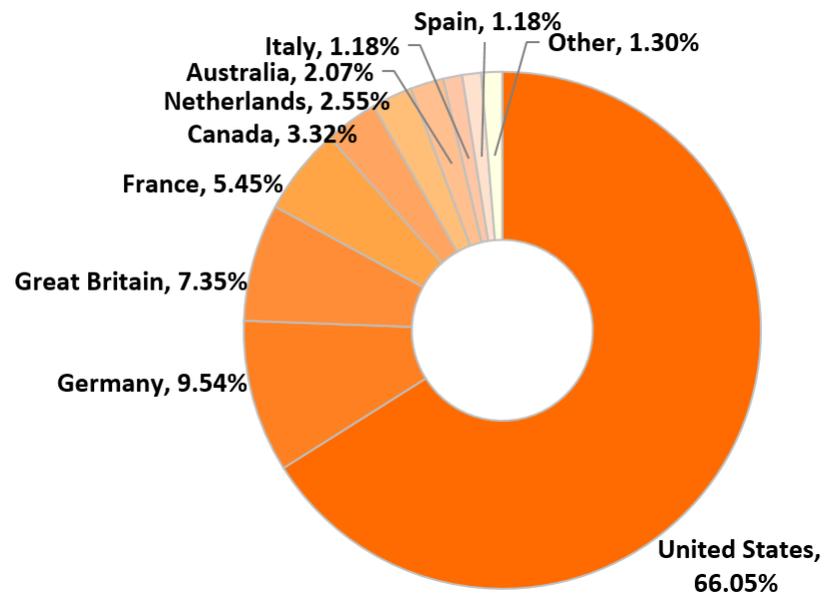


## Salesforce Commerce Cloud (SFCC) for Retail OMS

Salesforce Commerce Cloud is a leader in the retail digital commerce space. The former Demandware platform has a rapidly growing B2C customer base of both retailers and brands, is easy for practitioners to use, and provides a fast deployment for commerce sites. Being part of the Salesforce ecosystem, SFCC interconnects with many other Salesforce components like retail POS systems, AI (Einstein), and third party applications.

This ecosystem including third party applications is a boon to retailers in that they are not cornered into only being able to use Salesforce's systems. It allows a retailer to use SFCC for their online commerce platform, and still select a best-of-breed vendor on the order management systems side, for example. However, when making this choice, the key is to seek out vendors with a certified SFCC cartridge, that actively supports and continually develops their cartridge technology. In this respect not all cartridges are created equally, and it is easy for a vendor to create one to get certified, but then forget about keeping their cartridge up-to-date. Retail is changing and evolving faster than ever. In that light, it is important to seek the partner committed to their technology, including their interconnections.



Graph 1: SFCC Deployment by Country

## Cartridge: 4 Reasons

**1) Lower Risk:** A Salesforce Commerce Cloud Certified system, means it has been double checked to ensure compatibility, and seamless integration with SFCC. That means you can expect that your cartridge integrated OMS will work, right out of the gate, consistently, and reliably.

**2) Speed of Integration:** With a predefined integration, with common connections between an eCommerce and OMS system, the SFCC cartridge means retailers will get the fastest possible robust integration. Having many common integration points predefined means the integration work is a well known process. That means integrations involving a solid SFCC cartridge, offers a deployment timing estimate that you can count on!

**3) Cost of Integration:** Not only does a SFCC certified cartridge bring a consistent and reliable timing estimate, it also

takes the surprises out of the equation. Minimizing the unknowns in an integration project, means your cost of integrating the Salesforce commerce platform to a best-of-breed OMS, is budget friendly, and dependable.

