



SAP Customer Experience

Understanding the Accelerator Storefront



The Context



SAP Commerce WCMS Module provides a **multi-channel content publishing system** that enables you to easily **maintain websites**.

Storefront Management

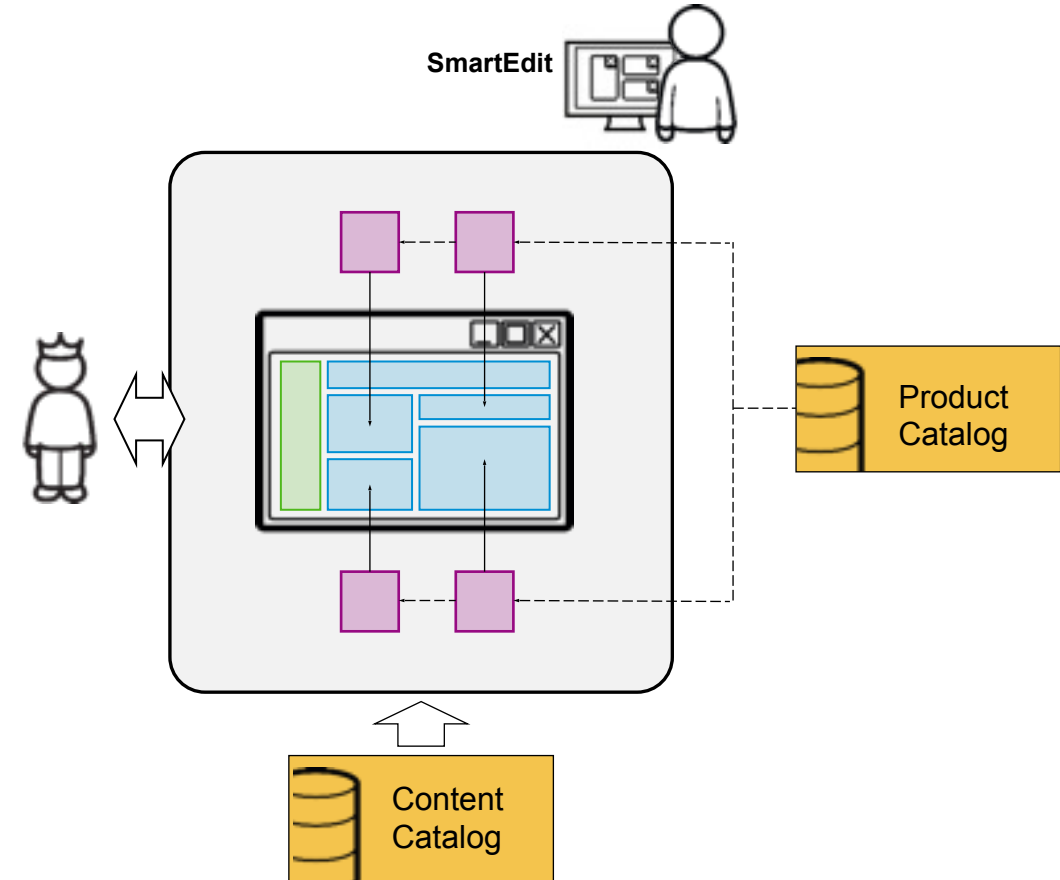
Storefront Management
CMS Model
Slots and Components
Request Flow
Personalization
SmartEdit
Page Status and Workflows
Website Links



Defining a page on the Storefront

SAP Commerce pages are defined and assembled by a Web Content Management System (WCMS) that provides authoring, collaboration and administration tools.

- Pages are defined in SmartEdit
 - Allows users with little knowledge of web programming to create and manage the site's content
- Manage dynamic and static pages
 - Homepage, information pages, product/category pages, or search pages
- Personalize content based on context
 - Specific user/group, time, product or category, customer segment
- Live edit and preview
 - Change content on the fly
 - Dynamically change user context for testing



Out-of-the-Box WCMS Page Types

Category Page

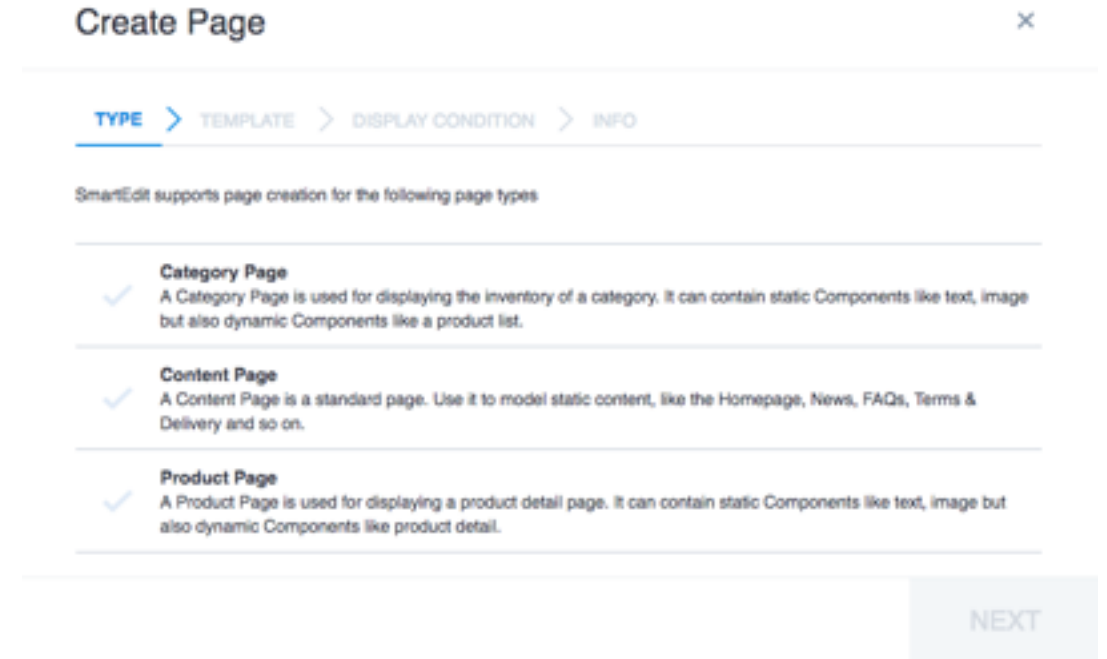
- Display the contents of a product category
- Example: Product List Page, Product Grid Page

