

Scenario = Explain “Search Profiles”?

We have 2 OOTB Search Profiles: -

The screenshot displays the SAP Adaptive Search configuration interface. On the left, a sidebar shows the navigation menu with 'Search and Navigation' expanded, and 'Search Profiles' highlighted. The main area shows a table of search profiles. Annotations include: 'Define facet / boost configuration for each category.' pointing to the 'Category Aware Search Profile' row, and 'Define facet / boost configuration at global level.' pointing to the 'Simple Search Profile' row. Below this, the 'Search profile context' is shown as 'defaultElectronics - Category Aware', with a breadcrumb path 'Global / Open Catalogue / Cameras / Webcams'. A search bar is also visible.

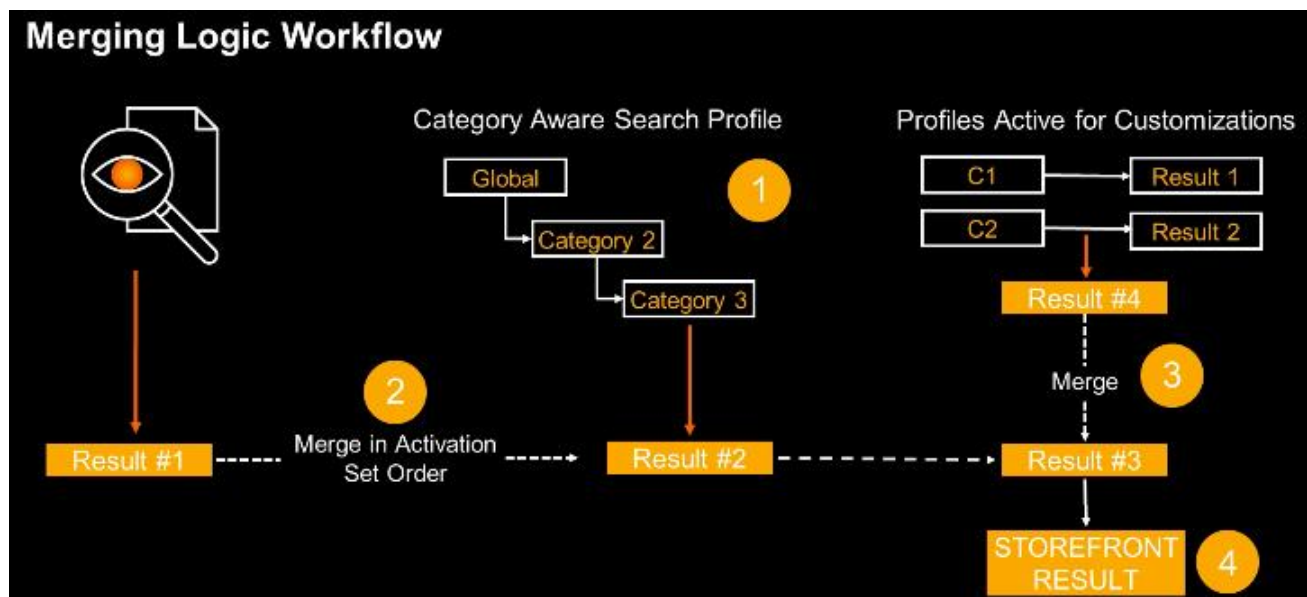
Search Profile	Index Type
Category Aware Search Profile	
Simple Search Profile	Profile for electronics
defaultElectronics	Default Search Profile for electronics

Search profile context: defaultElectronics - Category Aware
Global / Open Catalogue / Cameras / Webcams
Search in category: Global / Open Catalogue / Cameras / Webcams
SEARCH

Merging Search Profiles = Means, adding the selected search configuration to the parent one.

