

# Getting Started with the Demandware Platform



Student Guide





### Getting Started with the Demandware Platform

Welcome to *Getting Started with the Demandware Platform*. This course provides an overview of the components of the Demandware platform and introduces concepts related to the Demandware storefront.



## About the Course



Audience

- Members of a Demandware project team
- Anyone who wants an introduction to the Demandware platform



Duration

30 minutes



Course Materials

Student Guide

*Getting Started with the Demandware Platform* is aimed at team members involved in a Demandware platform implementation project and anyone else who wants an introduction to the Demandware platform.



## Course Contents

### 01

- o Commerce Evolution
- o Platform Architecture and Tools
- o Project Team Members

Demandware  
Platform  
Overview

### 02

- o Catalogs, Products, and Categories
- o Price Books
- o Search and Sorting
- o Content
- o Localization
- o Marketing Campaigns

Demandware  
Platform  
Concepts



# Getting Started with the Demandware Platform

## *Course Learning Objectives*

Upon completion of this course you will be able to:



- Explain how the Demandware platform provides a unified commerce experience.
- Identify the components and tools that make up the Demandware platform.
- Describe the roles involved in a Demandware platform implementation project team.
- Explain how catalogs, categories, products, and storefront navigation relate to one another.
- List some mechanisms that merchants can use to help customers find products on the storefront.
- Describe how a marketing campaign is structured within the Business Manager.



## Demandware Platform Overview



## 01

## Demandware Platform Overview

*Module Objectives*

Upon completion of this module you will be able to:



- Explain how the Demandware platform provides a unified commerce experience.
- Identify the components and tools that make up the Demandware platform.
- Describe the roles involved in a Demandware project team.



## Commerce Evolution: Phase One



In phase one of our commerce evolution story, shoppers went to stores to buy products. Product inventory was kept in a warehouse and delivered to the stores as needed. If a store was out of a product during a shopper's visit, the shopper had to go to another store or return at another time when the product might be back in stock.



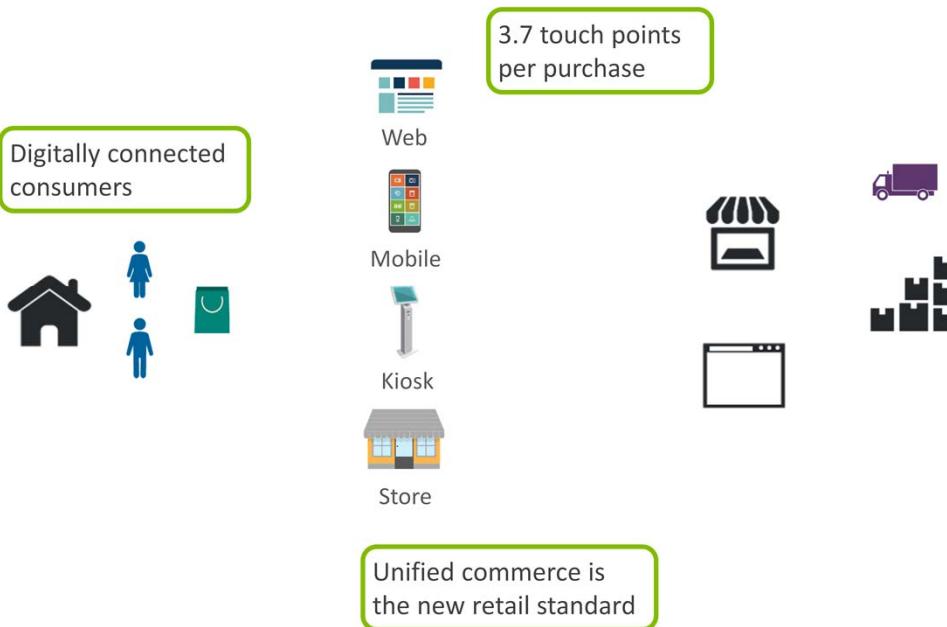
## Commerce Evolution: Phase Two



With the introduction of ecommerce, customers had more options. They could go to stores to buy products or they could buy products from an online retailer's ecommerce website and have the products shipped to their homes. Suppose that a shopper bought a product online and wanted to exchange it in a store, because it didn't fit or because the store had the item on sale. Because the stores and the online retailer were separate businesses, each maintaining its own pricing, inventory, and return policies, the customer had to return the item through the ecommerce website.



## Unified Commerce

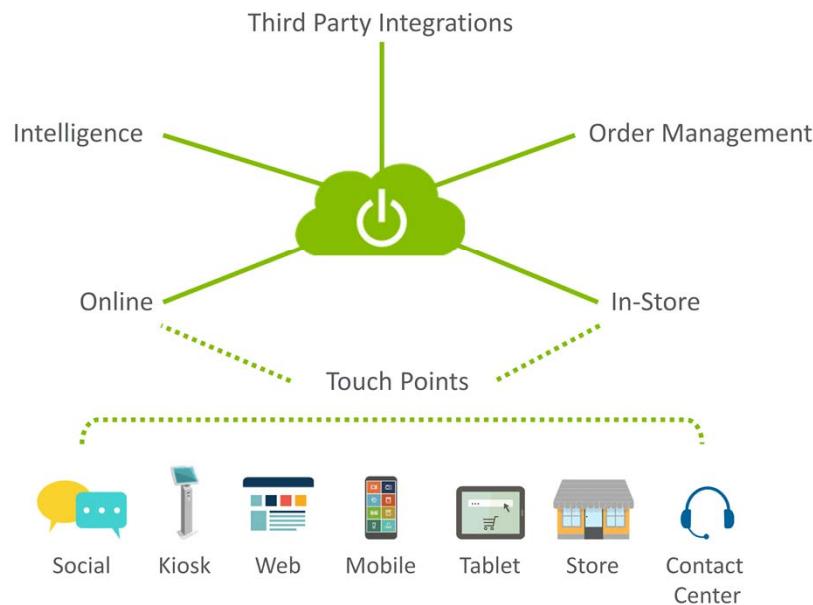


As our mobile technology has evolved, so have the expectations of connected and influential consumers. According to the University of Arizona 2013 report, *Who Are Digital Divas and Why Should Retailers Care?*, the digital diva segment uses an average of 3.7 touch points per purchase and expects fluid and highly relevant interactions across physical devices and digital destinations.