Content Page

- Standard content page
- Example: Home page, a help page, press releases and policies

Product Page

- Display a single product and all product related information
- Example: Product Details Page



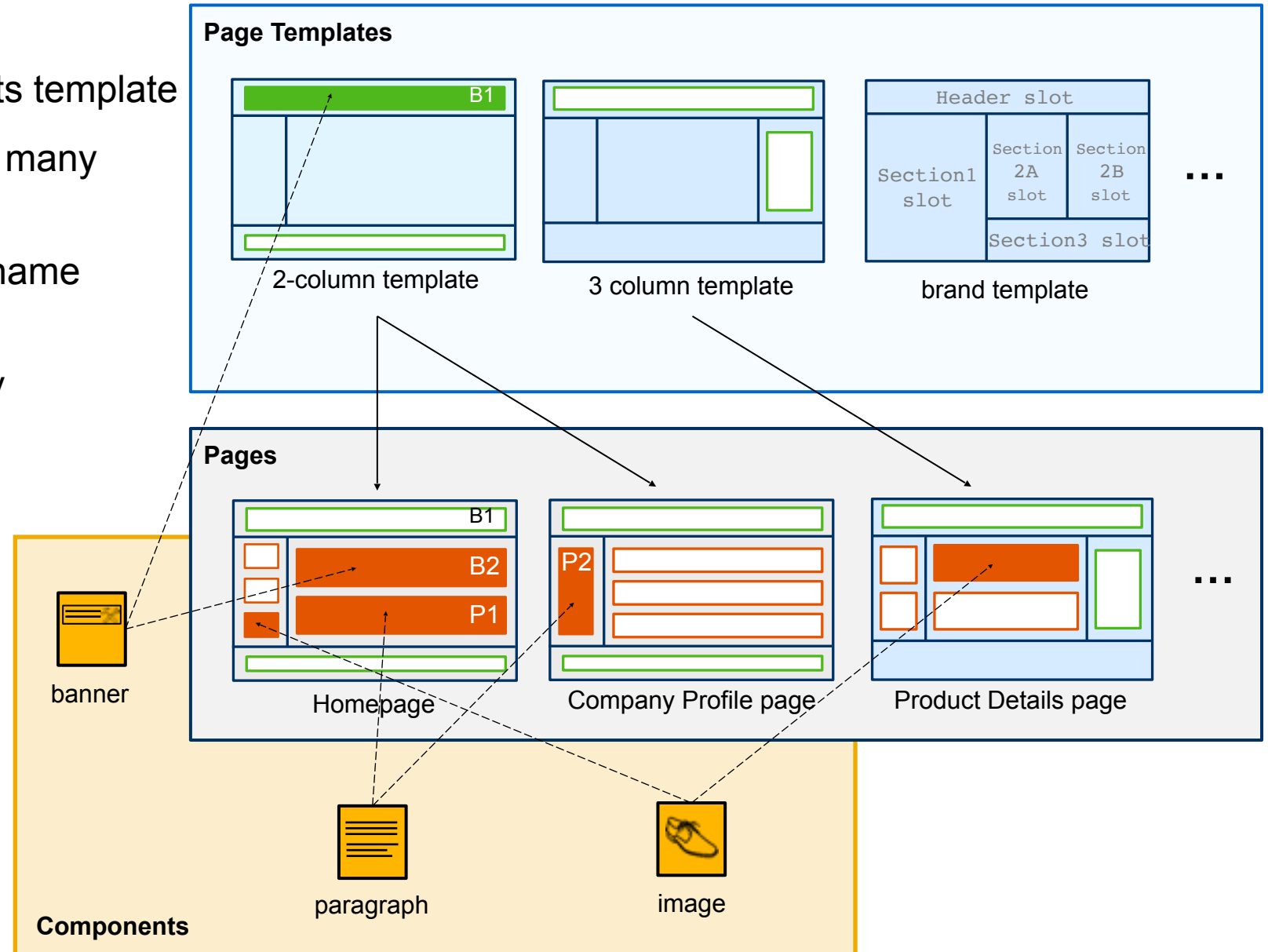
CMS Model

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Slots and Components
Request Flow
Personalization
SmartEdit
Page Status and Workflows
Website Links