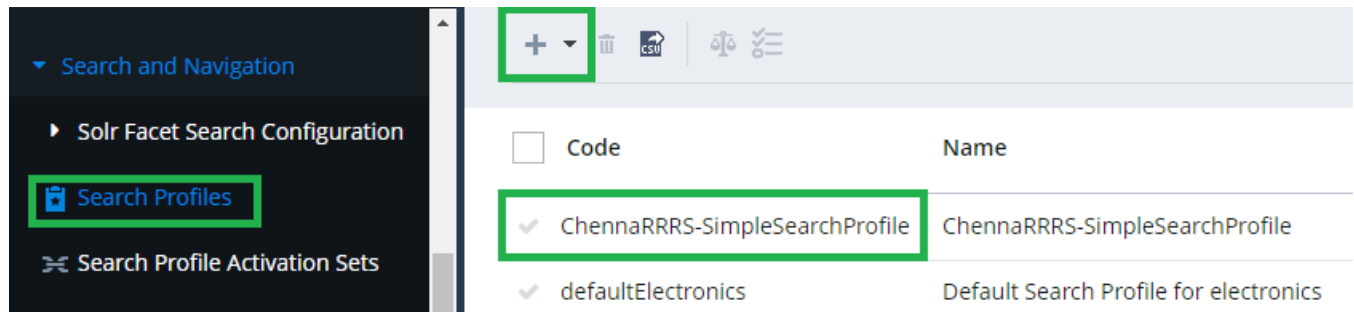
First, if there is any category aware profile, its categories are internally merged. Then, resulting merged profile can be merged with simple search profiles according to the activation list order.

Next, if search profiles are active for customization, they would also have been internally merged in step one. The resulting merged customization search profile is now added on top of the result from activation set merging in step 2. Finally, the result is displayed on the storefront.

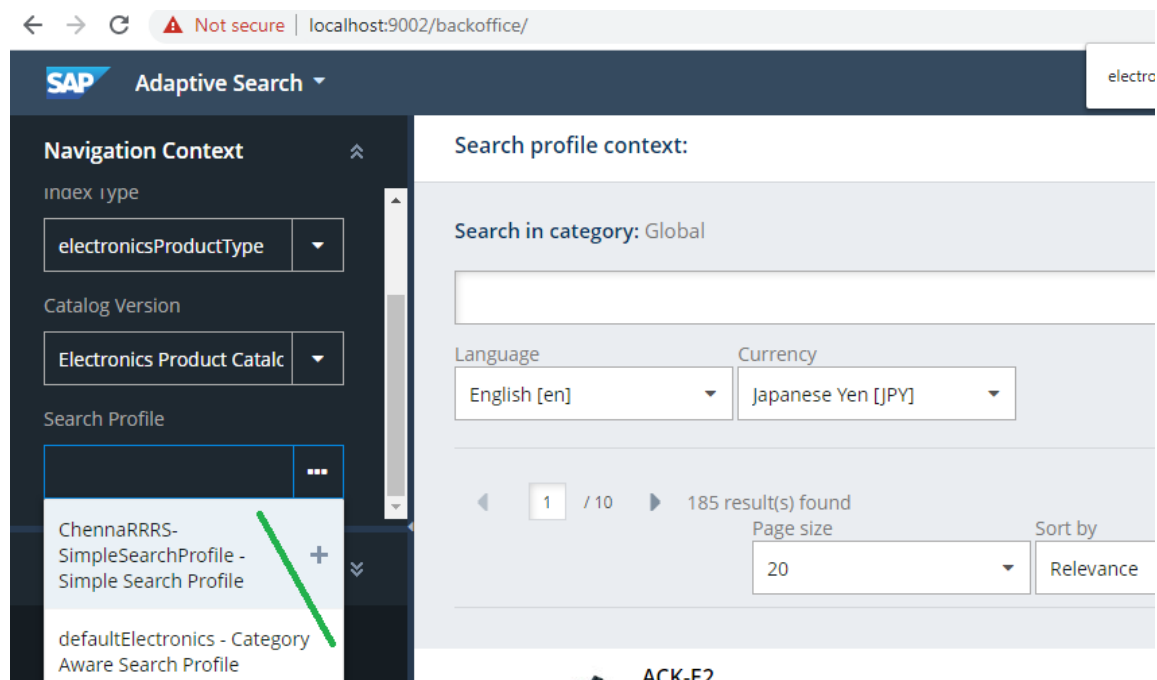
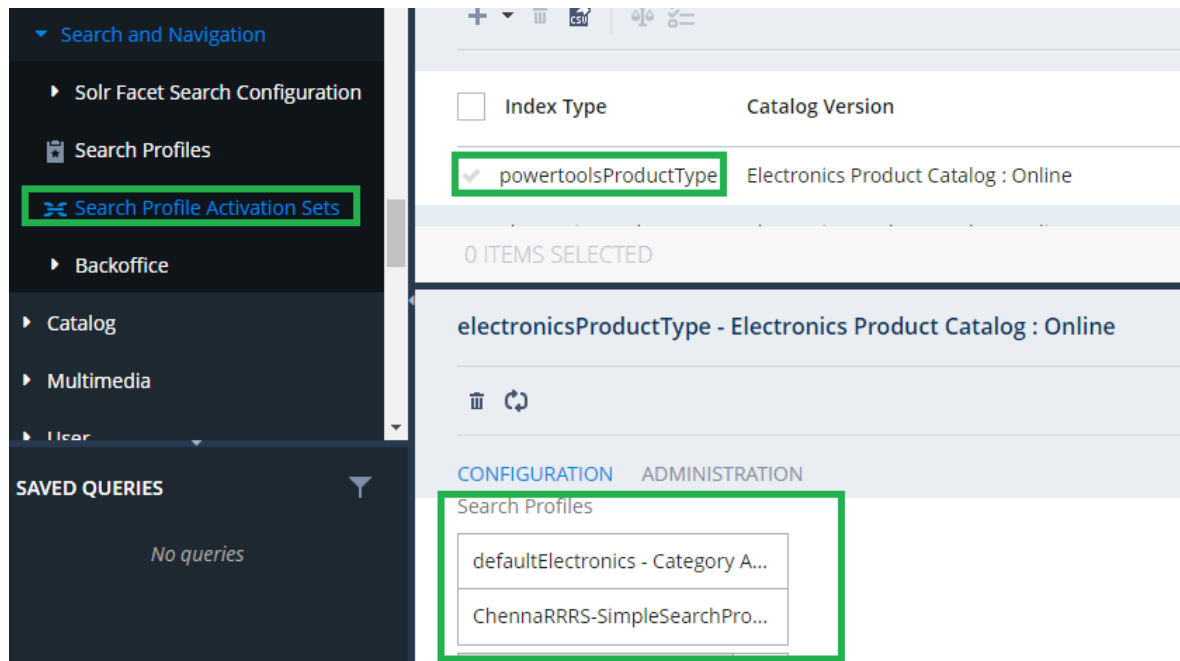


