

Elastic Path Cortex Hypermedia API

Break free from the all-in-one commerce platform to unify commerce experiences across brands, touchpoints, geographies and channels with an **API-first** approach.

Cortex orchestrates resources from Elastic Path Commerce along with third-party services and delivers them in a reliable and consistent manner, empowering you to turn any experience into a commerce experience.

KEY CAPABILITIES

PURPOSE-BUILT API FOR COMMERCE

Empower front-end developers to build commerce enabled customer experiences by exposing commerce business logic as scalable and discoverable APIs.

PURPOSE-BUILT API FOR COMMERCE

Adherence to REST Level 3 hypermedia API principles enables consistent access to commerce resources and the propagation of new API features and available commerce actions to front-end applications.

EVOLVABLE API

Build applications that are resilient and have 24x7 availability, even as updates are made to back-end commerce functions.

CONSISTENT BUSINESS LOGIC

Access all commerce business logic in a consistent way by integrating and exposing third-party commerce services along with Elastic Path Commerce functions through a single API.

CORTEX STUDIO

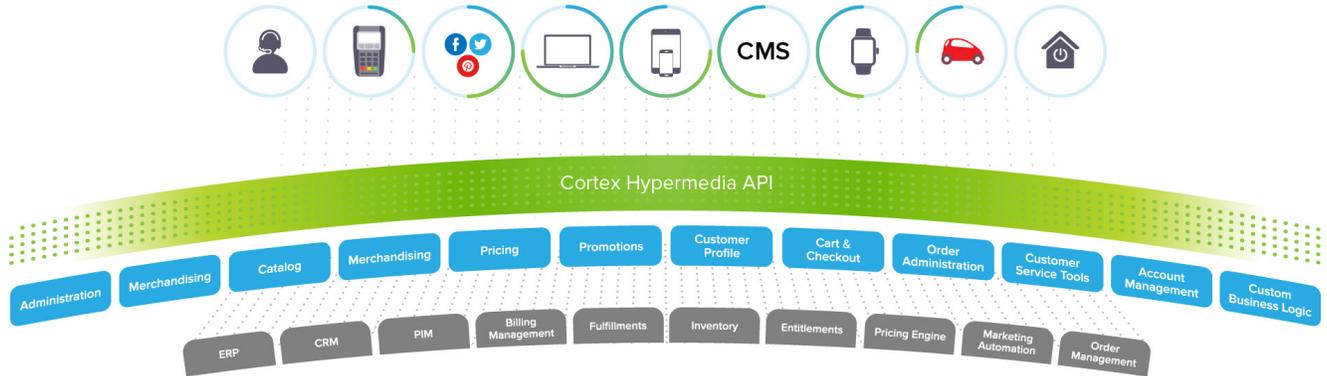
Speed up application development with tools that help you visualize API resources.

OMNICHANNEL READY

Author APIs once and leverage them for any customer experience or touchpoint including web, mobile, voice commerce, chatbots and third-party affiliate programs.

BEST OF BREED

Create a customer experience platform by assembling best-of-breed capabilities into easily accessed, maintained and API enabled commerce services.



BENEFITS

- **Unify experiences.** Create unified selling and seamless customer experiences with commerce business logic and data made accessible in a consistent way to all customer touchpoints.
- **Accelerate time to market.** Launch market, geography or brand specific experiences faster with an intuitive, easy to use API.
- **Drive innovation.** Build applications with the latest customer experience technologies like React and Node.js in days instead of weeks by reducing the amount of code front-end developers need to write.
- **Reduce complexity.** Create new customer experiences on your own schedule by decoupling front-end development from back-end development.
- **Create dynamic experiences.** Deliver experiences that are personalized and can adapt based on the available actions Cortex returns instead of hardcoding each experience.
- **Make upgrades seamless.** Eliminate the need to rebuild front-end applications and customer experiences when commerce platform enhancements are provided.