

# COMMERCE GROWTH

*from*

## DAY 1 AND BEYOND

How our partnership helps you scale and succeed from the moment you sign the contract.



# LET'S COMMERCE TOGETHER – KEY MILESTONES FOR GROWTH



# Introduction

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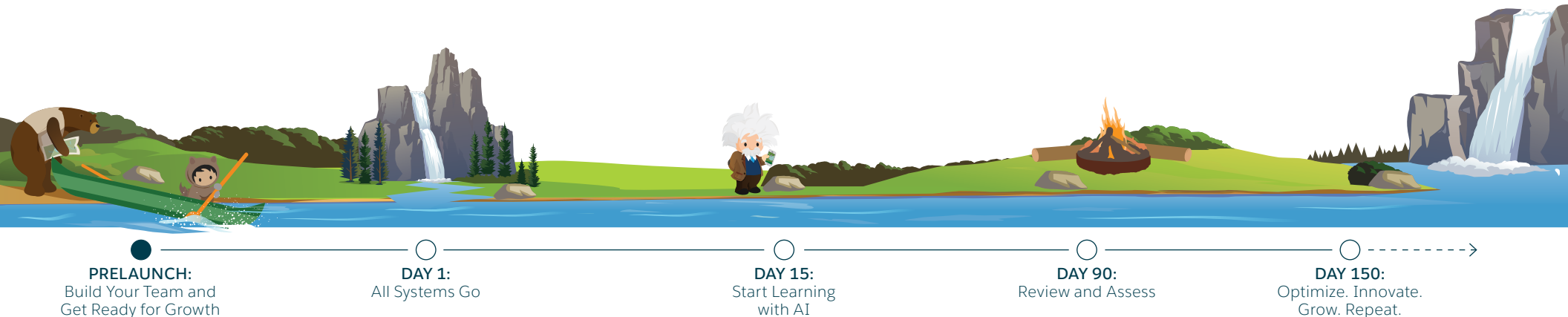
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Running a commerce operation today is incredibly complex. Commerce teams must wrangle a number of technologies, data sources, partners, and internal teams to grow the business and satisfy customers across a growing number of touchpoints.

You may feel your commerce platform has made sense for your business up until this point. But Salesforce has what you need to grow.

At Salesforce, we don't walk away the minute the ink dries on your contract. The Salesforce formula for commerce success is a proven model for customer success – AI-powered and built on a complete commerce platform connected to the world's #1 CRM. Our shared success model ensures deep commitment not only to your initial replatforming, but to your long-term growth and innovation. We provide clear tools, services, and support throughout your journey from organizational readiness to providing postlaunch assessments and ongoing optimization to power future growth.

Here's a snapshot of your critical milestones and how Salesforce partners with brands of all sizes to optimize and grow each step of the way.



# PRELAUNCH: Build Your Team and Get Ready for Growth

*Commerce Cloud subject matter experts not only did a site readiness assessment and checklist, they made sure we knew how to drive the car before they left us to our own devices with the launch.*

Christine Rose, Chief Information Officer



# Prelaunch: Meet Your Dedicated Team

We hit the ground running on the first day of our partnership by introducing you to the people that will be with you at every point in your journey. They will become an extension of your team – selected for your strategic vision – and will work with you to establish responsibilities, set expectations, and develop a framework for what's ahead.



**CLIENT SERVICES DIRECTOR:** Your primary point of contact during implementation and postlaunch, this director is accountable for the quality of your implementation.



**SOLUTIONS PARTNER:** This is your designated implementation partner that works on a technology solution that makes sense for your site.



**SUCCESS MANAGER:** This partner is accountable for your growth and satisfaction by facilitating engagements with a wide range of experts through the pre- and postlaunch process.



Is there a limit to the contact (and questions) I can have with these teams?



These teams are part of your Salesforce partnership, and they're here to help as much and as often as you need them.



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# Prelaunch: Meet Your Extended Family

## Expanded Community

You will have immediate access to our self-service community portal to view product releases, access "ask forums," watch training videos, and connect with peers through networking events, user conferences, and online communities. We also offer one-on-one advisory services.

