



Connect with Customers & Grow Your Business with Salesforce Commerce Cloud





Why This Whitepaper is Not a Waste of Your Time?

Things are changing fast in the world of retail. How successfully your brand embraces this evolving landscape – and connects with today’s customer – begins with e-commerce integration.

Modern shoppers expect “buy anywhere, fulfill anywhere” shopping experiences – anytime, anywhere, on any device. They demand the ability to interact with your brand on any channel, and they expect you to engage with them seamlessly as they move across their preferred channels – mobile, social, online, and/or in-person. To deliver this kind of customer experience, your e-commerce systems must be integrated with marketing, inventory management, fulfillment, and back-end accounting systems. That’s why, when choosing omni-channel solutions that make e-commerce integration and innovation easy, many retailers today are turning to Salesforce. If you are one of them and have decided that Salesforce Commerce Cloud is the way to go, Congratulations! You’ve gotten the first step of scaling your business out of the way.

Learn more about Salesforce through this whitepaper & get detailed insights on the following topics:

- Top features of Salesforce
- How Salesforce B2C Commerce can help you create unified, intelligent digital commerce experiences – both online and in the store.
- Few Retail Brands that use Salesforce B2C Commerce
- Why choose Aspire?

Connect to the Power of Salesforce:

Imagine a world where you could...

- Promote a customer-oriented culture that experiments with CX changes daily and confidently rolls out improvements
- Continuously tweak and improvise your shopper experience throughout your most lucrative time of year (i.e. holidays) without the risk or stress of downtime
- Quickly test and roll out new CX features and touch points to stay ahead of the fast-paced changes in customer expectations

Salesforce empowers you to do just this!

Salesforce Commerce Cloud is the industry-leading, cloud-based commerce solution for transforming shopping experiences across all digital channels supporting multi-tenancy for its customers. It helps brands launch sooner, grow faster, and reach more customers. Leveraging the power of the cloud, the technology helps you craft innovative customer experiences that drive conversions and inspire brand loyalty. With next-generation artificial intelligence infused into the very fabric of the platform, the platform enables hyper-personalization without the need for data scientists.





Why Today's Top Brands Choose Salesforce Commerce Cloud as the Leading E-Commerce Platform?

Today's leading brands are moving away from homegrown or legacy on-premises commerce systems because they are difficult to maintain and manage. Brands are taking better advantage of opportunities with greater agility using Salesforce's unified, cloud-based commerce technology and the "single version of the truth" that cuts down on the time needed to synchronize disparate data sources.

Let's take a look at some of the aspects of the platform that could make it a good fit with your retail business:

- **Supports Catalog management** - With cloud-based multisite management and localization, going live with new brands or geographic sites has never been faster. With the multisite architecture, retailers can host multi-site and multi-currency environments with the same product line, by leveraging common code, processes, imagery, and a master catalog.
- **Content management** - Easy to manage your e-commerce site-specific content - Banners, Carousels, etc.
- **Online Marketing** - Build and launch innovative campaigns, promotions (at different levels - Product, Shipping, Order), and A/B testing based on consumer behavior, channel, and location – all without technical support.
- **SEO** - Improve page rank, build traffic, and grow faster with SEO optimization – from product pages and categories to metadata and images.
- **Page Designer** - Design, schedule, and publish pages with page designer. Drag-and-drop interfaces and powerful reusable components make it easy to build pages with clicks – not code.
- **Mobile optimized experience** - SFCC's new line of implementation, Storefront Reference Architecture comes with Mobile-First Architecture. Built-in features and components provide a wide range of options for customizing the site to meet your needs.
- **Scalability**: As a cloud-based product, Salesforce Commerce Cloud can cope with huge demand and traffic spikes without you having to plan in advance. If there is a sudden spike in demand, the platform scales silently in the background with no intervention required.
- **Localization** - SFCC supports localization, from business objects to the storefront across the E-commerce retail chain.
- **Data import/export** - SFCC application environment is designed to facilitate 3rd party integration(s). You can easily import data from other systems into the SFCC environment and vice versa.



