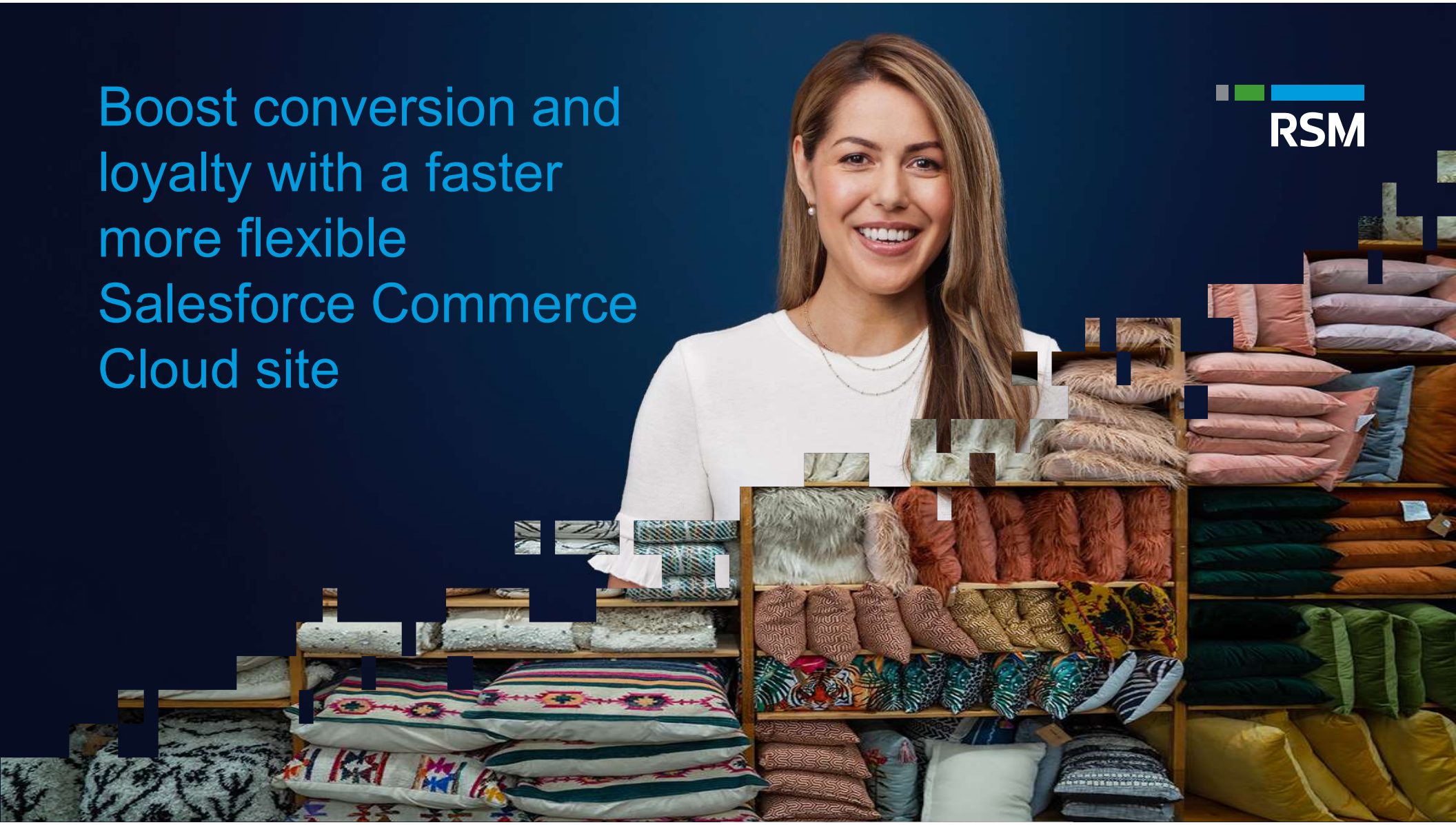
Boost conversion and loyalty with a faster more flexible Salesforce Commerce Cloud site