## Partner Network

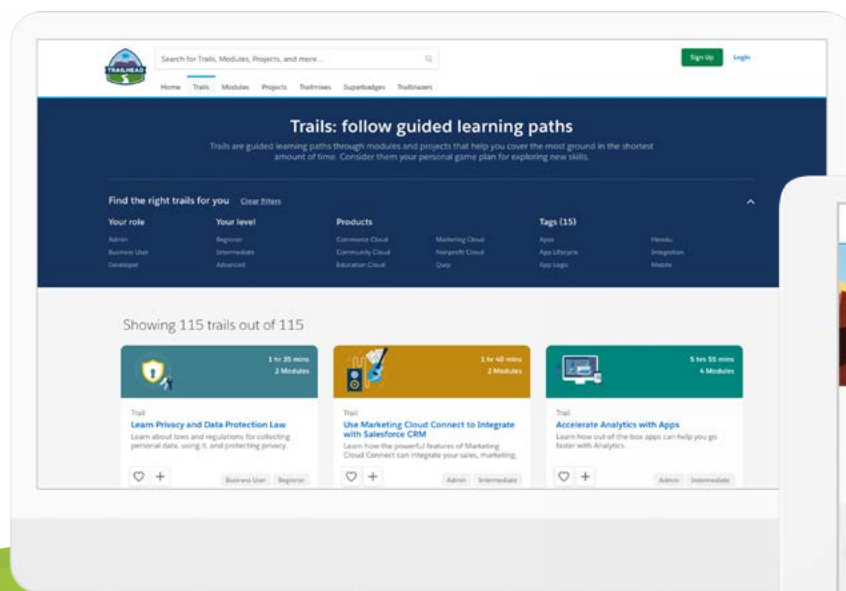
You'll have access to our solutions partner network, which is made up of highly certified and carefully vetted technology providers, system integrators, and other agencies that meet a unique need for your brand. You'll also have access to the partner marketplace, which helps you find partners that will enable you to innovate faster.

## Success Specialists (Consultancy)

As part of our family, your success manager will connect you with our team of success specialists, a group of specialized retail experts who will consult with you on best practices and learnings from like-retailers. They offer free [Accelerators](#) designed to tackle your key business challenges, product alignments, virtual events, customer roundtables, and more.

## Trailhead: Individual Learning Opportunities

As part of the overall Salesforce family, you can explore [Trailhead](#) – an interactive path through the key features of Salesforce – and our online learning portal. This resource will guide you through learning modules and certification programs to hone your Salesforce skills across disciplines and grow your career.





# Prelaunch: Site Readiness Assessment

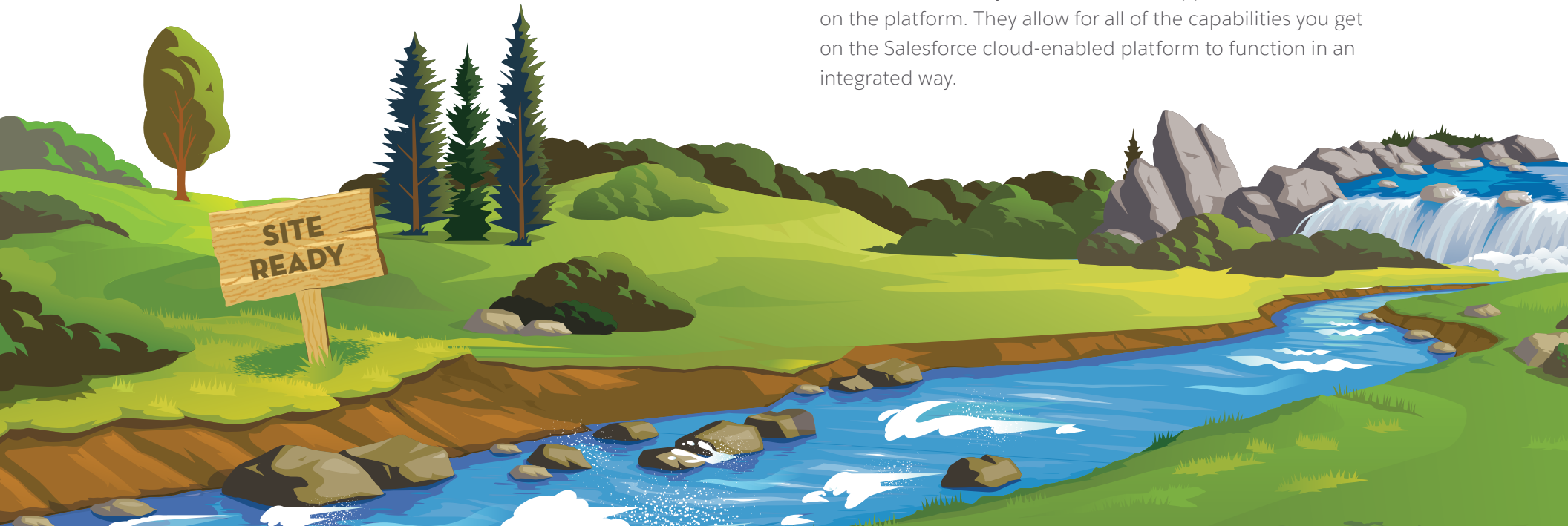
At the heart of our process is the site readiness assessment (SRA), a comprehensive site evaluation that analyzes the technical and functional aspects of your site. The SRA will determine a structured approach to your implementation and will help outline your preparedness and the business impact as you transition to a new platform.