- **Comes with OOB integration with Salesforce Order Management (SFOM)** which can hold Enterprise Inventory, Distributed Order Management, Store Fulfillment, Customer Service Offerings, and Order Data Tracking. All this information can be shared with SFCC.
- **Einstein SFCC AI (OOB integration)** - Inspire and convert more customers with highly personalized, AI-powered experiences – no data scientist required. Retailers can:
 1. Recommend the best products at every touch point
 2. Generate 1:1 predictions for every single shopper in real-time
 3. Get smart and boost conversions with data-driven commerce insights
 4. Save time and effort with automated merchandising tasks
- **Commerce Cloud Endless Aisle:** Exceed shopper expectations with unlimited purchase possibilities and unify the customer experience across the digital and store. Connect with B2C customers across every touch point, backed by a single, 360-degree view of all activity, orders, inventory, and more. Empower store associates with easy-to-use and customizable mobile-apps.


In a nutshell, Salesforce Commerce Cloud is a scalable e-commerce platform with unparalleled capabilities around internationalization, customer segmentation, multiple store management, and much more. SFCC is the best choice for hassle-free management of every aspect of digital commerce and speed up business operations.

Some of the Best Examples of Salesforce Commerce Cloud (Demandware) Stores:

Adidas: Digital e-commerce is huge for business at Adidas. Adidas has been a Demandware user since 2011. Since Salesforce's acquisition, Adidas expanded their use to multiple Salesforce products such as **Marketing Cloud and Service Cloud**. The company acknowledges that the most important store is no longer a physical place; it's their online store and overall digital presence.

Adidas also **integrates the Salesforce Service Cloud with its 1,000+ customer care** agents to deliver customer service and better understand customer needs. Adidas fully utilizes their online store by letting customers custom design products and order on multiple integrated platforms such as mobile, online, and social media.

Birkenstock: Birkenstock went from having no e-commerce presence four years ago to having online stores in over 20 countries and 8 languages. This entire infrastructure was set up in 9 months using Commerce Cloud.



This year, Gartner named Salesforce a Leader in the 2020 Magic Quadrant for Digital Commerce and placed Salesforce furthest in "completeness of vision" criteria.

Salesforce is honored to be recognized and will continue to help companies by:

Simplifying implementations, while providing a 360-degree view of the customer

Leading the market in building cloud applications with a focus on front-office enablement

Offering bundled solutions that scale



This setup process included scaling an entire global e-commerce strategy for the web and mobile. They recognize that digital online sales are a crucial factor in global growth. As a result, Birkenstock's mobile and web sales have grown by double digits.

The company uses **Salesforce Marketing Cloud** to **personalize email marketing and campaigns** based on customer data and journeys. Overall, results have shown an increase in open rates and conversion rates.

Puma: At PUMA, mobile traffic in some geographies was approaching **70%**, which is even higher than Salesforce's recent Shopping Index report that reveals that mobile accounts for **60%** of traffic and **41%** of orders.

But, like many brands, the high mobile traffic wasn't translating to conversions. PUMA decided to re-architect its sites so that shoppers can easily create accounts and save carts for future checkouts on a tablet or desktop. PUMA leverages the power of Salesforce to relaunch its mobile sites and speed past customer expectations.

PUMA now has the agility to make experience-enhancing tweaks to its site, constantly iterating based on real consumer behaviour. For example, PUMA refined the top navigation and internal search, based on Salesforce's advice and best practices. Also, the mobile sites fully loaded 65 percent faster.



“The site is faster. The user experience is better, and the conversion rate is better. Full stop.”