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Creating Search Profiles =



Combine Search Profiles =



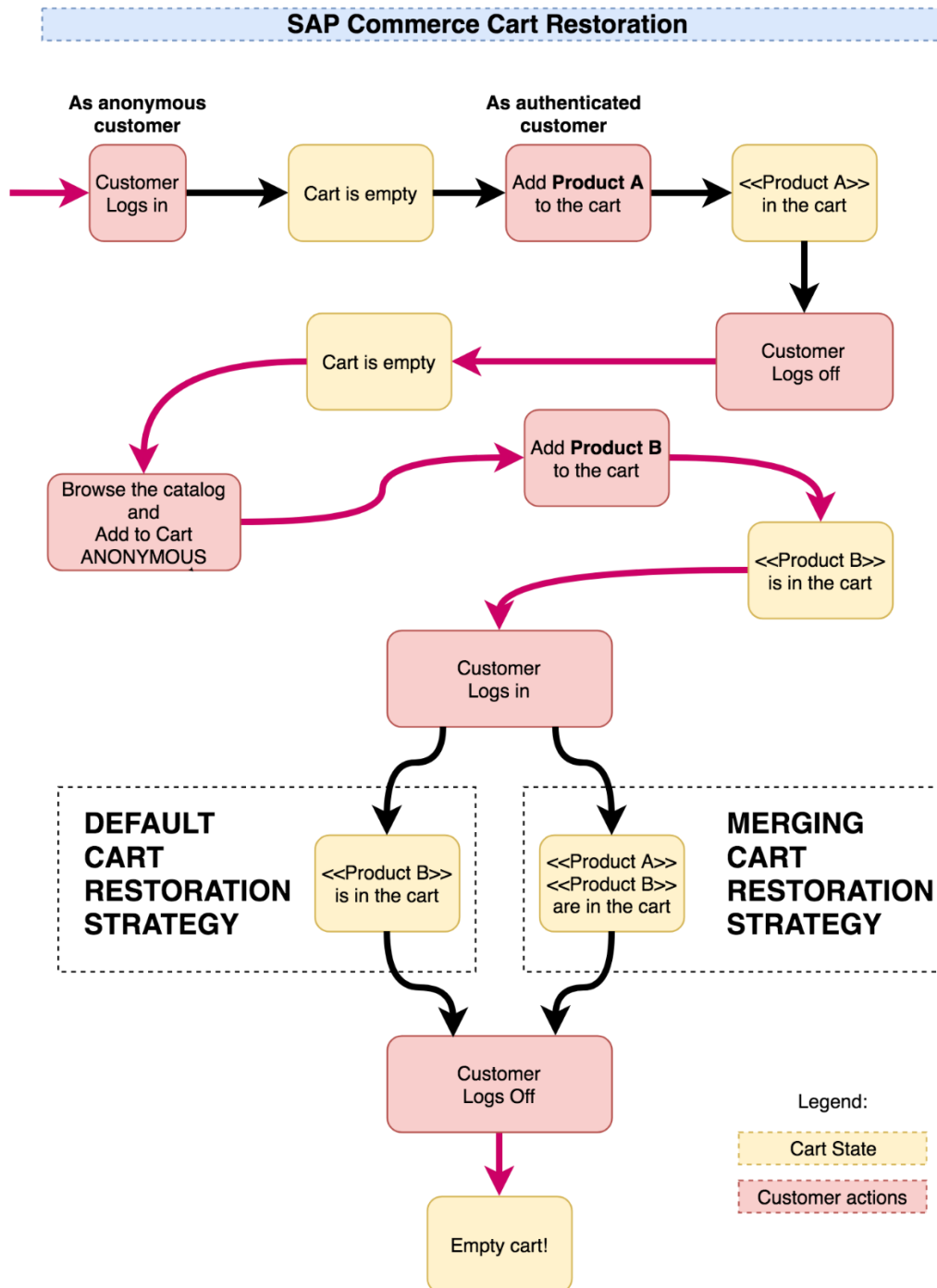
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Q = Explain SCC “Customer Shopping Experience”?

