



Salesforce Commerce Cloud Capability and Service Offering



Background

Advancement in technology is leading to convenient and rapid commerce between any two points on the globe, may it be B2C or B2B. One such key driver is Ecommerce Platform. Many eCommerce platforms have emerged to offer online retailers a suite of services including payments, marketing, shipping and customer engagement tools to simplify the process of running an online store for small and large merchants. Salesforce commerce cloud (formerly Demandware), Magento (owned by Adobe), Shopify, and BigCommerce are the most popular platforms.

SFCC has the largest deployments in number among medium to large-sized merchants.

SFCC is a SaaS-based, fully managed multi-tenant platform. Its 1:1 level personalisation and famous AI Einstein/Insight power machine learning. It has built-in a/b testing capabilities for merchandising which is unique to SFCC.





Forrester Research has named Salesforce a Leader in The Forrester Wave™: B2C Commerce Suites, Q3 2018.

In the same year, Gartner named Salesforce a Leader for the third year in a row.

Over the last nine years, Relevance Lab had the privilege of working with retailers in their SFCC adoption journey including development/migration, integration, testing, deploying, monitoring/support and optimizing their online business. These experiences led to strong SFCC competency and service offering within Relevance Lab, which we want to share through this white paper. We will also share our expertise in eCommerce trends such as headless eCommerce, augmentation of Robotic Process Automation in eCommerce





Our mission

"To help B2B and B2C enterprises create and manage seamless unified commerce experience to inspire a personalized omnichannel shopping journey for every consumer across all commerce channels including web, mobile, social, store through SFCC platform."

Online commerce is growing and growing!