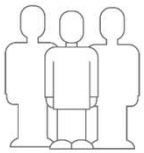


Today’s Agenda

01	Introduction
02	Ecommerce today
03	Understanding composable
04	How to get there

AVERAGE RATING

salesforce appexchange



Global and regionally based Salesforce team members

- Architects
- Consultants
- Technical Architects
- Developers
- Project Managers

CSAT RATING SALESFORCE PARTNER PROGRAM

800+
Salesforce customers

Engagement Models
Assessments
Scoped Projects
Retained Teams

salesforce PLATINUM PARTNER

Salesforce Partner Since **2009**

Challenges and Solutions in eCommerce Today

Challenges

- Customer Expectations
- Cost of Customer Acquisition
- Ever changing eCommerce World

Composable Solutions

- **Speedy** and dynamic experience
- Operational efficiency
- Increased developer productivity
- Agility and easy Content Management
- Easy to add channels

Composable wins with speed

Salesforce results in 2023:

Duluth Trading Omnichannel clothing and outdoor gear retailer	1 second faster page loads
Stokke Online only children's furniture and accessories	29% increase in conversion with just checkout
Sweaty Betty Omnichannel workout apparel retailer	41% higher conversion

What would a 29% higher conversion rate mean for you?

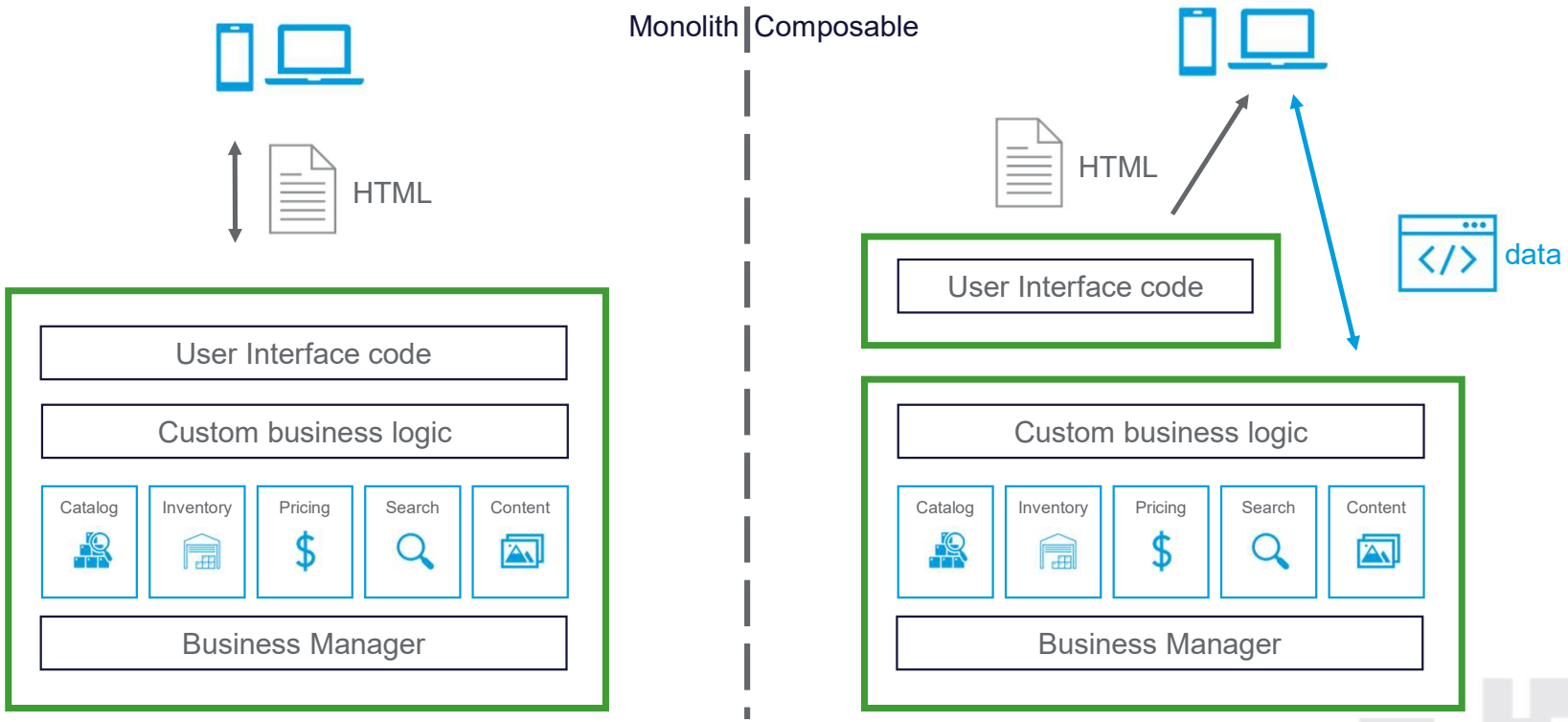
Composable is built different

- Decouples front end from back end
- React based user interface comes first
- Next generation of mobile optimization - Progressive Web Application (PWA)
- More dynamic user interface – relying on lightweight API calls

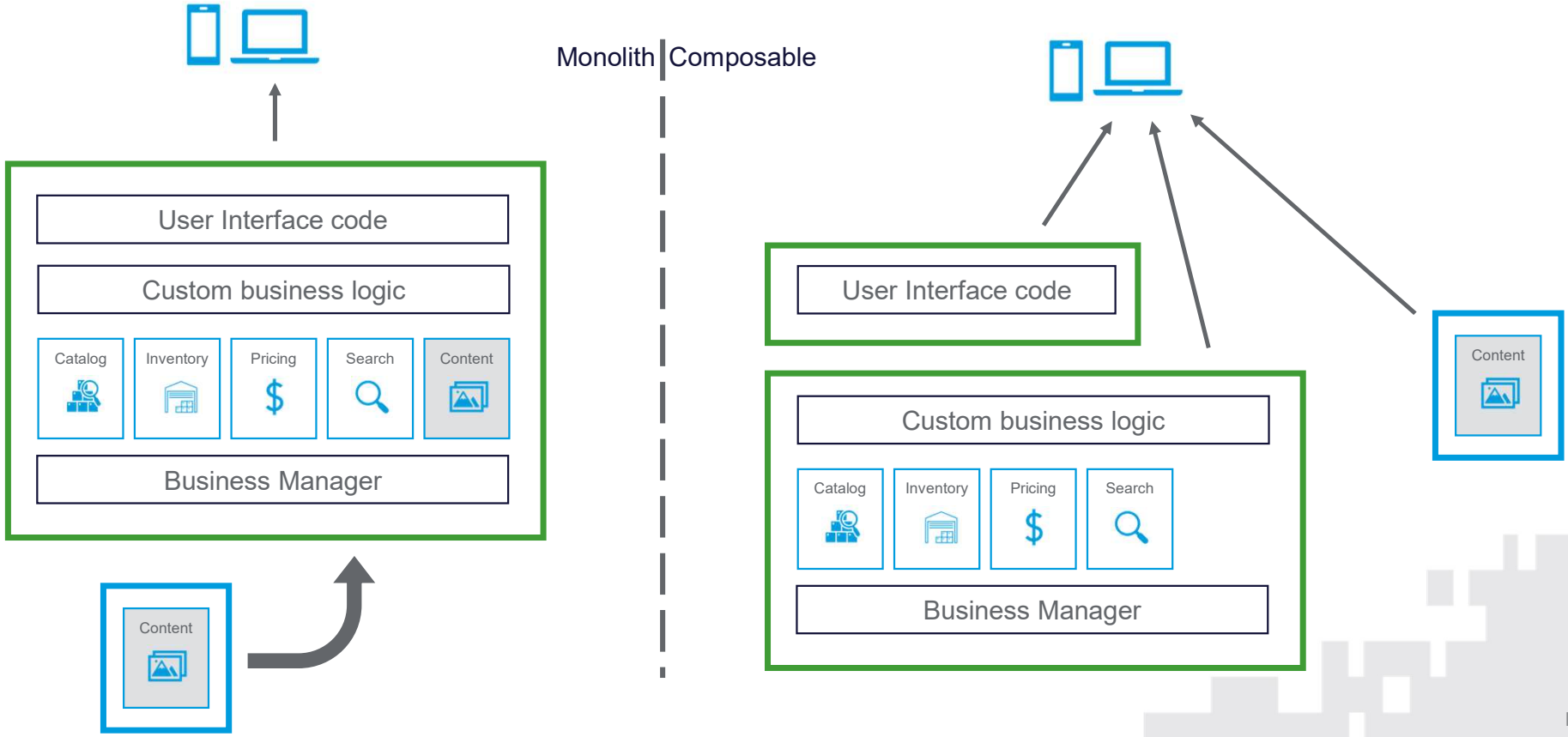
headless
Separating the user interface (front end) from the commerce platform (back end)

composable
Combining best of breed solutions together, like ecommerce and content management