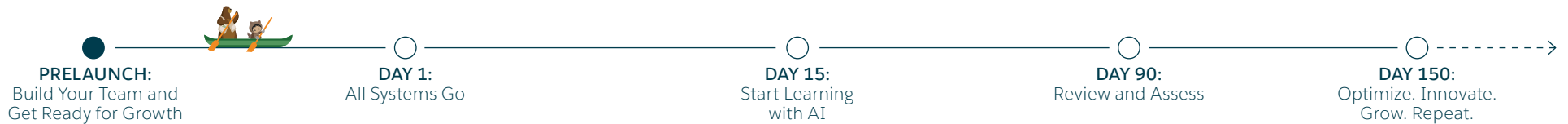
The SRA begins with a specification review of your core site features and functions:

- **Site design**
- **Architecture and specifications**
- **Data model and taxonomy**
- **Project readiness**
- **Support and operations**

This analysis will inform the launch gate, the period between your site build and when it goes live. We will grade your site to see if the implementation matches the design, assess potential issues, share best practices from other implementations, and identify features to introduce in the next phase with the help of [Accelerators](#).

We also recommend implementing [Storefront Reference Architecture](#), which has preintegrated features for payment, tax, analytics, and order management, as well as a mobile-optimized UX. This is a multilayered formation of applications that live on the platform. They allow for all of the capabilities you get on the Salesforce cloud-enabled platform to function in an integrated way.





# Prelaunch: Security and Compliance

Trust is our #1 value at Salesforce. From the minute our partnership begins, we handle your security and compliance so that you can stay focused on the technical and functional aspects of relaunching your site.

## Our Robust Security and Privacy Program:

- Commerce Cloud is built on a **multi-tenant cloud infrastructure** that segregates and restricts customer data access based on business needs
- Commerce Cloud leverages **the power of Salesforce**, which ensures customer data is processed only as instructed by you throughout all activities
- Regular **security assessments** are conducted both internally and by third parties

## Leaders in Cyber Security

Salesforce collaborates with the National Cybersecurity Center of Excellence and the U.S. Department of Commerce's National Institute of Standards and Technology on general best practice guidelines around commerce security. We developed recommendations on creating a secure [authentication process](#) without losing shoppers and [securing sensitive consumer data](#).

## Our security offerings also include:

- Compliance across every major industry and regulatory body, along with participation in the Safe Harbor framework
- Transparency and control over customer data to aid in GDPR compliance
- Forty-six points of delivery in Salesforce data centers and top-tier co-locations all with redundant power, network, HVAC systems, and around-the-clock physical security
- A firewall and security team that continuously monitors for unauthorized access or faults
- A dedicated technical operations team that provides constant coverage to ensure a secure and invulnerable platform







## Prelaunch: Gear Up for Bootcamp

To ensure you are prepared for anything that comes your way the day your site launches, we will host a Launch Readiness Bootcamp. This two-day in-person workshop with a Commerce Cloud solution strategist will introduce your team of merchandisers and marketers to Commerce Cloud functionality and go through core site-specific customizations.

### SITE-SPECIFIC CUSTOMIZATIONS:

- ☒ Detail the necessary skills to manage the pre- and postlaunch process.
- ☒ Catalog and set up categories on your site, determine product and merchandise workflow, and evaluate search and sorting configurations.
- ☒ Prepare for content creation and scheduling – include an SEO workshop.