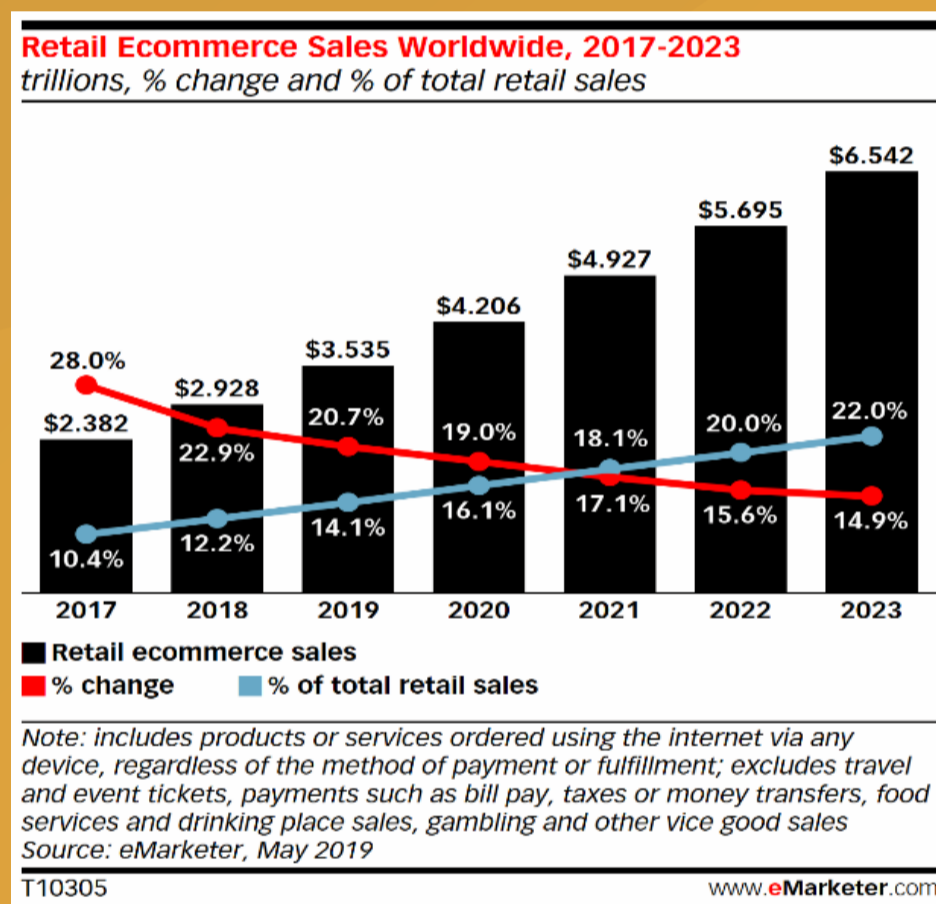


The inherent economy of scale, lower barrier to entry, effective marketing strategy, faster go to market, 365 days a year shopping window, consumer data insight, being able to service niche market, direct to customer model are some of the advantages for small/large merchants and start-ups to adopt eCommerce.

For consumers, time-saving, simplified payment, detailed tracking, easy access to product comparison/reviews, convenience and more recently health safety (COVID19 for instance) are some of the reasons why eCommerce model will continue to grow and flourish.

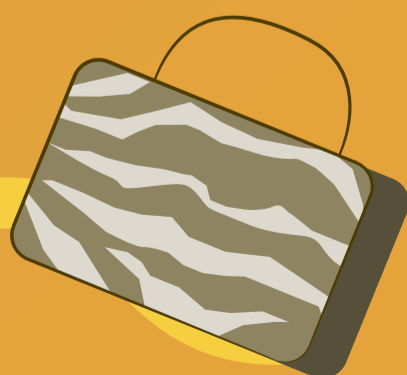
As per ecommerce retail trend published by emarketers.com, worldwide retail sales is expected to grow a whopping 300% from \$2.3 to \$6.5 trillion between 2017 and 2022.

On the contrary, as per Retaildive.com, 12000 stores were expected to shut down in US alone during the year 2019. Many of these closures were based on plan to move those consumers online.



The backbone of eCommerce is a platform that enables merchants to create, manage and optimize their online business. These platforms offer retailers out of the box capabilities to take their products to the consumers and manage their end to end journey including





- Catalogue management
- Content management
- Promotion and discount
- Easy-to-use checkout
- Search engine optimized code and layout
- Product and information discovery
- Relevant product recommendation
- Cart and Checkout enhancements
- Integrated blog/articles section
- Email, social media marketing integration
- Multiple payment options (Credit card, PayPal, PO, Terms, etc.)
- Reporting & Analytics
- Reviews and rating
- Mobile optimised experience
- Compliance mitigation
- Customer support



SFCC Functional Areas



High-level categorization includes our capabilities of SFCC to elevate our client's brand in omnichannel commerce. Our SFCC functional areas can be categorized into four broad areas

 <p>Salesforce Commercial Cloud Digital</p> <ul style="list-style-type: none"> • Commerce Storefront & API and pre-built integrations • Merchandising and Marketing offers management • Digital Experience Management • Multi-site Management and Localization • Digital Commerce Extensions - APIs 	 <p>SFCC Order Management</p> <ul style="list-style-type: none"> • Enterprise Inventory • Distributed Order Management • Store Fulfillment - real-time and mobile-optimized tools • Customer Service offering • Order Data tracking
 <p>Einstein, Salesforce AI</p> <ul style="list-style-type: none"> • Product Recommendations • Predictive Sort • Commerce Insights - product-specific sales • Search Dictionaries and indexing 	 <p>Integration with third party</p> <ul style="list-style-type: none"> • Adobe - Analytics, Email Campaigns • BazaarVoice - Ratings & Reviews • Certona - Recommendations • Cybersource - Payment Gateway • RingCentral - Web Chat etc.

We have created Storefronts which are e-commerce website with customizable features, mobile-friendly design with support for localization. As part of Merchandising and Marketing, time to time, we manage catalogues, prices, products across categories and websites. Including launching campaigns and promotions.

We have started managing digital experience, including content management and targeting based on consumer behaviour, location and traffic channel with some SEO. Digital Commerce Extensions, also called APIs, for third-party applications and extensions for Instagram, Facebook and other social media are used for 2-way integration.