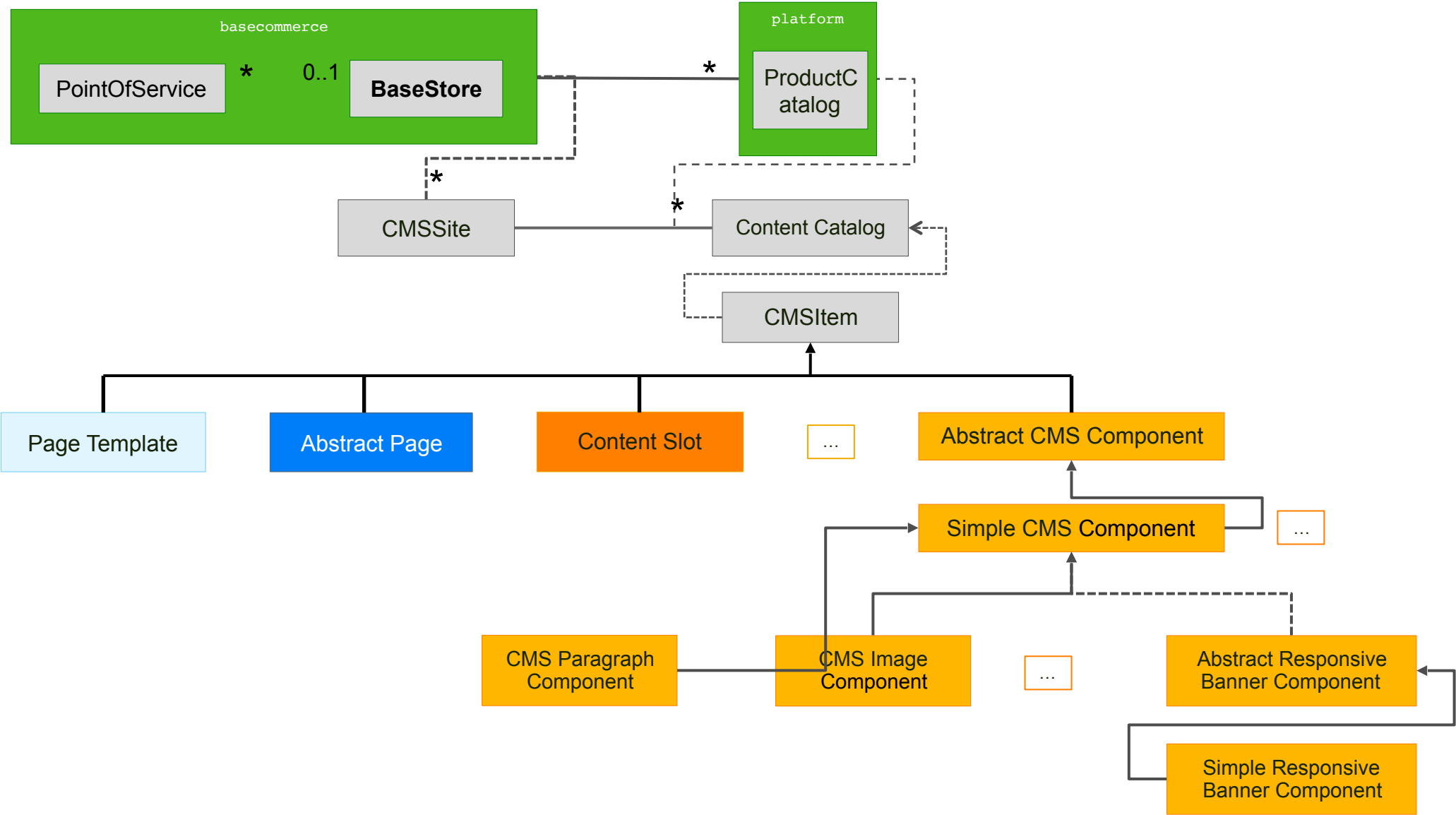


The WCMS Model

- A page's structure is defined by its template
- A template can be referenced by many pages
- A template defines position and name of content slots
- Each content slot is populated by components
 - Simple components (e.g. image, paragraph)
 - Complex components (e.g. banner, link, carousel)



