

e-Spirit and salesforce commerce cloud:

The Content and Commerce Experience Engine

Content and commerce are mission-critical to retail organizations. When combined they play a strategic role in helping organizations meet consumer demands head on so they can deliver exceptional results. Results are the core of what makes the e-Spirit and salesforce partnership so successful. Our fully integrated best-of-breed solutions — FirstSpirit CMS and salesforce commerce cloud — help transform consumer experiences at every touchpoint regardless of channel or device being used. It's a proven partnership that the world's largest retail brands turn to time and again to solve their biggest digital marketing challenges.

Enable customer experiences and deepen engagement

Commerce systems alone won't deliver the experiences customers expect. It takes content to power the customer engagement engine. True engagement comes only when content and commerce are strategically integrated—and that's the FirstSpirit and salesforce commerce cloud difference.

FirstSpirit extends salesforce commerce cloud's rich online store functionality by providing content-rich, personalized consumer experiences in any language to support your global content strategies. Combined we offer features and functions that deliver well above and beyond your expectations.

- Use one simple and intuitive interface to create and manage all of your digital content—no coding required.
- Create great experiences at every touchpoint regardless of channel or device being used for true engagement.
- Translate content giving global consumers content-rich experiences in their local language.
- Leverage best-of-breed features such as A/B testing and personalization that are a cut above everyone else.
- Eliminate the complexities associated with multi-brand and multi-channel content distribution.
- Deliver omnichannel content to the right visitor at the right time with personalization and real-time targeting.
- Gain insights into visitor behavior using real-time analytics and enable better decision-making.
- House content in a central repository where it can be located and re-used across multiple channels with ease.
- Use salesforce commerce cloud for the glass, and FirstSpirit to manage your structured content for greater flexibility.

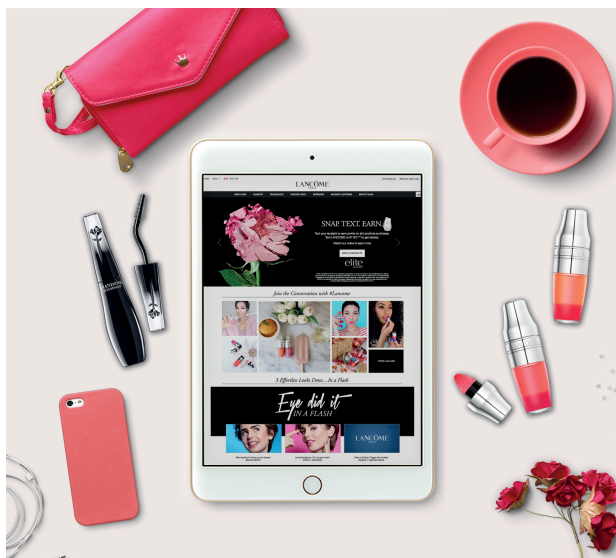
Experience the content and commerce difference

Cloud or on premises. Choose FirstSpirit Cloud, or keep it on premises. The choice is yours to pick what's right for your organization.

Cost. Eliminate the costs associated with building a global content delivery system. No extra servers. No duplicate delivery infrastructure because of our truly decoupled approach and architecture.

Time to market. Integrate FirstSpirit with your salesforce commerce cloud instance in a matter of days—not months—saving valuable time. You can be fully up and running in very short order.

Competitive advantage. Act now for a true competitive advantage.



Why do savvy retail organizations choose us?

Certified salesforce commerce cloud Integration. Our certified integration with salesforce eliminates risk. Rest easy knowing that our content and commerce solution has been tested and proven with some of the world's biggest brands.

Best of Breed. Our best-of-breed approach lets you leverage your existing digital marketing ecosystem to closely align feature-rich technology with evolving customer expectations. That's how you deliver the experiences that retail brands require to differentiate and drive exceptional results.

Agility. When the market shifts, you need to shift with it. FirstSpirit's unmatched agility enables you to change your digital marketing stack at the precise moment when new channels/marketing tools emerge or as customer expectations evolve for that sought after competitive edge.

Interoperability. We play nice with everyone. FirstSpirit is highly interoperable with any system or app—PIM, DAM, mobile, etc. It's so interoperable that you can easily integrate with and push or pull content to any system or 'thing' in the Internet of Things—such as digital signage—opening up whole new revenue channels for your organization.

Usability. Our legendary usability empowers users to create, test, manage and distribute content to any device, channel, or location intuitively and with ease.

Scalability. Breaking into new markets is not a problem with FirstSpirit. Our system easily scales to accommodate growth or increased sales.

Speed. We operate at two speeds—fast and faster.

About FirstSpirit

FirstSpirit is a best-of-breed content management system that helps organizations orchestrate exceptional omnichannel digital experiences.

It's the Content Experience Hub of your entire digital ecosystem, seamlessly connecting people, processes, technology and channels while giving organizations the agility and interoperability needed to quickly capitalize on evolving consumer behaviors, new disruptive technologies and channels, the "Internet of things" and evolving digital marketing toolsets. That best-of-breed focus, interoperability and agility helps marketers differentiate, stay ahead of competition, and maintain a true competitive advantage.