



salesforce

THE GUIDE *to* PEAK SHOPPING *with* HEADLESS COMMERCE *powered by* SALESFORCE 360

Going headless? Accelerate growth during peak shopping with a trusted headless platform.



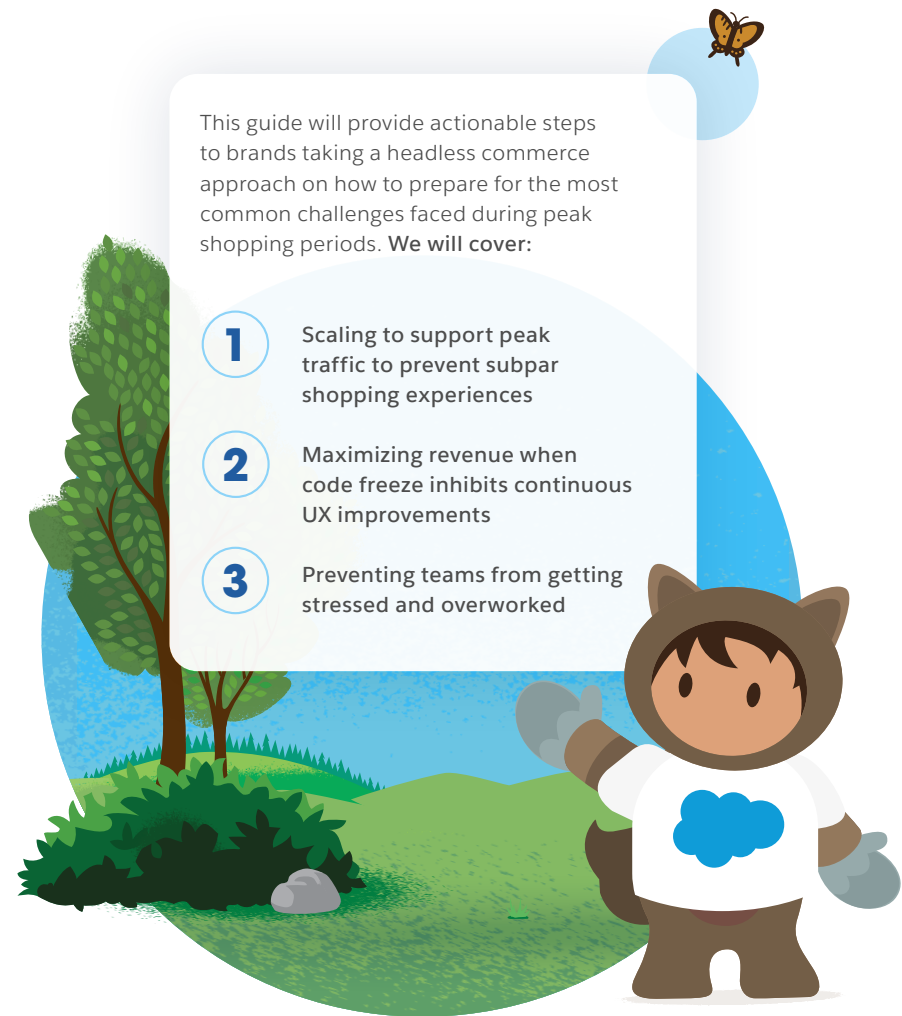
Introduction

Peak shopping seasons present the biggest opportunity of the year to retailers and brands, but at the same time, any mistakes can have a devastating impact on the bottom line. Whether it's Black Friday for apparel brands, back-to-school shopping for publishers, or Valentine's Day for flower shops, businesses need to perform during their busiest season.

For many organizations who choose a headless commerce approach, much of the burden of managing and maintaining a site falls on IT organizations and developers. For these teams, preparing for periods of peak shopping may mean many sleepless nights.

The good news is that at Salesforce, trust is our number one value, and we build trust into our headless commerce platform. That includes the API scalability to meet promotional and seasonal requirements, the high-scale performance of our commerce services (promotions, search, AI-powered merchandising, and more), and an embedded CDN to deliver fast end-user experiences. Additionally, we make investments to help customers protect consumer data and comply with increasingly complex regulations such as GDPR.

