E-Commerce Solution

FirstSpirit™ integration for Demandware Commerce

Consumers have become adept at tuning out traditional intrusive advertising. But they are receptive to quality, relevant content personalized to their interests. The FirstSpirit content management solution integrated with the Demandware Commerce platform enables you to combine targeted content marketing strategies, synchronized across many digital channels, with your enterprise e-commerce platform. The result is low implementation and maintenance costs and more online sales.
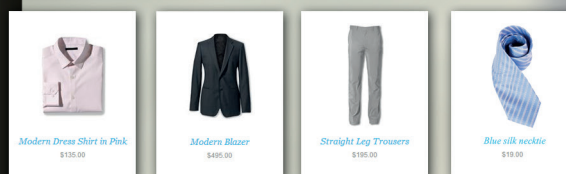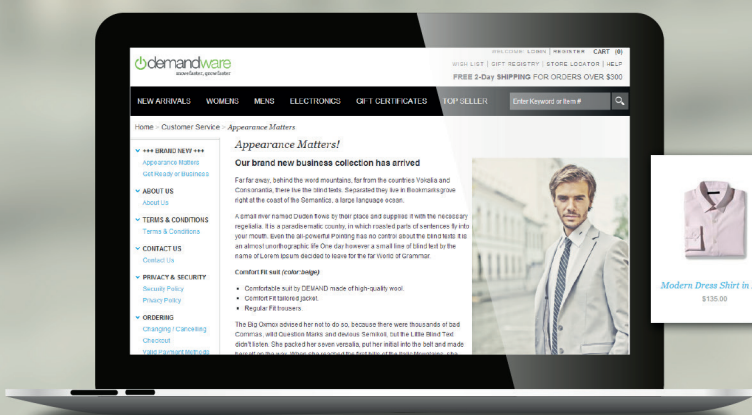
Demandware-certified integration

FirstSpirit extends Demandwares rich online store functionality by bringing enterprise content management to the table. The day-to-day operation of Demandware remains completely unchanged, since content from FirstSpirit is delivered not to the front end, but to Demandware servers for processing and delivery to consumers. In this configuration, FirstSpirit can be taken offline at any point without impacting operations. FirstSpirit can also access static and dynamic elements from the Demandware Server to create live previews.

This integration of the FirstSpirit CMS and Demandware Commerce has been fully certified by Demandware following a rigorous hands on evaluation involving live systems. This is your assurance that the integration truly delivers a seamless experience for users and meets performance and reliability requirements.

Content marketing starts in house

Your company likely already has the know-how to excel at content marketing. What's often holding companies back from fully tapping into the talents of their marketing, public relations and line of business teams are complex, hard-to-use systems for content management and digital publishing. Systems that require IT involvement or extensive training to operate properly inevitably lead to bottlenecks and content stagnation – the death knell of any content marketing program.

FirstSpirit turns that broken model upside down. Since our inception, our focus has been on making our CMS application friendly and intuitive. We make it easy for anyone to integrate attractive content, images and videos into Demandware retail websites. Most tasks – such as placing photos or videos along with product information on a page – can be accomplished with simple drag and drop processes that everyone understands intuitively.

At no point do users need to sift through HTML or XML code in order to ensure pages are going to render properly. Instead, FirstSpirit provides the unique capability of live preview of both online store and content elements merged together. This eliminates guesswork and dramatically improves the efficiency of content creation teams. The use of shared templates also saves time and creates consistency across channels.

FirstSpirit™

Page Navigation
CMS

Content Element
CMS

Content Slots
CMS

Shop Element
CMS

Shop Functionality
Commerce

Page Layout
Commerce

Product Information
Commerce

Live preview shows content and store elements merged together.

Drive content through multiple channels

FirstSpirit provides unmatched output versatility and flexibility, allowing data and content to flow into many different formats such as HTML, XML and PDF and through many content marketing channels such as e-newsletters, custom landing pages, print and social media as well as smartphones and tablets. This flexibility means that retailers can use FirstSpirit to not only enhance the content on their digital storefronts, but to build a consistent consumer experience that spans both online and offline channels. Once created, content lives in central repositories where it can be easily discovered and re-used in any number of formats to support a range of marketing initiatives.

Expand globally

Just as Demandware supports global commerce operations around the world, FirstSpirit offers proven content management on a global scale. Your global teams can easily adapt and translate inherited content to give local consumers around the world an engaging content-rich commerce experience. FirstSpirit offers broad multi-language support, the ability to integrate with leading translation tools, and workflows to help manage translation and multi-language publishing processes. We make it easy to make your retail customers feel at home anywhere in the world.

Please contact us to learn more about how FirstSpirit can extend your Demandware deployment with friendly and intuitive content management.

e-Spirit

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