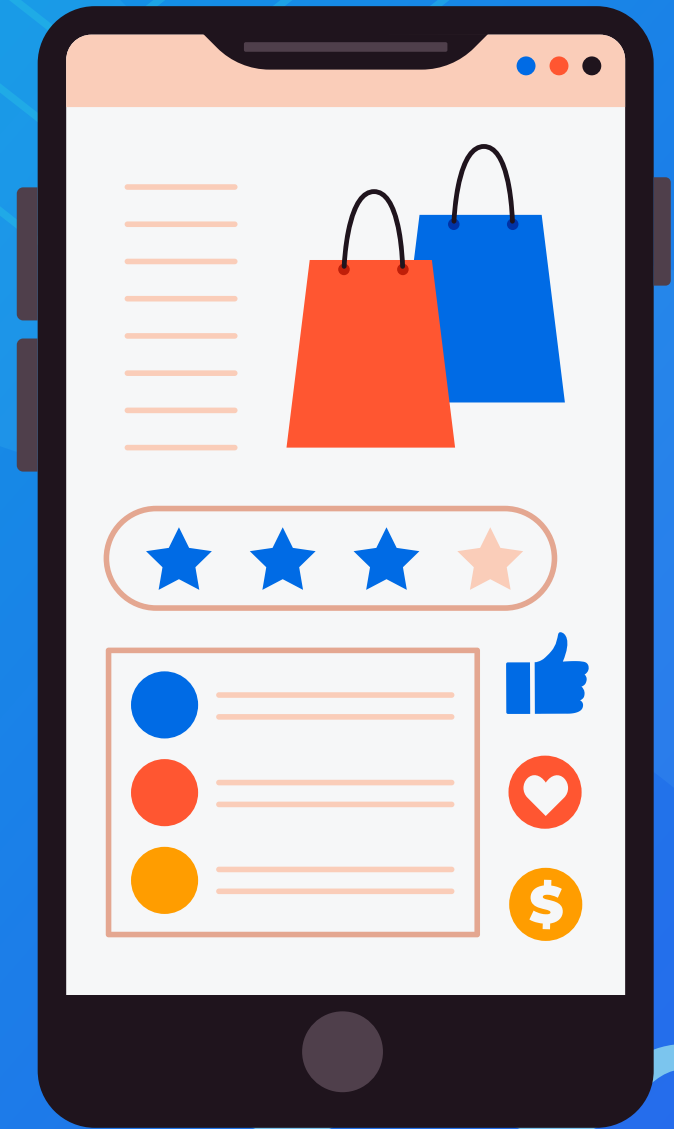
As per Salesforce: "Salesforce Einstein is a set of best-in-class platform services that bring advanced AI capabilities into the core of the Customer Success Platform, making Salesforce the world's smartest CRM."

As part of a large mature storefront deployment, we use Einstein service to

- offer products based on the user's interests
- predictive sort to offers automatic personalization of product lists
- identify items frequently bought together
- leverage its search dictionaries for synonyms during product search