Data Model



Slots and Components

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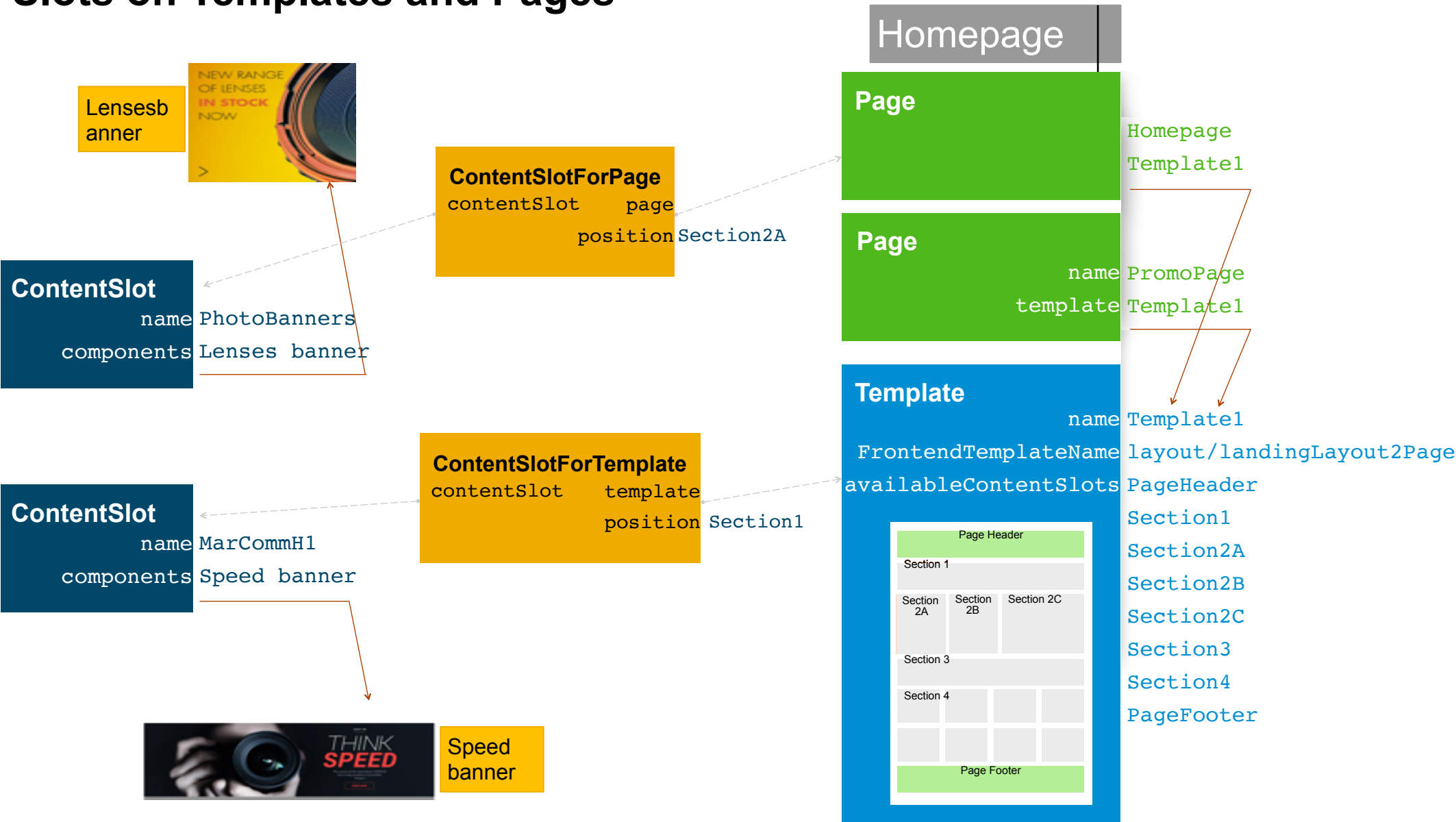


WCMS Model • Slots

- Each template defines named slot locations, which are populated by slot objects when templates and pages are defined
- Some slots are defined at the template level, and will appear on every page based on that template
 - Altering such a slot affects every page based on that template
- A content slot instance, containing any number of components, can be associated with any slot location on any template
- Templates usually have more slots than most pages initially need to allow for additional content to be added to a page over time without additional development overhead