Composable Architecture explained

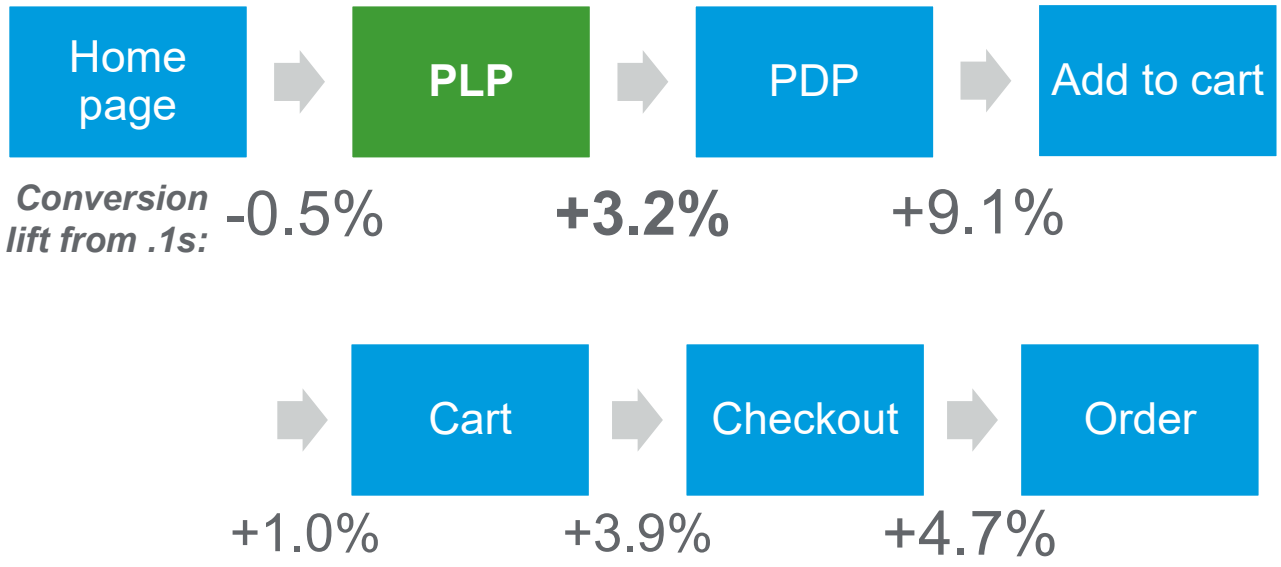


Flexibility: the Content Management System



Why speed matters

0.1 second improvement in page speed leads to the following improvements in conversion on mobile:

