

The Complete Guide To **Salesforce Commerce Cloud Migration**

WHITEPAPER



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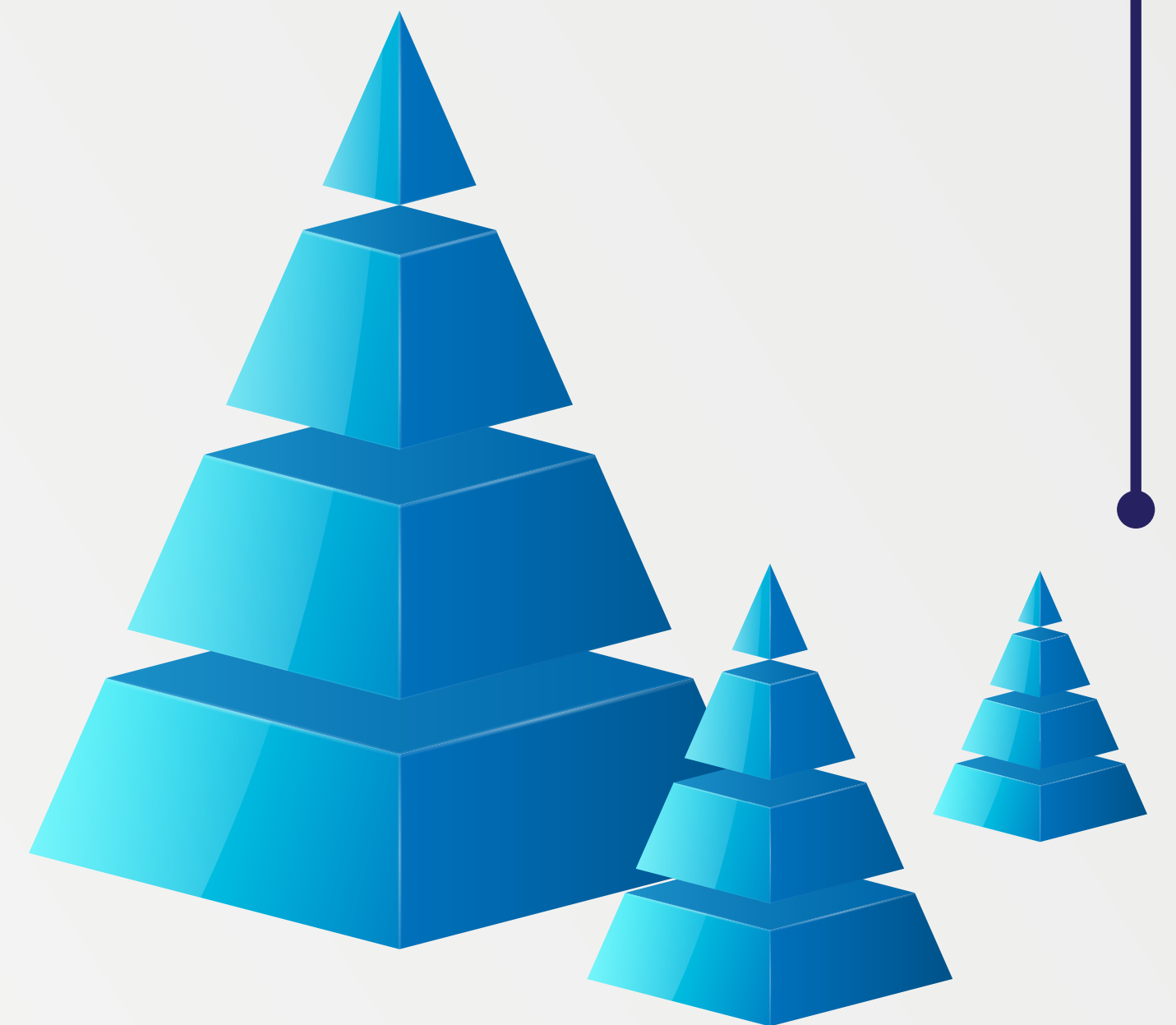