- Select Product & Add to Cart
- PDP = Pick Up in Store
- Cart page = Promotions & Coupons
- Cart Page = Total & Recalculate Totals
- Cart page = Checkout [Guest / Login]
- Checkout = Now cart is associated with user
- Cart Page = Remove Cart items
- Cart Page = New Cart / Save Cart
- Save Cart will be only for Login Users
- At any point of time only 1 cart is active
- From Saved Carts -- We Restore Save Cart
- We can't merge "Saved Cart & Active Cart"
- Express Checkout [Only for Login Users]
- We can be active / Deactive Express Checkout from Backoffice by going to Base Store level
- PCI = Payment Card Industry
- HOP = Hosted Order Page [Customer redirected to secure page hosted by 3rd party]
- SOP = Silent Order Post [Customer payment info entered within Shop page]
- PCI-Default = SOP
- SOP / HOP = Only Encryption token stored in our Shop.
This Encryption code will be used for further communication with external provider.
- Shipment Address = Customer can enter new / select existing if any
- For Guest Checkout = System uses GUID authentication
- For Guest Checkout = System generated unique temperate account & associated with current cart
- For Payment = We can use any 3rd party payment providers
- Cart + User Details + Shipping [Optional] + Delivery Mode + Promotions [Optional] + Payment = Order
- Cart uses the CartModel (extends AbstractOrderModel).
Order uses the OrderModel (extends AbstractOrderModel).
- Order status may change bcoz of = (1) Items not in stock (2) Items on backorder
(3) Order partially or fully shipped (4) Payment rejected (5) Fraud detected
- Mini cart component displays summarized information about the status of the customer's current cart.

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Q = Explain SAP Commerce OOTB Merging Carts Strategy: Architecture & implementation: -