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## Prelaunch: Organize for Success

A critical aspect of preparing for launch is getting your teams properly aligned. This time is all about organizing around the success of your business. Your success manager will facilitate engagements with a range of experts pre- and postlaunch that provide:

- Training and education
- Strategic guidance
- Industry insights
- Product innovation and more

These engagements ensure that your people, processes, and technology all work together to achieve your unique strategy and vision.

Start evaluating your current team structure today by assessing your organization's people, processes, and technology needs.

**GET THE GUIDE** [↗](#)





## DAY 1: All Systems Go

*[The new site] went live at 3 a.m. ... by 8:30 in the morning, we were happy to see transactions going through for all four territories, and at that point in time, we relaxed, sat down, and went for a drink.*

Simon Kerry, Chief Information Officer, [Charles Tyrwhitt](#)

# Day 1: See Immediate Results at Launch

## Benchmarks are set.

With Commerce Cloud, you'll see results on the day your new site launches. Benchmarks are set and results are monitored – all to drive revenue on day one.

## Site speed is ensured.

We compare your site speed pre- and postlaunch to make sure performance improves after replatforming. We'll also ensure that your site is fully optimized for mobile with a site infrastructure built to load quickly on mobile devices.

## Personalization begins.

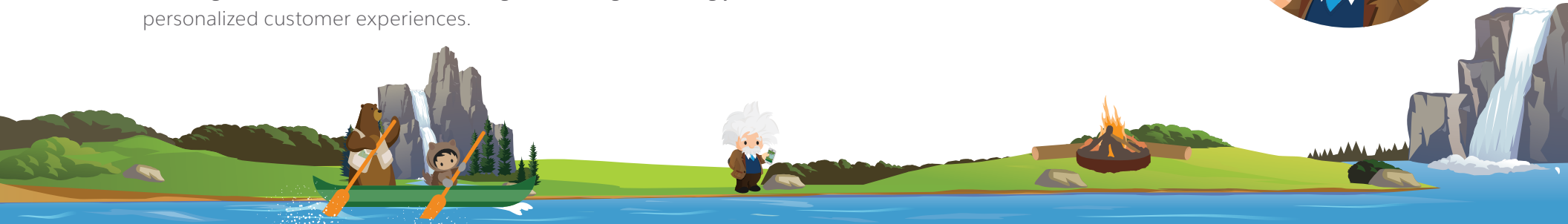
Launch day includes the activation of Commerce Cloud Einstein, a set of built-in artificial intelligence features that will begin your journey to building a deeply individualized commerce experience on your site. Commerce Cloud Einstein will begin to capture the data that will power personalized product recommendations. The longer Einstein runs, the smarter it gets, creating increasingly personalized customer experiences.



Will my site lose traffic when I replatform?



We build an SEO and traffic mitigation strategy to ensure your team and the infrastructure of the site are ready for replatforming. We work to create an environment in which your site experiences as little initial traffic loss as possible and is set on the path for growth.



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## Day 1: Get One-on-One Coaching with Accelerators

As soon as your site launches, you will receive unlimited access to Accelerators. **These targeted engagements are designed to tackle specific issues and deliver key outcomes.** Post-site launch, you can activate these one at a time to address specific business needs or growth opportunities – all at no additional cost to your team. Accelerators cater to all levels of platform knowledge by covering the following topics:

### Checkout Experience

Optimize add-to-basket and conversion opportunities post-product page to the cart and checkout funnel.

### Campaign and Qualifiers Setup

Increase campaign and promotional effectiveness, team efficiency, and productivity in day-to-day campaign-related tasks.

### Predictive product Recommendations

Enable product recommendations with Commerce Cloud Einstein.

### Onsite Search

Maximize search functionality as a key tool for converting shoppers.

### SEO Optimization

Conduct SEO audits and identify utilization issues as well as knowledge gaps.