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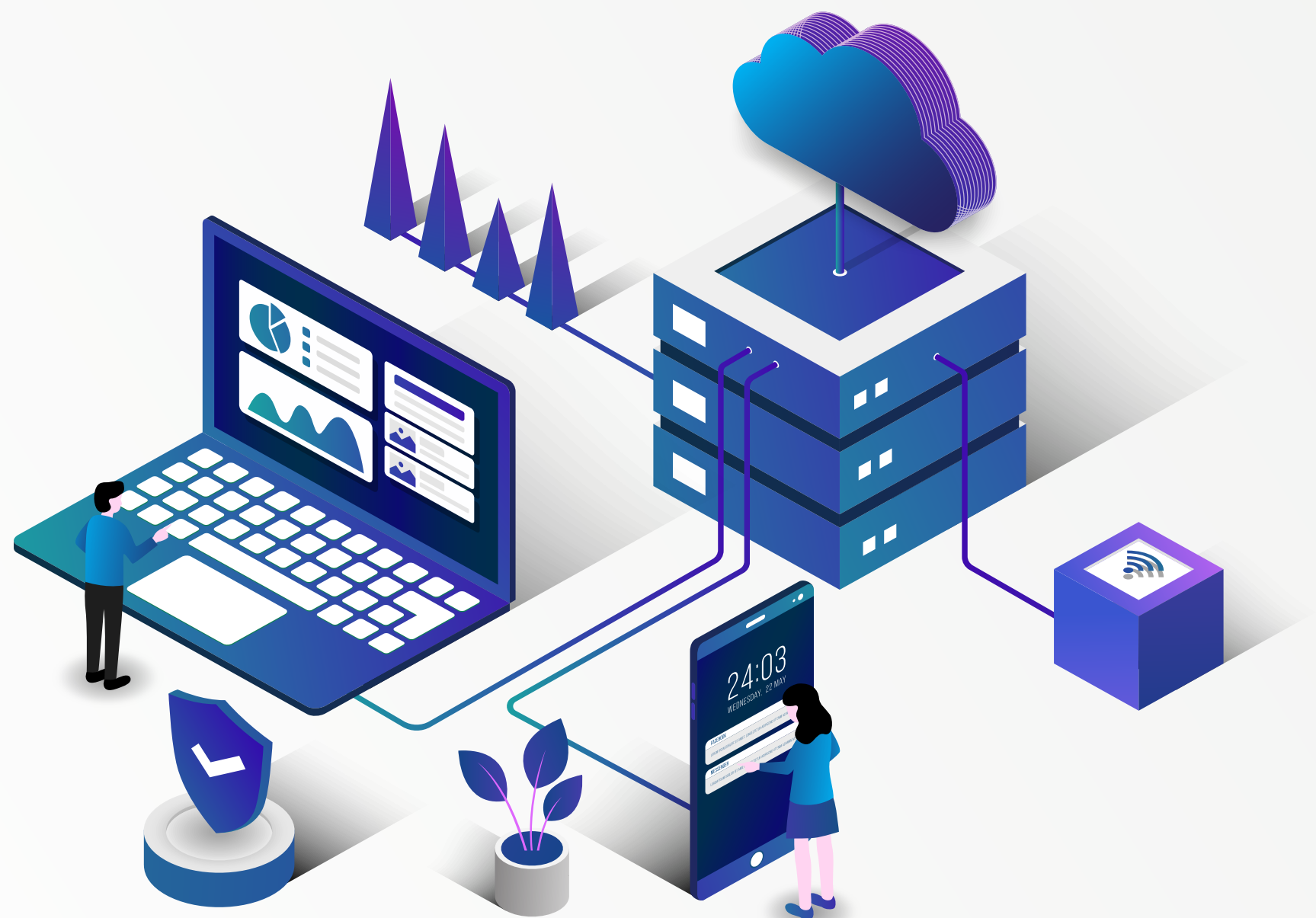
Why Should You Choose Salesforce Commerce Cloud Over It's Competitors Like Magento And Shopify?