For retailers, these expectations mean reevaluating their traditionally isolated systems, including: in-store point of sale (POS) systems, call centers, ecommerce websites, and mobile technologies. Consequently, a single unified commerce platform that interacts directly with consumers is quickly emerging as the standard for retail commerce.



## Demandware Commerce Cloud

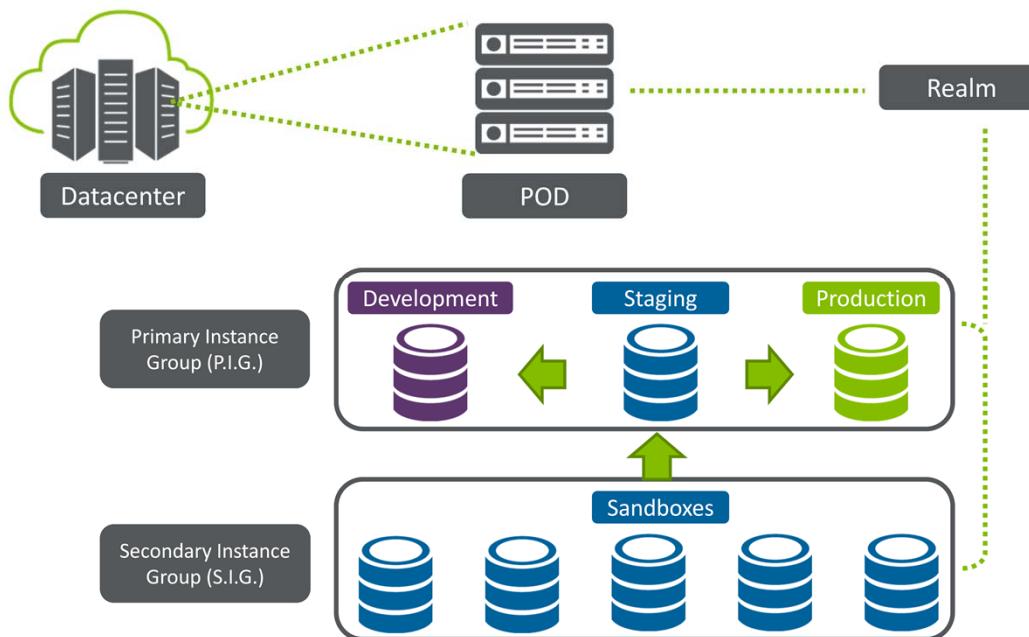


The Demandware Commerce Cloud is a unified commerce platform that provides core commerce functionality, product management, order management, and customer experience management. The platform connects customers, through a variety of touch points, to an integrated shopping experience, whether it originated online or in-store.

Order management is handled by Demandware Order Center or another integrated order management system (OMS). Predictive intelligence and personalization are provided by the platform or another integrated system. Third-party integrations through LINK partners can be configured to provide additional services such as ratings and recommendations, payment services, and email marketing.



## Demandware Platform Architecture



The architecture of the Demandware platform is distributed through numerous data centers on several continents. Each data center hosts a combination of hardware and software that we refer to as a point of delivery (POD).

PODs are divided into two or more realms, through which retailers' storefronts connect to the platform. Each realm includes two instance groups.

The Primary Instance Group (PIG) contains these instances:

- The **staging instance** is an environment where **system administrators** import data and upload code to prepare it for testing. Data is replicated on a fixed schedule (or manually when needed) from the staging instance to either development or production. Merchants create and maintain storefront data in the staging instance.
- The **development instance** simulates the production environment and is where **testers** evaluate features and processes before they are deployed from the staging instance to production.
- The **production instance** is a live storefront.

The Secondary Instance Group (SIG) contains five Demandware sandboxes in which developers create and test code.



## Demandware Platform Tools



Move your mouse pointer over the images to learn more about each tool.



Site Genesis



Control Center



Business Manager



UX Studio

Realms provide tools that help you to manage instances and to create, customize, configure, test, and deploy your storefront.

The **SiteGenesis** ecommerce site is a customizable reference application that **developers and merchants** can use to explore the Demandware platform and learn about its features and capabilities. For developers, it provides sample code. For merchants, it provides sample storefront data, including: catalogs, categories, products, price books, promotions, content assets and slots, locales, and currencies.

The **Business Manager** is a storefront management application that **merchants** use to set up and maintain storefront data, including: catalogs, categories, products, search and sorting, price books, promotions, content assets and slots, locales, and currencies.

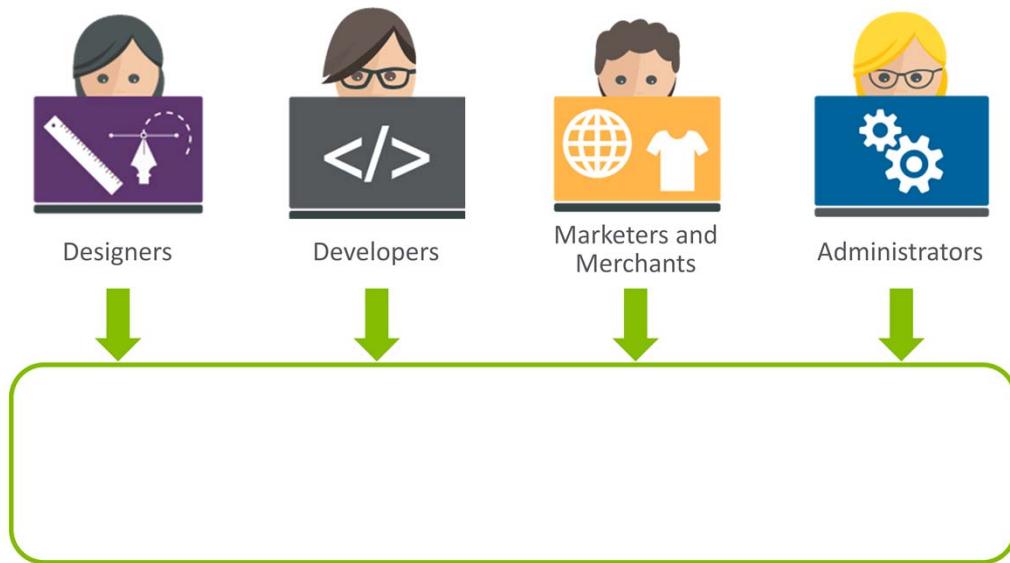
**Administrators** use the Business Manager to replicate data, schedule data imports from external systems, and create users and assign user permissions. **Developers** use the Business Manager to deploy code, define system and custom objects, and adjust Open Commerce API (OCAPI) settings.

