



# Find Your Best-Fit Storefront

From templates to custom experiences to headless, see which commerce approach is best for your business.



**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.

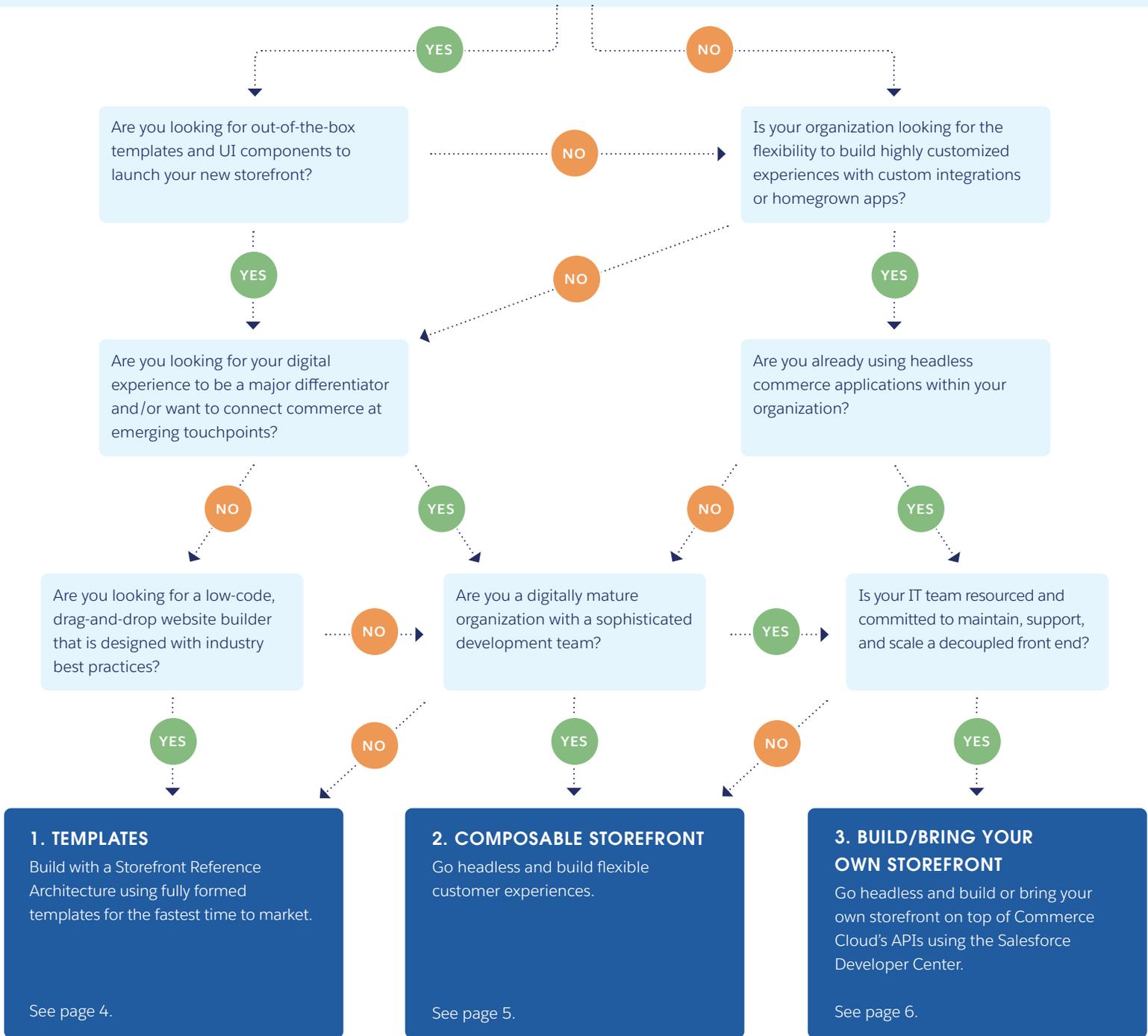
Follow the decision tree on page 3 to determine how to leverage the full scope of Salesforce Commerce Cloud – from clicks-based business tooling that ensures the quickest time to value, to headless commerce developer tools and APIs for full control. This guide will help you determine which approach makes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

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



**1. TEMPLATES**

Build with a Storefront Reference Architecture using fully formed templates for the fastest time to market.

See page 4.

**2. COMPOSABLE STOREFRONT**

Go headless and build flexible customer experiences.

See page 5.

