

Salesforce Commerce Cloud

Product Overview





In the next 10 years, 86% of retailers plan to have a unified commerce platform.

Source: Building the Case for a Unified Commerce Platform, 2014

A Unified Platform for Omni-Channel Commerce

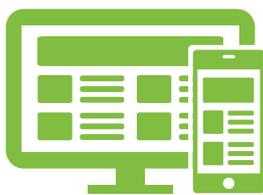
Shoppers today expect a unified experience: consistent interactions wherever, whenever, and however they shop. To make this happen, you need a unified platform that leverages a shared view of customers, orders, and products across all the channels where your brand exists, including digital, store, fulfillment, and customer service. The best way to stay competitive and deliver customers the experiences they desire is through a unified commerce platform.

The Salesforce Commerce Cloud has a unified set of capabilities that power commerce experiences across all channels, bringing digital commerce, point-of-sale, store operations, order management, and predictive intelligence into a shared commerce experience. All the capabilities share a single view of customers, orders,

products, and prices and are powered by a single promotion, personalization, and price engine. A cloud-based platform with a multi-tenant architecture, the Commerce Cloud is proven to be scalable, reliable, and secure.

The capabilities within the Commerce Cloud fit into several categories: Experience focuses on the shoppers; operations aims to empower you and your team; and intelligence enhances the shopper's experience and provides you with valuable insights. Together, these capabilities power commerce across all channels – Web, mobile, social, kiosk, store, and call center – and from shopping to fulfillment to post-sale service.

THE SALESFORCE COMMERCE CLOUD



COMMERCE CLOUD DIGITAL

Power digital commerce across all channels – Web, mobile, social, and in-store. Get the agility, scalability, and control you need to innovate quickly, drive growth, and gain a competitive advantage.



COMMERCE CLOUD STORE

Leverage the power of the cloud to increase innovation at the point-of-sale, reinvigorate the store experience, decrease the complexity of managing store operations, empower store associates, and unify digital and physical experiences to provide a unified experience to your customer.



Power Digital Commerce Everywhere

In digital commerce, change is constant. For your brand to be successful, your digital team must deliver highly innovative and highly relevant brand experiences. You must also be able to respond with speed and agility to new, unforeseen customer expectations.

With Commerce Cloud Digital, your digital commerce team can move from idea to action in a fraction of the time it once took. You can deliver a superior digital experience in every channel – online, mobile, social, and store.

A digital commerce solution for enterprises

Empower digital commerce teams with rich capabilities to anticipate shopper needs and syndicate relevant content so customers can find – and ultimately buy – what they want quickly and easily. A full development environment lets you fully customize the storefront, empowering you to innovate and deliver differentiated experiences that continuously delight the customer.

Engage and convert shoppers

Attract new customers and forge stronger relationships with existing ones with engaging brand experiences. Manage and share product information across categories, catalogs, and sites. Leverage native merchandising and marketing capabilities to connect customers with the right product, price, offer, and content at the right time. Empower merchants, brand marketers, and content creators to drive the business and launch campaigns, promotions, and A/B tests without technical support.

Quickly launch new brands and new sites

Standing up new brands or geographic sites has never been faster. Because of the Salesforce Commerce Cloud multisite architecture, you're

able to manage multiple brands or country sites all from the same environment, leveraging common code, processes, and a master catalog.

Digital commerce extensions

With the Commerce Cloud, you can power digital commerce anywhere your customers shop – on mobile devices, through social channels, and even in the store, thanks to endless aisle and clienteling tools. You can also take advantage of open commerce APIs to easily and quickly integrate custom capabilities and applications that will engage customers with innovative and personalized digital experiences.

Unify the customer experience

Deliver the “buy anywhere, service anywhere, fulfill anywhere” experiences that customers expect with distributed order management capabilities. Gain a shared view of orders, customers, inventory, products, and promotions across physical and digital channels to help process orders and optimize inventory.

Prevent walked sales with an endless aisle

Enhance the customer experience through better clienteling. Equip sales associates with mobile devices so they can engage customers on the floor. Offer inventory from anywhere: in the same store, other stores, or warehouses.