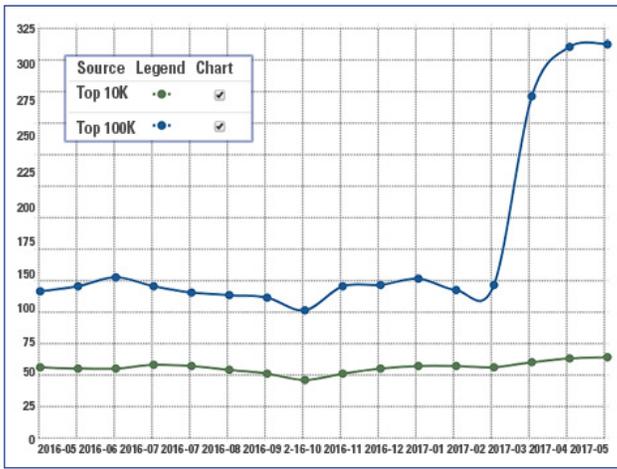
**4) Options:** SFCC certification and cartridge program gives retailers options. Salesforce wisely realized that every retailer is unique. Some retailers may have specific needs that go beyond Salesforce's own OMS module, for example. By seeking vendors with SFCC certificated solutions, it gives retailers the opportunity to seek specialized products or applications with deeper functional capabilities. It lets retailers seek best-in-class system capabilities. OMS being a perfect example of this.



## Connect Best-of-Breed Solutions

Salesforce Commerce Cloud is firmly in the Leaders' quadrant in Gartner's 2017 Digital Commerce Magic Quadrant report. Since the Demandware acquisition SFCC has taken on a clear and aggressive growth strategy and trajectory. Builtwith shows Demandware with a notable increase in its website presence among the top 100k worldwide commerce websites. Although less dramatic, there is a steady and consistent improvement in SFCC sites among the top 10k websites.

This success and leadership position comes from its quick deployment ability, elegant customization, and strong reputation as a premium platform, in the retail community.



Graph 2: Increase in Demandware Website Presence

Connecting a best-of-breed platform like SFCC to best-in-class platform on the order management side, provides retailers with an exceptionally well honed omni-channel solution. Connecting a best-of-breed e-commerce solution to other systems of choice, means giving the retailer a system tailored to their exact functional needs, specialized features, and capacity requirements.

## Why A Cartridge?

Forrester showed us that 57% of retailers are still planning to integrate their order management system (OMS) to their commerce platform.<sup>5</sup> Using a cartridge makes the integration work a smoother, better defined process. As such, a certified SFCC cartridge means retailers can choose the best possible OMS, with the depth of functionality, capacity and features they need; and not worry about the seamless integration with their choice of commerce system.

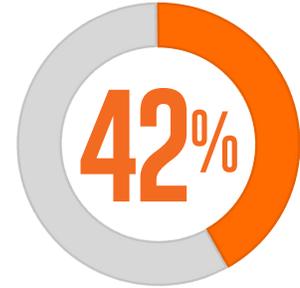
Basically, an OMS with a certified SFCC cartridge means you get the power and specialized features you need, without the concerns about connecting to your new SFCC platform. To that effect, a retailer gets the best of both worlds. They can get the advanced OMS their business needs, while connecting it easily with the leading commerce platform, Salesforce Commerce Cloud.

## Recommendation

You have chosen your new commerce platform as Salesforce Commerce Cloud. The former Demandware platform is a powerful engine that will give your customers an unparalleled online buying experience.

Next, seek out the additional connections to make your omni-channel commerce experience complete. As such, a powerful order management system will be key to driving in-store traffic, offering in-store pickup capabilities, showing real-time inventory visibility, and leveraging powerful margin enhancing features like order shipment consolidations.

When looking for technologies that will complement your SFCC platform and give you a retail edge, look for systems that provide a robust and well supported SFCC certified cartridge. Don't sell yourself short. Get the full system you need, with peace of mind, knowing it will all work seamlessly.



Associates were unable to efficiently resolve customer challenges due to poor IT & integrated systems<sup>1</sup>

**\$4.0 TRILLION**

eMarketer est. worldwide retail ecommerce sales value by 2020.<sup>3</sup>



Retailers still planning to integrate the OMS to Commerce platform.<sup>5</sup>



Software development projects completed on-time and on-budget according to Standish CHAOS.<sup>4</sup>

## Contact Us:

Connect with OrderDynamics for a quick demo or to discuss how it can help you!

**Info@OrderDynamics.com**

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