

Commerce Cloud Digital

Power digital commerce everywhere: Web, mobile, social, in-store, and call center.

Highlights

- Unified customer experience powered by the cloud
- Revenue-driving features released six to eight times per year
- 360-degree view of customer interactions across digital touchpoints, customer service, and fulfillment

“Three of four brands that have adopted cloud are high growth brands, growing at a rate of 10% or higher year over year.”

L2

THE CHALLENGE

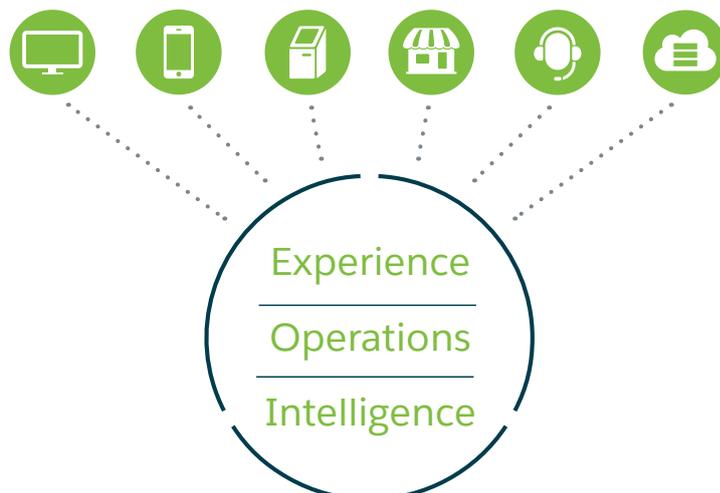
Powering Commerce Anywhere

Commerce today happens everywhere: online, in-store, on mobile sites and apps, and via buy buttons on social media. With so many paths to purchase demanding your attention, you may struggle to keep pace with customer demands. And a lot of times, technology doesn't help: 80% of retailers say that legacy technology hampers their ability to quickly deliver consumer-facing features.¹ It's important that you are agile enough to drive growth and maintain competitive advantage, but competitive advantage doesn't come from managing IT infrastructure. It comes from innovation, market expansion, and customer satisfaction.

THE SOLUTION

Commerce Cloud Digital: A Digital Commerce Solution for Enterprises

Engage and inspire customers across any channel, any device. Customers don't stand still, which means you certainly can't afford to. Commerce Cloud Digital, formerly Demandware, empowers teams to create, orchestrate, and deliver cross-channel shopping experiences, moving ideas into action in a fraction of the time it once took with legacy software. An open development environment easily lets you extend commerce anywhere – from buy buttons to branded mobile or in-store applications. It also lets you design, customize, and deliver rich, innovative brand experiences that delight customers. Convenient shopping options, including reserve, buy, pay, fulfill, and service anywhere, are all powered by Commerce Cloud Digital.



Commerce Cloud Digital



“For us, the biggest benefit has been all the things that get deployed on the cloud that we’re able to take advantage of without doing a lot of custom work ourselves.”

Chris Hardisty
Head of eCommerce
Puma North America

CAPABILITIES

Commerce Storefront

Differentiate, manage, and customize the ecommerce experience with a robust reference storefront, pre-built integrations to extended functionality, and open APIs.

Cart and Checkout: Lead customers to purchase quickly and easily across devices with saved carts and optimized user flows.

Modern Reference Storefront Application: Accelerate development of your ecommerce site with a feature-rich storefront based on open APIs. Easily execute a commerce site launch with native responsive design and multilingual, multicurrency logic.

Development Environment for Full Customization: Deploy custom business logic across any commerce channel. Gain access to an extensive library of prebuilt, certified integrations through the LINK Technology Partner Marketplace.

Merchandising and Marketing

Create limitless opportunities for both commerce growth and consumer engagement with capabilities that empower digital teams.

Product, Pricing, and Catalog Management: Sync products and pricing across categories, catalogs, currencies, and sites.

Merchandising and Promotion Management: Drive conversion and incent purchases by connecting customers to the most relevant products and information. Active Merchandising™ determines what to offer each customer segment, while Commerce Cloud Einstein delivers personalized offers to individuals, both anonymous and known, across the entire shopper journey.