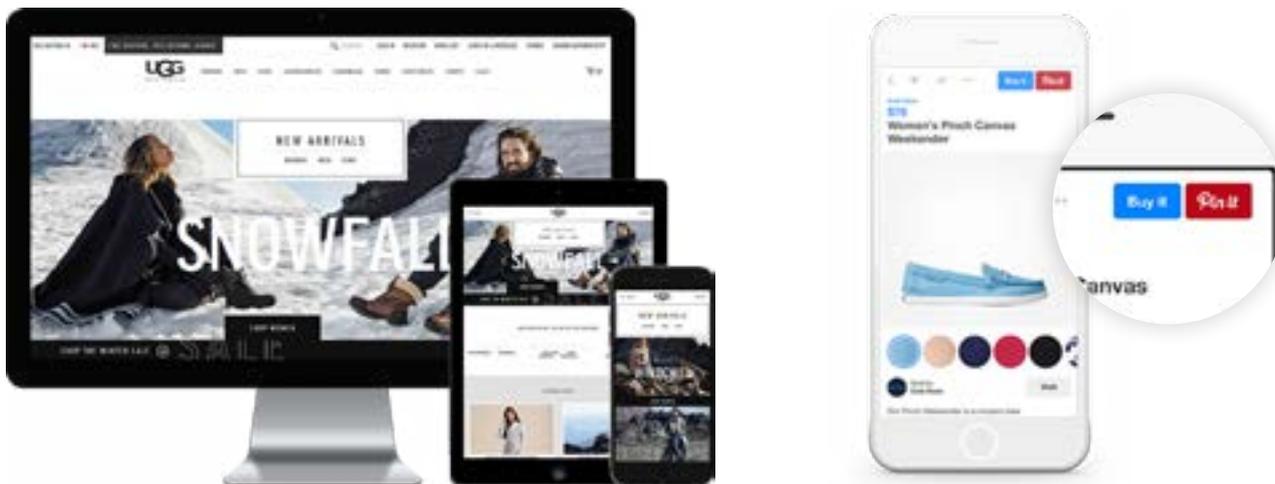
Drive one-to-one personalization with email

Tailor the elements of every email message – products, offers, and creative – for each and every recipient. The Commerce Cloud is proven to deliver more relevant information and, more importantly, better results – driving 10-20%

more revenue per email recipient.* Predictive email integrates with your existing email service.

Use benchmarking to drive business decisions

With more than 1,800 global sites on the Commerce Cloud, we provide granular and specific comparisons, slicing by key business attributes like geography, retail sub-verticals, and channel. Armed with these insights, you can understand how to allocate investments that drive business growth.



With predictive intelligence we are doing what no one else is able to do. We are taking data science and infusing it into the fabric of the Commerce Cloud. Our cloud unlocks this powerful intelligence to not just react to what people do, but to proactively predict and shape shopper behavior.

Rama Ramakrishnan
Chief Data Scientist
Salesforce Commerce Cloud



Comprehensive Point-of-Sale and Store Operations Delivered Through the Cloud

To be successful in retail today, you need to have a unified customer experience. Unfortunately, most brands grapple with disparate systems between the store and other channels, which makes an omni-channel experience hard to achieve. And since typical store solutions are delivered as on-site software, they are difficult to deploy, costly to maintain, and complicated to upgrade.

Commerce Cloud Store includes comprehensive point-of-sale and store operations management capabilities delivered through the cloud.

Bring POS into the cloud to drive store innovation

Execute transactions, sales, returns, and exchanges while maintaining the flexibility to adapt to ever-changing business requirements. Traditional and mobile POS options empower sales associates to engage customers throughout the store, with full tendering, inventory lookup, and assisted selling. Our cloud delivery model allows for continuous updates of store technology. A resilient POS

failover system provides business continuity even in the event of a dropped connection or outage.

Prevent walked sales with an endless aisle

Enhance the customer experience through better clienteling. Equip sales associates with mobile devices so they can engage customers on the floor. Offer inventory from anywhere: in the same store, other stores, or warehouses.

Enable buy anywhere, fulfill anywhere

Deliver the “buy anywhere, service anywhere, fulfill anywhere” experiences your customers expect. Offer flexible buying options such as ordering online to pick up in store, shipping online orders to store, and selling inventory from other stores. Customers experience a straightforward purchase and return process, with options to return to store or other fulfillment center.



Streamline store management and operations

Streamline store management with access to real-time store performance dashboards and easy-to-use back-office workflow tools. Gain a rich set of capabilities to manage store retail operations, including inventory control, back-office functions, cash management, transfers, and receiving.

Unify the physical and digital experience

Commerce Cloud Digital and Commerce Cloud Store share merchandising and promotion management capabilities across digital channels and the physical store, providing a shared view of customers, products, prices, orders, and other critical data elements. The Commerce Cloud brings all channels together to support a unified customer experience.



The Commerce Cloud (formerly Demandware) is the only vendor to be named a Leader in both Forrester's Point of Service and B2C Commerce Suites evaluations.