# Day 1: Expand Your Reach Beyond Your Site

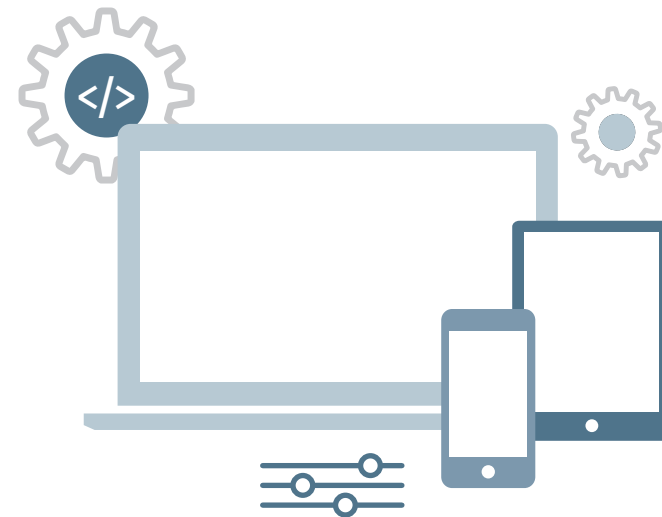
## Open Commerce APIs

The Commerce Cloud architecture includes a full set of Open Commerce APIs (OCAPI), giving developers the ability to integrate with third-party or customized applications.

- OCAPI give you the ability to transform platforms like Facebook and Instagram into an extension of your ecommerce site
- OCAPI enable a presence on messenger platforms like Facebook Messenger, WeChat, and WhatsApp

## Targeted Ads

Commerce Cloud is also fully integrated with Facebook's dynamic ads program, which allows you to serve up relevant and personalized ads across different platforms, giving you a deeper understanding of your customers while providing a highly personalized experience for them.





## DAY 15: Start Learning with AI

*A mere six weeks after going live, the Commerce Cloud team was already helping us optimize the site by implementing best practices on search, product detail pages, and checkout.*

Christine Rose, Chief Information Officer



## Day 15: Optimize for Future Growth

Immediately after launch, site optimization becomes the driving focus of our partnership. Your manager and solution partner will identify postlaunch platform adoption opportunities. These are designed to ensure 1-to-1 knowledge building of platform skills, strategies, and best practices to maximize your use of the platform.

Organizing workshops around feature adoption and optimization is an essential aspect of this process. This ensures that new features are implemented seamlessly and designed to fit your needs. We continue to closely monitor best practices so your teams are always up to speed.

**Q** How often do I have access to workshops?

**A** You can set your own pace with ongoing optimization. However, only one Accelerator can be accessed at a time, which helps to keep your team focused on the successful application and execution of the program.



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## Day 15: See Returns with AI

As soon as 30 days after launching your site and activating AI, Einstein begins to provide smarter recommendations and insights. The results begin at this milestone, but like so much in your Commerce Cloud partnership, this is only the beginning. We focus on continued growth.

As Einstein gets smarter, it will begin to provide you with [Commerce Insights](#) powered by the same engine that personalizes recommendations for your customers. Commerce Cloud Einstein will allow you to:

- Provide **data-driven recommendations** to all shoppers, not just authenticated users.
- Build **automatically tailored merchandising** on each web page.
- Use **Einstein Predictive Sort** to personalize search/category pages to each shopper – regardless of authentication.
- Use metrics to plan **better shopping experiences**.
- **Automate tasks**, like creating product recommendations. This is part of the platform – no specialist or data scientist needed.
- Develop meaningful **marketing campaign strategies** tailored to individual customers' shopping habits.
- Use **Einstein Search Dictionaries** to build a better in-site search by identifying missing popular search terms, automatically pair missing terms with appropriate synonyms, and guarantee relevant search results for every customer.
- See how customers are buying products with **easy visual tools**.
- Allow store associates to **upsell and cross-sell** in a way that is **personalized for each customer**.



How do I translate AI insights into action?



Einstein makes recommendations for the best results. Your success manager can help you leverage the full potential of the data you've gathered.



## DAY 90: Review and Assess

*“It’s no longer a question of ‘Can we do this?’ Now it’s a matter of having all this horsepower with Commerce Cloud and how can we use it all.”*

Casey Kooten, Ecommerce Manager, Spy Optic



# Day 90: Quarterly Performance Reviews

Months after your site launches, our partnership will be just as strong as it was when we began our journey together. Our goal is to make innovation and new growth your focus. To do this, your Success Manager will schedule a quarterly business review 90 days postlaunch to analyze every aspect of your strategy. We'll help you plan for the future with goals for the next month, the next quarter, and even years ahead. At 90 days postlaunch, many of our customers have experienced solid growth.