Maintaining a historic 99.99% platform availability is part of the trust we build with our customers. But it doesn't stop there. We also provide the best practices and know-how to all organizations and teams to ensure your continued success.



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Hi, I'm Astro.

I'm here to help you learn how you can transform your business with Salesforce.



CHAPTER 1

Scaling to Support Peak Traffic to Prevent Subpar Experiences

Scaling to support peak traffic to ensure optimal performance and prevent website outages is a challenge faced by even the biggest retailers with sophisticated ecommerce setups.

If a website can't scale as traffic increases, performance will degrade until it ultimately goes down. The consequence is large amounts of lost revenue and a negative impact on brand perception.

Unfortunately, this issue always makes the headlines. We've all seen the horror stories – this retailer's site crashed for hours on Black Friday, or that retailer's site was so slow customers couldn't shop. And it's not just in the news – shoppers take to social media to air their grievances, as well. Before you know it, your brand is trending – and not for a good reason.

But with the high-scale B2C Commerce Platform, now there's a better way.

How do you effectively forecast, load test, and optimize your site to support peak traffic?

Separating your web storefront from your back-end systems – that is, taking a headless commerce approach – allows the web experience to scale independently of your back-end systems. Additionally, having a solid sales and traffic forecast is essential to ensuring you can manage peak loads. While a year-over-year approach is a great place to start, it's important to account for unique situations like new sites, sales, and promotions.



While the B2C Commerce Platform provides high-scale for headless, there are three ways to help ensure your website effectively scales to support peak traffic:

Caching

Proper usage of caching at the CDN and front-end application level is key to minimizing bottlenecks. Commerce Cloud provides an embedded CDN which provides several layers of caching at key points.

Additionally, a CDN API also allows you to maintain reliability across all touchpoints, minimizing the need to hit back-end systems when they are already under increased stress.

Performance monitoring

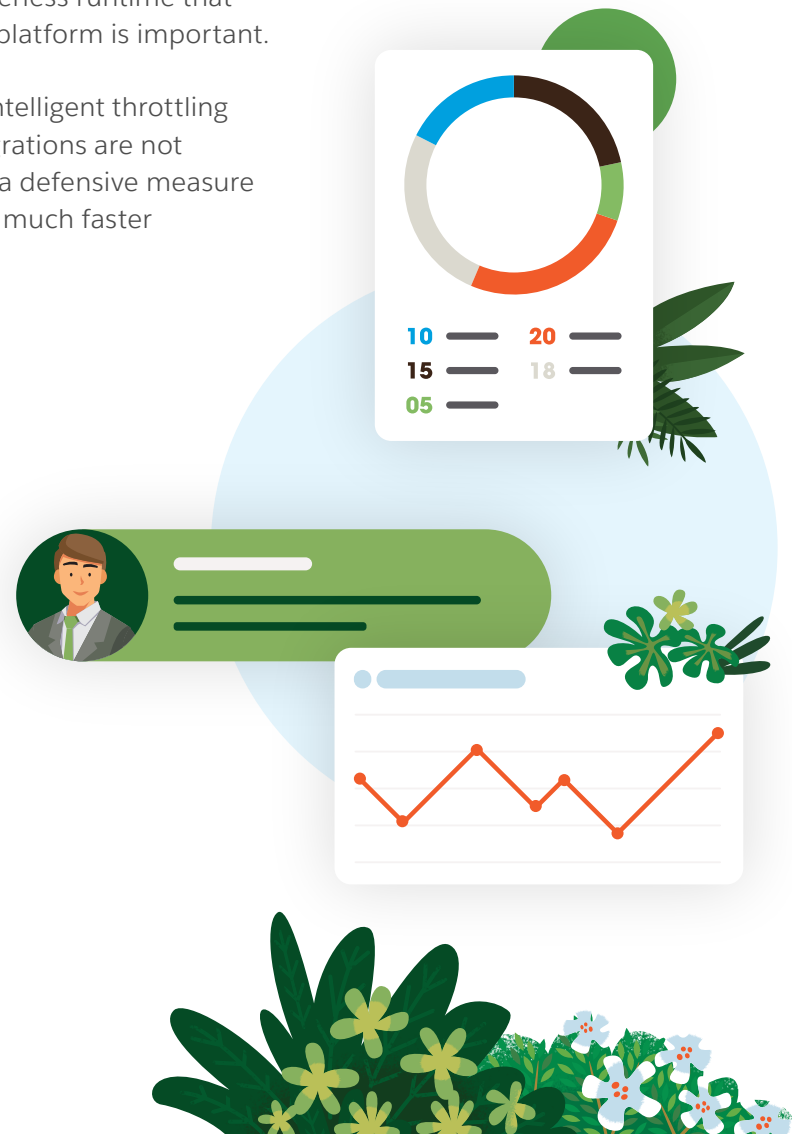
If performance does degrade or your site goes down, your ability to quickly correct it is based on what data you have on hand and how quickly you can dig further.