Note: - To use **mergingCartRestorationStrategy**: -

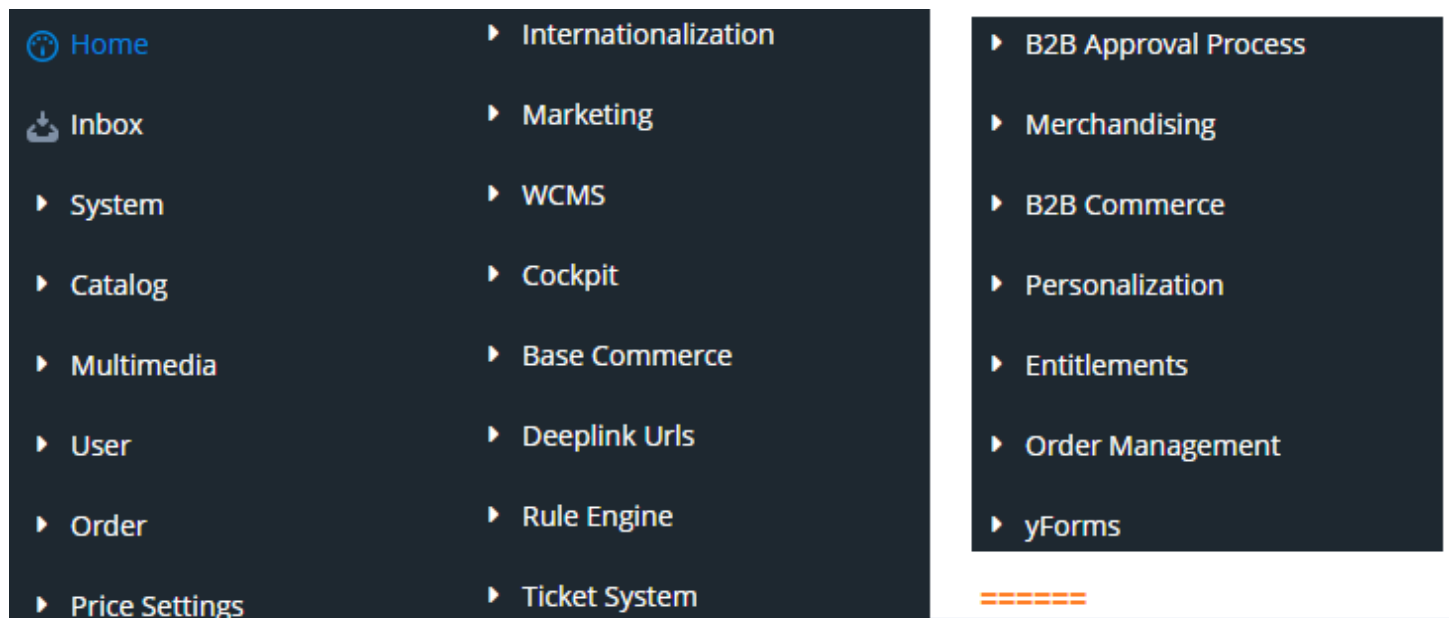
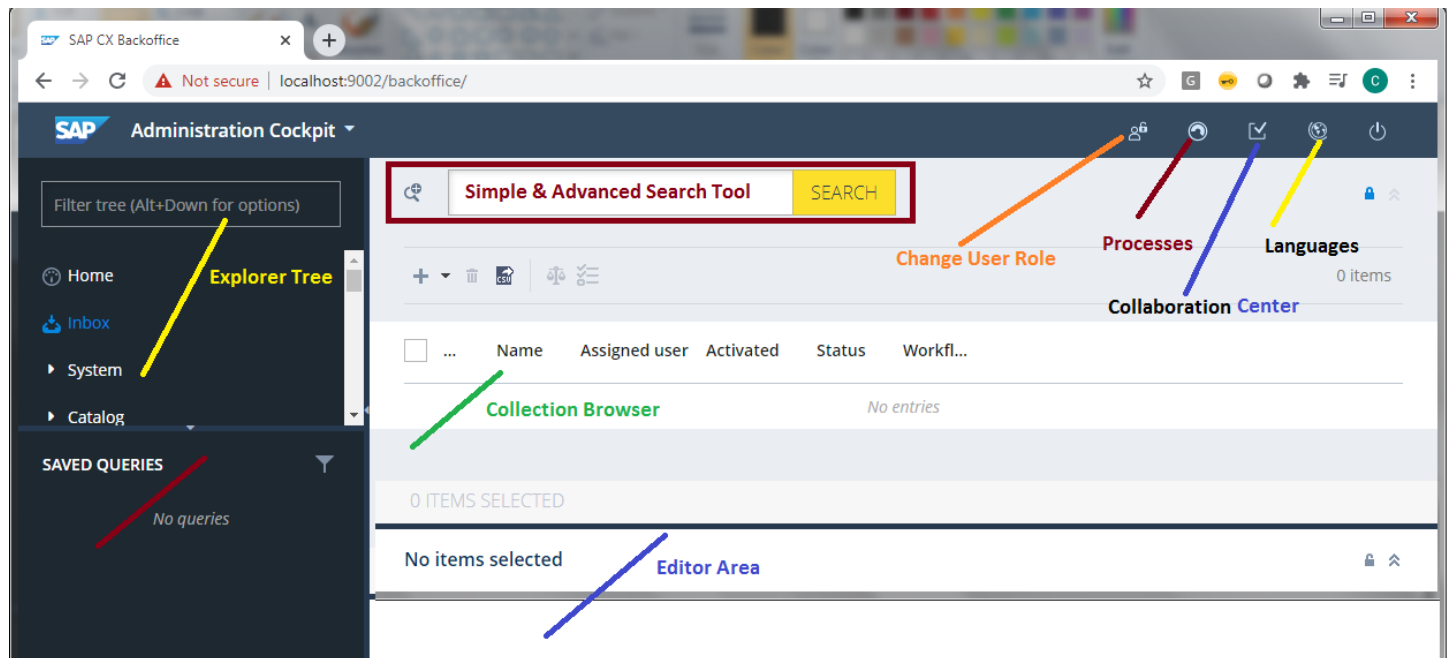
- create a your-customized-addon extension
- add the following code in the your-customized-addon-web-spring.xml `<alias name="mergingCartRestorationStrategy" alias="cartRestorationStrategy"/>`
- Install the addon via ant `addoninstall -Daddonnames="customized-addon extension" -DaddonStorefront.yacceleratorstorefront="your acceleratorstorefront"`