KEN KRALICK | GLOBAL HEAD OF ECOMMERCE AT PUMA

<p>PUMA turns mobile traffic into maximum conversions.</p> <p>SEE THE STORY ></p>	<p>PetSmart replatforms for innovation, with immediate results.</p> <p>WATCH THE STORY ></p>	<p>Boggi Milano delivers the ultimate omni-channel experience.</p> <p>WATCH THE STORY ></p>
<p>Univar reinvents the chemistry of customer value with Salesforce B2B Commerce.</p> <p>SEE THE STORY ></p>	<p>Stonewall Kitchen harnesses AI-powered personalization to drive new growth.</p> <p>SEE THE STORY ></p>	<p>Coca-Cola gives sales reps a 24/7 personal assistant with Salesforce B2B Commerce.</p> <p>WATCH THE STORY ></p>

Source: getshogun.com

A Better Path to Agility and Digital CX Innovation:

Innovation in retail is always going to be important, but by embracing emerging technologies and evolving shopper behavior with an agile, cloud-based platform, you’ll enjoy a significant advantage over your competition. More importantly, you’ll be able to provide your customers with the innovative retail experiences they crave. After all, in the constantly shifting world of retail, customer satisfaction is the one trend that will never go out of style.

Harness the Expertise of Aspire Systems' SFCC Experts:

Aspire Systems is a Consulting Partner for Salesforce Commerce Cloud with certified Commerce Cloud experts and all the skills and also the experience required to implement and maintain Salesforce Commerce Cloud platform. Being a full service partner, we are now equipped with the expertise to provide end-to-end Salesforce Commerce Cloud package starting from implementation, migration to support and maintenance services. We help retailers scale new heights in terms of what we can offer to the client from an e-commerce perspective.

Our Offerings include:

Commerce Infinity Accelerator: The digital globe is spinning fast. Every step of hyper-personalization we are experiencing on apps, e-commerce platforms, search engines, etc. are all constantly improvising towards making massive advancements. If you are beginning your venture or you are an already well-established brand, or even if you want to grow your business you have to get omnichannel.

An accelerator led implementation approach will help you overcome these challenges, enhance your e-commerce features, and enable deployment of complete enterprise-level e-commerce solutions at a lower cost. Accelerators come with out-of-box integrations & enable you to launch proven Retail and B2C E-commerce websites quickly.





Our experts have devised a state-of-the-art accelerator, Commerce Infinity, which will analyze your business and help you go-live on a fully functional and aesthetic Salesforce Ecommerce site in **just 6 weeks with 40% cost-savings**. The solution harnesses the Salesforce platform for delivering groundbreaking performance and exceptional commerce features.

Commerce Infinity allows businesses to offer consistent customer experiences across channels with some of its **omnichannel features**:

