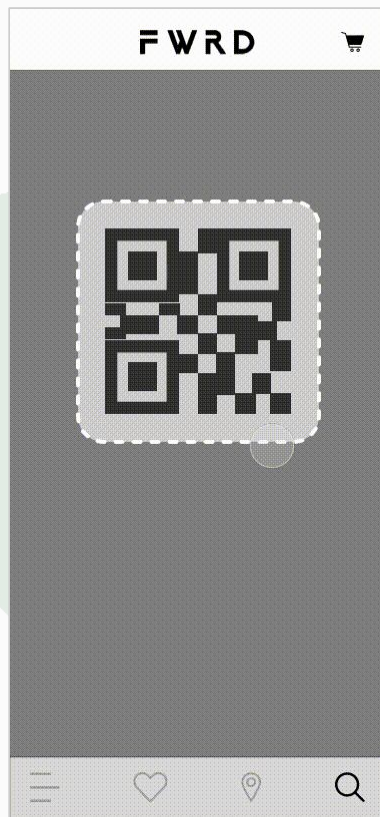


## GEOLOCATION

Shoppers can opt-in to share location information and enjoy tailored experiences such as weather-based recommendations and directions to the closest stores..

WHY FWRD?

# PWA Capabilities

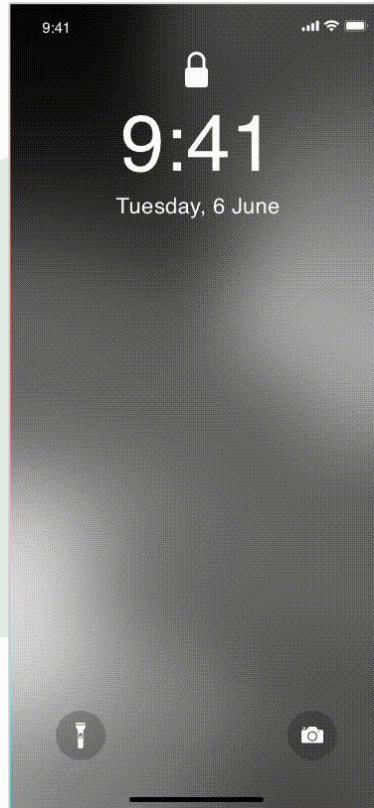


## CAMERA ACCESS

With this advanced capability, the sky's the limit. Camera access allows you to deploy innovative features including “try it on” functionalities and barcode scanners.

WHY FWRD?

# PWA Capabilities



## **PUSH NOTIFICATIONS**

With web-based push notifications, you can reach visitors who are or have been on your website, directly on their mobile phone or device without the need for personal information or an app.

## THE SOLUTION

Because PWAs will gradually replace traditional sites and mobile apps, Corra has created FWRD: a future-proof solution that accelerates the deployment of PWAs on Magento Cloud.

## WHY FWRD?

# Main Benefits



### **NEARLY INSTANT LOAD TIMES**

With FWRD, after the initial page loads, shoppers experience the site as fast as if they were using a mobile app, even when offline.



### **APP-LIKE EXPERIENCES**

In addition to offering incredible speed, you can reach your customers through push notifications and deliver advanced capabilities such as camera access and barcode readers.



### **FULL ACCESS TO CATALOG OF FEATURES**

With FWRD, you can pick pre-built PWA components and make them your own. Push your project to production faster and leave more time to curate your brand experience.











### **FULL INTEGRATION WITH MAGENTO**

FWRD is the only advanced PWA solution built to work seamlessly with Magento. You can fully leverage Magento's headless capabilities, PageBuilder, and Magento cloud hosting.

WHY FWRD?

# Key Features

**FWRD AND ITS LIBRARY OF PWA COMPONENTS ARE ALWAYS GETTING UPDATED WITH NEW FEATURES AND CAPABILITIES, INCLUDING:**

-  Multi-site and multi-store
-  Content editable via Pagebuilder
-  Optimized registration flow
-  B2B features
-  7+ payment methods
-  Auto-replenishment
-  Wishlist
-  Store locator

WHY FWRD?

# Key Integrations

## UP AND RUNNING

FWRD comes with pre-built integrations with our vetted technology partners. These top-rated solutions offer advanced search capabilities, UGC, loyalty programs, personalization, flexible payment options, and much more.

instantsearch  
BY FAST SIMON



nosto 

Klarna.

 SIGNIFYD