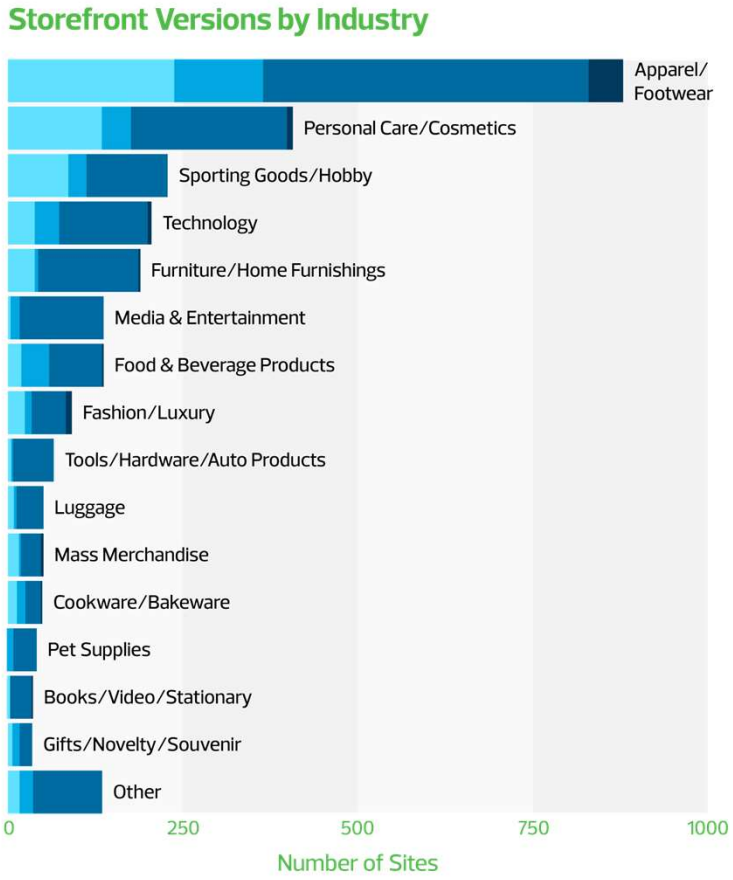


Source: Google / Deloitte / 55

Define “faster”

- Let’s look at a side by side comparison
- Simulated mobile browsing session
- On the left, a traditional web application. On the right, react based composable storefront
- Note the tasks like product details and checkout – how the page is interactive sooner

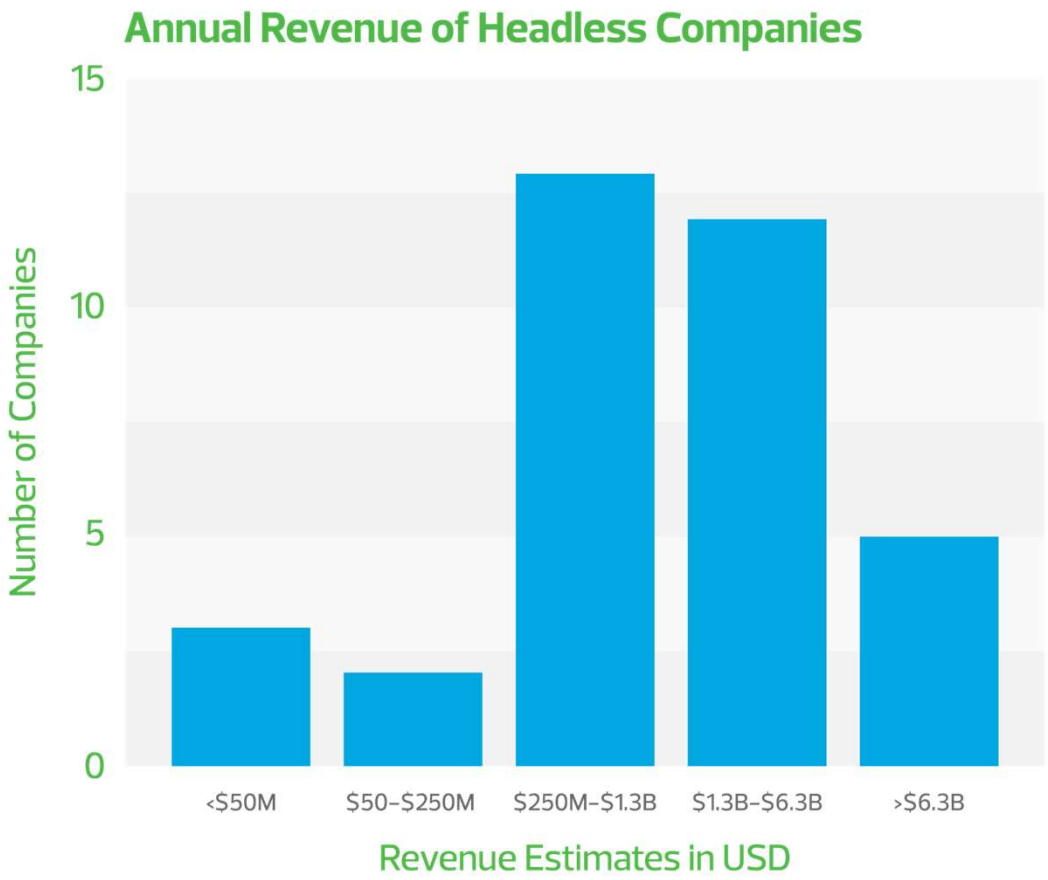
Composable Adoption Industry Snapshot



- Just over 2.5% adoption
- Fashion/Luxury leads by percentage (7%)
- Apparel/Footwear by sites (47)