Having real-time user monitoring during peak shopping periods is key, and having monitoring in place across the web storefront and all back-end systems for traceability is a must. B2C Commerce provides centralized tooling for monitoring and logging alongside reports and trust dashboards, so you can take action quickly.

Identification of the weakest link

Uptime is a factor of your weakest critical link. Ensuring that all third-party services are running on a high-scale, SaaS-based, serverless runtime that matches the scale of the B2C platform is important.

Commerce Cloud maintains intelligent throttling mechanisms that ensure integrations are not blocking shoppers, serving as a defensive measure where you can course-correct much faster during emergencies.



SPOTLIGHT

Commerce Cloud PWA Kit and Managed Runtime

The **Commerce Managed Runtime** is the high-scale, fully decoupled, public cloud native platform that hosts the PWA Kit. The Managed Runtime is managed by Salesforce, built with SaaS technology that auto-scales and maintains a historical 99.99% uptime with proven global customer success.

Salesforce Commerce PWA Kit is the fastest path to building headless experiences on the Salesforce Commerce Platform. The PWA Kit is fully decoupled for maximum flexibility. Developers can use the prebuilt PWA Kit out-of-the-box for quick time-to-value, as well as customize the react templates for full control.



CHAPTER 2

Maximizing Revenue When Code Freeze Inhibits Continuous UX Improvements

Code freeze is when the ecommerce stack goes on lockdown throughout the peak shopping periods. This means no incremental improvements or customer experience (CX) enhancements can be shipped throughout the most lucrative time of year.

Code freeze is implemented because the business risk of making a change and breaking something is too high. For example, a small change deployed right before the peak shopping may take little effort, but it would have a very high business risk. If something breaks, it could have a devastating impact on revenue.

But what if the change worked? Even an incremental improvement in conversions could have a huge positive impact on revenue during peak shopping season.

The good news is that with Salesforce's headless approach, your team can still make continual enhancements and optimizations throughout the peak shopping periods to maximize revenue.

How do you continually deliver even during code freeze?

A headless environment enables very fast deployment cycles. This matters because if you can roll out changes in as little as 90 seconds, you can also roll them back in 90 seconds if something goes wrong. This minimizes the business risk of making a change, allowing you to either shorten or eliminate your code freeze window.



However, not every headless approach is equal. Here are the best practices you should follow to ensure your team can continually enhance your CX and maximize revenue throughout the peak shopping window.

Automate deployment processes.

Deploys should be easy and fast (that is, the click of a button), because they'll be an everyday event.

Version control all production artifacts.

This enables you to quickly roll back to the last known working state if something goes wrong.

Implement continual deployment to non-production environments.

