



# SALESFORCE FOR COMMERCE AT CDW



57% of digital leaders report that digital channels will provide more than half of all revenue within the next two years.



A physical store is only 1 of 9 touch points that a consumer interacts with in the shopping journey.



SFC C processes \$21 billion in gross merchandise value annually and supports over 1/2 billion individual shopper site visits monthly.  
(Salesforce)

Salesforce Commerce Cloud is a versatile e-commerce platform that empowers businesses to deliver exceptional online shopping experiences. It provides a comprehensive suite of tools for managing product catalogs, optimizing the shopping journey, and personalizing customer interactions, ultimately driving sales and loyalty. With features such as AI-driven product recommendations, robust order management capabilities, and seamless integration with other Salesforce solutions, Commerce Cloud enables retailers to create seamless, omnichannel experiences that adapt to the customer.

## Key areas that CDW + Salesforce can help with Commerce Cloud:

- Commerce AI
- Digital Storefronts
- Customer acquisitions & loyalty
- Embedded Commerce Apps
- Reporting & Insights
- Order Management & Fulfillment

## CDW SALESFORCE SERVICES

- 01 Salesforce Assessments**  
Improve security, adoption, performance, usability and commerce functionality
- 02 Salesforce Professional Services**  
Deployments across Sales & Service, Commerce, Experience, Marketing, CPQ and MuleSoft
- 03 Salesforce Support Services**  
Support and maintenance to keep your tools running smoothly

## WHY CDW

CDW is a Fortune 500 company with over 250,000 customers! With CDW's Salesforce partner ecosystem, we are backed by over 2,700 credentials and over 1,200 projects. CDW is uniquely positioned to be an end-to-end vendor from product to service to post-delivery. We are one of the rare 30% of vendors that stay actively involved and invested to form true collaborative partnerships with our clients.

## ABOUT SALESFORCE

Salesforce is a prominent and pioneering customer relationship management (CRM) platform that has revolutionized the way businesses manage and enhance their customer interactions. Salesforce is a leader in cloud-based software solutions, enabling companies to streamline their sales, marketing, customer service, and other core operations in a unified and efficient manner. Over 150,000 companies of all sizes are using Salesforce to grow their business and unite teams with a single customer view.

For more information about our company and downloadable content, please visit our [Salesforce App Exchange](#) listing or send an email to [salesforce-requests@cdw.com](mailto:salesforce-requests@cdw.com).