The **UX Studio** is an Eclipse-based integrated development environment (IDE) that **developers** use to build and customize the storefront by creating and editing the application presentation and implementing business logic. Within UX Studio, developers work with template layouts, payment processors, shopping cart details, shipping options, internationalization, and integration with other applications. Developers can use the UX Studio to examine and incorporate sample code from SiteGenesis into their own storefronts.

The **Control Center** is an operations management application that **system administrators** use to start and stop instances, and to manage and troubleshoot system integrations and data transfers.



## Demandware Project Team Members



Move your mouse pointer over the team members to learn more about each role.

Developing a Demandware storefront requires a cross-functional group of people who form a project team. To work together effectively, team members should understand one another's roles and responsibilities.

Although each organization and each project is based on the organization's unique needs, the team typically includes designers, developers, marketers and merchants, and administrators. Depending on the size of the team and the business needs of the organization, some team members may fill multiple roles.

**Designers** consult with marketers and merchants to understand the brand vision and business needs, design an appropriate look and feel for the storefront, and then work with developers to integrate their design into the development of the site.

**Developers** build the storefront site by creating and customizing templates, adding content slots, implementing custom functionality, and integrating with external systems.

**Marketers** create the strategy for driving customers to the storefront and **merchants** engage customer interest and then present product information and promotions that entice customers to purchase products.

**Administrators** manage, maintain, and troubleshoot problems with instances, integrated systems, data transfers, and users and permissions.



## Knowledge Check 1.1

True or False?

The Demandware Commerce Cloud is a unified commerce platform that provides core commerce functionality, product management, order management, and customer experience management.



### Solution 1.1

True or False?

The Demandware Commerce Cloud is a unified commerce platform that provides core commerce functionality, product management, order management, and customer experience management.

True



### Knowledge Check 1.2



Drag each tool to its description.



Control Center



Business Manager



SiteGenesis



UX Studio

A customizable reference application that developers and merchants use.

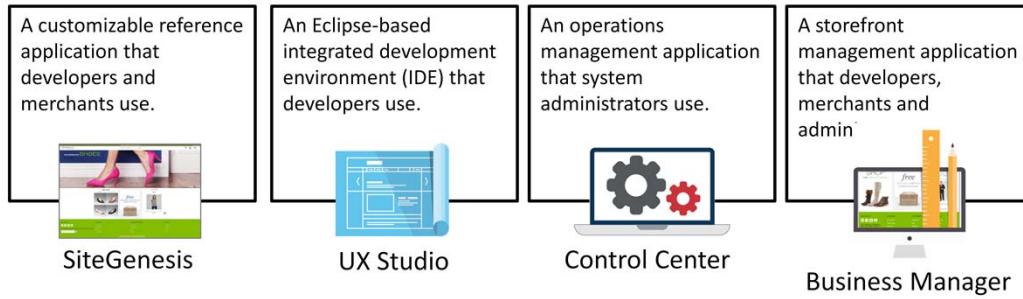
An Eclipse-based integrated development environment (IDE) that developers use.

An operations management application that system administrators use.

A storefront management application that developers, merchants and administrators use.



## Solution 1.2





### Knowledge Check 1.3

*Drag each user role to its description.*



Designers



Developers



Marketers and Merchants



Administrators

Build the storefront site, create and customize templates, add content slots, implement custom functionality, and integrate with external systems.

Manage, maintain, and troubleshoot problems with instances, integrated systems, data transfers, and users and permissions.

Consult with marketers and merchants to understand needs, design a look and feel for the storefront, and work with developers to integrate the design into the site.

Create the strategy for driving customers to the storefront, engage customer interest, and present product information and promotions that entice customers to purchase products.



### Solution 1.3

Build the storefront site, create and customize templates, add content slots, implement custom functionality, and integrate with external systems.



Developers

Manage, maintain, and troubleshoot problems with instances, integrated systems, data transfers, and users and permissions.



Administrators

Consult with marketers and merchants to understand needs, design a look and feel for the storefront, and work with developers to integrate the design into the site.



Designers

Create the strategy for driving customers to the storefront, engage customer interest, and present product information and promotions that entice customers to purchase products.



Marketers and Merchants



## Demandware Platform Concepts



## 02

## Demandware Platform Concepts

*Module Objectives*

Upon completion of this module you will be able to:



- Explain how catalogs, categories, products, and storefront navigation relate to one another.
- List some mechanisms that merchants can use to help customers find products on the storefront.
- Describe how a marketing campaign is structured within the Business Manager.



## Product Catalogs



### Categories

Womens  
Clothing  
Outfits  
Tops  
Dresses  
Bottoms  
Jackets & Coats  
Feeling Red  
Jewelry  
Earrings  
Bracelets  
Necklaces  
Accessories  
Scarves  
Shoes

### Product Information

**Long Sleeve Texture Cardigan**  
We love this new sweater jacket, paired with skirts or slacks. Buy matching shell for perfect twinset.  
S, M, L, XL \$149.00

**Roll Sleeve Shirt**  
A plaid top gets stylish with its longer length and dramatic ruffles.  
S, M, L, XL, XXL \$40.99

**Belted Shirt Dress**  
The shirtdress is a classic style and looks amazing on all shapes  
S, M, L, XL, XXL \$89.00

### Images



Catalogs define categories, provide information about products, and contain images.

Because catalogs contain all of this information, you must create catalogs before you can configure other product data.



### Master Catalog



The master catalog contains what you would typically find on the pages of a print catalog.

A master catalog contains all of the product information, including the product description, product variations, product attributes, and product images.



