GraphCMS - fast and easy integration with existing systems

Reach Digital (earlier H&O) is a Netherlands-based e-commerce agency specializing in Magento webshops - an e-commerce solution for selling products online. The team currently consists of 13 members, mostly developers. ReachDigital has over 10 years of history in e-commerce development and works with large companies, such as Adyen and OppoSuits. Learn more about [Reach Digital](#).

Requirements:
- CMS based on GraphQL
- fast and easy integration with existing systems
- rapid backend development

Results:
- increased development focus on the core product
- improved collaboration between front-end and back-end developers
- GraphCMS powers the new company website

As a development team, Reach Digital always look critically at their system to identify any potential risks. While experts with Magento, the team knew that continuing to build their entire business with one vendor was a risky proposition. With that in mind, the development team was tasked to find a pain-free way to switch back-end systems, if ever necessary. GraphQL, which provides a way to abstract across a multitude of systems and APIs, seemed like the perfect option for this approach. At the same time, a small and agile team, they saw the effort that would have to be put into building a GraphQL facade to Magento as an unwelcome distraction from their core product.

„GraphCMS allows us to move fast in our development without backend developers", Paul Hachmang, CTO

Simultaneously, a really important feature for Reach Digital customers is to have a Progressive Web Application that runs in the browser and on mobile phones, since native development can be cost and time consuming. In order to achieve that you more or less need a clear split between server and client. *„GraphQL is paramount to achieve that [split]".* With GraphCMS' approach you get the cut immediately when you start using the content API, content is stored on a server and the client requests what it needs.

Focus on what the product is really about

Paul Hachmang, the CTO, and his team weren't satisfied with the latest Magento 2.0 release due to a lack of features they considered essential. Specifically, while great for managing products, Magento's ability to manage content left much to be desired. This is especially true for cases when content needs to be delivered to multiple platforms. While a headless CMS was an obvious choice, the team's desire to bring GraphQL into their stack to be able to easily switch backend systems, if necessary, meant taking people away from the core product to develop an in-house GraphQL server. This was not a price Paul was willing to pay.

Searching for alternatives Paul came across GraphCMS. The powerful GraphQL API and content management capabilities it offered seemed promising. What really convinced Paul to make GraphCMS an essential part of their stack was how easy it was to get started, as well as detailed documentation along the way. GraphCMS brought drastic improvements to the team' workflow - front-end developers can start working immediately without having to wait for the back-end to be ready, as initial setup took mere minutes. The whole team is now able to focus on the essential parts of Reach Digital's product and can be sure that the GraphCMS team is managing the stability and performance of the system.

Improved collaboration between front-end and back-end developers

The strength of GraphCMS really shows when development starts. Back-end developers can create the needed content-models and fields. The front-end developers simply create content, consume the single GraphQL endpoint and integrate it into the website as needed. This allows every team to focus on their part, but also gives them a tool to collaborate in the development process. The missing headless approach from Magento is provided in full by GraphCMS.
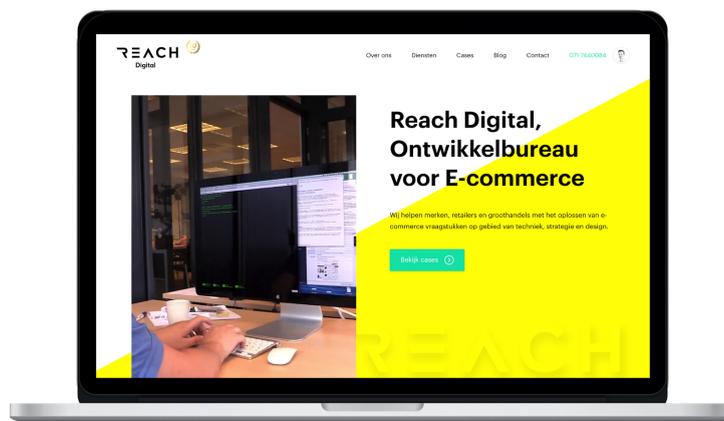
Summary

The improved development workflow significantly increased productivity and allows for faster iteration of the product. Paul Hachmang, CTO, says: „GraphCMS allows us to move fast in our development without backend developers." Overall, incorporating GraphCMS into their stack has been an enhancement for the team and users. The team enjoys the simplicity and extensibility, while users get a beautifully crafted application that fits all of their critical

requirements. Especially valuable has been the time developers saved by effortlessly implementing GraphCMS instead of developing an in-house GraphQL backend. For a small team, focusing on their product is paramount. GraphCMS with its lightweight setup and fully-featured product was the catalyst for the team to quickly accomplish their goals.

https://reachdigital.nl/

About GraphCMS

GraphCMS is the first content management system that fully utilizes the power of GraphQL, tested by thousands of developers. It enables developers to build powerful content APIs in a matter of minutes, while it gives content editors all the tools they need to manage their content. The hosted content APIs can then be easily consumed by websites, apps or any other platform or content partner. Learn more about GraphCMS.