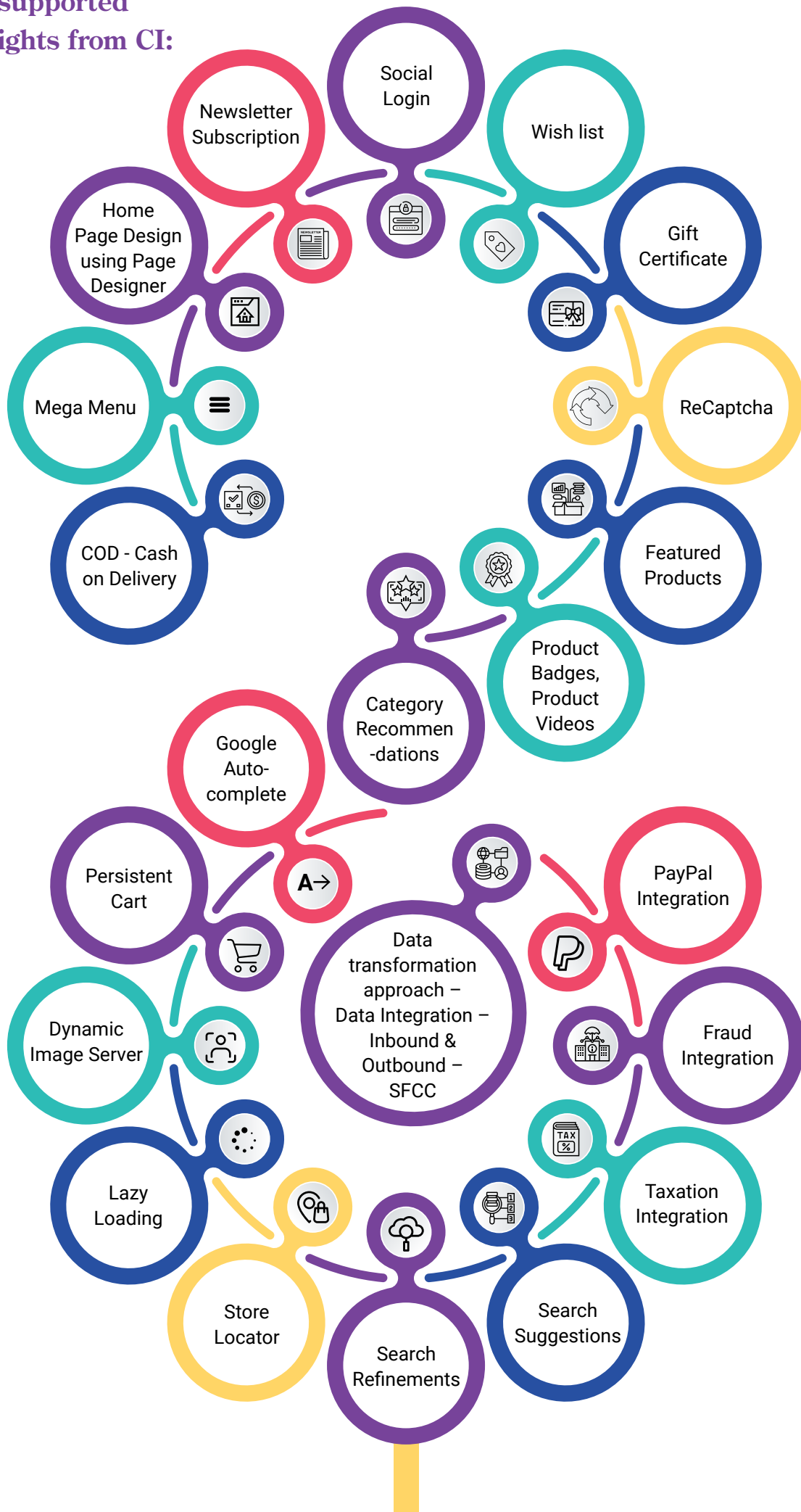
- Curbside Pickup
- Affiliate Marketing
- Appointment Scheduling
- Click N' Collect

Benefits of Commerce Infinity:

- **50%** faster time to market
- **40%** cost savings
- Quick & hassle-free implementation
- Sophisticated and responsive themes
- Increased SEO
- Saves shipping costs



Few supported highlights from CI:





PRIOS M-commerce Solution: Aspire System's ready to plug-in Salesforce Commerce Cloud M-commerce solution is built on IOS and Android. The solution gives the client the ability to extend their e-shop on mobile and also customize it to their need in a short span of time.

PRIOS, a digital platform framework brings in enormous value to commerce cloud customers where in it not only enables m-commerce but also extends the app to enable in-store digital experience. It helps retailers deliver a truly seamless and personalized customer experience by offering a single interface for online and in-store shopping, backed with real time analytics and empowered store associates.

Contact Us:

As a Consulting Partner with SFCC, we handhold retailers in their journey to migrate to an e-commerce cloud solution. Our team of industry experts ensures your growth from planning to launch, and beyond. For more details, learn how we can help you embrace the all-important transition towards a futuristic shopping experience. **Get in touch with us today!**

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About the Author



Shifali Dumpala
Retail Research Analyst



Srikanth Pathi Kumbagalla
Senior Consultant



Radhika Nagardona
Certified Salesforce
Commerce Developer

About Aspire



Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

Contact Us

For more info contact

info@aspire.com or visit www.aspiresys.com

NORTH AMERICA
+1 630 368 0970

POLAND
+44 203 170 6115

INDIA
+91 44 6740 4000

MIDDLE EAST
+971 50 658 8831

EUROPE
+44 203 170 6115

SINGAPORE
+65 3163 3050