Relevance Lab SFCC Service offering



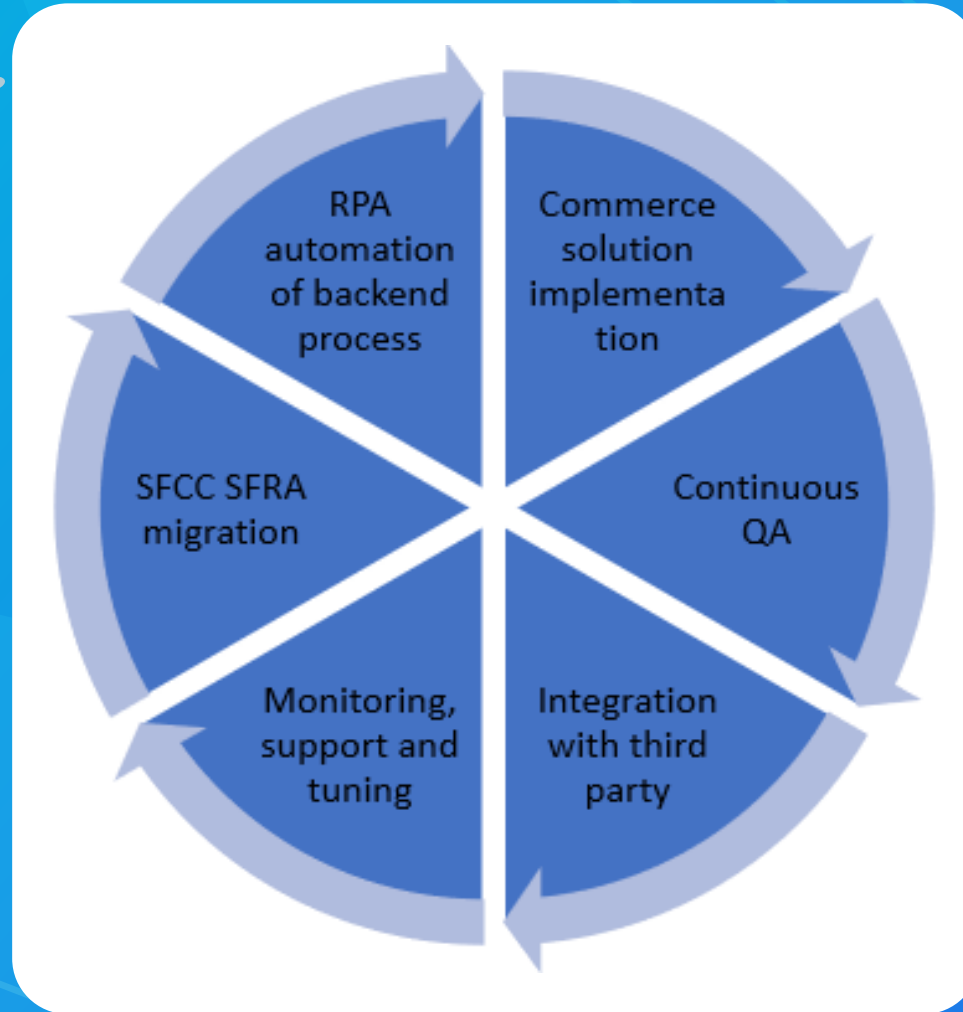
Generation Z consumers

expect round the clock and multi-device eCommerce shopping experience. Advanced solutions such as Salesforce Commerce Cloud, has made it easy for running such business smoothly. As the size of the business increases, so does the complexity of the application.

The complexity of the application needs to be managed through architectural parameters, including user experience, scalability, security, availability, cost, serviceability, integration. Every retailer is always in need of an agile development and support system/team to back their eCommerce business. This team is set up inhouse to start with. However, to reap the benefit of economy of scale retailers look outward for partners who are experts in managing complex and growing eCommerce application.

As a software service provider, Relevance Lab understands the needs of retailers. It has the technical expertise to handle the SFCC system effortlessly and ensure it is always up and running. We work closely with retailers(client) to build an onsite/offshore/hybrid delivery team. Delivery team constituting of business analyst, architect, project manager, developer, quality assurance engineer works with the client team in an augmented manner.





Relevance Lab SFCC service offering includes all phases of the application development life cycle from implementation to support and automation. We apply some of the trending technologies including headless platforms, storefront reference architecture, Selenium based test automation and Robotic process automation.

Implementation and support

- Catalogue management
- Content management
- Promotion and discount
- Easy-to-use checkout
- Search engine optimized code and layout
- Reporting and analytics
- Cart and Checkout enhancements
- Integrated blog/articles section
- Email marketing integration
- Multiple payment options
(Credit card, PayPal, PO, Terms, etc.)