Site Search and Guided Navigation: Help customers find the products they’re looking for, and optimize conversion with merchant rules that adjust for search intent and product profitability.

Predictive Email: Drive more traffic and increase revenue by personalizing every message for each unique shopper – without adding production resources into the existing email process.

Commerce Cloud Digital



“Commerce Cloud Digital is an agile solution for fast deployment with an advanced ecosystem of partners, and provides an ongoing flow of innovation. We are confident that Commerce Cloud Digital is the right solution to further our ebusiness strategy worldwide.”

Jean-Christophe Sautory
Chief Information Officer
L’Oreal S.A.

Digital Experience Management

Create and deliver highly innovative and relevant brand experiences.

Content Management and Responsive Design: Drive centralized content publishing across brands, geographies, and sites, and deliver a rich and engaging experience across devices.

Native Targeting and A/B Testing: Deliver relevant offers to specific segments with native targeting and testing capabilities based on customer behavior, traffic channel, or geographic location.

Search Engine Optimization: Optimize sites, products, categories, metadata, URLs, and images for maximum search visibility

Multisite Management and Localization

Stand up new brands or geographic sites quickly and easily.

Manage All Sites, Currencies, and Languages: Share assets and localize for different customs, cultures, currencies, and languages, including double-byte characters with a global multisite framework.

Global Content: Target content, offers, and relevant products by language, country, state, region, or city.

Localized Reference Storefront and User Interface: Empower regional teams with a global reference storefront and user interface available in English, Chinese, Japanese, French, and Italian.

Digital Commerce Extensions

Use commerce in an unlimited number of channels, including in-store endless aisle, social networks, and branded mobile apps.

APIs for Custom Application Integrations: Leverage key capabilities and data with scalable APIs and a full development cloud for complete control over the digital experience.

In-Store Endless Aisle and Clienteling: Extend digital into the store and prevent lost sales with endless aisle and clienteling capabilities.

Social Extensions: Take your brand’s commerce to emerging transactional channels, such as Pinterest.

Commerce Cloud Digital

Leader in the Forrester Wave™: B2C Commerce Suites, Q1 2015²

“Commerce Cloud Digital (formerly Demandware) stands out as the only true multi-tenant SaaS offering.”

Forrester

Order Management

You can create a true unified customer experience with distributed order management and customer service capabilities including reserve, buy, pay, fulfill, and service anywhere.

Enterprise Real-Time Visibility: Deliver real-time transparency to critical omni-channel data elements: orders, customers, inventory, pricing, and promotions from a single source, across all channels, from stores, warehouse/fulfillment centers, and customer service teams to management.

Straightforward Orders and Returns: Capture orders on any mobile device, in the store, or with a customer service associate. Returns are just as convenient: Customers can return to a store or fulfillment center.

Intelligent Fulfillment Engine: Streamline order fulfillment with an intelligent allocation engine, designed to optimize and simplify back-end order orchestration.

Commerce Cloud Digital

CUSTOMER INTERACTION POINTS



Mobile



Call Center



In-Store



Apps



Social

CORE SERVICES



Merchandising & Marketing



Content Management



Endless Aisle



Order Management



Predictive Intelligence



Customer Data



Customer Behavior



Product



Price/Promo



Inventory

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Unique Advantages of Commerce Cloud Digital

Powering the Unified Customer Experience

Unify the customer experience across the shopping journey with a single view of customer data, orders, products, inventory, price, promotions, and interactions. The Commerce Cloud unifies digital commerce, order management, point-of-sale, store operations, and predictive intelligence capabilities to provide this 360-degree view, delivering a unique and relevant experience to customers.

Commerce Cloud Einstein

With leading-edge data science woven into Commerce Cloud Digital, you can create personalized experiences across the shopping journey. The deep integration of intelligence into the cloud means managing all aspects of the digital shopping experience are simplified. Your team can see all merchandising and marketing rules in one place.

Future-Proof Platform

Offload IT operations with confidence to a cloud that is robust, stable, and scalable. Frequent, instant upgrades provide access to a steady stream of innovations without disrupting daily operations, and an open architecture lets you build unique customizations and integrations that won't break when upgrades occur.

