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Salesforce's Best in Class Commerce Cloud Storefront Reference Architecture

Purpose-built to create, tailor, and maintain your storefronts on mobile web, IoT, and other unique devices

The Pressing Need for eCommerce Optimization

In the wake of the global pandemic, merchants and retailers are increasingly investing in their online storefront to persuade customers to purchase their products on mobile, web and other devices because their target audiences are no longer relying brick-and-mortar stores for their purchases. This eCommerce optimization is using a **"Mobile First Approach"** as a critical step to expanding geographic reach and increasing sales conversions across a wide range of devices.

Salesforce Commerce Cloud, a Software as a Service (SaaS) eCommerce solution is an optimal platform to transform your brick-and-mortar stores into a complete, highly customized, scalable, and fully functional online storefront that delivers the best customer experience anytime, anywhere. Building an amazing shopping experience is now more achievable than ever with a state-of-the-art framework called the Storefront Reference Architecture (SFRA) which is uniquely positioned to deliver a frictionless mobile shopping journey.

SFRA is ideal for both B2C and B2B sellers who are new to eCommerce or who are already on an eCommerce platform but are struggling with an over-complicated UI, complicated or crowded search, and menus which are potentially driving away their customers, plus lack of compatibility with mobile devices. With Salesforce Commerce Cloud, you can not only build new sites but also redesign your entire ecosystem to benefit both your customer experience and operational excellence.

This white paper contains extensive research-based information on how to maximize eCommerce flexibility with a continuous open standards-based e-commerce storefront including innovations such as Universal JavaScript controllers, Bootstrap User Interface, and a Model-View-Controller (MVC) architecture that makes implementing new features and maintaining websites easier and more cost effective than ever before.

Is "Cart Abandonment" Decreasing Your Sales and Keeping Your Revenue From Growing?

Cart Abandonment is the bane of eCommerce. Customers browse your site and items to the shopping cart. They are poised to make a purchase, but then leave because of unexpected costs like shipping charges and taxes, or a complex check out experience. A best-in-class eCommerce platform helps reduce Cart Abandonment by providing a positive shopping experience that makes the whole buying journey pleasant. In other words, it's easy for customers to make a purchase and it helps you build your brand.

Salesforce Commerce Cloud powered by a SFRA implementation helps sellers provide attractive offers throughout their shopping cart experience, send notification emails after a cart is abandoned, even access customer support with a Live Chat interface. Guest check out with maximum security is also supported.

So, What Does SFRA Actually Do?

SFRA begins with "Headless Commerce," sometimes known as "API First." This enables merchants and retailers to separate the design layer from their functionality for maximum control and flexibility of their offerings.