SiteGenesis
SFRA
Custom
Headless

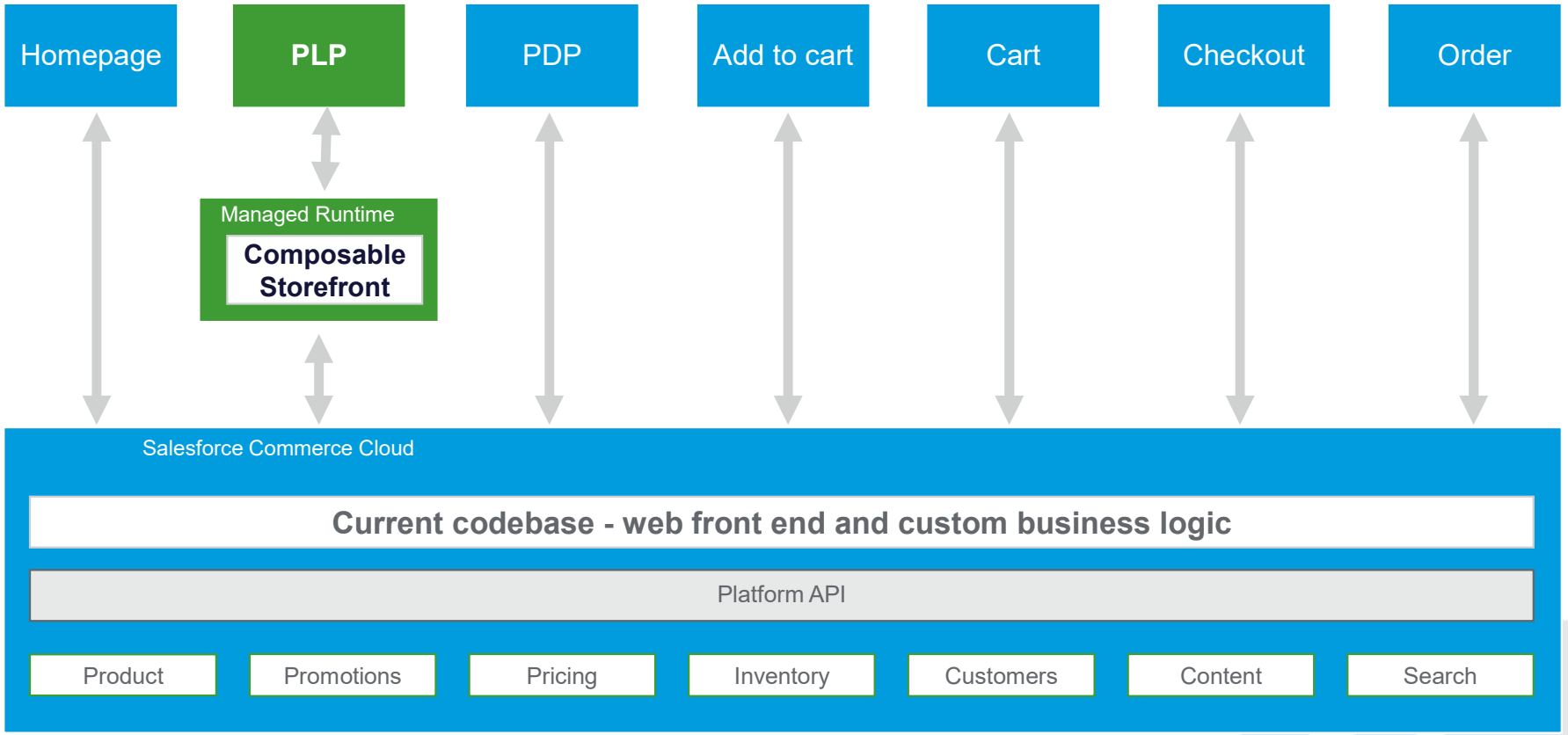
Composable adoption by company size



How to start: Hybrid Upgrade

- Pick one part of the site
  - we recommend PLP – balance of benefit and effort
- Move that part to Composable Storefront
- Launch
- Use boost in revenue to complete process