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Scenario = Explain SCC “Managing System Data in Backoffice Administration Cockpit”?

Backoffice UI components based on Widget concept. Each component has specific functionality.

Backoffice admin cockpit allows to manage any kind of info within SAP Comm.



Home = We can find Overview, Pending tasks, DB Connections and ...

Inbox = Provides access to Workflow tasks

Note: - We can also create Node / Sub nodes in “Explorer Tree” by doing customizations.

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Scenario = Explain “Promotion Rule in Backoffice Administration Cockpit”?

The screenshot shows the SAP CX Backoffice Administration Cockpit interface. The left sidebar contains a navigation menu with options like 'Marketing', 'Order Statistics', 'Product References', 'Product reviews', 'Promotion Website Groups', 'Promotion Rules', and 'Promotion Templates'. The main area displays the 'RULE PROPERTIES' tab for a rule titled 'Get 10% discount on the cart using a coupon [coupon_code_percentage_discount/UNPUBLISHED/v0]'. The rule is currently 'Unpublished' and has a version of '0'. Below this, the 'RULE MANAGEMENT' section shows the rule is associated with the 'powertoolsPromoGrp' website, has a priority of '25', and belongs to the 'couponPromotionRuleGroup'. The 'Maximum Rule Executions' is set to '1'. The 'Description' field contains 'A percentage discount is added to the cart'. The 'Exclude from storefront display' checkbox is checked, and the 'Campaigns' field is empty.

Priority = High number will be executed 1st.

The screenshot shows the same SAP CX Backoffice Administration Cockpit interface, but with the 'CONDITIONS & ACTIONS' tab selected. The 'Message' field displays a template: 'You have received {f48a0433-01a3-44c4-9c69-f67f872eca26}% discount on cart using the coupon code {e3288128-09d2-40ff-b3b5-66498c903e1ba}'. Below this, the 'CONDITIONS' section shows a single condition: 'Coupon code from [WINTER16] coupon applied'. The 'Available Conditions' list on the right includes 'Cart' and 'Cart total'.