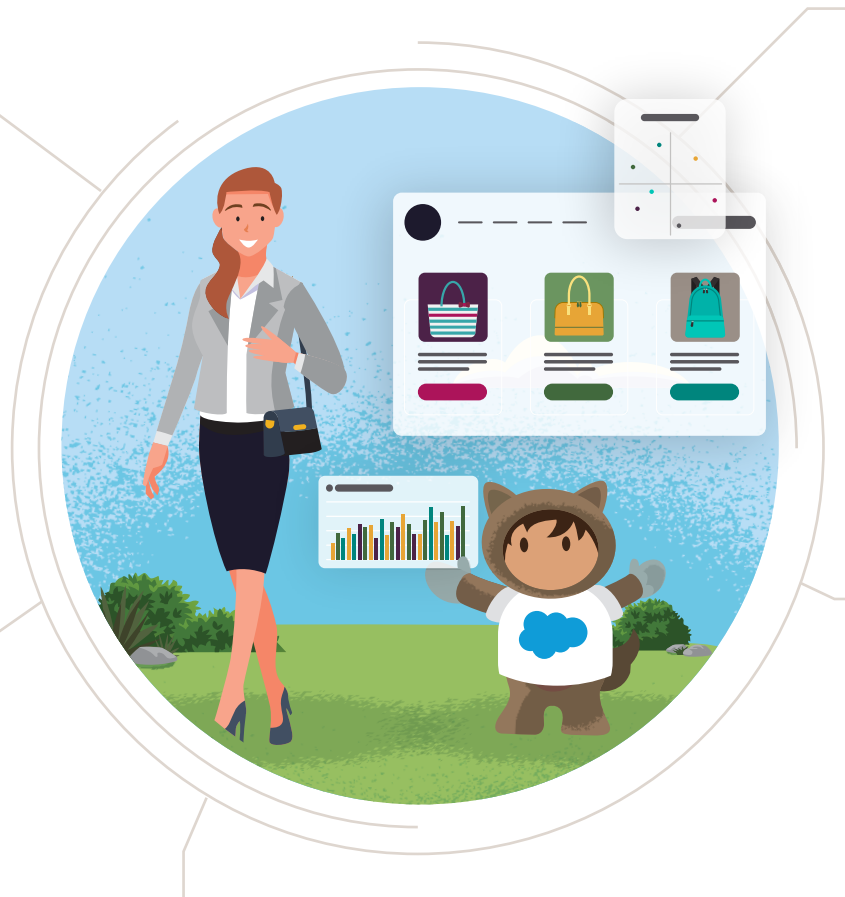
This ensures that you always have a production-like environment where you can preview the latest changes before they go live.

Test releases on a subset of users first.

If you can control who something goes out to (for example, staff only), it allows you to quickly test and release.

Implement continual integration and test automation.

Every code change should be tested against a suite of tests including Lighthouse, end-to-end, integration, and unit tests to ensure that it has no defects.



SPOTLIGHT

Best Practices for Developing Headless with Salesforce

Commerce Cloud provides all teams with the know-how and tools to build a headless stack efficiently and within Agile methodology. The [Commerce Cloud Developer Center](#) provides an API hub for all developers looking to build headless with loads of efficiency tools.

Additionally, Salesforce Trailhead modules teach teams [Headless Commerce Basics](#), [Implementation Strategies for Headless Commerce](#), and how to use [Headless Developer Tools](#) to speed up headless applications.



CHAPTER 3

Preventing Teams from Getting Stressed and Overworked



“War rooms” are a long-standing tradition for ecommerce companies during peak shopping periods. This is most common over Black Friday. While most people are at home enjoying Thanksgiving with their families, developers and ecommerce professionals hunker down in a room to put out fires at all hours of the night.

War rooms were always a necessary reality of the holiday season, but Salesforce’s headless commerce approach eliminates the need for them. Now employees can spend Thanksgiving and Christmas eating turkey dinner with their families instead of tied to their laptop.

How do you prevent teams from getting stressed and overworked?

During peak shopping periods, most retailers have to ramp anywhere from five to 20 times normal traffic. That usually means the site reliability engineering team has to spend weeks preparing for new servers, increased database capacity, and several rounds of load testing.

