



Salesforce Commerce Cloud (SFCC) for a USA-Based Cosmetics Manufacturer

Business Context & Our Customer

A leading USA-based cosmetics manufacturer wanted to deliver a premium digital commerce experience to its global customer base. To scale operations, the client adopted **Salesforce Commerce Cloud (SFCC)** to power its e-commerce storefronts. Unlike Salesforce Core (Sales/Service Cloud), SFCC is built on a **Demandware**, relying on **cartridges and deployment packages** rather than Apex classes and triggers for customizations.

Given the client's large customer base (5M+ active profiles) and high order volumes, they required a reliable partner to design, implement, and optimize their SFCC ecosystem, ensuring smooth catalog, checkout, and customer experience.





Problem Statement / Challenges Faced

Order Management at Scale

- Millions of transactions daily created performance and monitoring bottlenecks.
- Needed real-time visibility and failure handling for order objects

Customer Data Management

- 5M+ active customer records created performance and personalization challenges.
- Login disruptions and profile sync issues were common.

Jobs Framework Stability

- Batch processes and scheduled jobs were critical for catalog updates, pricing, and inventory.
- Failures caused customer dissatisfaction and downtime risks.

Recurring Issues

- Catalog inconsistencies, checkout disruptions, and login failures were major incident drivers.
- Limited monitoring and automation increased MTTR (mean time to resolve).



What We Did

✓ Discovery & Ecosystem Assessment

- Conducted workshops using a detailed discovery questionnaire to capture business requirements, integrations, and pain points.
- Analyzed existing cartridges and deployment packages to assess scalability and maintainability.

✓ Commerce Cloud Optimization

- Designed performance tuning strategies for order objects, ensuring stability during high-traffic events (product launches, festive sales).
- Implemented monitoring dashboards for the Jobs Framework with proactive alerting and retry logic.

✓ Customer Data Strategy

- Optimized profile storage and lookup strategies for 12M+ customers.
- Enhanced login and checkout flows with session management improvements and caching.

✓ Application Management & Support

- Established incident classification for catalog, checkout, and login disruptions.
- Defined SLAs for recurring issues with automated runbooks and recovery scripts.



Value We Offered

- ✓ **Resilient Ecommerce Platform:**
Reduced checkout/login failures by 40%.
- ✓ **Improved Order Throughput:**
Optimized processing for large transaction volumes without performance degradation.
- ✓ **Scalable Customer Data Management:**
Seamless handling of 12M+ active profiles with faster profile lookups.
- ✓ **Proactive Operations:**
Early warning system for job failures reduced MTTR by 35%.
- ✓ **Business Growth Enablement:**
Platform ready for global expansion with new storefronts and product lines.



Conclusion & Lessons Learned

- **Cartridge Management Discipline** is critical for long-term scalability. Poorly designed cartridges quickly become a bottleneck.
- **Jobs Framework Monitoring** must include alerting, retries, and escalation workflows to prevent customer impact.
- **Data Volume Planning** is non-negotiable. 12M+ customer profiles require database indexing, caching, and API governance.
- **Application Management Model** should proactively address recurring catalog and checkout issues, reducing reliance on firefighting

High level Architecture Diagram