Defining Slots on Templates and Pages

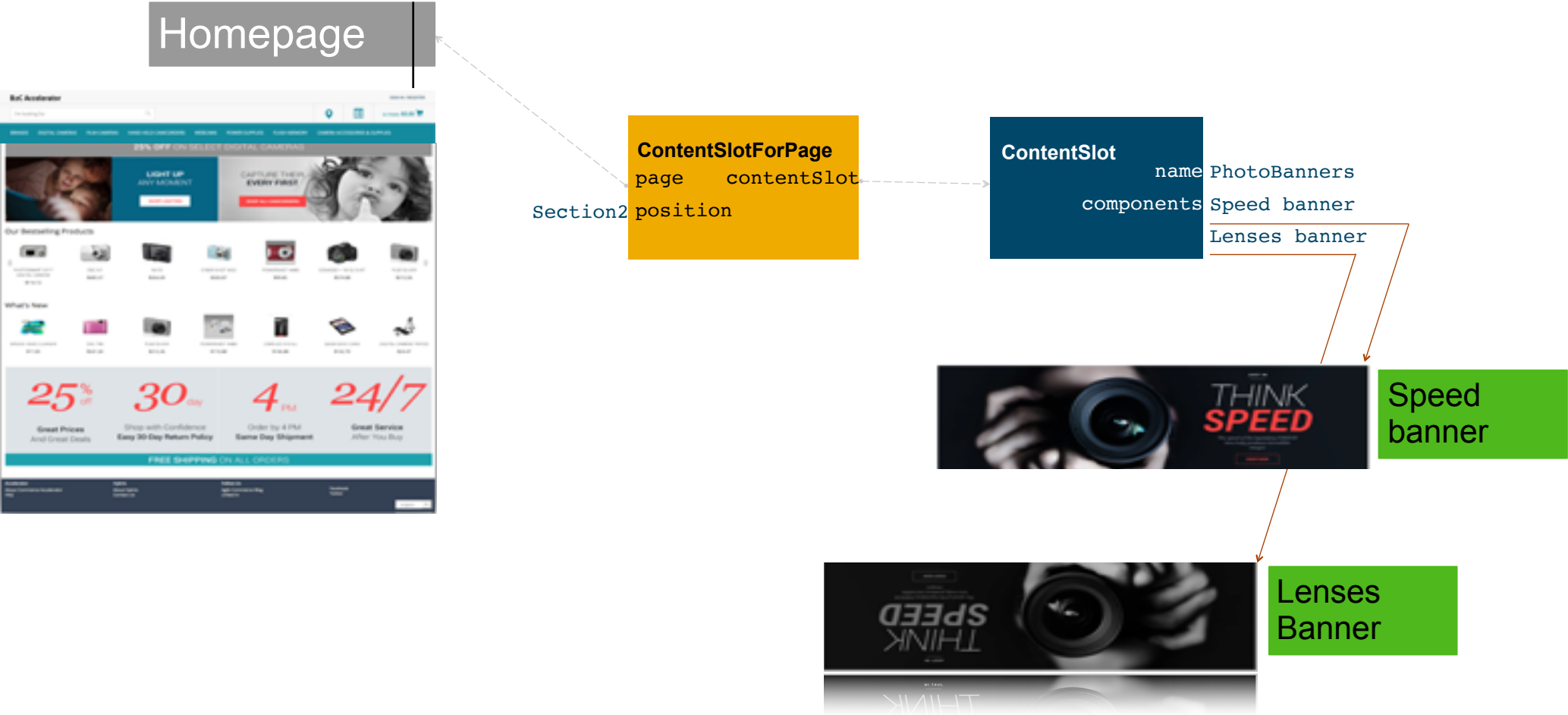


Example: Banner Component

Homepage



Example: 2 Banners



Multiple Banners

Homepage



- The slot grows or shrinks depending on the number of elements it contains
- Components in a slot may be arranged vertically or horizontally

Request Flow

Storefront Management
CMS Model
Slots and Components
Request Flow
Personalization
SmartEdit
Page Status and Workflows
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Request Flow 1

CMSSiteFilter



Electronics Site

PROPERTIES WCMS COCKPIT PROPERTIES PERSONALIZATION ADM

ESSENTIAL

ID

electronics

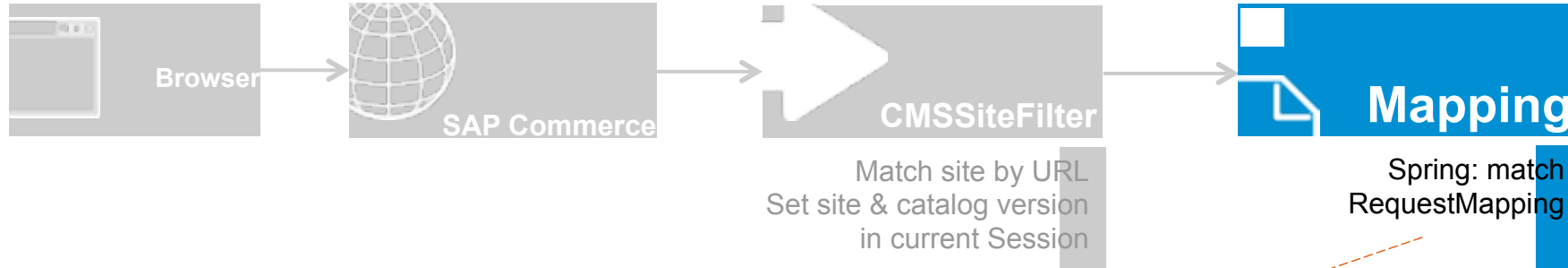
CONFIGURATION

URL Patterns

- (?i)^https://[^/]+/[?^]*?[^.]*&?(site=electronics)(|&.*)*\$
- (?i)^https://electronics\.[^/]+(|/.*|\.)*\$
- (?i)^https://api\.hybrisdev\.com(?:[\\d]+)?/rest/.*\$
- (?i)^https://localhost(?:[\\d]+)?/rest/.*\$

Request Flow 2

Mapping



AbstractPageController

- look-up CMS pages.
- look-up view name for controllers
- set basic model attributes (user, currencies, languages, request)

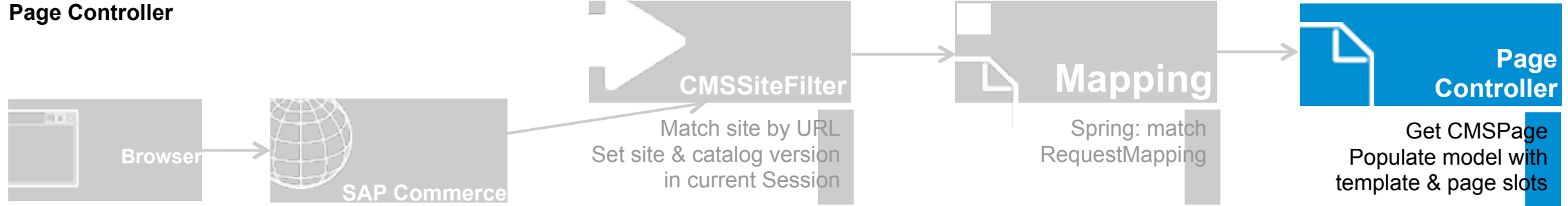
HomeController.java

```
@Controller
@RequestMapping("/")
public class HomeController extends AbstractPageController
{
    @RequestMapping(method = RequestMethod.GET)
    public String home(final Model model) throws CMSItemNotFoundException
    {
        storeCmsPageInModel(model, getContentPageForLabelOrId(null));

        return getViewForPage(model);
    }
}
```