## Storefront Catalog

Catalog Contents	
Womens	
Clothing	
Outfits	8
Tops	12
Dresses	19
Bottoms	25
Jackets & Coats	36
Feeling Red	48
Jewelry	
Earrings	50
Bracelets	54
Necklaces	60
Accessories	
Scarves	70
Shoes	73
Mens	
Clothing	
Suits	84
Jackets & Coats	96

WOMENS	MENS	ELECTRONICS	TOP SELLERS
Clothing		Jewelry	Accessories
OUTFITS		EARRINGS	SCARVES
TOPS		BRACELETS	SHOES
DRESSES		NECKLACES	
BOTTOMS			
JACKETS & COATS			
FEELING RED			

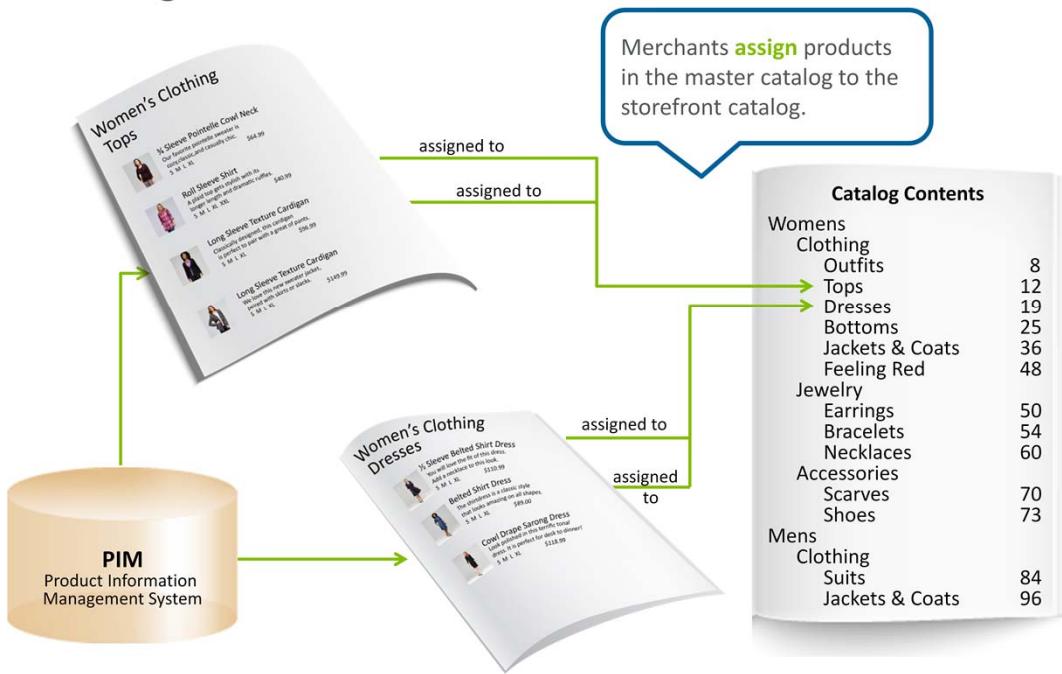


The storefront catalog contains what would be the table of contents for a print catalog.

A storefront catalog typically does not contain product information. Instead, a storefront catalog contains categories that define the storefront navigation. Each storefront must have one and only one storefront catalog assigned to it.



## Catalogs and Product Information



Products are **owned** by the master catalog and **assigned to** one or more storefront catalogs.

Usually, product information is imported to the master catalog on a regular schedule from an integrated product information management (PIM) system. Merchants can refine imported product information in the master catalog. For example, you might want to add more images, create product sets, or fine tune search engine optimization (SEO) settings.



## Product Images

Product Details Page

Large

Checked Silk Tie  
\$29.99  
SELECT COLOR NAVY

AVAILABILITY In Stock

QTY 1 ADD TO CART

This silk tie works well with a Demandware Store dress shirt and suit. It's perfect for any occasion.

ALTERNATE VIEWS

Small

YOUR CART

Checked Silk Tie  
Color: Navy  
Qty: 1 \$29.99

Order Subtotal \$29.99

View Cart

Search Results Page Category Landing Page

Medium

Checked Silk Tie

\$29.99

★ ★ ★ ★ ★

Compare

ALTERNATE VIEWS

Recommendations

Small

Checked Silk Tie

\$29.99

★ ★ ★ ★ ★

Compare

ALTERNATE VIEWS

YOU MIGHT ALSO LIKE:

Dress Shirt, Trousers, Suit

The images that are displayed with product information on the storefront are stored in the product image library. You can upload images to the library in a zip file.

The storefront displays images in four sizes: large, medium, small, and swatch.

- The **large** image is displayed on the product details page.
- The **medium** image is displayed on the search results page and the category landing page.
- The **small** image is displayed on the product details page as either an alternate view or a recommendation, and in the shopping cart.
- The **swatch** image is displayed on the product details page.



## Price Books



Schedule



Price Book



Currency

Product	Valid Period	Price Table USD		
	<a href="#">Continuous</a>	1.00	=	50.00 \$
	<a href="#">03/01/2016 12:00 am</a>	1.00	=	40.00 \$
	<a href="#">▼</a>	2.00	=	37.00 \$
	<a href="#">03/14/2016 12:00 am</a>	3.00	=	32.00 \$

The product information in a master catalog does not include product prices. Product prices are defined in price books.

A price book has a specified schedule and currency. The schedule can be a specific timeframe (start date and end date) or it can be continuous.

Within a price book, each included product has one or more price tables.

Each price table can define tiered pricing to offer a lower cost per item when the customer purchases more than one of the item.

If a product has multiple price tables, those tables must have different start dates.

When the timeframes of multiple price tables overlap, resulting in multiple valid prices, the Demandware platform selects the lowest valid price to display as the currently active price on the storefront.



## Storefront Default Price Book



Storefront



Price Book



Schedule

Name	Schedule	Price Table Quantity = Price \$
Product 1	Continuous	1 = 59.99 \$
Product 2	Continuous	1 = 27.99 \$
Product 3	Continuous	1 = 44.99 \$ 2 = 39.99 \$
Product 4	Continuous	1 = 19.99 \$

Each storefront must have at least one price book assigned to it, usually a list price book with a continuous schedule. The list price book typically includes all products and defines the list price (a permanent retail price) for each product. The list price book is often selected to be the default price book for a storefront.



## Reasons to Use Multiple Price Books

Accept Multiple Currencies



Organize Sets of Prices



Display Crossed Out Prices



Move your mouse pointer over the images to learn more about each reason.

Although only one price book is required, if you accept multiple currencies, you must have a price book for each currency. You might also use multiple price books to organize your pricing or to display list prices crossed out next to sale prices.

Move your mouse pointer over the images to learn more about each reason.