Headless CMS

Traditional CMS
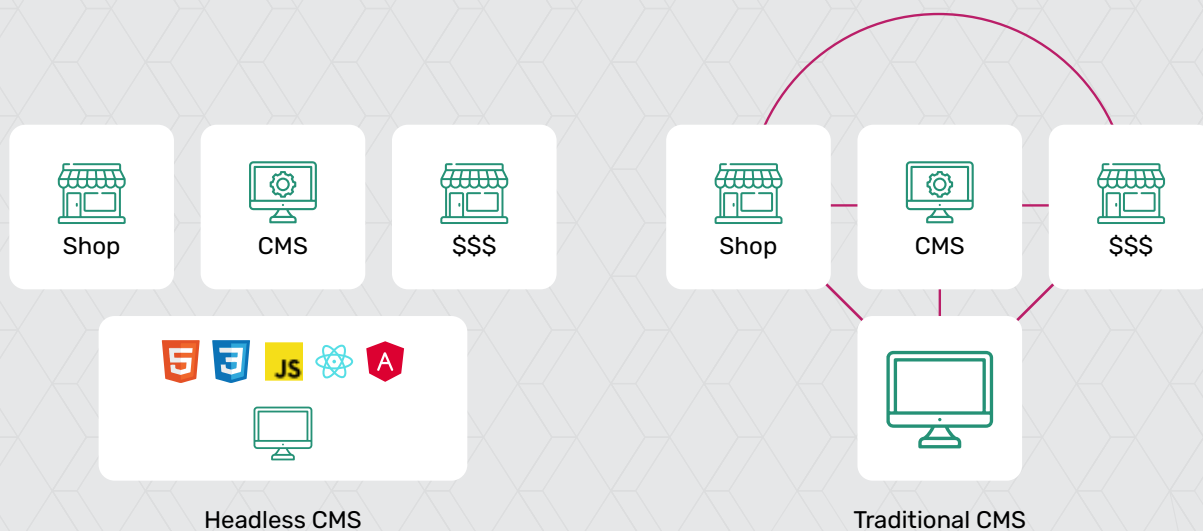
his means the front-end and back end are no longer interdependent, making the user experience very slow or introducing limitations on your ability to tailor the interface to your unique needs. By removing this interdependency between the front-end and back, along with all of the complicated, cumbersome code connecting the two, headless commerce improves both website performance and buyer's journey. A headless Commerce architecture completely decouples the front-end which is called as "head" from the back end. APIs are used to bridge the gap and ultimately deliver great content on any device. Still, ever-changing customer expectations and competition have proven to be hurdles for companies implementing a truly Headless Commerce architecture.
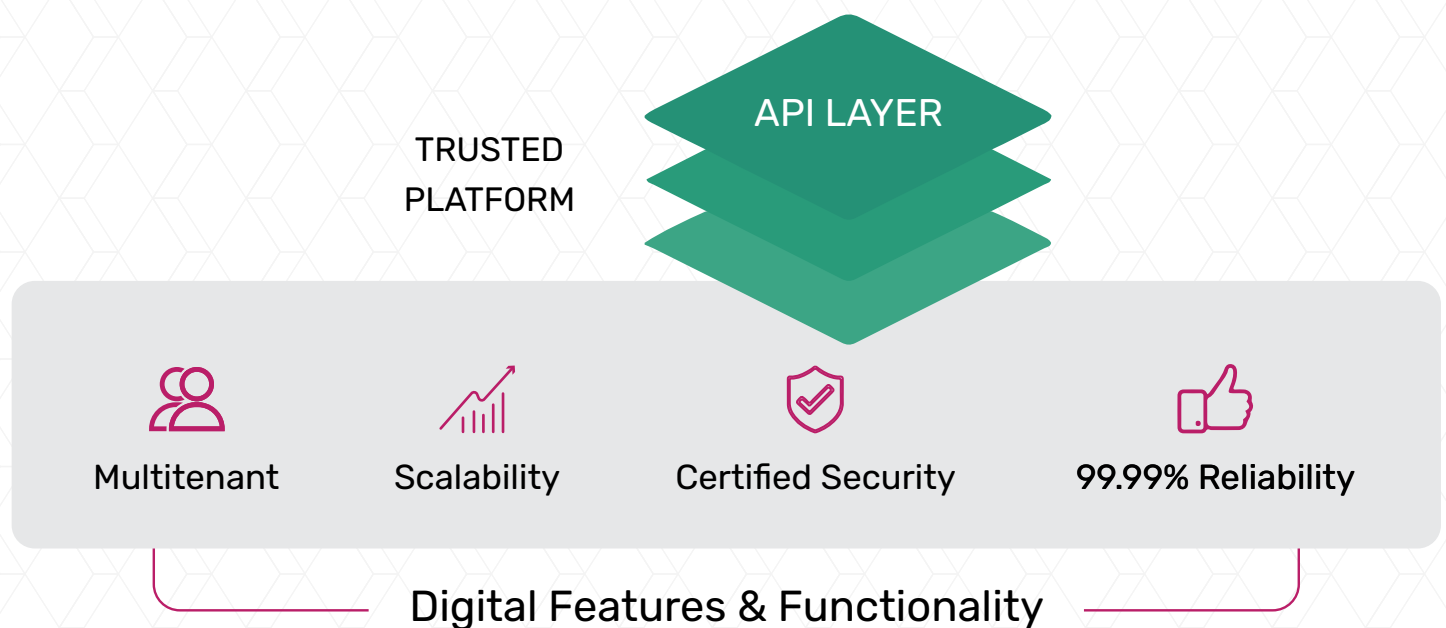
- › Mobile-First Design
- › Exciting Shopping Experience
- › Product detail page with add-to-cart button
- › Reduced TCO

- › Lighter codebase
- › Improved support for continuous integration
- › Automated testing

SFRA solves that problem by combining a headless architecture with additional core functionalities to speed up your platform development making it easy to build, maintain, and update your storefronts. SFRA has all the elements needed to create your storefronts with a collection of homepages, product lists, shopping carts, checkout experiences, promotional offers, discounts, and much more. SFRA blends the best practices for your storefront design, merchandising, and technical architecture to provide a final blueprint for sellers to design and implement attractive eCommerce portal on any device, including dedicated mobile apps.