The Forrester Wave™: Point of Service, Q3 2015

The Commerce Cloud Architecture

Agile, scalable and secure

The Commerce Cloud is built on scalable, secure multi-tenant architecture, and it processes billions of dollars in annual sales volume. With 99.99% global site availability, you don't need to worry about downtime – even during high-traffic periods. Global data centers are available to support any commerce goal. You can rest assured that critical data is safe, as the cloud complies with critical security certifications such as PCI-DSS, SOC2, ISO 27001 and TRUSTe Certified Privacy.

Instant innovation

The Commerce Cloud incorporates core commerce services that are updated several times throughout the year, delivering a steady stream of new features and enhancements without disrupting day-to-day operations. You always have the most current version and access to the latest commerce technology innovations.

Limitless customization

The open architecture makes building unique customizations and integrations easy. A full set of APIs allow external Web applications to interface with the cloud's core commerce functionality. The Commerce Cloud also comes with a complete development environment that empowers technical teams to develop customized brand experiences across channels and customer interaction points.

Unified, cross-channel experiences

The Commerce Cloud delivers a shared data and service model that can be leveraged across all direct interaction channels. The data model provides a shared view of your customers, products, prices, orders, promotions, inventory, interactions, and stores. Similarly, all channels can leverage core capabilities and services such as merchandising and transaction management. Together, these capabilities maximize the agility and innovation across the entire customer experience.