Each storefront site has a default currency specified. You can add more currencies as needed to a maximum of 20 currencies per storefront site. When a site accepts multiple currencies, the customer can select a preferred currency.

You might want to have a separate sale price book scheduled during a sale. The Demandware platform displays the lowest valid price.

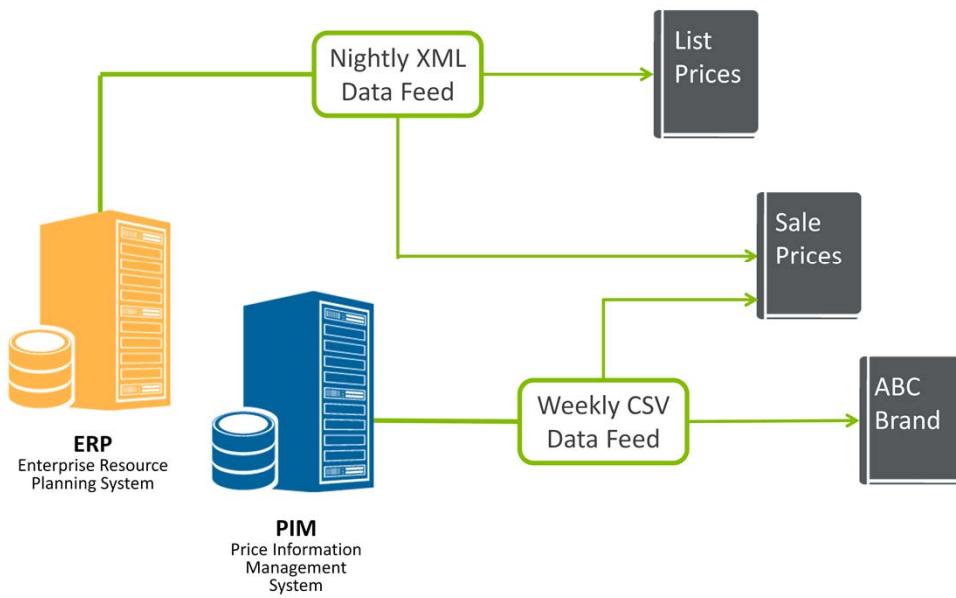
If you have multiple storefronts that sell the same products at different prices, you must have separate price books for those sites.

A price book based on another price book can include some or all of the same products and can have prices set relative to the price book it's based on by defining a discount percentage, such as 10%.

If you want your storefront to show crossed out original (list) prices next to current (discounted) prices, you must designate a default price book for the storefront site. Each storefront site can have one default price book. The price in the default price book is displayed crossed out on the storefront when the default price is overridden by a lower valid price.



## Importing Prices



Usually, pricing information is defined and maintained in an external system, such as an enterprise resource planning (ERP) system, that is integrated with the Demandware platform. Prices are imported to one or more price books through a data feed from one or more external systems on a regular schedule.



## Search Engine Optimization (SEO)



Demandware enables you to control how customers find your products on your site and through external search engines, such as Yahoo! and Google.

More than 90% of online experiences begin with a search engine. Because most users focus on the search engine's first page of results, and ignore paid advertisements, configuring search engine optimization (SEO) effectively is an important part of your merchandising efforts. Demandware documentation includes checklists with tasks that developers and merchants can complete to improve search engine optimization during site design, configuration, deployment, and maintenance.



## Finding Products

The screenshot shows a storefront interface with a navigation bar at the top. On the left, there's a sidebar titled "Category Navigation" with sections for "NEW ARRIVALS" and "SHOP WOMENS". Under "SHOP WOMENS", there's a dropdown menu for "Clothing" with options like Outfits, Tops, Dresses, Bottoms, Jackets & Coats, and Feeling Red. To the right of the sidebar is a main content area with tabs for "WOMENS", "MENS", "ELECTRONICS", and "TOP SELLERS". A "Keyword Search" bar with a magnifying glass icon is located at the top right. Below the tabs, there are three columns of categories: "Clothing" (Outfits, Tops, Dresses, Bottoms, JACKETS & COATS, FEELING RED), "Jewelry" (EARRINGS, BRACELETS, NECKLACES), and "Accessories" (SCARVES, SHOES). At the bottom of the content area is a blurred image of a woman wearing a hat and sunglasses.

Move your mouse pointer over the two boxes to learn more about each search method.

The storefront provides two methods for finding products: keyword search and category navigation. Move your mouse pointer over the two boxes to learn more about each search method.

When a customer searches for specific keywords, the Demandware platform finds and returns products and content that contain the keyword.

When a customer navigates by category, the Demandware platform constructs and processes a corresponding search query for each click. For example, clicking Dresses returns products that are assigned to the Dresses category.



## Search Refinement and Search Management

Your search results for "scarf" / in Womens/  
Accessories/Scarves  
Refined by Color Blue

REFINE SEARCH

WOMENS

Clothing

Jewelry

Accessories

Scarves

Shoes

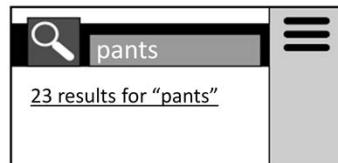
COLOR



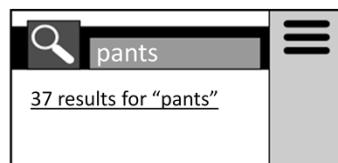
PRICE

\$20 - \$49.99

Without Synonym Group



With Synonym Group:  
pants, jeans, trousers, slacks



Customers can refine a search to narrow results by specifying criteria such as color, size, and price.

Merchants can use storefront search management tools to improve the platform's ability to return the products that the customer is probably looking for. For example, the merchant can define searchable attributes, search-driven redirects, dictionaries, and exclusions.

Together, search refinement and search management can provide customers with search results that are specific, accurate, and relevant.

In the search refinement example, the customer is searching the site for a scarf. First she is presented with categories that include scarves. After selecting Womens > Accessories > Scarves, she further refines her search by selecting the color blue and the price range \$20 - \$49.99. The breadcrumb path is updated each time she adds a refinement to the search.

In the search management example, the merchant has created a synonym group for the keywords pants, jeans, trousers, and slacks. Without the synonym group, the search for pants returns 23 results. The synonym group expands the search to include items that do not contain the word pants but do include one of its synonyms, returning 37 results.