Here are the reasons why SFCC is a better choice as compared to Magento or Shopify.

1. Hosting

Salesforce Commerce Cloud is a cloud-based Software-as-a-Service e-commerce platform, which was the original multi-tenant cloud platform targeting the mid-market and enterprise. While, Magento is commonly used as an on-premise, self-housed e-commerce platform. Magento's cloud-based PaaS solution released in 2016, is provided as a hosted version of the on-premise version, and not as a SaaS. Even Shopify has shared hosting. This is the biggest distinction between SFCC, Magento, and Shopify from a technological standpoint.

Also, the fact that Salesforce Commerce Cloud has been a cloud-based platform provided as a fully-hosted SaaS, the overheads around hosting its technology and managing the associated services is taken care of by their internal teams, instead of the retailer or an integration partner. This proves to be a great advantage for merchants who don't want to handle server maintenance and software updates. Plus, another benefit of it would be that Salesforce Commerce Cloud is in a position to offer an SLA and various other guarantees, unlike Magento or Shopify.



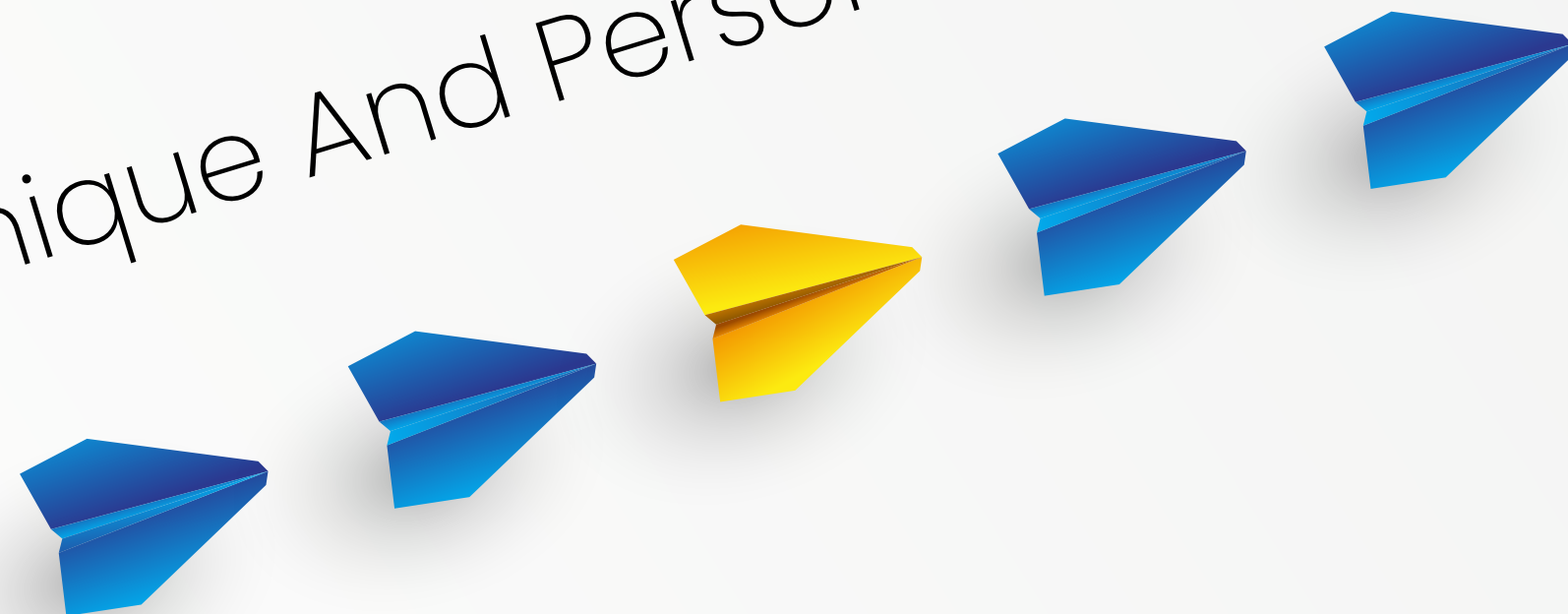
2. Customization & Personalization

Salesforce Commerce Cloud offers customization like no other. It clearly beats Magento in native functionality around merchandising and personalization, and omnichannel capabilities. SFCC also offers a powerful built-in A/B testing covering merchandising logic, base sorting logic, promotions and more. Salesforce's advanced merchandising, endless aisle, internationalization features, POS, machine learning and their proven cloud-based solution works like a charm, especially so for fashion and lifestyle brands, who are also their most common users.