99.99%
Historical Uptime



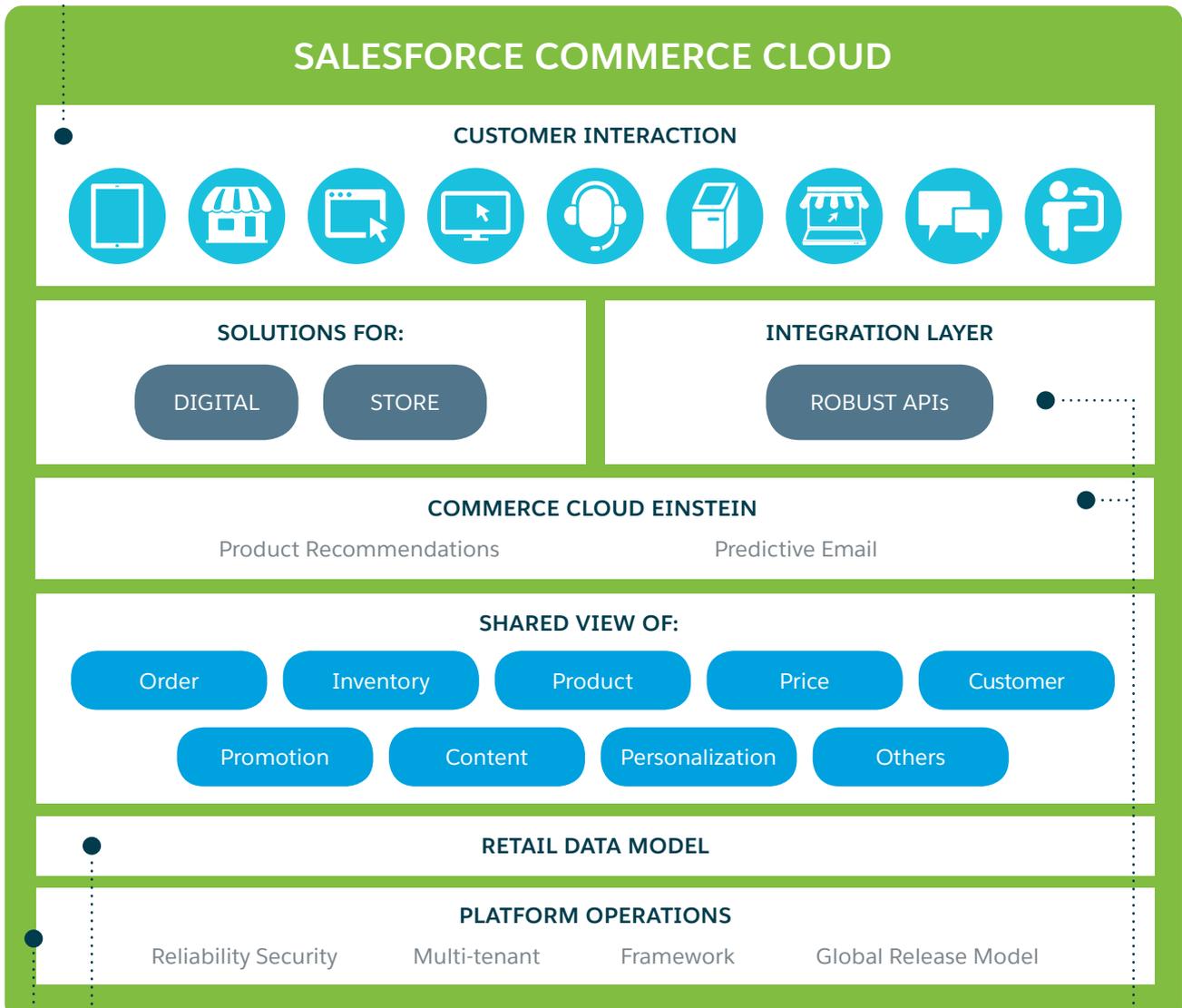
PCI & SOC2
Certified



6 to 8
Releases per Year

Customer interaction points

These interaction points include all the channels you work through, such as Web, mobile devices, social media, stores, and other emerging channels. Through these engagement points, you create consistent brand experiences for the customer.



Retail data model

The Commerce Cloud uses a shared view of customer, order, product, inventory, and promotion data across all channels and solutions, including both digital and in-store interactions. By capturing this data from across the entire community of users, Commerce Cloud is able to aggregate it, anonymize it, and put it in your hands for benchmarking and analysis.

Cloud operations and infrastructure

Commerce Cloud ensures technical operations run smoothly and safely. With a 99.99% historic uptime and PCI-DSS, SOC2, ISO 27001 and TRUSTe Certified Privacy compliance, you can be confident in the platform's reliability and security. We also deploy new features and enhancements up to eight times a year with no disruption to your environment.

Core services

Key capabilities such as transaction management, content management, merchandising, and order management can be leveraged across commerce channels to create a unified commerce experience. There is also an integration layer – comprised of rich and robust APIs that allow outside systems to access the cloud's core services. Lastly, a set of role-based tools help business and technical staff do their job more efficiently.

Salesforce Commerce Cloud Delivers Brands More than Technology

Commerce Cloud gives you a true unified customer experience. A digital commerce solution with a mobile-first, real-time point-of-sale and store operations solution, it leverages a shared view of orders, customers, inventory, products, and promotions. It also comes with top-notch support services and access to a community of other brands.

SALESFORCE COMMERCE CLOUD



Supporting Services

The Commerce Cloud Retail Practice team provides strategic and tactical guidance post-launch, helping to drive shopper engagement and conversion. The Customer Success team monitors client deployments and looks for ways to improve day-to-day business operations. Beyond these services, you can expect top-caliber technical and operational support.



The Salesforce Commerce Cloud

The Commerce Cloud provides you a scalable, reliable, and secure unified commerce platform that powers consistent commerce engagements across multiple channels. Capabilities include product, price, and catalog management; transaction processing; merchandising and marketing; site design and management; full point-of-sale; order management; and intelligent personalization.



Commerce Cloud Community

As a Commerce Cloud customer, you are part of a large, interconnected community that shares ideas, insights, and inspiration to help keep up with customer expectations and ahead of the competition. Since everyone works with the current version of the software, the community's insights are actionable and relevant to all.

Benefits of the Salesforce Commerce Cloud

Peace of mind

Confidence from knowing your operations are in proven and capable hands. Built on a scalable and secure multi-tenant cloud architecture, Commerce Cloud provides enterprise capabilities and the inherent agility of the cloud. It is based on a multi-tenant cloud infrastructure that is fully built, proven, and secure. With Commerce Cloud, you can rest easy knowing that you have a world-class operating environment to support your growing business and a dedicated team of experts to make sure that it runs smoothly at all times, even during seasonal peaks.

Continuous innovation

The Commerce Cloud eliminates the barriers to innovation that are common with legacy commerce platforms, empowering you to keep pace with the dynamic retail marketplace and evolving customer expectations. The cloud automatically upgrades up to eight times per year. The open architecture lets you build your own unique capabilities without compromising the upgrade path. Pre-built integrations make it easy to connect to third-party technologies, and they are highly resistant to breakage when upgrades occur.

Business agility

The Commerce Cloud offers superior speed, agility, and scalability and empowers you to execute growth strategies without the technical barriers of traditional on-site solutions. You have a flexible, easily customizable platform that provides enterprise scalability without the cost and complexity of infrastructure management. The open and scalable cloud puts you in control so that you can impact customer engagement across devices, channels, and geographies.

Unified commerce experience

When all channels share the same data, customers receive a more consistent and rewarding shopping experience. Bridge digital and in-store technologies to provide a unified customer experience across the shopping journey. Delight shoppers with digital in-store innovations such as “magic mirrors,” touchscreen kiosks, mobile and tablet clienteling, endless aisle applications, and, most importantly, a connected point-of-sale. Create a true 360-degree view of the customer.

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