

salesforce

# FIND *your* PATH TO EXPERIENCE FLEXIBILITY



INTRODUCTION

Smarter routing yields significant results.

The retail landscape has changed dramatically in the past year. Whether big or small, retailers now share the same reality: In order to thrive in a post-pandemic world, they need to have flexible systems that unlock agility to pivot to changing demands. Brands are searching for ways to get closer to their customers than ever before – and that’s why maintaining a flexible platform approach to commerce has been gaining some real steam.

Many businesses are now embracing new architectures and business models to innovate rapidly and deliver differentiated commerce experiences. However, there’s no one single path to commerce success, and determining the best one for your business depends on your organizational goals, priorities, and resources.

Follow the decision tree on page 3 to determine how to leverage the full scope of Salesforce Commerce Cloud – from clicks-based business tooling that ensures the quickest time to value, to headless commerce developer tools and APIs for full control. This guide will help you determine which approach makes the most sense for your business.

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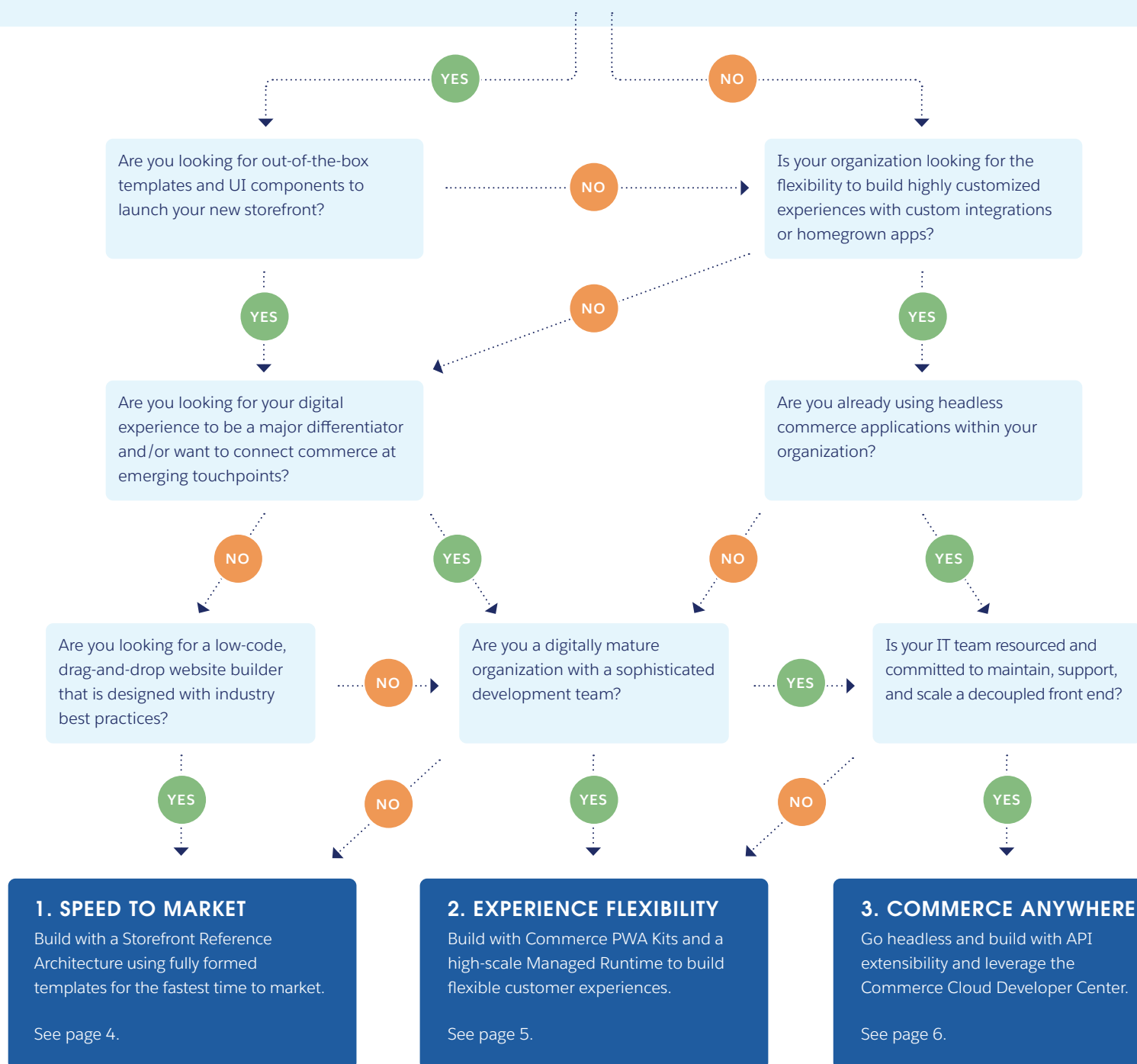
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# Are you a merchandising or marketing-centric organization wanting to build promotions to launch campaigns fast?