Request Flow 3

Page Controller

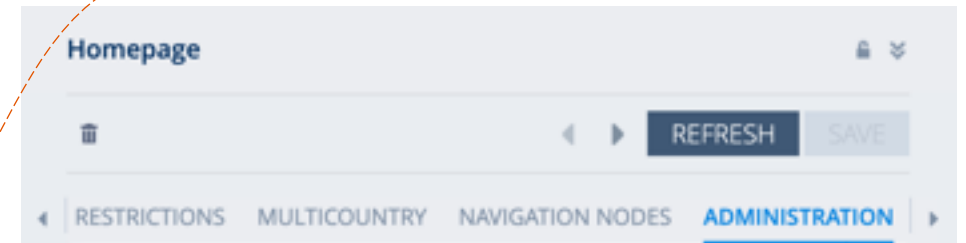


HomeController.java

```
@Controller
@RequestMapping("/")
public class HomeController extends AbstractPageController
{
    @RequestMapping(method = RequestMethod.GET)
    public String home(final Model model) throws CMSItemNotFoundException
    {
        final ContentPageModel contentPage = getContentPageForLabelOrId(null);
        storeCmsPageInModel(model, contentPage);

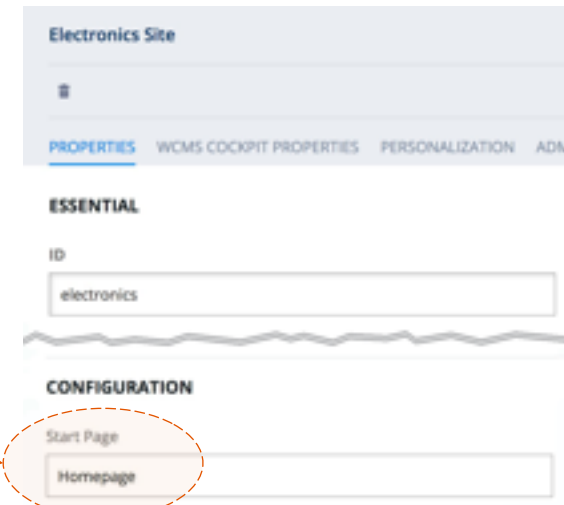
        return getViewForPage(model);
    }
}
```

*When argument to `getContentPageForLabelOrId()` is null,
method retrieves homepage label from CMSPageService.*