Continuous QA and test automation

- End to end application functionality
- Browser compatibility testing
- Commerce solution Security & Vulnerability testing
- A/B and Multi-variate testing
- Selenium framework-based test automation
- Manual and Automated mobile testing
- Integration with CI/CD platform
- Performance testing
- Website content, format and accessibility

Integration with third party

- Out of the box API and connector based
- Custom plugin
- File, Database based
- Campaigns & Analytics
- Reviews and Rating
- Payments
- Recommendations
- Email and Chat



SFCC SFRA migration

- SFRA framework recommend development best practices
- Enhanced user experience based on SFRA UX research
- Pipeline site genesis to SFRA
- Focused site speed, navigation usability, product findability, content
- Focused fewer clicks to purchase to create the mobile experience

Monitoring and tuning

- Newrelic: for application performance monitoring (APM)
- Senu: for infrastructure monitoring
- Sumologic: log aggregator used for log monitoring
- Apica: is used for synthetic monitoring like user behaviour
- Opsgenie is the alert aggregator used for correlating the alert and reaching out to concerned team with respective information.
- SFCC specific alerting for Quota Violation, scheduler jobs



Robotic Process Automation

- RPA Consulting/Assessment
- RPA Implementation
- Automation Design
- Automation Support
- Use cases: Purchase order, Inventory updates
- RPA frameworks – UiPath, AutomationAnywhere, blueprism

Enhance ecommerce platform flexibility through Headless Commerce architecture

Traditional SFCC implementation involves single stack Storefront Reference Architecture (SFRA). This is the most common choice of deployment in the market today. However, more and more retailers are looking to mix and match components to create a flexible eCommerce platform.

We have successfully implemented headless commerce platform solutions which lead to the lower total cost of ownership (TCO), higher flexibility and compliance for our clients.

To achieve this, commerce and content systems need to be separated from the front-end and connected directly to all customer touchpoints through APIs. An API-oriented approach enables retailers and brands to quickly insert commerce and content functionality into any touch-point and deliver a seamless, consistent brand experience.

In one such example, we brought together market-leading Design Experience Platform (DXP) - Adobe Experience Manager (AEM) used as CMS and SFCC - used for shopping cart experience. There are other instances of Contents Management System (CMS), Enterprise Resource Planning (ERP), Order Management System (OMS) integrated with SFCC platform.