## Sorting Rules

Keyword Search

Category Navigation

Storefront Sorting Options

The customer searches for "long sleeve turtle".

Rule: Best Text Match

1. Text Relevancy

Your search results for "long sleeve turtle"

The image shows a search results page with two product cards. The first card is for a "Long Sleeve Turtle Neck" sweater, which is black and worn by a woman. The second card is for a "Long Sleeve Button Out Turtle Neck" sweater, which is also black and worn by a woman. Both cards show the product name in green, the price range (\$44.00-\$21.99 and \$89.00-\$39.99), and a five-star rating.

Product	Price Range	Rating
Long Sleeve Turtle Neck	\$44.00-\$21.99	★★★★★
Long Sleeve Button Out Turtle Neck	\$89.00-\$39.99	★★★★★

Sorting rules are instructions that determine the order in which products are displayed on the storefront. Merchants define sorting rules and decide where to apply them. There are three ways that sorting rules are applied on the storefront:

- As the default order of results returned by a keyword search.
- As the default order of products returned by category navigation.
- As the storefront sorting options that the customer can select to override the default sort order.

Merchants can select different sorting rules for different contexts.

In the Keyword Search example, the customer has searched for "long sleeve turtle" and found two results, based on the best text match between the keywords provided and the product information.



## Sorting Rules

Keyword Search

Category Navigation

Storefront  
Sorting Options

The customer clicks on the Mens clearance category.

**Rule:** High Inventory

1. Available-to-Sell (ATS)

A screenshot of a storefront interface titled "Mens". At the top left, there's a navigation bar with "Clearance / Mens". Below the title, there's a grid of three product items: "Striped Silk Tie", "Solid Silk Tie", and "Charcoal Flat Front Athletic Fit Shadow Striped Wool Suit". Each item has a small image, the product name, price (\$39.50-\$29.99), and a star rating. The "Solid Silk Tie" has a higher star rating than the others. The "Charcoal Flat Front Athletic Fit Shadow Striped Wool Suit" has the highest star rating. The overall layout is clean and organized, typical of an e-commerce platform.

In the Category Navigation example, a customer has navigated to the Mens clearance category. As the end of the current season approaches, the merchant wants to reduce the seasonal products in stock. A dynamic sorting rule presents products in order by inventory level, highest to lowest.



## Sorting Rules

Keyword Search

Category Navigation

Storefront Sorting Options

The customer selects Price High to Low from the storefront sorting options.

Rule: Price (High to Low)

1. Price, descending



In the Storefront Sorting Options example, the customer has decided to override the default sort, best sellers, by selecting the Price (High to Low) sorting option on the storefront.



## Content Assets

### Promotional Banners



### Size Charts

Size	X-Small	Small	Medium	Large
<b>Neck</b>				
Inches	13 - 13.5	14 - 14.5	15 - 15.5	16 - 16.5
Centimeters	33 - 35	36 - 37	38 - 39	41 - 42
<b>Chest</b>				
Inches	30 - 32	34 - 36	38 - 40	42 - 44
Centimeters	76 - 81	86 - 91	97 - 102	107 - 112
<b>Waist</b>				
Inches	27 - 28	29 - 31	32 - 34	36 - 38
Centimeters	68 - 71	73 - 78	81 - 83	91 - 96

### Customer Service Pages

#### Information about Returns

We want you to be happy with your purchase from us. If you are unhappy with the goods in any way, please contact our Customer Service Team at [customerservice@demandware.com](mailto:customerservice@demandware.com) or call 888 555 1234 as soon as possible. If for any reason you are unhappy with your goods, you can return them within 90 days and receive a full refund.



Effective storefronts contain more than products. They include images, text, links, html, and media that engage customers and provide information that helps customers make decisions about buying.

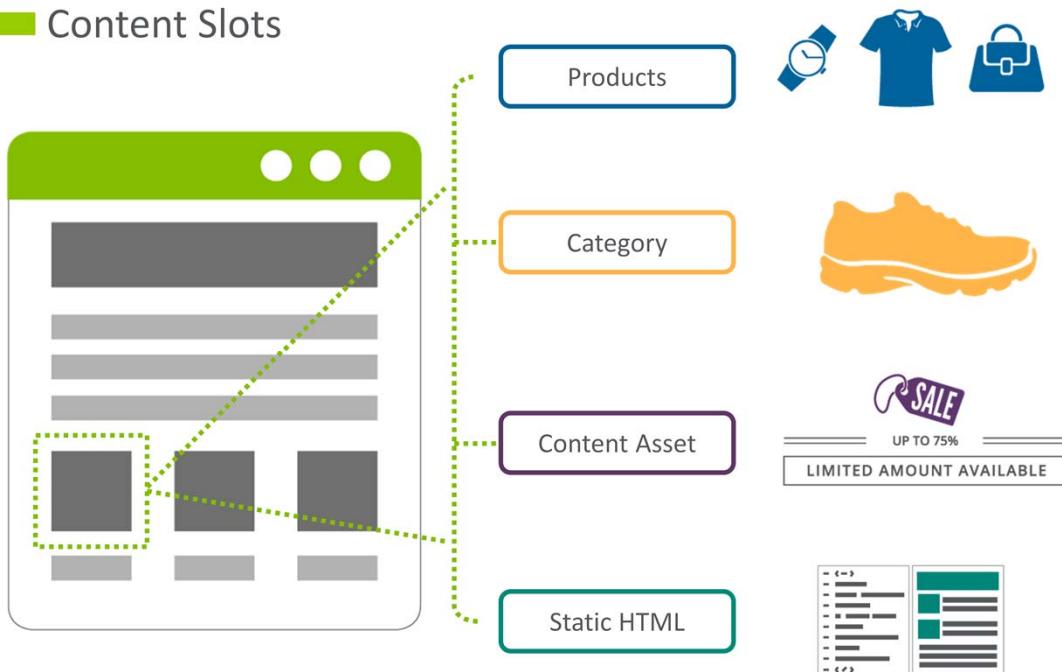
Content that doesn't change often, such as information typically found in the storefront header and footer, is permanently placed on the storefront web page, and is displayed for all visitors.

Frequently changed content, such as a customer appreciation promotion or a seasonal product, is targeted, and is displayed only to a particular customer group or during a specific timeframe.

