Why Commerce Cloud Store Is Worth the Investment

Are any of the following true of your store POS and operations solution?

- Every store functions as a standalone datacenter, resulting in costly maintenance and difficult updates.

- Your POS system is siloed from customer data, in-store inventory, and online warehouse and delivery systems.

- Your system isn't adequately protected against cyber threats, and PCI compliance is an ongoing concern.

- It's difficult to customize and add additional capabilities.

- Your sales associates lack the knowledge needed to drive sales.

- Associates are tethered to the cash wrap, and/or using multiple in-store checkout systems.

Even the strongest brands must modernize to meet the demands of today's consumer, and a state-of-the-art POS and store operations solution is critical to success. As CIO, you play an integral role in meeting your organization's business needs, simplifying operations, and ensuring that your in-store associates are equipped with the optimum technology to be successful. Learn how partnering with Salesforce Commerce Cloud can help you succeed in the store.

In 2015, the average retailer experienced **eight enterprise-wide cyber attacks.**[1]

Say Goodbye to Redundant, Outdated Datacenters

With Commerce Cloud, there's no need to invest in expensive datacenters and technical support staff. Clunky equipment, like inventory scanners, back-office and enterprise-wide servers that receive and provide additional data to on-site servers, are replaced with cloud-based, real-time data delivered with minimal hardware. Seamless, automatic upgrades occur behind the scenes multiple times a year, so there's no risk of your solution becoming outdated or needing costly ongoing maintenance.

Real-Time Inventory: Experience a True Omni-Channel Solution

With Commerce Cloud Store, customer data, in-store inventory, and online warehouse and delivery systems all function together to create a seamless shopping experience across channels. Salesforce Commerce Cloud delivers a single, comprehensive view of your entire enterprise. There's no need to work on integrations; all data lives on a single system in real-time. Associates using mobile devices can locate products without leaving the customer's side, and boost sales by selling out-of-stock products for shipment or in-store pickup. In addition, customers can buy anywhere/return anywhere, buy online/pick up in-store, and purchase online merchandise in-store.

In 2015, the cost incurred for each lost or stolen record containing sensitive and confidential information increased from **$154 to $158.**[2]

Protect Against Threats and Stay Compliant

Hackers and thieves are getting more sophisticated every day. That's why Commerce Cloud Store features regular updates to maintain customer security and privacy without additional costs – a critical advantage in the current shopping environment. In addition, the Commerce Cloud Store POS application does not store, process, or transmit cardholder data, making it out of scope for PCI Data Security Standards compliance.

Enable Teams with Artificial Intelligence to Boost Sales

Commerce Cloud Einstein analyzes customer and product data to create personalized shopping experiences. Associates can identify customers on the sales floor and deliver relevant cross-sell and upsell opportunities that would have otherwise gone untapped. Best of all? Product Recommendations are built-in and ready to provide customer journeys using data from interactions both online and in-store.

The total cost of a typical data breach now tops **$4 million,**[3] not to mention loss of customer trust and damaged public perception.

Customize with Ease

The customization/common API layer for Commerce Cloud Store provides not only the flexibility and agility to address your current business demands, but also the ability to quickly adapt to an unknown future. It's easy to integrate out-of-the-box customizations; plus, you have access to an expansive network of partners that can extend your capabilities. Fast enablement times mean you can deliver value in days, not weeks. You can also leverage region- or store-specific capabilities, such as the option to donate to a local charity during a POS transaction.

Learn more about our customization partners and capabilities.

Use a Single Checkout System Throughout the Store

Commerce Cloud Store supports all of your in-store checkout processes, including mobile POS, traditional POS, and line-busting capabilities that give associates the flexibility they need to deliver exceptional customer service. The system supports contactless mobile payments systems, such as Apple Pay, that streamline the checkout process. Plus, the intuitive checkout solution is easy for associates to navigate, and its minimal hardware is much easier to maintain than that of legacy systems.

Commerce Cloud Store is designed to handle both current and future needs, from state-of-the-art POS systems that are flexible enough to handle the changing demands of customers, to scalable cloud-based solutions that eliminate the need for expensive datacenters. With a unified view of inventories, and sales associates armed with connected mobile devices, Commerce Cloud simplifies your retail business while improving the customer experience.

Ready to move to the cloud? Contact us today.

[1] 2016 Ponemon Cost of Data Breach Study
[2] Id.
[3] Id.

salesforce commerce cloud