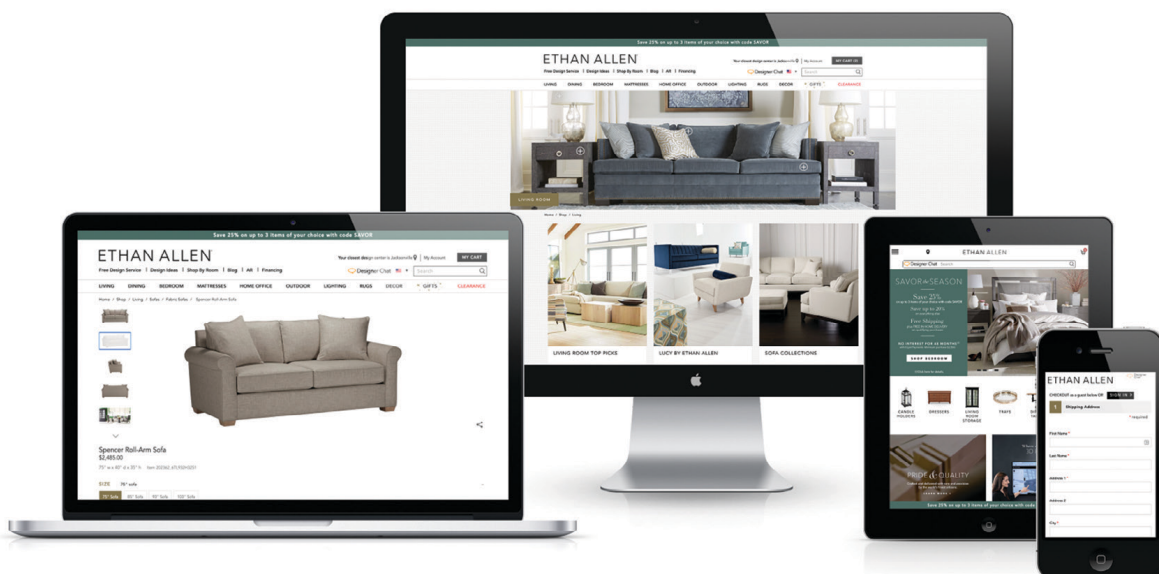# IGNITION COMMERCE
SFRA
UPGRADE SERVICES

Ignition Commerce Salesforce Commerce Cloud Upgrade and Support Services

Ignition Commerce established a partnership with Demandware (now Salesforce Commerce Cloud) in 2010 and has **successfully implemented 65 sites** on the eCommerce platform. While the core backend platform is upgraded seamlessly for all clients, there have been multiple new releases of the reference application over the years adding new features and UI enhancements.

Ignition Commerce is a leader within the Salesforce Commerce Cloud system integrator (SI) community for helping online retailers upgrade their websites to the latest version of the Salesforce frontend reference application:

- Ignition Commerce was an early adopter of Salesforce Commerce Cloud innovations and **one of the first implementation** providers to successfully **utilize the current reference application** known as SFRA (Salesforce Reference Application).

- Ignition Commerce has **completed 9 SFRA implementations since 2019** for a diverse and industry leading group of clients including 1-800-Petmeds, Lax.com, VF Corp., Shimansky Diamonds, Klaussner Home Furnishings, and Medterra.

- Ignition Commerce has used SFRA as the basis for **multi-national sites, multi-lingual sites, multi-currency sites and B2B implementations.**

- **100% of Ignition Commerce's customers have signed up for post-launch software maintenance and/or support** and remain clients for an average of 50+ months, signaling a strong level of satisfaction with their implementations and post-launch support services.

- Ignition Commerce offers upgrades to SFRA at a **fixed price** and on a **contractually committed timeframe.**

- Ignition Commerce has delivered multiple SFRA implementations in **under 12 weeks** and upgrades from Site Genesis to SFRA in **under 10 weeks.**