**3. BUILD/BRING YOUR OWN STOREFRONT**

Go headless and build or bring your own storefront on top of Commerce Cloud's APIs using the Salesforce Developer Center.

See page 6.

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.

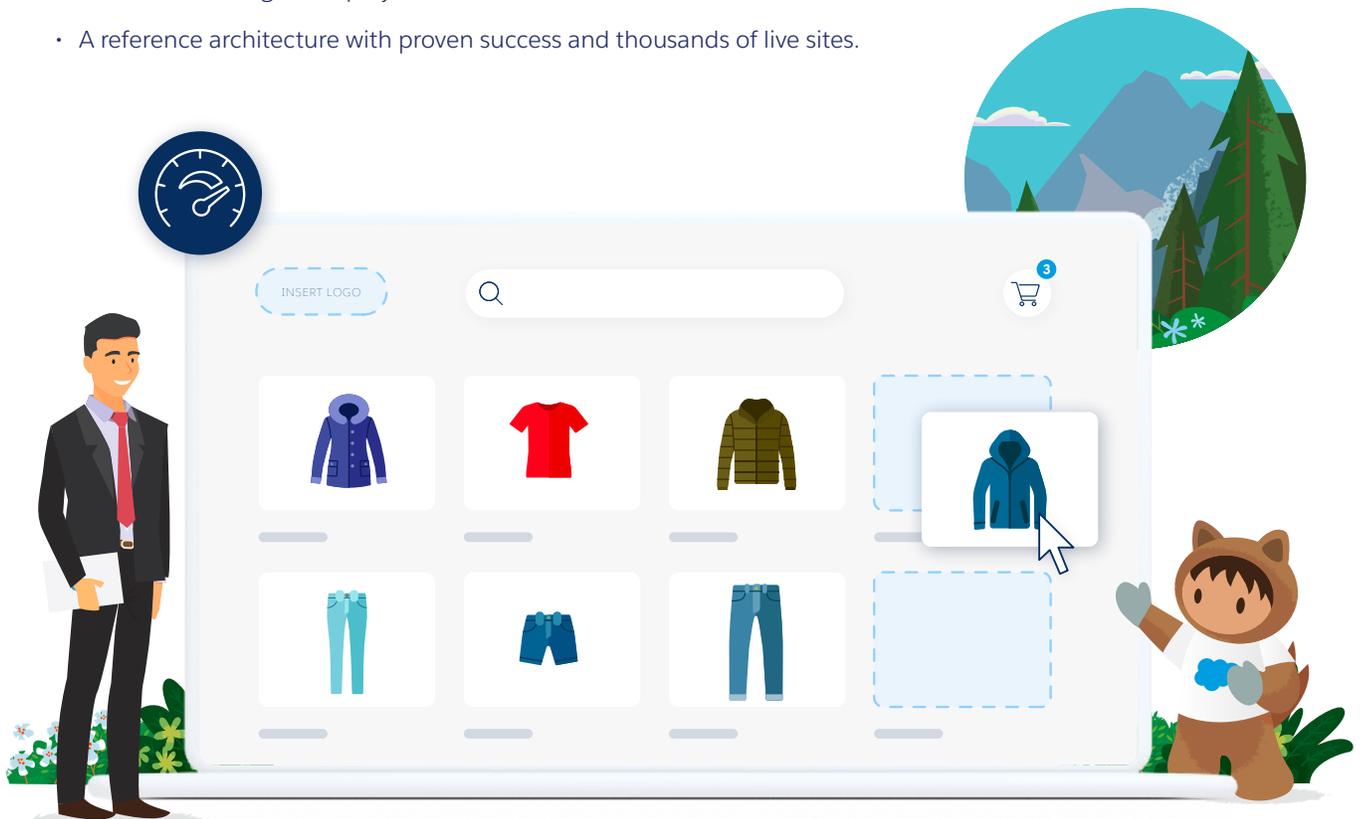
## 1. TEMPLATES

# Build with 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.



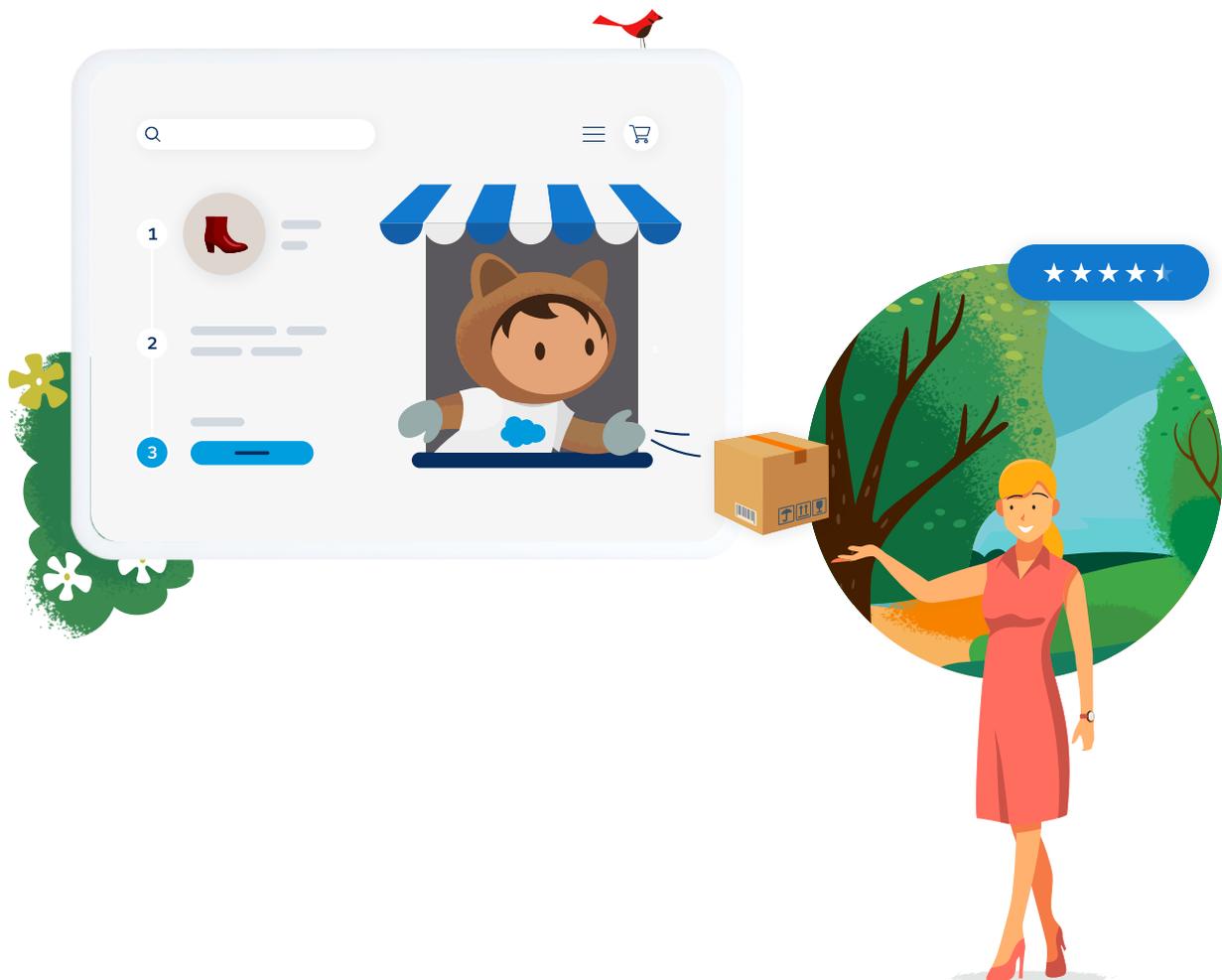
## 2. COMPOSABLE STOREFRONT

# Go Headless with the Composable Storefront

The Composable Storefront is a fast, flexible storefront for headless commerce. It gives merchants the ability to differentiate their brand experience and make front-end changes quickly to keep up with customer expectations. The fast user experience and smooth, app-like browsing drives conversion and engagement. Commerce Cloud also offers pre-packaged integrations, pricing, and accelerators with best-of-breed partners to accelerate the ROI of a headless approach to commerce.

### Best for organizations that want:

- To customize their storefront experience and differentiate their brand.
- To offload the stress of monitoring, scaling, and securing their front end by using a high-scale, public cloud-native Composable Storefront hosted by Commerce Cloud.
- To create fast, engaging experiences using mobile-optimized technology that boost conversions.
- To incorporate best-of-breed solution providers for functionality like content and search.
- To minimize the cost, risks, and timelines of going headless.