100%

Unique And Personalized Look



SFCC offers extensive customization, which by far outperforms Shopify. Commerce Cloud does not offer pre-built templates or 'click and fill' options like Shopify, instead it requires companies to create their themes from scratch resulting to a 100% unique and personalized look. This results in a more heightened design, which leads to your store better fulfilling your consumer demands.

Shopify offers an entire world of ready-to-use website layouts, but that's about it, since the back-end of the e-commerce site is walled off and maintained by Shopify. You can only make some cosmetic changes to your colors and branding. But, should you want to include a few more fields before checkout, depending on the country from where your consumer is purchasing, you cannot, since it is just not permitted by Shopify. Salesforce Commerce Cloud on the other hand, lets you build your e-commerce platform for a global audience, as it allows you to do anything you may need or want to, like selling several brands, creating multiple storefronts, adding international shipping fields, and so on. The great user experience as a result also helps improve your consumer conversion and retention.



3. AI (Artificial Intelligence)



A lot of companies still see AI as an expensive and complicated undertaking, needing a fleet of experts for implementation. Salesforce Commerce Cloud is the only ecommerce solution with AI infused into its very fabric. The Cloud's Einstein-powered capabilities transform customer data into intelligent action in real time, without any need of data preparation or analysis by technical staff. This insight about shopper behavior offers valuable information that can be used to personalize customer experience. It provides rule-based and machine-learned cross-sells, up-sells and product recommendations. Einstein offers both, 1:many machine learning as well as 1:1 personalization in the product grid, product recommendations, search etc. Magento and Shopify both lack it, calling for the need of a third party to meet the same requirements



4. Marketing Capabilites

Salesforce takes pride in its Commerce Cloud's world-class marketing capabilities, which makes acquiring new customers a breeze, courtesy, their highly tailored advertising, hyper-segmented audiences, and an integrated customer relationship management system. This isn't built into Magento or Shopify or any other e-commerce platform for that matter.

5. Merchandising and catalog management features

Salesforce Commerce Cloud turns out to be the market leader and wins over other platforms like Magento and Shopify (especially in the fashion and lifestyle space). It is due to features like, advanced visual merchandising, ability to create multiple catalogs, ability to schedule tasks, advanced promotions at product, order and shipping level, advanced customer segmentation, support for complex product types, and so on.



6. Integration

Salesforce Commerce Cloud provides all its tools via an integrated product suite under an umbrella. Whereas Magento and Shopify provide tools that are administered by third-party software. Also, in case of Salesforce you are required to integrate once for getting them all, however, for Magento or Shopify things will be much messier with regards to integrations. Plus, the ability of Salesforce solutions like Marketing and Sales Cloud to integrate and provide a consistent customer experience across the buyer journey is a significant benefit. Unlike Salesforce, Magento and Shopify can only be expected to cater to the commerce related aspects of your business.



7. Expert Handling

There are great advantages and peace of mind to having your e-commerce store hosted by the platform's own team of experts. In fact, one of the most challenging aspects of maintaining a Magento or Shopify store is its upgrades. Which, in case of Salesforce is all taken care of by the platform itself.



8. Scalability

Scalability is one of the biggest selling points for Salesforce Commerce Cloud, which has a clear focus on ensuring that their customers are prepared for key trading peaks and spikes, so they can scale effectively. SFCC is one of the most scalable and stable platforms in the market, definitely more scalable than Shopify or Magento, since higher profile Shopify and Magento websites have been known to struggle with peaks.



9. Pricing

SFCC has changed their pricing, to encourage smaller merchants to use the platform while competing with Magento, Shopify Plus, BigCommerce, etc. This new price has three core tiers- Starter, Growth and Unlimited. 'Starter' can be used by retailers with a single store and up to two price books and starts at 1% GMV. 'Growth' can be used by retailers having up to 5 stores and 10 price books, and is set to 2% GMV. While 'Unlimited' is for merchants exceeding these limits. The new pricing makes SFCC a lot more competitive for retailers, along with the reduced costs around third parties.

