



QUICK START COMMERCE FOR CONSUMER AND ESSENTIAL GOODS LAUNCH A DIRECT-TO-CONSUMER COMMERCE SITE IN 2 WEEKS.

In a digital-first world, being online is essential to meeting the needs of your customers.

Today, launching and managing a direct-to-consumer site needs to happen faster with greater flexibility than ever.

With our Quick Start Commerce solution, you'll be able to launch quickly and adjust when your business requirements change.

Experience an all-in-one commerce solution, out of the box.

Get essential products from the world's most trusted commerce platform:

- B2C Commerce
- Salesforce Order Management
- Storefront Reference Architecture app for consumer and essential goods

Launch quickly and start selling with a dedicated team.

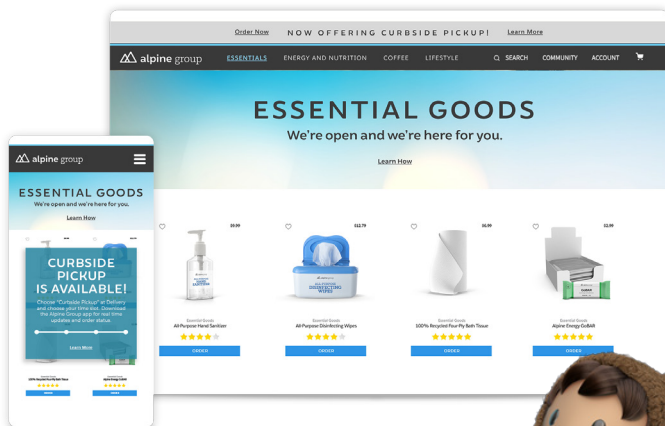
Get a Salesforce Implementation partner to help with:

- Site setup, including branding and configuration
- Merchant setup
- Data integration, price, inventory
- Storefront management, product catalog, and search
- Payment integration
- Tax integration

Meet any business need with our add-on ecosystem.

Extend your solutions with a partner ecosystem of independent software vendors (ISV) to add:

- Shipping
- Customer service



D2C FOR CONSUMER AND ESSENTIAL GOODS: \$195K/YEAR

B2C Commerce Order Management

B2C Commerce

- Wish list and gift registry
- Product bundles
- Large catalogs and product sets
- Einstein AI
- Product options
- 100+ OOTB promotions

Salesforce Order Management

- Order lifecycle management
- Payment capture and refunds
- Visual order workflows
- OOTB integration to B2C Commerce

Storefront App and Solution Install

A storefront app for consumer and essential goods

- UI (colors, content)
- Promotions and associated assets
- Product catalog
- Order management process
- Analytics, payments, taxes, and shipping
- Methods setup

Implementation and launch

- Social sign-in
- Basic customer journeys
- Cart and checkout
- Payments
- Flat file sync (catalog, price list, orders, etc.)
- Taxes
- Built-in tagging plan
- Commerce-ready theme
- Responsive templates

Managed Service 3 month min commitment

All-in storefront management and support

- Shop improvements, including new assets and template updates
- Content and merchandising updates
- Digital ads management
- Products, inventory, and promotions maintenance
- Order monitoring and support

ISV Integration Included Payment and Tax



Pricing is USD. Standardized pricing will be used where applicable; please work with regional teams to confirm regional pricing.

D2C FOR CONSUMER AND ESSENTIAL GOODS: \$195K/YEAR

Quick Start Commerce for D2C Consumer and Essential Goods

Term	One year	No auto-renew
End-Customer Price	\$195K/Year	Includes Service Partner cost to build & manage the ecommerce storefront*
Salesforce B2C Starter Edition	Included	
Salesforce Order Management	Included	
Implementation Services	Included	Provided to Customer by Service Partner
Storefront Management Services	Included	“Advisory Services” Delivered by the Service Partner
Solution Support	Included	Provided to Customer by ServicesPartner
Premier Success Plan	Included (for Partner)	Salesforce supports product for partner Partner supports service for customer
3rd Party Software & Services	Varies by Partner	Rates may be negotiated by Partner, Customer, or Salesforce
Payment, Tax, Shipping	Integrated	

Notes: Year 1: \$195K min; assumes 3 month minimum on managed service
Salesforce B2C Commerce Starter SKU

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