This state-of-the-art Storefront Reference Architecture is built to offer an enhanced commerce experience both internally and externally.
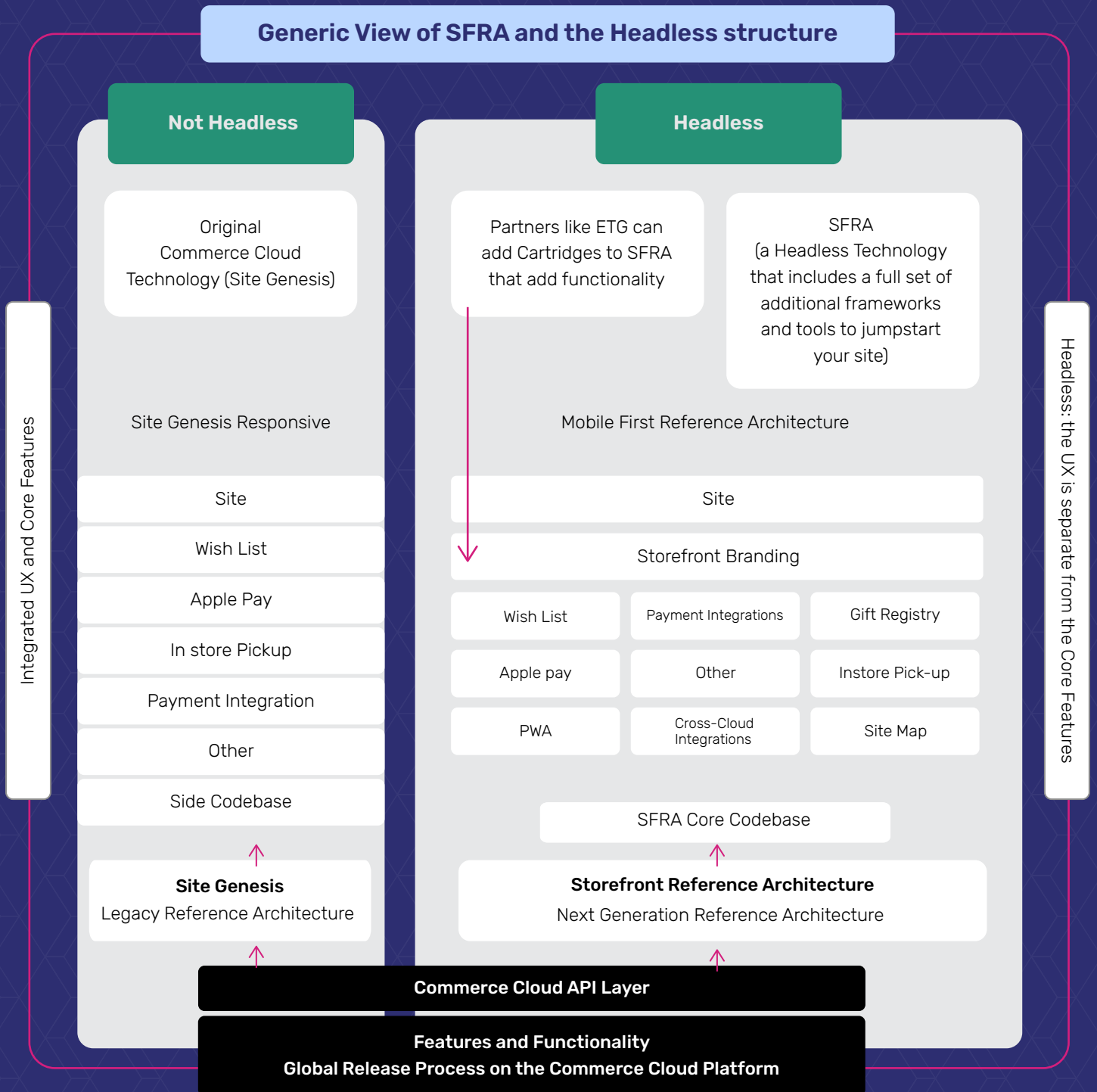
API LAYER

TRUSTED PLATFORM

Multitenant   Scalability   Certified Security   99.99% Reliability

Digital Features & Functionality

Source: WWW.salesforce.com

Internal users can design a fully functional storefront with the "Page Designer," quickly and effectively dragging and dropping the components they want directly on the page. This is a no-code structure that allows even non-developers create, customize, and deliver content across every commerce experience. Page Designer employs the SFRA app storefront to combine a base cartridge with a server module. The base cartridge includes plug-in cartridges, LINK cartridges, and custom code cartridges in addition to common features. For example, storefront cartridges include gifts, wish lists, Apple Pay, product comparison, promotions, and middleware capability.