Here's an example:

**35%** ▲  
INCREASED  
ANNUAL REVENUE  
GROWTH

**5%** ▲  
LIFT IN AVERAGE  
ORDER VALUE

**20%** ▲  
LIFT IN ATTRIBUTABLE  
REVENUE AFTER  
DEPLOYING  
COMMERCE CLOUD  
EINSTEIN

**35%** ▼  
SOLUTION SUPPORT  
AND SYSTEM  
ADMINISTRATION  
COST REDUCTION

**50%** ▼  
REDUCTION IN  
PROJECT COSTS TO  
ROLL OUT NEW SITES  
AND IMPLEMENT  
MAJOR UPGRADES

**33%** ▼  
REDUCTION IN  
TIME TO MARKET



Do performance reviews continue indefinitely?

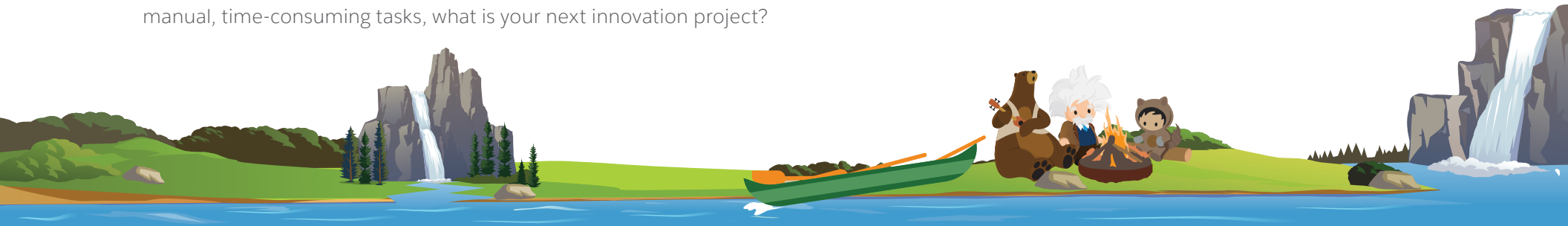


Quarterly business reviews are done throughout the life of the contract, and customer success managers are diligent about delivering these on a regular basis.



## Resource Reallocation

Once teams are fully running on Commerce Cloud, it's often around 90 days that they reconsider resource allocation to strategic initiatives and brand-building efforts. Now that IT is no longer focused on keeping the lights on, and your merchandising teams have said goodbye to manual, time-consuming tasks, what is your next innovation project?