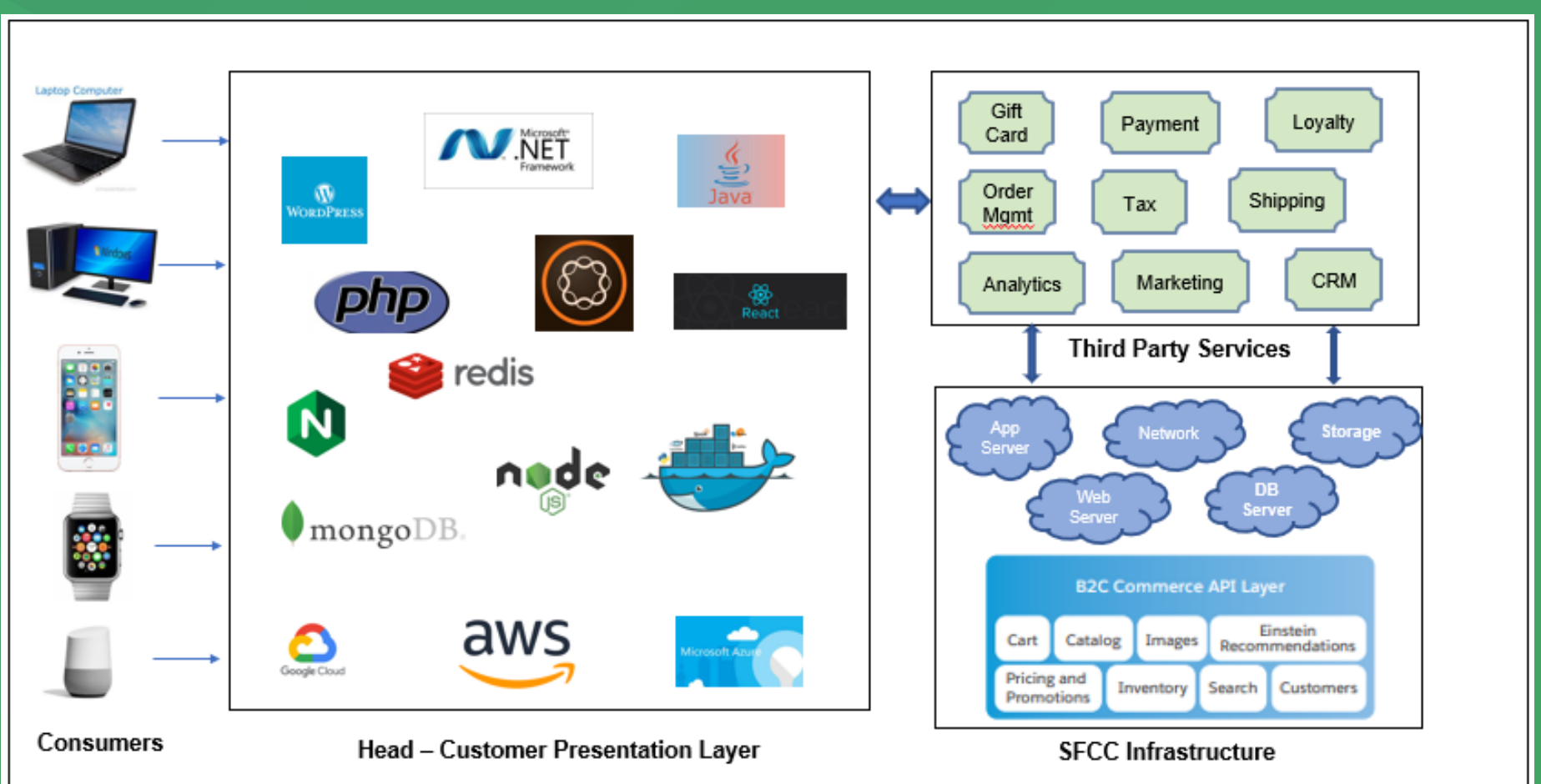


Fig: Headless Commerce Reference Architecture

Augment Robotic Process Automation in ecommerce platform to reduce Total cost of ownership

Robotic Process Automation

is the technology that allows anyone today to configure computer software, or a “robot” to emulate and integrate the actions of a human interacting within digital systems to execute a business process. Ecommerce companies have several such processes including merchandising inventory updates, returns processing, customer service, content creation, product categorization and purchase order processing which can leverage RPA. RPA can augment SFCC to maximize ROI on eCommerce platform.

According to Gartner Worldwide, Robotic Process Automation software market grew 63% in 2018.

Relevance Lab has expertise in leading RPA platforms including UiPath, Blue Prism, WorkFusion and Automation Anywhere. RPA business cases relevant to eCommerce include Service desk process automation, Procurement Process Automation and Production roll-out, Invoice processing, Bank account reconciliation, General ledger request automation.

In addition to this, we provide consulting services in RPA architecture & best practices, RPA assessment and support retailers in their RPA initiative on-going basis.

By applying RPA in customer service, we helped large American multinational luxury fashion retailer to reduce the time required to resolve the ServiceNow Tickets by 70%. We also accomplished 100% accuracy by further tuning the solution.

Similarly, we automated Financial & Accounting processes for a leading eCommerce company in India with over 30,000 employees. Along with implementation we also undertook sustenance including

- Maintenance of 12+ Processes with minimum/no downtime
- Upgrade RPA components & infra latest version
- Enhance processes for better KPI achievements

Thus, adopting Robotic Process Automation can increase staff productivity, reduce costs and attrition by taking over the performance of tedious & manual tasks over longer durations.