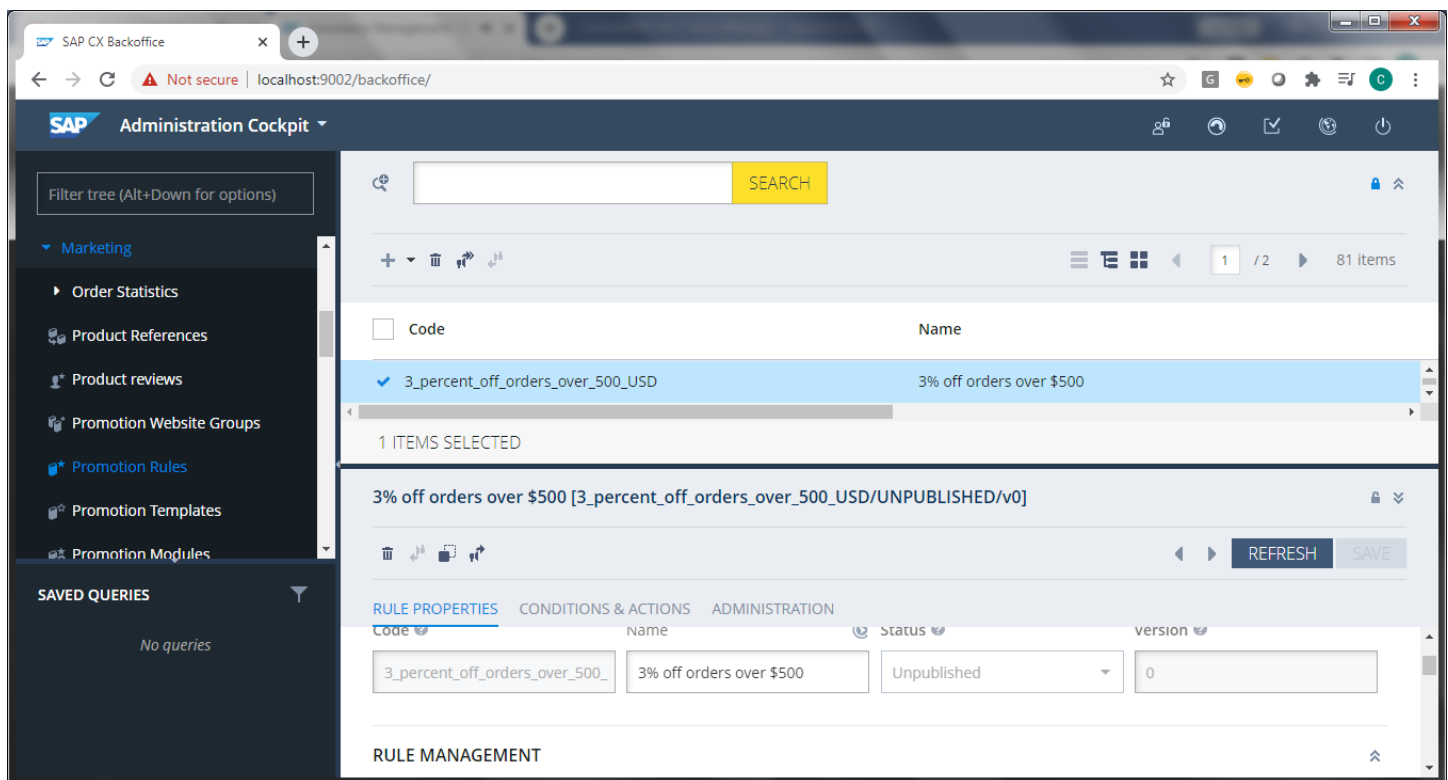
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Scenario = Explain SCC “**Promotion Engine** in Backoffice”?

Promotion Engine = Enables companies to design their online marketing strategies without having to rely on their development team.

Business Benefits of Promotion Engine: -

- Boost sales & customer loyalty across all touchpoints
- Customer engagement and retention
- Create & Publish promotions faster
- Reduce implementation costs



Promotions we can create in 2 ways = (1) From scratch (2) By using existing templates.

Promotion Engine is integrated with ASM. It enables CS agents to provide real time discounts & promotions.

Promotion Engine full integrated with B2C & B2B. It includes sample promotions.

Coupon Management = Allows to create / manage eComm coupon code / discount code. These customers can redeem on online store.

Promotion Planning = Allows schedule us to activate / deactivate of group promotions & as well includes restrictions.