SFRA Architecture Combines All Services in One Place

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Your eCommerce site is an integration of products and external services like payment gateways. An inflexible and tightly linked architecture leads to blockages because the integration, upgradation, and restoration of external services takes more longer time and a higher level of technical skill. Best-in-class eCommerce platforms need to be robust and equipped with a dynamic architecture to provide retailers simple way to maintain, upgrade and incorporate third party services.

Generic View of SFRA and the Headless structure

Not Headless

Original Commerce Cloud Technology (Site Genesis)

Site Genesis Responsive

| Site |
| Wish List |
| Apple Pay |
| In store Pickup |
| Payment Integration |
| Other |
| Side Codebase |

Site Genesis
Legacy Reference Architecture

Headless

Partners like ETG can add Cartridges to SFRA that add functionality

SFRA
(a Headless Technology that includes a full set of additional frameworks and tools to jumpstart your site)

Mobile First Reference Architecture

Site		
Storefront Branding		
Wish List	Payment Integrations	Gift Registry
Apple pay	Other	Instore Pick-up
PWA	Cross-Cloud Integrations	Site Map

SFRA Core Codebase

Storefront Reference Architecture
Next Generation Reference Architecture

Integrated UX and Core Features

Headless: the UX is separate from the Core Features

Commerce Cloud API Layer

Features and Functionality
Global Release Process on the Commerce Cloud Platform

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ARCHITECTURE OF SFRA: Using reference architecture is all about speedy innovation!

Platform Data

Controller updates platform's configuration and data

ViewModel requests data from the platform and creates a layer of pure JSON objects to used with controllers and templates

Controller
Script that controls application flow and updates application data

Controller updates the model and renders the view

View Model
Creates a layer of pure JSON objects to use with controllers and temples

Storefront Application

Source: documentation.b2c.commercecloud.salesforce.com

1 The Salesforce Commerce Cloud SFRA uses progressive JavaScript controllers (server-side scripts) to manage storefront requests and the flow of control in the application. ViewModules are produced to process each storefront request and generate an appropriate response. As an example, the controller is activated when a shopper browses products or searches through categories rendering that page. The ViewModules request data from B2C Commerce, then convert these script API objects to pure JSON objects and finally apply business logic. A controller request is sent from B2C Commerce and the returned objects are passed through ViewModel to convert data into a serializable JavaScript object.

2 The SFRA helps to segregate delivered code, merchant customizations, and third-party integration code into distinct cartridges (containing code or data), making it easier to maintain and update the contents of each cartridge. New upgrades with the latest technologies, such as artificial intelligence, Apple or Amazon Pay, and more, are unified into the Storefront Reference Architecture through the API layer.

3 A free and opensource CSS framework, Bootstrap, serves as a front-end component UI library and is used by SFRA to develop responsive and mobile-first websites. Developers can quickly design their ideas or build an entire app with SaaS variables and mixins, a responsive grid system, large-scale prebuilt components, and powerful plugins built on jQuery. With Bootstrap, you don't need a Salesforce developer if someone in the marketing department asks to make a change.

Why Use SFRA?

Businesses are increasingly challenged to keep pace with technology changes or risk falling behind their competition. This can be either when developing a brand new commerce site, updating the design and experience, or launching new properties to support new brands or regions. SFRA makes it easier across the board.

SFRA offers endless benefits like an add-to-cart button that stays in view as the shopper browses through multiple products, easily accessible search bar, collapsible menus, smoother and distraction-free checkout flow.