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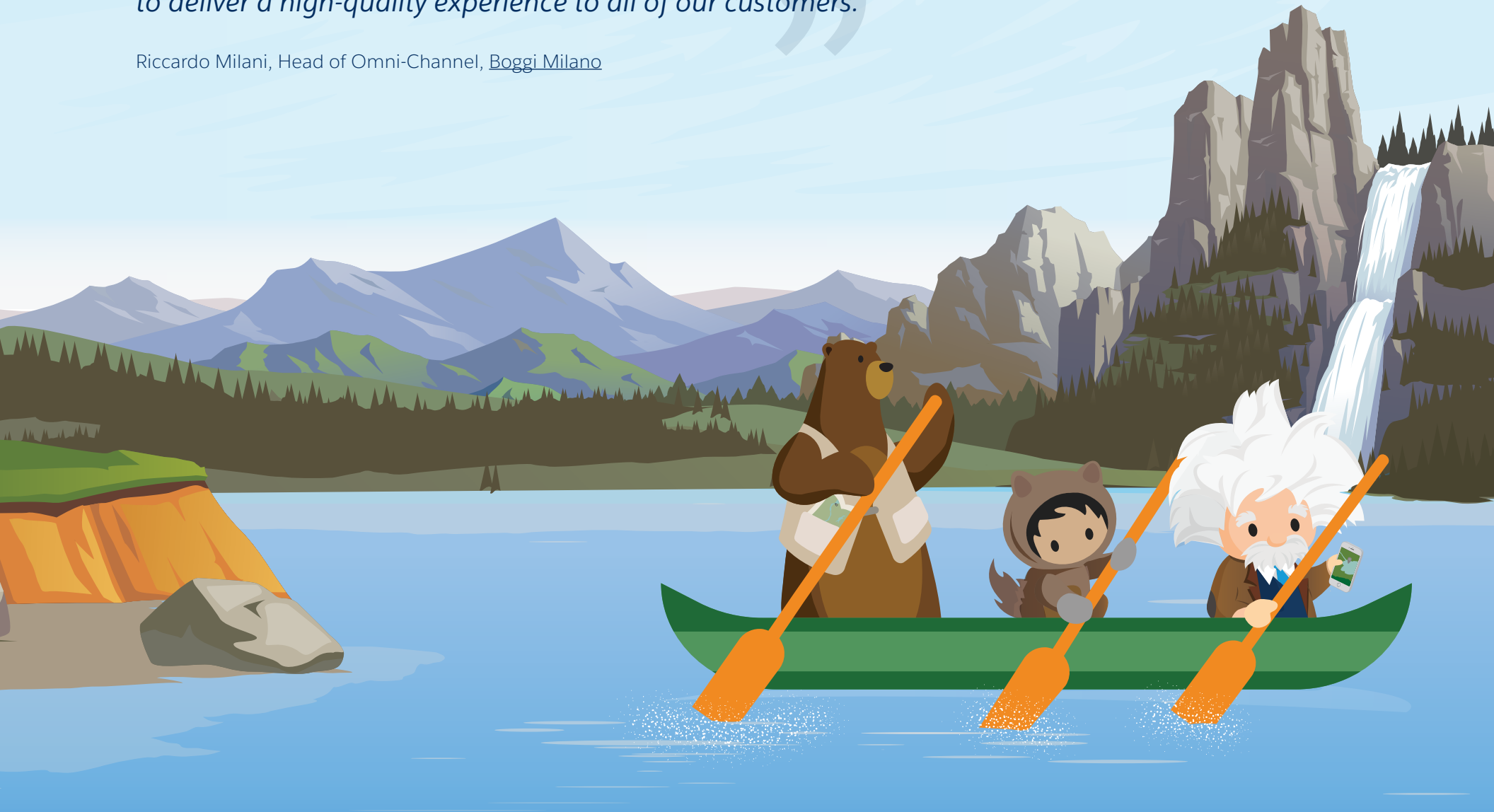
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## DAY 150: Optimize. Innovate. Grow. Repeat.

*“Through team, training, and technology, we are empowering our organization to deliver a high-quality experience to all of our customers.”*

Riccardo Milani, Head of Omni-Channel, [Boggi Milano](#)





# Day 150: Grow with the Full Power of Salesforce

There are a variety of ways in which your continued growth and optimization continues with Salesforce well beyond the initial replatforming and launch date:

## Enhance the customer experience.

- Manage all sites from a **single, centralized CRM platform to enable one view of your customer** across channels and touchpoints.
- **Enter new international markets with minimized risk, cost, and technical complexity.** Scale ecommerce worldwide with a secure, borderless infrastructure.
- Build a more efficient customer journey by **employing Service Cloud and Marketing Cloud and digital monitoring projects.**
- **Power growth and deliver better customer experiences with Salesforce DMP.** Customer data from any source can be viewed in a single data profile, leading to growth-driving insights and intelligent audience segmentation.

## Extend B2C capabilities.

- Extend digital shopping into the physical store and prevent lost sales with **Endless Aisle** and **powerful clienteling capabilities.**
- Extend commerce into **social channels and online communities** such as Instagram and Facebook.

## Expand B2B shopping experiences.

- **Create intuitive order and checkout processes** that support large order sizes and follow a business-to-consumer model.
- Provide a **differentiated experience, specific price books, and tiered pricing** per account group.
- **Share data and site functionality** between business-to-consumer and business-to-business sites.
- **Take orders** on behalf of business clients.



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## Launch Your Future

One year postlaunch, we'll celebrate a huge milestone together. Depending on how you see your brand evolving, the possibilities at this milestone are nearly endless. You may start to consider scaling for growth, global expansion, and achieving unified commerce for your business. And it all started the day you signed your contract with Salesforce.

**See why Commerce Cloud is your trusted partner for growth.**

[LEARN MORE](#) 

### See it in action.

See how Italian clothing brand Boggi Milano uses the Commerce Cloud, Marketing Cloud, and Service Clouds to create an award-winning omni-channel experience for their shoppers.

[WATCH THE SERIES](#) 





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