Upgrade Methodology

Unlike traditional system integrators, Ignition Commerce utilizes "a build it once, build it right" development methodology where all implementation elements are designed for reusability. As a result, an Ignition Commerce implementation of SFRA represents the sum of many well-tested and proven parts, ensuring the quality, predictability, and performance of the final deliverable in the process. Included with every implementation of SFRA, Ignition Commerce has developed 145+ cartridges for leading third-party providers. All cartridges are upgraded in tandem with new Salesforce releases so clients transitioning from older implementations can move to SFRA and retain integrations to the third parties of their choosing. **Instead of beginning from scratch, our IP model allows clients a significant head start on their upgrade path along with assurance that the code is already SFRA-ready and is both tested and in production with many clients of all sizes.**
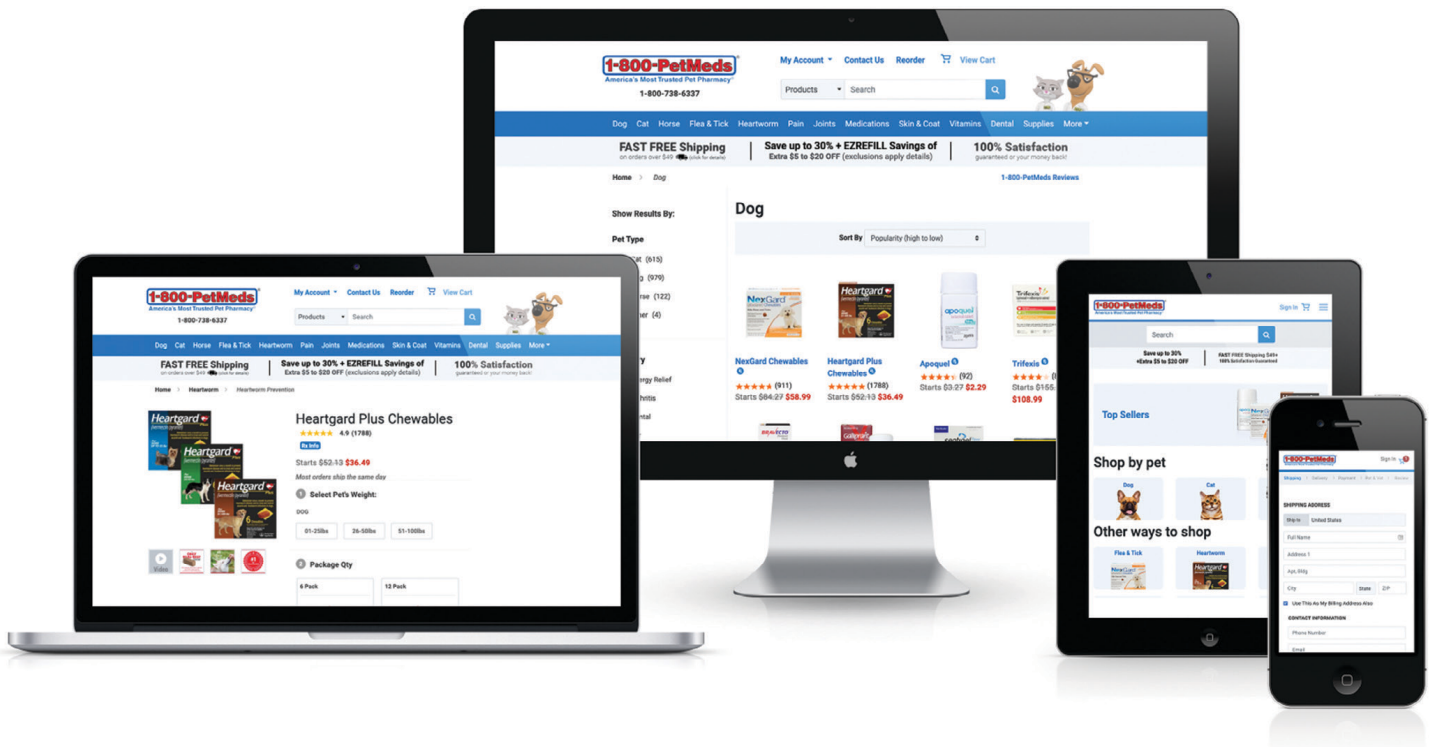
SFRA Benefits

Clients who have been on Salesforce for many years often elect to upgrade to the newer SFRA architecture for the following reasons:

- **Return on Investment:** Customers upgrading from Site Genesis report 70% faster page loads, over a 1% increase in conversion rate, triple digit year-over-year mobile conversion, and a 73% increase in session duration.

- **Lower Legal Risk:** SFRA natively incorporates compliance for American with Disabilities Act internet compliance and allows shoppers using a screen reader to more easily navigate the site while also lowering corporate legal exposure.

- **Upgrades You Can Use:** Core platform functionality is updated by Salesforce multiple times each year. SFRA is architected in a way that simplifies integration of platform updates while Site Genesis requires more time and specific expertise.