What Is The SFCC Migration Plan?

The migration plan for Salesforce Commerce Cloud includes the following steps:



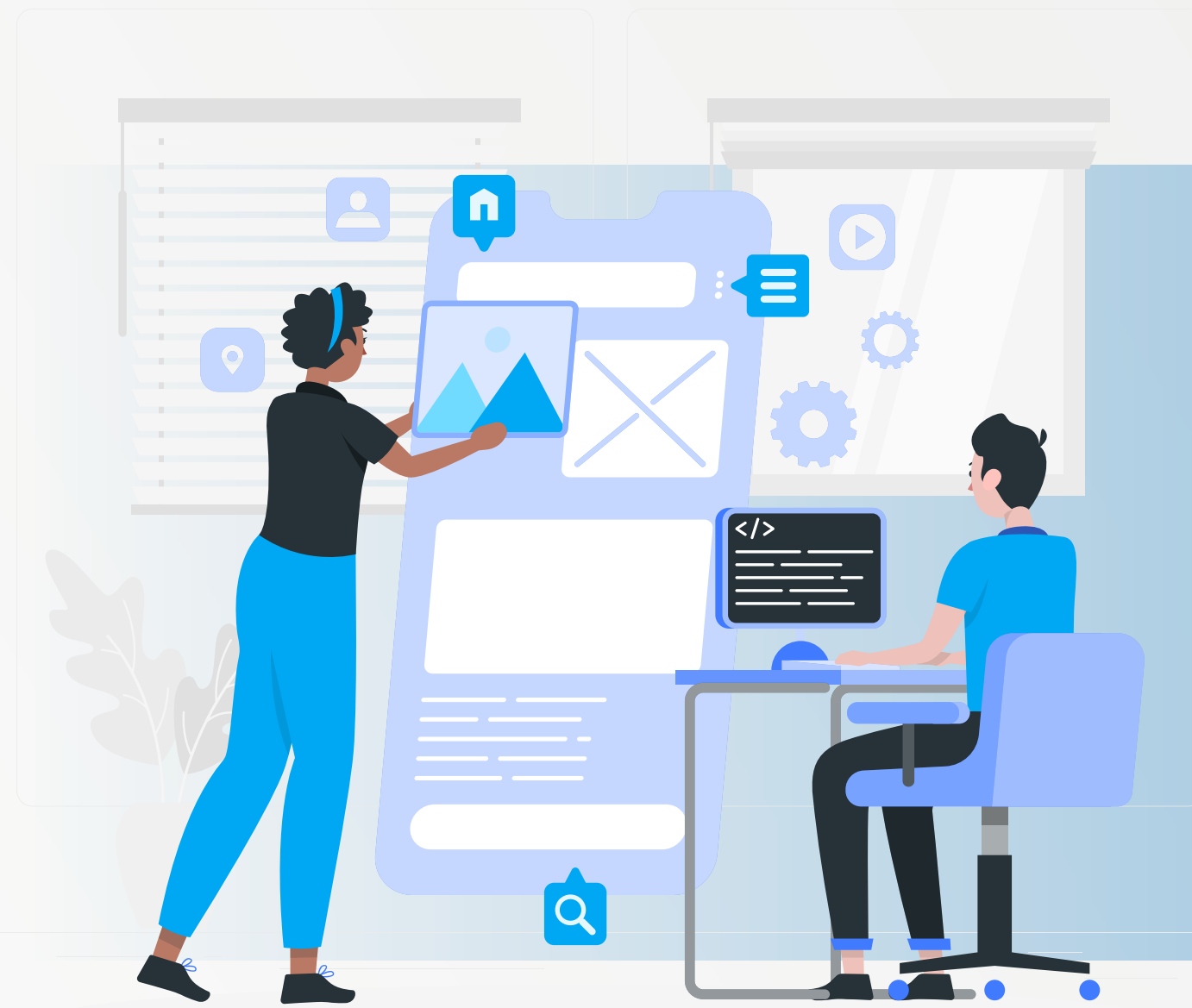
1. Analysis

The process begins with an analysis of the current e-commerce platform, followed by the identification of goals and requirements for the migration. This step also involves a gap analysis to figure out what needs to be ported over and what can be left behind.