Now that you have an idea of what might be the best fit for your organization, let's break down what each approach delivers for your business.

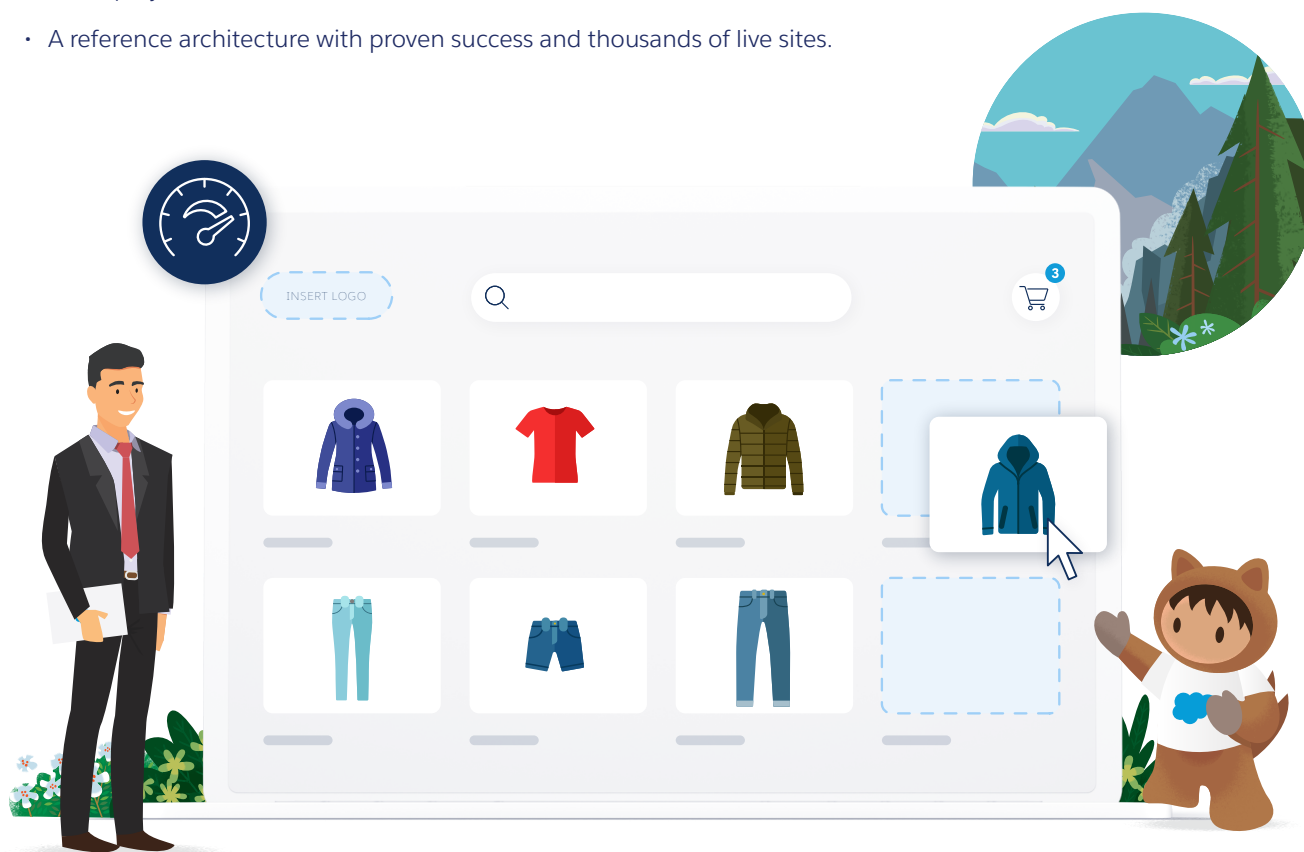
## 1. SPEED TO MARKET

# Build with Salesforce Templates | Storefront Reference Architecture

Commerce Cloud Storefront Reference Architecture (SFRA) provides merchants with an out-of-the-box blueprint to build and launch sites quickly. With state-of-the-art mobile-first templates, prebuilt components, and clicks-based drag-and-drop builders, businesses can go live in a matter of weeks. This approach is great for organizations that need to add content, build promotions, and launch campaigns fast without relying on IT. With SFRA, businesses launch websites quickly on a platform that has built-in flexibility to support their needs today and scale as they grow.

### Best for organizations that want:

- Speed to market and the ability to go live in weeks with a full library of core site capabilities and out-of-the-box essentials like cart, checkout, homepage, PDP, and so on.