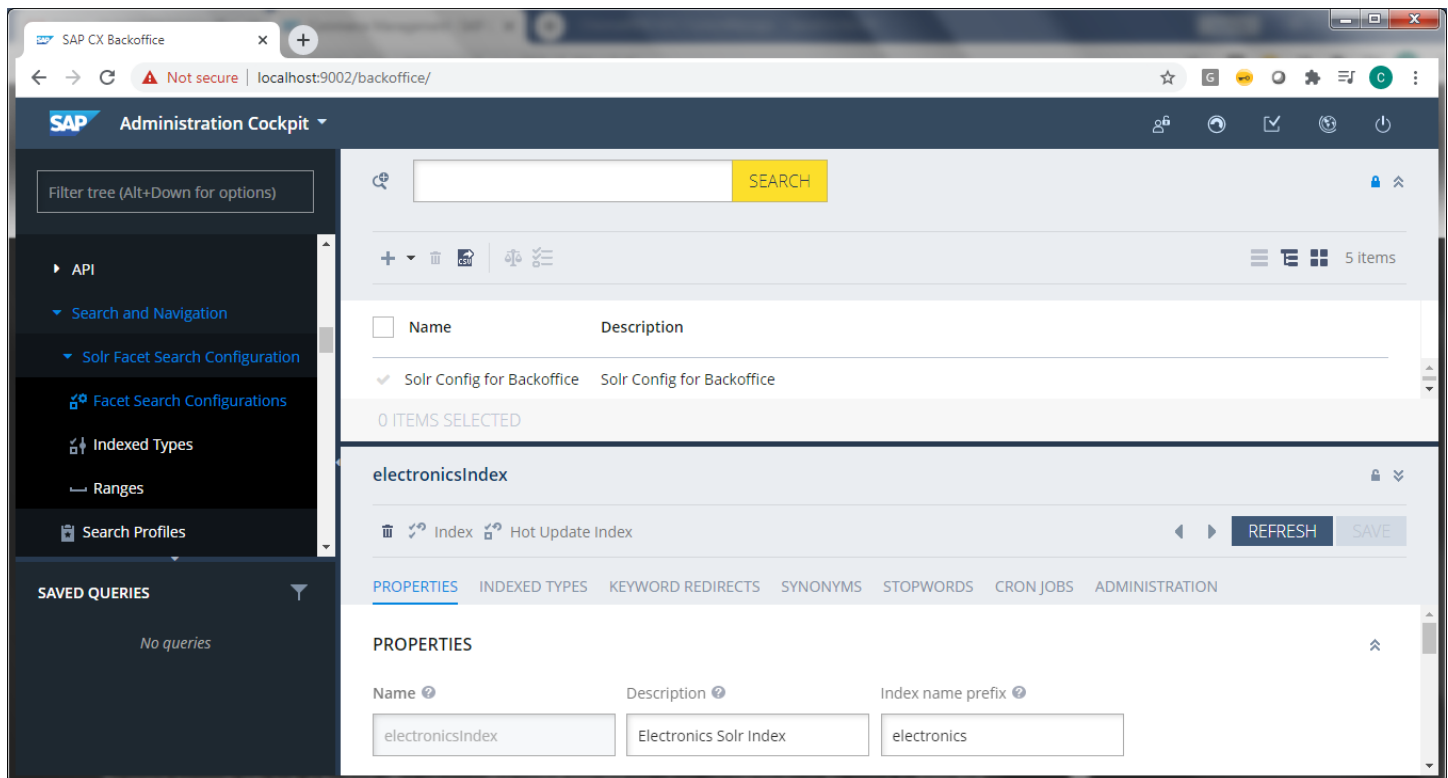
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Scenario = Explain “Search Configuration & Solr”?

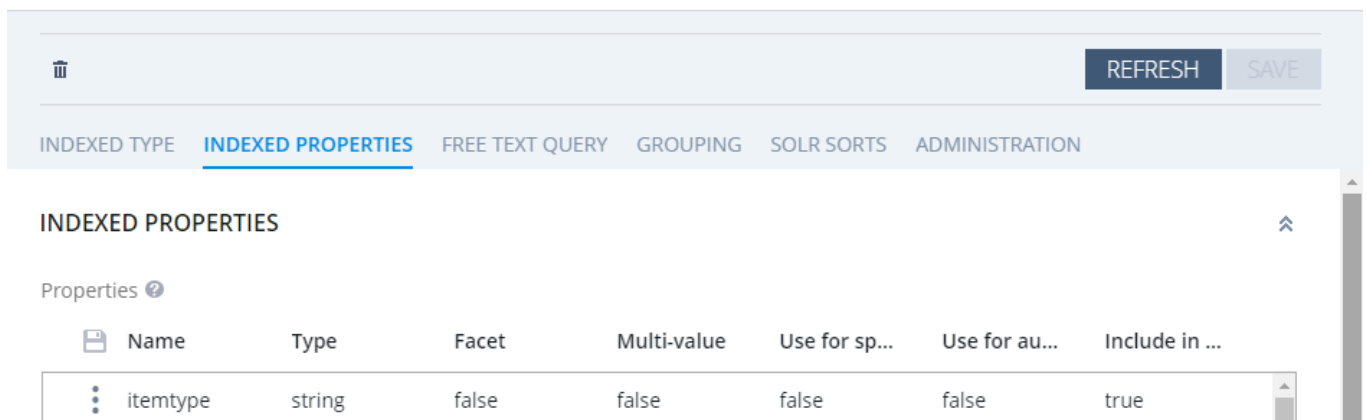
Search and navigation module which includes **Solr integration** [Apache solar is a standalone].

With the help of Solr facets search -- the search and navigation module support: -

- (1) Multi catalog (2) Multi language (3) Multi currencies
- (4) Full text query (5) High volume web traffic (6) Landing page redirects ===



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Configurable faceting = Allows to add attributes from data model / 3rd party to the search index.

Keyword redirects = Shops / Retailers can redirect customer traffic to specific products.

Synonyms & Stopwords = Allows business to configure synonyms & stop words without IT.

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