A **content asset** is a reusable predefined item such as a banner image, returns policy, or fit guide. Content assets are placed directly on the storefront web page or displayed within a content slot.



## Content Slots



A **content slot** is a predefined space on a storefront page that displays a product, a category, HTML, or a content asset. Developers must provide slot rendering templates, which are responsible for displaying the content that is configured for each slot. By configuring content slots, merchants can change content regularly and keep the storefront fresh for returning visitors.

You can configure each slot defined in your storefront to display products, categories, content assets, or static HTML on a specified schedule.



## Localization



The Demandware platform supports localization of both the Business Manager application and the storefront data defined within the Business Manager, including: products, product attributes, content, search, customers, and promotions.

Localization depends on selecting a predefined locale. A locale is a language and country designation with corresponding regional settings such as number formats, date and time formats, and currency. On the storefront, the locale determines the language displayed on pages, the currency of prices, and the number and address formats used in shopping carts and customer profiles.



## Marketing Campaigns



### Schedule

Su	Mo	Tu	We	Th	Fr	Sa
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### Qualifiers



A campaign is a container that groups targeted marketing efforts (called experiences) for a specified time frame. Merchants use campaigns to organize related customer experiences.

Each campaign has a schedule and one or more qualifiers.

The **schedule** defines the timeframe (the start date and end date) of the campaign. Alternatively, a campaign can be configured to run continuously. A campaign and its experiences are active on the storefront only during the campaign timeframe.

**Qualifiers** are eligibility requirements that determine who can participate in the campaign's experiences.



## Campaign Qualifiers

Coupon Code



CASHMERE

Customers enter a coupon code on the storefront (or give a **coupon** to the cashier in a store) during checkout.

Source Code



2015\_B1G150\_EMAIL

Customers click **source code** hyperlinks (on web pages or embedded in email messages). The links take customers to the storefront and trigger the campaign.

Customer Group



EMPLOYEES

Customers who are members of a **customer group** defined in the Business Manager, trigger the campaign when they log on to the storefront (or use a loyalty program card or employee ID in a store).

There are three types of qualifiers: coupons, source codes, and customer groups.

A customer group can be created manually by selecting customer email addresses, or dynamically by defining a rule. A dynamic customer group rule is based on shopping behavior, such as the number of storefront visits, the size or volume of purchases, the categories or products purchased, or storefront registration status. For example, you might define a manual customer group of all employees, and a dynamic customer group of all registered customers who have spent \$200.00 or more in the last 30 days.

The power of dynamic customer groups lies in the continuous evaluation of group membership based on the most recent activity. When a customer's shopping behavior changes, dynamic customer groups reflect that change in their memberships automatically.



## Campaign Experiences

The screenshot shows a storefront interface for 'demandware'. At the top, there's a navigation bar with links for NEW ARRIVALS, WOMENS, MENS, ELECTRONICS, and TOP SELLER. A search bar is labeled 'Enter'. There are also icons for location, user profile, and shopping cart. Two blue callout boxes highlight 'Promotion' areas: one on the top banner and one on the right side of the banner. A third blue callout box highlights a 'Content Slot' containing an image of a woman wearing a red scarf. Below the banner, a sorting rule is applied to a grid of three products: 'Long Sleeve V-Neck Sweater', 'Wool Blend Turtle Neck Sweater', and 'Boat Neck Sweater'. The grid includes price information (\$89.00-\$61.99) and color swatches.

There are three types of experience: promotion, content slot, and sorting rule. Let's consider each of these.

A **promotion** is a deal or offer that is defined by its type, conditions, and discount. Merchants can create promotions that apply to specific products, to an entire order, or to shipping costs.

Examples:

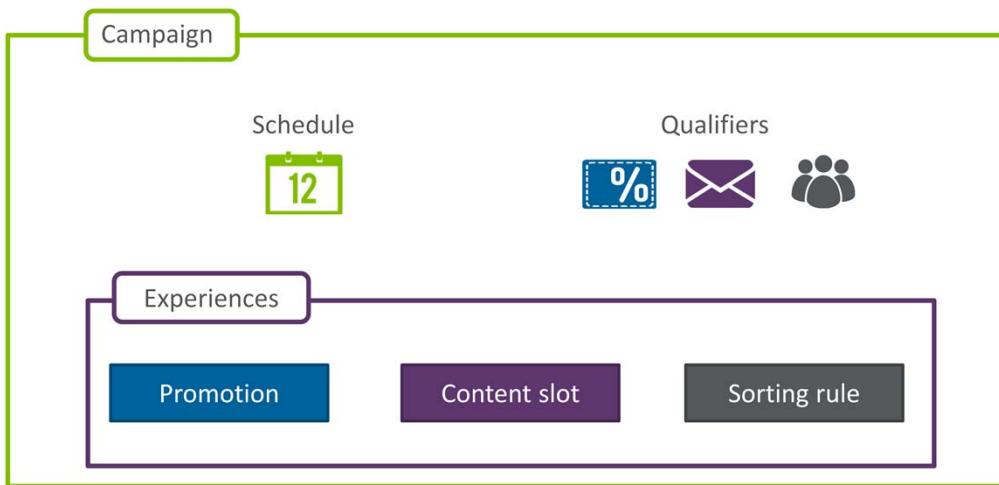
- 10% off selected fall sweaters
- \$10.00 off all orders over \$75.00
- Free 2-day shipping for orders over \$300.00
- Buy one kitchen appliance for \$35.00 or more (excludes some brands) and receive a free cookbook

A **content slot** is a predefined space on a storefront page. Merchants can configure content slots to display customized messaging related to a specific campaign. For example, during a fall sweater promotional campaign, a merchant might customize the category banner content slot for Women's Tops. In place of the standard Women's Tops image, the slot could display an image of a sweater with the text 10% off highlighted.

A **sorting rule** determines the order in which products are listed on the storefront. Like content slots, sorting rules can be configured within a campaign to support a specific promotion. For example, during the fall sweater promotion, the sweaters category might use the newest to oldest sorting rule instead of the default high to low price sorting rule.