- Marketing and merchandising teams to launch innovative campaigns and promotions easily without IT support.
- Drag-and-drop builders and templates that follow industry best practices, allowing teams to design rich, engaging experiences.
- A platform with the flexibility to support and scale with you as your needs grow.
- Preconfigured integrations (such as Apple Pay) along with a trusted ecosystem of third-party vendors, meaning lower project costs and faster time to value.
- A reference architecture with proven success and thousands of live sites.



## 2. EXPERIENCE FLEXIBILITY

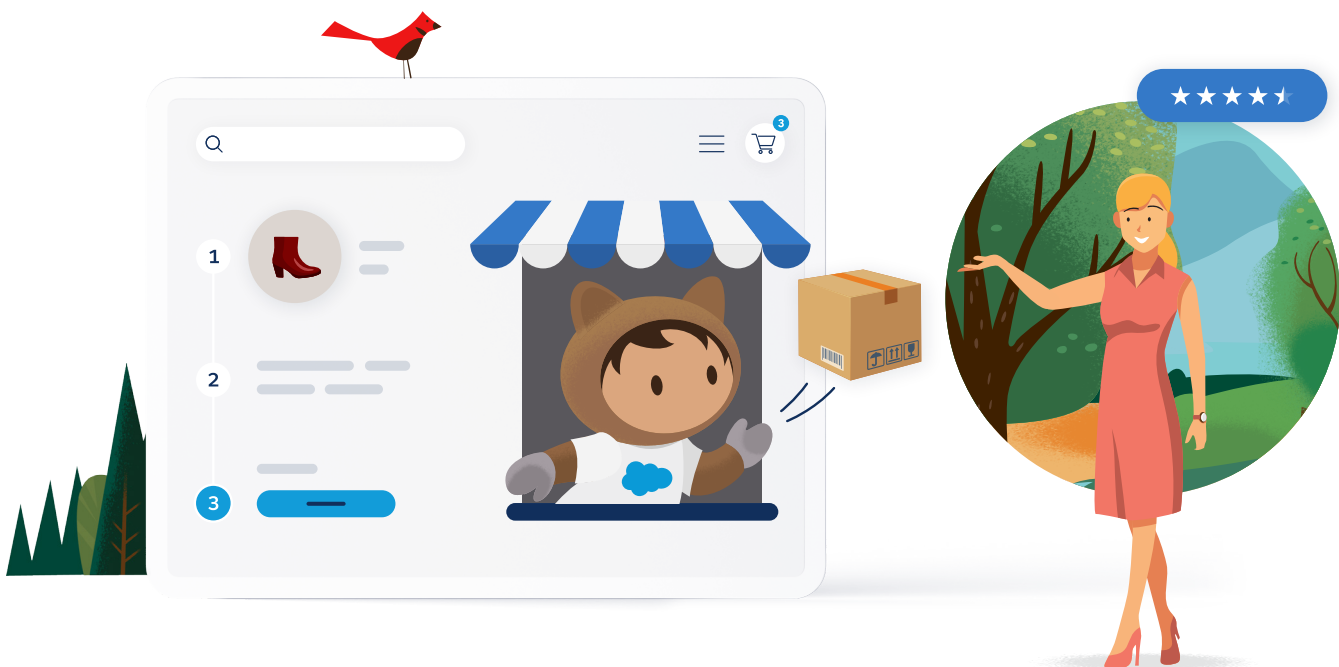
# Custom Commerce Experiences | PWA Kits and Managed Runtime

Organizations looking to build more customized commerce experiences with a modern storefront will benefit from the flexibility that this headless commerce approach provides. With a decoupled storefront, front-end changes are deployed independently of back-end systems, unlocking the agility needed to continuously innovate on the customer experience.