- **Reduced Development Cost and Reliance:** SFRA moves away from the proprietary Site Genesis Pipeline development methodology and embraces a more familiar and flexible model view controller (MVC) approach. SFRA is also built on open standards, taking advantage of JavaScript as a primary development language and the popular Bootstrap library for development. SFRA's development environment will be immediately familiar to most web developers even if they have no direct Salesforce experience.

- **Mobile First Technology:** Since 65% of eCommerce traffic is mobile, SFRA is optimized for mobile users instead of treating them as an afterthought. Desktop, mobile and tablet shoppers enjoy an enhanced experience with faster page loads, less wait time, and an intuitive user experience.

- **Improved Checkout Flow:** Salesforce uses a data-driven approach based onthousands of client sites to design a checkout process proven to be familiar to shoppers and ensure less friction during checkout.
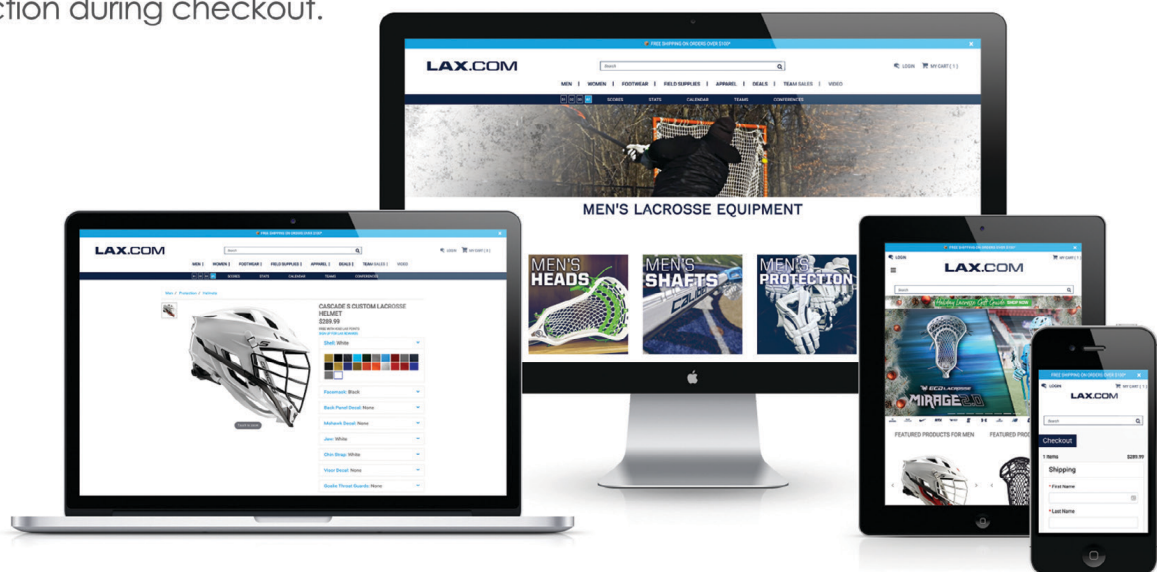
Ignition Commerce Difference

○ **Hassle-Free Implementation:** Experienced US-based architects, project managers, and developers that implement sites with proprietary architecture.

○ **Unprecedented Site Performance & Stability:** All eCommerce sites launch without defects with consistent post-launch performance. Ignition Commerce has experienced only one site outage across 65 implementations since 2007, and the lone incident was resolved in under 30 minutes.

○ **Happy, Long-term Clients:** Clients choose to stay with Ignition Commerce for over 50 months on average.

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> *The management team could not be happier with the performance of the new Lax.com website. We are starting to gain back ground we had lost with the old website but the new Lax.com is a vast improvement and we would have been scrambling if it wasn't for you guys!*
>
> **- Chris Burt, Lax.com, Client since 2018**
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> *There is no other partner that could have offered the excellent solutions you guys delivered for us. This has been so different from my other experiences with System Integrators…I just love working with you guys.*   **- Heather Teasley, Klaussner Furniture, Client since 2018**
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> *We have been working with Ignition for over 6 years and have had a wonderful experience. Our current redesign project was extremely smooth from start to finish. From gathering the requirements and scoping the work to the development and QA, communication was great and our project stayed on track. We went live in the timeline we had agreed upon up front and were very pleased with the result!*   **- Shelby Pinkston, Johnston & Murphy, Client since 2013**
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