2. Data Migration

The next step is to transfer data from the current e-commerce platform to SFCC, including customers, products, orders, and related data. If required this step may involve data mapping, data validation, and data cleansing as well.





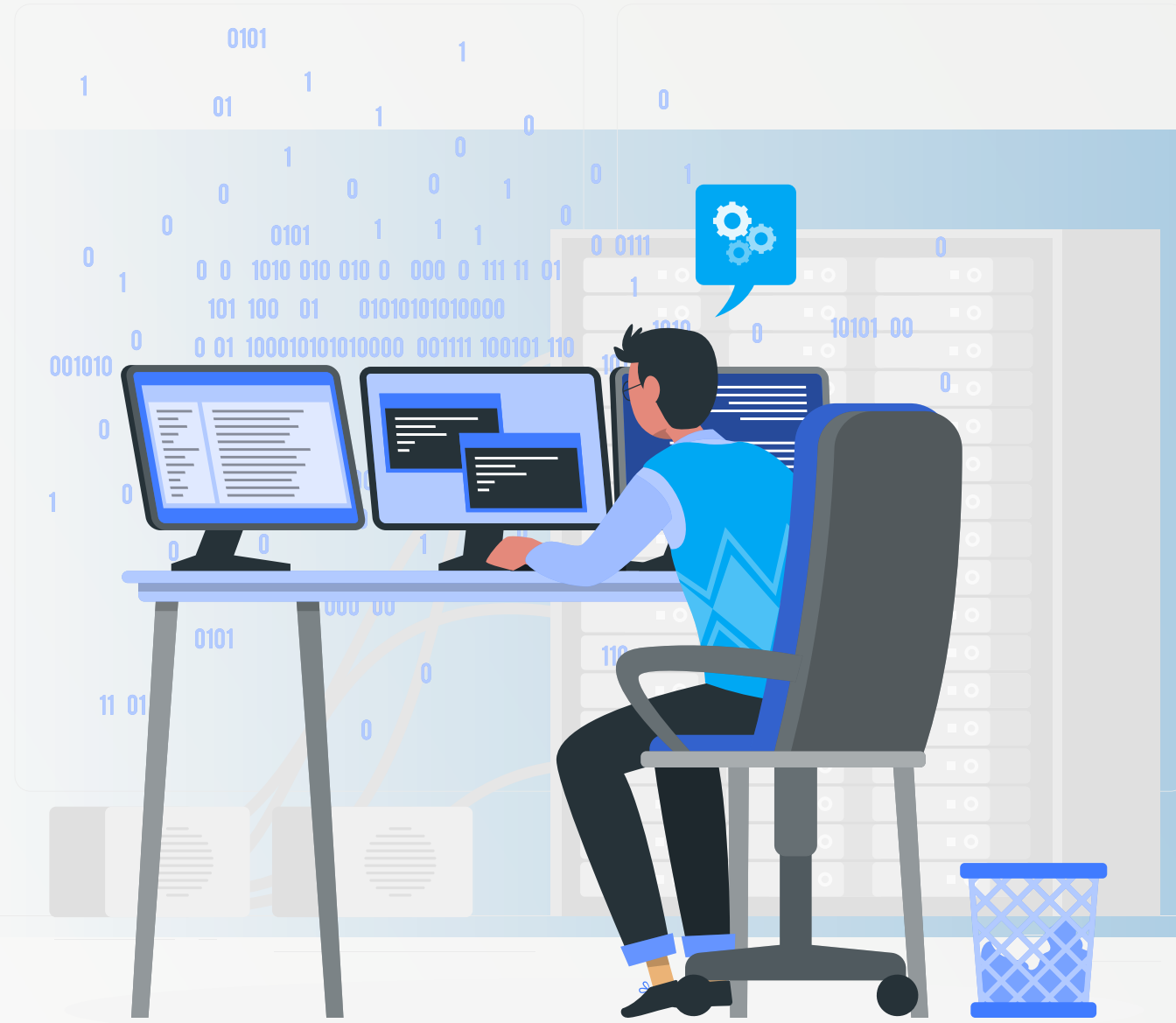
3. Customization

SFCC is now customized to meet the specific unique needs of the business.