Progressive Web App (PWA) Kits that sit on top of a high-scale Managed Runtime allow for the fastest path to a headless go-live. This approach does require an IT-centric organization with expertise and resources to support a headless architecture, but the benefits are vast.

### Best for organizations that want:

- Developers leveraging prebuilt “heads” with React-based frameworks and modern component libraries, boosting developer productivity and therefore speed to market (compared to other headless solutions).
- To offload the stress of monitoring, scaling, and securing their front end by using a high-scale, public cloud-native Managed Runtime hosted by Commerce Cloud.
- To create fast, engaging experiences using mobile-optimized technology (that is PWA Kits) that boost conversions.
- A built-in integration architecture allowing businesses to easily add or change technologies as the industry continues to evolve using Salesforce B2C Commerce APIs.
- Streamlined workflows for their teams: Developers work in the front-end platform, marketing works in the CMS, and ecommerce/merchandising works in the commerce systems – no one team has to learn three different systems.



### 3. COMMERCE ANYWHERE

## Build with Complete Autonomy | Full Headless with Salesforce Commerce Cloud

This option allows the most flexibility for IT organizations and is often referred to as a headless solution. The approach benefits sophisticated IT organizations that are looking to create bespoke experiences with the agility and flexibility that a best-of-breed stack provides.

Developers gain the freedom to extend commerce across any touchpoint, unlocking new revenue channels for the business. With full control over the front-end experience, organizations can build highly personalized experiences in the way that makes most sense for the business.

#### Best for organizations that want:

- The freedom to choose and complete ownership over the storefront and integrations, choosing what to build and how to build it.
- An API-first architecture that allows maximum flexibility to meet shoppers where they are and quickly add new touchpoints as they emerge.
- New modern developer tools that jumpstart headless implementations – PWA Kits, Node.JS SDK, MuleSoft accelerators, and more.
- Access to the Commerce Cloud Developer Center, which provides an API community for developers to discover, share, and build new commerce apps.
- To design headless APIs for extensibility so they get the full breadth of functionality needed to create unique customer experiences.



SALESFORCE

# Flexible Commerce Platform

SPEED TO MARKET

1

EXPERIENCE FLEXIBILITY

2

COMMERCE ANYWHERE

3

**Storefront Reference Architecture**  
(SFRA) Desktop, Mobile

**Commerce PWA Kit**  
Desktop, Mobile, Progressive Web App

**AppExchange**  
CMS/DXP, Partner Head

**Commerce Managed Runtime**  
Public Cloud, Logging, Monitoring,  
App performance.

**Run Your Own**  
Deploy on AWS, Azure, GCP,  **HEROKU**

REST

Node JS SDK

**Commerce API Layer**  
Includes CDN, API Rules, Routing

 **MuleSoft**

Third-Party Systems & Data



B2C Commerce Services



B2C Commerce Microservices



C360 Services



 **MuleSoft Accelerators**

Trust 99.99% Reliability **Trusted Multi-Tenant Cloud** Security & Scalability Customer Success

Commerce Cloud allows organizations to build with maximum flexibility. Whether it's leveraging SFRA for the fastest time to market, using PWA Kits for mobile-optimized experiences, or building with complete autonomy via a headless architecture, there's a path for everyone.

## SPOTLIGHT

# Under Armour

Learn more about the flexible Salesforce Commerce Platform from Under Armour in this [webinar](#). In 2020, Under Armour standardized on the Commerce Cloud Storefront Reference Architecture in 40-plus unique storefronts across the globe, including North American sites.

With 65% of traffic driven by mobile, Under Armour wanted to optimize its mobile experience and improve flexibility. Using our Commerce PWA Kits, Under Armour launched a headless PWA experience in 26 international markets to optimize specific mobile pages and provide regions with headless flexibility. It used Managed Runtime to accelerate time to market, with a 76% increase in conversion rate on PWA pages.