Optimized storefront or mobile:

Embark on a journey to create a new site design and implementation or revamp an existing storefront with SFRA's "Mobile-first approach"
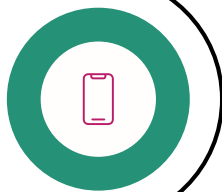
Quicker ROI:

New site design or revamping existing storefront takes less time with SFRA and its no-code design style.
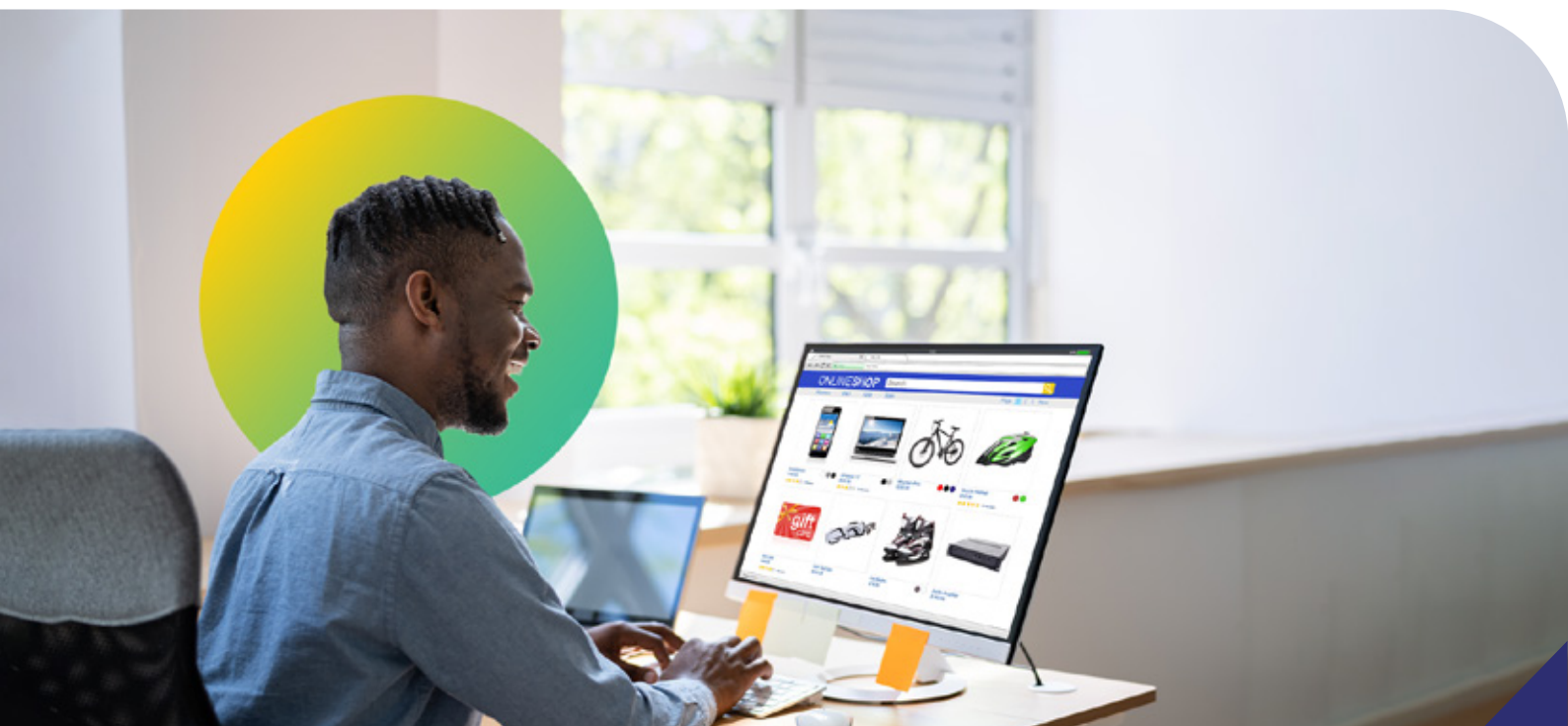
Faster Enablement:

SFRA algorithms can also identify different types of customers based on their shopping journey and offer them a clutter-free shopping experience.

Maintenance-free

Salesforce Commerce Cloud is updated regularly with recent enhancement, making it easier to maintain with the use of merchandising rules, promotions, AI, and more,

How Korcomptenz Can Help

Korcomptenz is a Salesforce Consulting Partner that has more than 17 years of experience in Commerce Cloud implementations. With our expertise, we assure you hassle-free shopping and checkout experience across any devices with Salesforce Commerce Cloud. Using SFRA framework, we can offer you greater extensibility and adaptability for your retail business needs. Our expert team will help accelerate your business with lower TCO and greater sales conversions.

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Korcomptenz is a technology transformation provider that partners with clients to improve their digital experience and insight. We unlock the power of technology in the areas of ERP, CRM, infrastructure management, and cloud to empower our clients with intelligent and experiential solutions. We **#FocusOnYou.**

Discover how we #FocusOnYou at www.korcomptenz.com

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