4. Integration

If the need be, SFCC is integrated with other systems and platforms like payment gateways, shipping options, and more to further increase its capabilities.





5. Testing & Quality Assurance

The next step is to test the migrated data and customizations in a pre-production environment to make sure that everything is working fine. This includes performance testing, functional testing, and security testing.

6. Go-Live & Post-Launch Support

The final step is to launch the new SFCC site and provide ongoing support and maintenance to ensure a consistently smooth operation. The step may also involve monitoring performance and usage, and making the necessary updates and improvements.



Salesforce Commerce Cloud Is Trusted By Brands Like:



Why hire Etg For Your Salesforce Commerce Cloud Migration

Trust etg to help you perfect your SFCC migration. We're a Salesforce Crest Level Partner, headquartered in Plano, Texas, with 22 years of experience and an extensive team of 500+ certified experts located in US, Canada, UK, Australia, UAE, and India. Our dedicated team of Commerce Cloud experts like developers, architects, solution engineers, analysts and more have experience with e-commerce projects ranging from retail to B2B manufacturing.

Our team understands the working of any industry as per their logic and business requirements which allows us to give our clients a very quick TAT, right from scoping, to UX designing, solution engineering, testing and deployment. With etg Digital, developing an e-commerce platform with SFRA standards, setting up connected commerce across multiple channels, endless aisle and running personalized campaigns as per customer insights is made effortless. In fact, etg Digital is your one-stop-shop for all your Salesforce Commerce Cloud requirements.



Our Salesforce Commerce Cloud Offerings

1. Salesforce Commerce Cloud Migration

Your brand maybe hosted on Shopify, Big Commerce, Magento, Oracle Commerce, WebSphere or even a legacy e-commerce platform, our experts ensure not only your critical data is migrated but even your business logic is replicated onto Salesforce Commerce Cloud. All of these with minimum downtime. Our data migration scoping and strategy is designed to ensure that the most complex of migration is executed sticking to timelines.



2. UX/UI Designing With SFRA

Etg Digital follows the model of a full-fledged agency to cater to our e-commerce clientele. Our team of Commerce clouds experts make sure to use the SFRA framework of Commerce Cloud to the maximum. We make sure that our client's storefront is not just aesthetically designed but even mobile first and functionality driven from the user experience standpoint.



3. Salesforce Commerce Cloud Integrations

Why let Salesforce Commerce Cloud stay in silo when it can connect virtually with any third-party platform ranging from ERP, CRM to payment processors. With our integration services we make sure your e-commerce platform is equipped to handle customer requests, order and inventory management and every other issue without any hassles and just as you wanted.

4. Commerce Cloud platform Audit And Performance Analysis

Get the performance of your Salesforce Commerce Cloud platform optimized to the level you want it to. Our experts help your business analyze data and give comprehensive insights into the behavior and buying patterns of your customers, result personalized campaigns, increased sales, and revenue generation for your business.



5. Salesforce Commerce Cloud Consulting

Our team helps your business harness the Out of the Box features of Salesforce Commerce Cloud platform. From creating the end-to-end customer journeys, setting up custom workflows, Integrating your Commerce cloud with third party applications and many more, etg Digital's Consulting services provides a comprehensive e-commerce solutions to business on highly flexible engagement models.

6. Salesforce Commerce Cloud Managed Services

Our experience of working with Enterprise and Commercial level clients gives us a unique perspective of the problems they face on their e-commerce operations. Taking a cue from our previous experiences, we have developed a robust system of Salesforce Commerce cloud support and maintenance services. Even after the project delivery and deployment our team of experts are available to take care of the updating, data handling and other critical services to keep your e-commerce platform up and running.



7. Order And Inventory Management

Say goodbye to your Inventory blind spots. With etg Digital we make sure that your Order and Inventory management issues are taken care of by making Salesforce Commerce Cloud the central point of truth.

Got a query or requirement?

etg|digital

Talk to our experts

[Book your free consultation now!](#)

You may also connect with us by



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