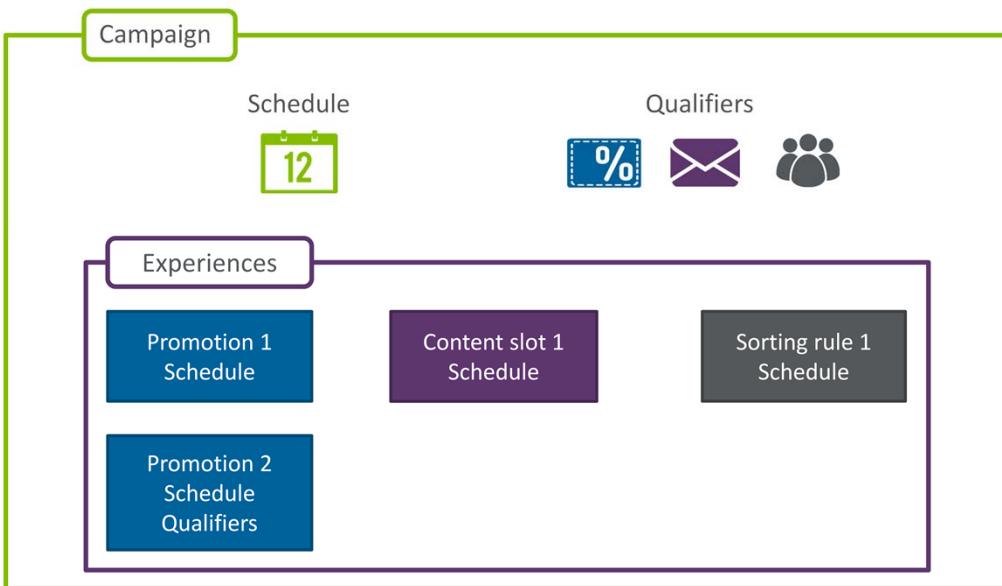
## Example: A Simple Campaign



Experiences inherit the schedule and qualifiers of the campaign. In simple campaigns, it is usually best to allow all experiences to follow the campaign's schedule and qualifiers.



## Example: Multiple Promotions



In a broader marketing campaign, settings for the experiences can override settings for the campaign. In this example, Promotion 1, Content slot 1, and Sorting rule 1 have their own individual schedules. Because experiences can have their own schedules, you can sequence and time experiences within the campaign.

For example, you might want to customize a content slot and sorting rule to draw attention to a new product before offering a promotion.

Additionally, you might want to run one promotion for 10 days and then run a different promotion for the next 10 days, and limit the second promotion to a particular customer group.



## Knowledge Check 2.1

*Drag words from the word bank to complete each statement.*

Both master catalogs and storefront catalogs contain

Products are assigned to a .

Categories in a storefront catalog define the .

A master catalog contains .

Products are owned by a .

**Word Bank**

- storefront navigation
- storefront catalog
- master catalog
- categories
- product images



### Solution 2.1

Both master catalogs and storefront catalogs contain  
categories.

Products are assigned to a storefront catalog.

Categories in a storefront catalog define the storefront navigation.

A master catalog contains product images.

Products are owned by a master catalog.

#### Word Bank



### Knowledge Check 2.2

Which of the following mechanisms can merchants use to help customers find products?

*Select all that apply.*

- Search Engine Optimization
- Search Driven Redirects
- Search Management Center
- Sorting Rules



### Solution 2.2

Which of the following mechanisms can merchants use to help customers find products?

- Search Engine Optimization
- Search Driven Redirects
- Search Management Center
- Sorting Rules



## Knowledge Check 2.3

A spring clothing campaign has a start date of April 14 and end date of May 4. Which experiences are active on the storefront?

 Drag each experience to the Active or Not Active list.

Experience 1  
Schedule: April 12 – April 28  
Active or inactive on April 13?

Experience 2  
Schedule: April 15 – April 30  
Active or inactive on April 24?

Experience 3  
Schedule: April 15 – April 22  
Active or inactive on April 26?

Experience 4  
Schedule: April 14 – May 6  
Active or inactive on May 5?

Experience 5  
Schedule: April 22 – April 29  
Active or inactive on April 25?

Active

Not Active



## Solution 2.3

A spring clothing campaign has a start date of April 14 and end date of May 4. Which experiences are active on the storefront?

## Active

Experience 2  
Schedule: April 15 – April 30  
Active or inactive on April 24?

Experience 5  
Schedule: April 22 – April 29  
Active or inactive on April 25?

## Not Active

Experience 1  
Schedule: April 12 – April 28  
Active or inactive on April 13?

Experience 3  
Schedule: April 15 – April 22  
Active or inactive on April 26?

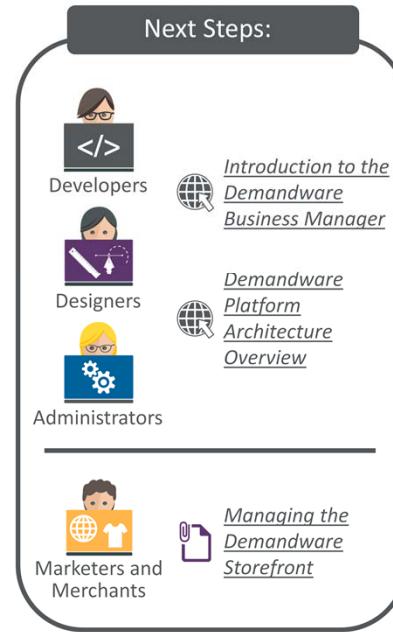
Experience 4  
Schedule: April 14 – May 6  
Active or inactive on May 5?



## Looking Ahead

Having completed this course, you should now be able to:

- Explain how the Demandware platform provides a unified commerce experience.
- Identify the components and tools that make up the Demandware platform.
- Describe the roles involved in a Demandware platform implementation project team.
- Explain how catalogs, categories, products, and storefront navigation relate to one another.
- List some mechanisms that merchants can use to help customers find products on the storefront.
- Describe how a marketing campaign is structured within the Business Manager.



Next, if you are a developer, designer, or administrator, watch the seven-minute *Introduction to the Demandware Business Manager*, the storefront management application that merchants use to set up and maintain storefront data. Also, consider taking the *Demandware Platform Architecture Overview* course for a deeper exploration of the platform and its capabilities.

If you are a marketer or merchant, the next training course is *Managing the Demandware Storefront*, in which you learn how to use the Business Manager to define and maintain data for your storefront site on the Demandware platform.



### Congratulations!

You have completed *Getting Started with the Demandware Platform*.