### 3. BUILD/BRING YOUR OWN STOREFRONT

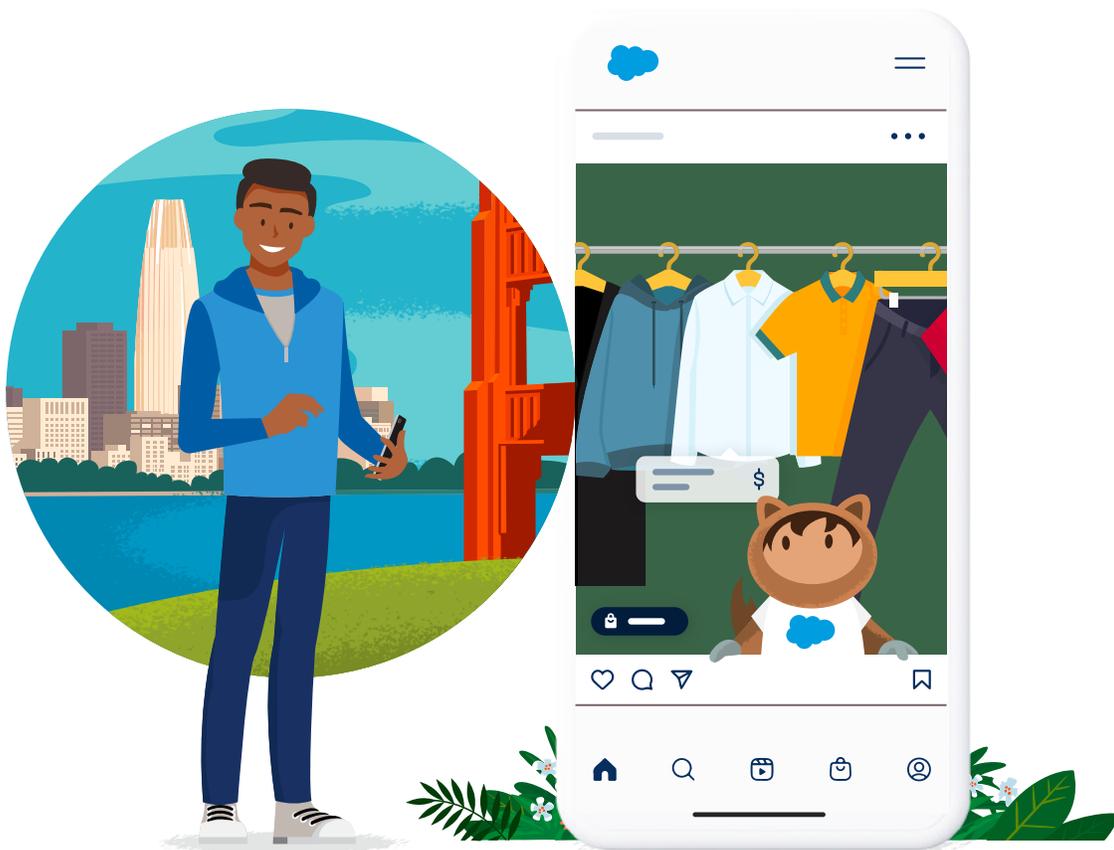
## Build or Bring Your Own Storefront for Headless

This option gives IT the freedom to build with any front-end framework of their choice. The approach benefits sophisticated IT organizations that are looking to create bespoke experiences.

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.
- Complete ownership over the security, scalability, and maintenance of the front-end.
- To grow and maintain a large IT organization.
- To design headless APIs for extensibility so they get the full breadth of functionality needed to create unique customer experiences.



# Flexible Commerce Platform

## SPEED TO MARKET

1

Templates (SFRA)

## EXPERIENCE FLEXIBILITY

2

Composable Storefront

Commerce Managed Runtime

Public Cloud, Logging, Monitoring, App performance.

## COMMERCE ANYWHERE

3

Run Your Own

Deploy on AWS, Azure, GCP,



REST

Node JS SDK

Commerce API Layer

Includes CDN, API Rules, Routing



MuleSoft

Third-Party Systems & Data



OMS PIM ERP appexchange

B2C Commerce Services



Cart Payment Pricing Promos Catalog Einstein AI

B2C Commerce Microservices



Inventory Shopper Login Discovery

C360 Services



OMS Service Marketing Experience

MuleSoft Accelerators

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

Commerce Cloud allows organizations to build with maximum flexibility. Whether you want to leverage templates for the fastest time to market, use the Composable Storefront to create custom experiences and make headless easier, or build/bring your own storefront for complete autonomy, there's a path for everyone with Commerce Cloud.