A headless commerce architecture that’s serverless and auto-scales ensures that teams don’t have to spend long hours standing up new data centers to handle surges in traffic. This means your war room is going to be pretty boring – Black Friday is just like every other day.

Another key piece of the puzzle to support your team is automated monitoring and alerting. You should be automatically monitoring real user performance, response times of key back-end systems, rendering times of front-end server-side code, and network performance. All of this can be done with Salesforce’s monitoring and reporting capabilities.

From a prep point of view, you should still have an on-call team ready to respond just in case something goes wrong, but there’s no sense in forcing teams to sit in a war room for 24 hours rather than be home with their families.

Call on them only when necessary since the automation, constant scalability, and resilience testing should take care of most scenarios. Something going wrong should be the exception, not the norm.



SPOTLIGHT

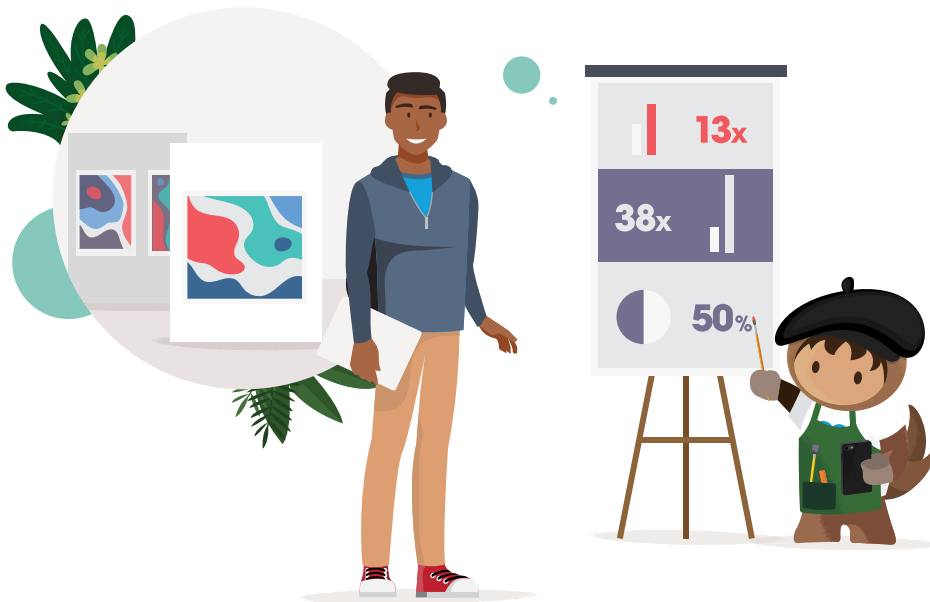
Museum of Modern Art (MoMA)

MoMA chose Commerce Cloud as it needed a commerce platform that required less maintenance and could scale to support its artist launches. This was proven with a launch of the KAWS Collection on store.moma.org.

Key results from the day included:

- Visits up **13x**
- Orders up **38x**
- Sales up **50%** from its previous record

Learn more about the [success story here](#).



“

I was able to go to lunch.
Under our old model,
we needed to pay for
additional licenses and
support the servers
throughout the day. With
SFCC, the platform just
handled it.

MANESH ENGINEER, ASSOCIATED DIRECTOR
OF APPLICATIONS

MoMA

”

Scale to Reap Peak Rewards

Now more than ever, your ecommerce site is your most important revenue generator. The brands that'll emerge out of peak shopping periods stronger in this "new normal" are the ones that are prepared to scale and meet the increased demands for digital.

With a headless commerce approach through Commerce Cloud, you'll be able to scale effectively to support your busiest time of year, shrink the code freeze window to maximize revenue, and ensure your teams are happy and productive.

Ready for Peak Performance?

Headless commerce powered by Salesforce Customer 360 is a shopper-focused solution that helps customers accelerate time-to-value. See how you can maximize flexibility with custom headless experiences using [Commerce Cloud](#).

[LEARN MORE](#)