How a Hybrid Upgrade begins



Perceived Blockers to Composable

Perception:
Infrastructure is too complex

Facts

- Managed Runtime means you don't need more infrastructure
- Immediate return from first step, can invest that in rest of upgrade

Perception:
Too expensive

Facts

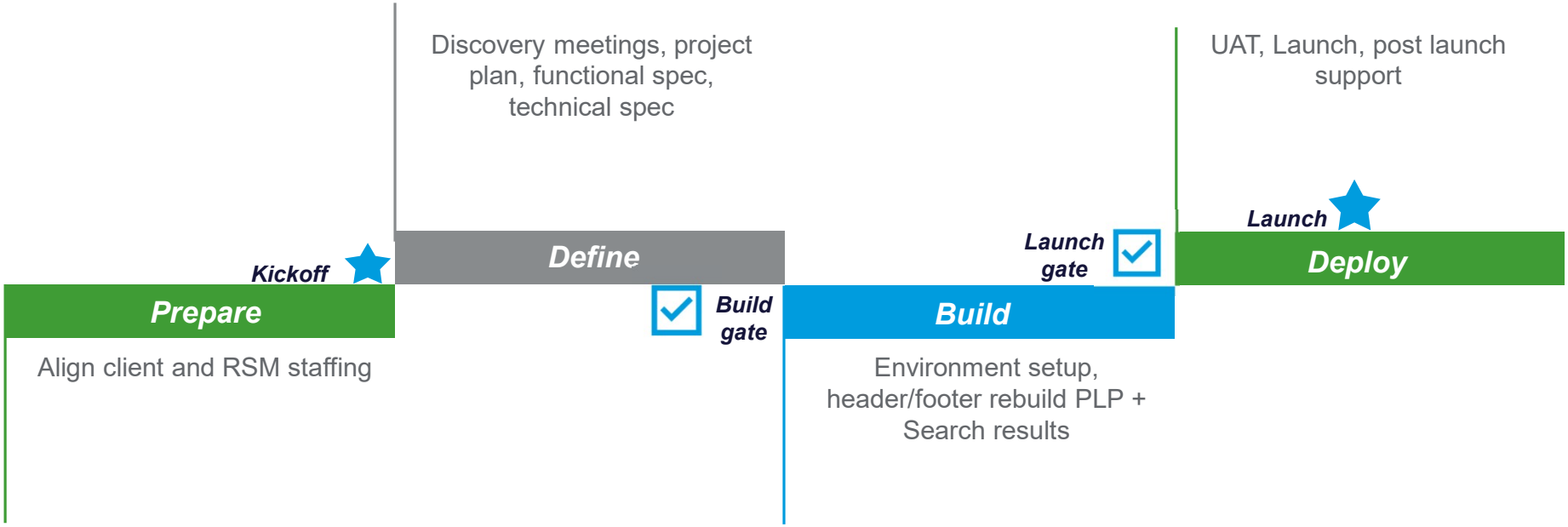
- Salesforce already publishing results
- Operational efficiency, Increased developer productivity

Perceptions:
Not widely adopted

Facts

- Used across all industries

Our Methodology



Which path is right for you?

Start immediately with PLP

Quickest time to value. Use increased revenue to complete full upgrade.

Full implementation

Discovery process will cover entire site; increased timeline but more certainty on total budget and timeline

Start winning with Composable today

- **What would you do with a 29% increase in conversion?**
- Composable can help acquire and retain customers today with a faster site
- Hybrid upgrade is quickest return on investment
- Full upgrade to realize *all* benefits of Composable

Faster, better user experience	Ultimate flexibility	Add best-of-breed solutions that work for you	Easily add more channels	Increased developer productivity

Questions?

THE POWER OF BEING UNDERSTOOD
ASSURANCE | TAX | CONSULTING

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