Community Effect

Join a large, interconnected, engaged community of retailers for ideas, insights, and inspiration. Get advice from the Retail Practice group, and have your site performance monitored by the operations team. Since all of our customers' shopper interactions run through the same cloud, we are able to aggregate a rich data set that can be used as a robust benchmarking tool. As a result, you enjoy a community effect, similar to a network effect, from our Commerce Cloud community.

Business and Operational Agility

Innovate quickly, without worrying about resource capacity. You can launch new sites in days and promotions in minutes, not months. With prebuilt integrations, our robust Commerce Cloud partner network offers extended capabilities to differentiate a brand. Lastly, the cloud makes flexible customization a reality. As a result, you can enjoy true business and operational agility.

Cloud Enables Total Retail Revenue Growth



“From 2009 to 2014, retailers on the cloud outperformed those on other platforms in sales, operating margins, and earnings. Brands using cloud-based commerce solutions reported an average annual sales growth rate of 12%, compared to 9% and 6% with on-site and in-house platforms, respectively.”

L2³

Commerce Cloud Digital

Power Commerce Everywhere

Distributed Commerce: Shorten and ease the journey from discovery to purchase by converting customers on distributed channels directly with buy buttons. Customers discover products on third-party mobile apps, social media, and messaging platforms, and you must meet them there. Commerce Cloud Digital is the only enterprise cloud commerce solution that lets you power distributed commerce without standing up new infrastructure.

Global Commerce: Launch sites in new geographies quickly and easily. With cloud-based delivery and operations, you can enter new international markets with minimized risk, cost, and technical complexity. Purpose-built for international expansion, Commerce Cloud Digital helps you scale ecommerce worldwide with secure, borderless infrastructure. Today, Commerce Cloud brands connect and sell to customers in more than 50 countries.

Expansion into China: Establish a direct-to-customer digital commerce business in the world's largest shopper market, China. Commerce Cloud Digital is a proven scalable cloud solution with China-ready capabilities, such as a localized user interface and an ecosystem of local technology and on-the-ground operations partners and expertise.

Enterprise Digital Commerce

Commerce Cloud Digital is for enterprise brands that want to move faster, grow faster, and transform the experience for their customers across all touchpoints.

- **Branded Manufacturers**
- **Multibrand Companies**
- **High Growth Retailers**
- **Large Enterprise**
- **Global Brands**

Business-to-Business Commerce

Many businesses engage with their business partners in ways that mimic the customer shopping experience. Commerce Cloud customers leverage the cloud to meet the needs of business-to-consumer, business-to-business, business-to-employee, and business-to-partner commerce.

Building a B2B experience with Commerce Cloud Digital offers you an advantage through:

- Ability to create intuitive ordering process that follows a business-to-consumer site
- Shared site functionality between business-to-consumer and business-to-business sites
- Override functionality by site to differentiate the experience for specific accounts or groups of accounts
- Shared data across sites and customer types

Leading brands choose Commerce Cloud to power commerce across channels and see growth rates that exceed the industry average.



40-60%

COMMERCE CLOUD
CUSTOMERS:
40 - 60% CONVERSION
RATE IMPROVEMENT⁴



32%

COMMERCE CLOUD
AVERAGE CLIENT GMV
GROWTH RATE: 32%⁵

About the Salesforce Commerce Cloud

The Salesforce Commerce Cloud empowers retailers to unify customer experiences across all points of commerce, including Web, social, mobile, and store. From shopping to fulfillment to customer service, the Commerce Cloud delivers 1-to-1 shopping experiences that consistently delight customers, driving increased engagement, loyalty, and conversion. With embedded predictive intelligence and a robust partner ecosystem, the Commerce Cloud delivers customer satisfaction and growth from planning to launch and beyond.

References

- ¹ Understanding TCO when evaluating eCommerce Solutions, Forrester Research, November 2012
- ² "Forrester Wave B2C eCommerce Suites", Forrester Research, Inc., Q1 2015
- ³ L2 Value of Agility Report, 2015
- ⁴ Forrester: The Total Economic Impact of the Salesforce Commerce Cloud (formerly Demandware Commerce Platform), November 2013
- ⁵ Average for the years ended December 31, 2014, 2013, 2012



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