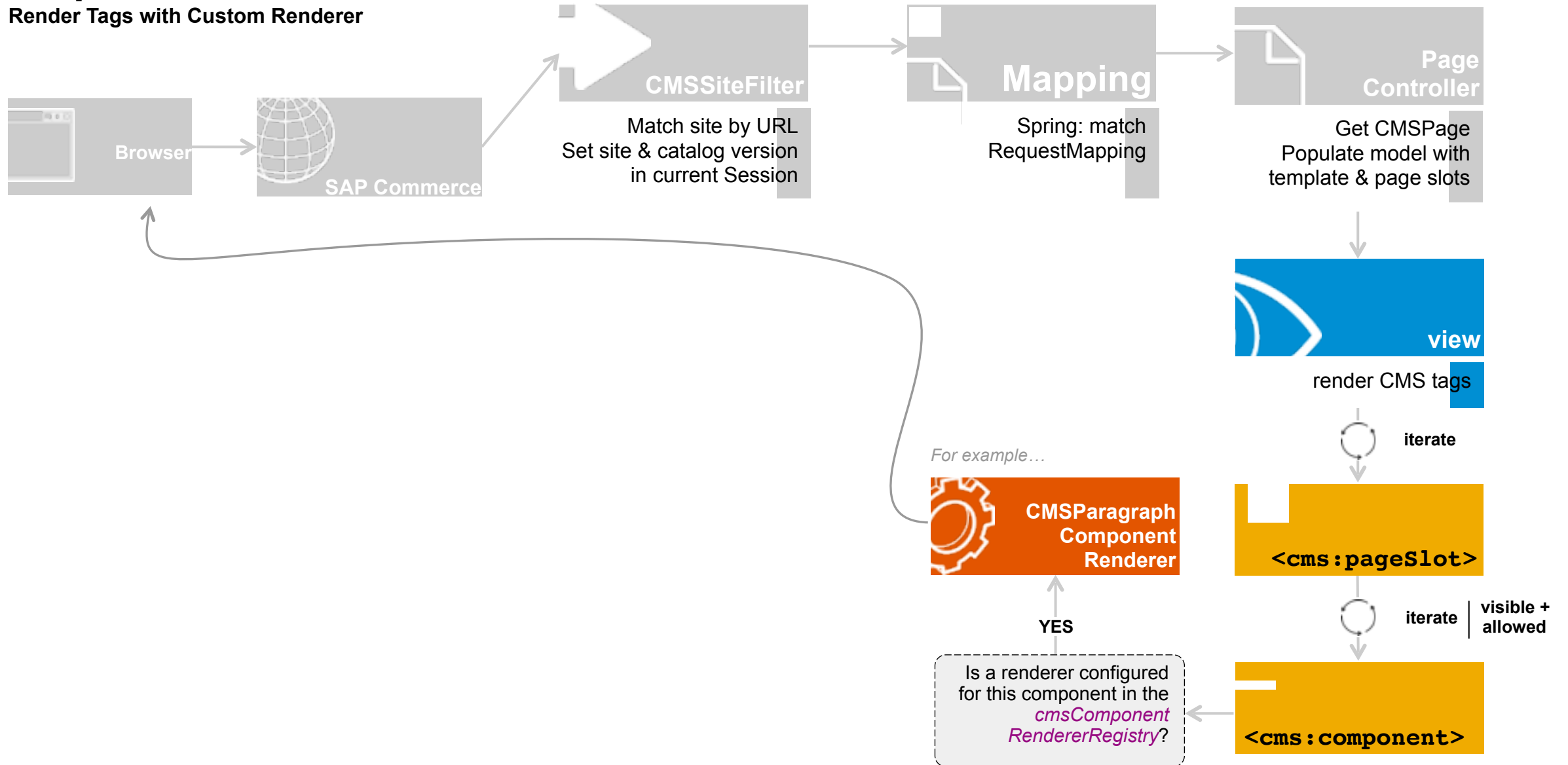
here

else, here



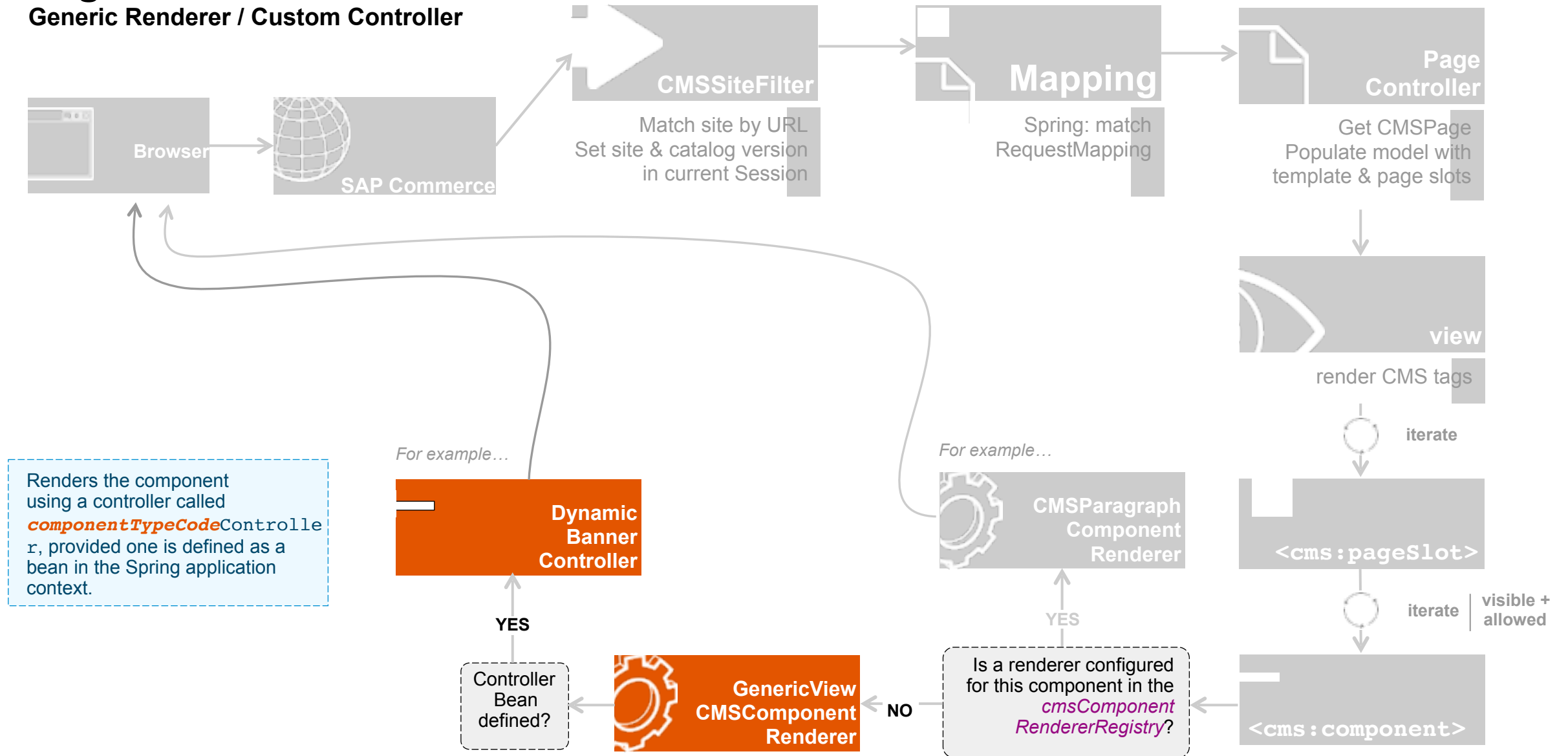
Request Flow 4

Render Tags with Custom Renderer



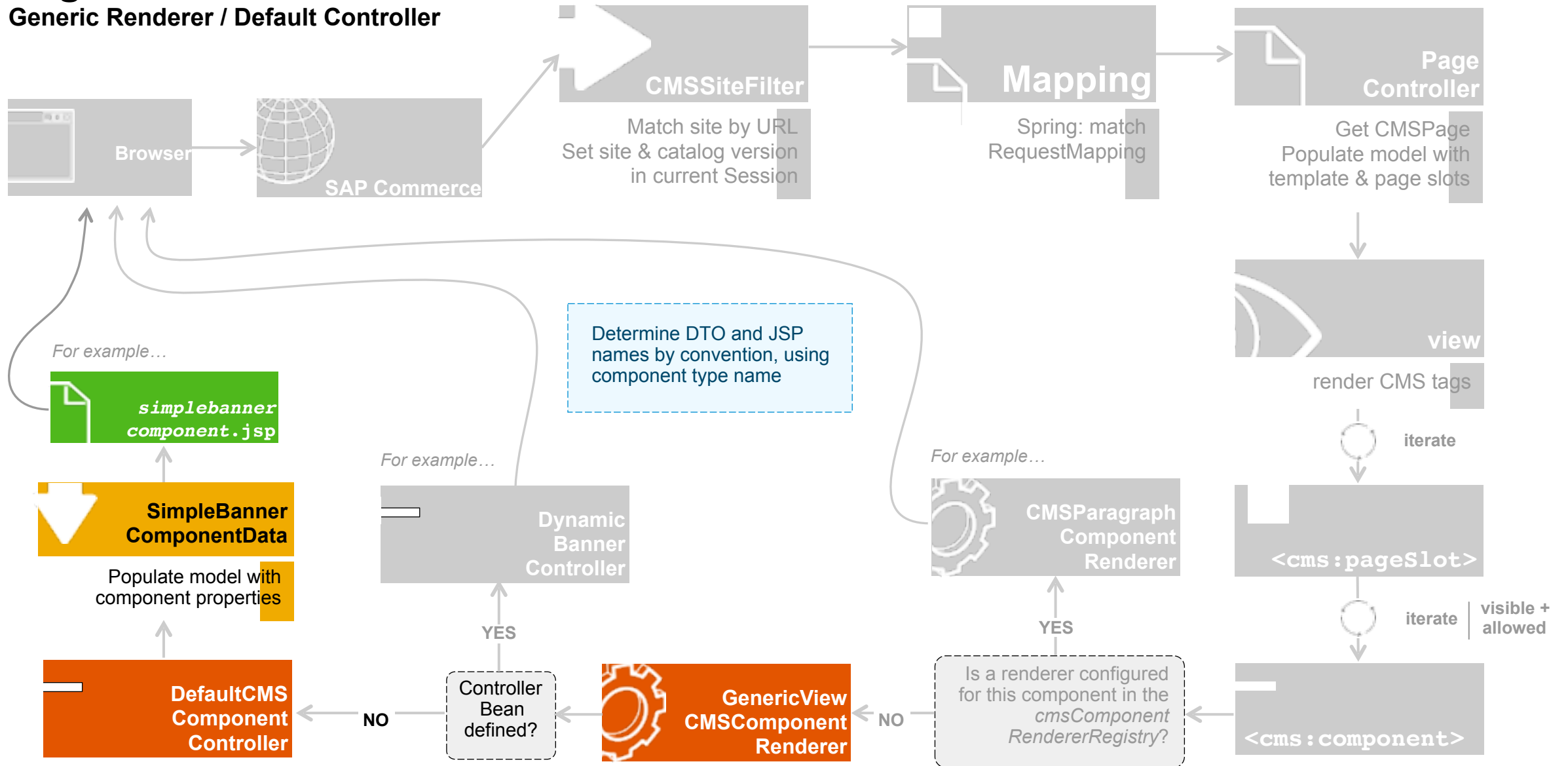
Page Flow 5

Generic Renderer / Custom Controller



Page Flow 6

Generic Renderer / Default Controller



Personalization

Storefront Management
CMS Model
Slots and Components
Request Flow
Personalization
SmartEdit
Page Status and Workflows
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Personalization

Your website's content can be tailored to users in two ways:

1. Restrictions, defined at the page or component level
 - Restrictions include date/time, category, product, and usergroup
2. Segmentation
 - Customers may be associated with one or more segments
 - Use SmartEdit to serve members of a segment custom content, personalized search profiles, and promotions

Leverage SAP Marketing Cloud to populate segments, or manage segmentation using the Backoffice:

- Segments and user-segment relationships
- Front-end triggers
- Customizations and variations
- Define actions and link them to variations and customizations

SmartEdit

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SmartEdit

Intuitive, user-friendly UI for

creating laying out
managing

highly- personalized online
and mobile sites.

- A JavaScript overlay atop the customer view that facilitates editing page content in context
- Drag-and-drop components on page
- Define and preview responsive design breakpoints
- Manage personalization in context
- Extensible AngularJS-based architecture to support needs of business users

Sites

Available: Multi-Country Site Support

Your Site
Electronics Site DE

These are the catalogs that are related to the selected site

- ELECTRONICS CONTENT CATALOG
- ELECTRONICS CONTENT CATALOG EU
- ELECTRONICS CONTENT CATALOG DE

ONLINE
Last synced from Staged 7/31/19 2:17 AM
HOMEPAGE | PAGES | NAVIGATION MANAGEMENT

STAGED
Last synced 7/31/19 2:17 AM
HOMEPAGE | PAGES | NAVIGATION MANAGEMENT

Pages (47)

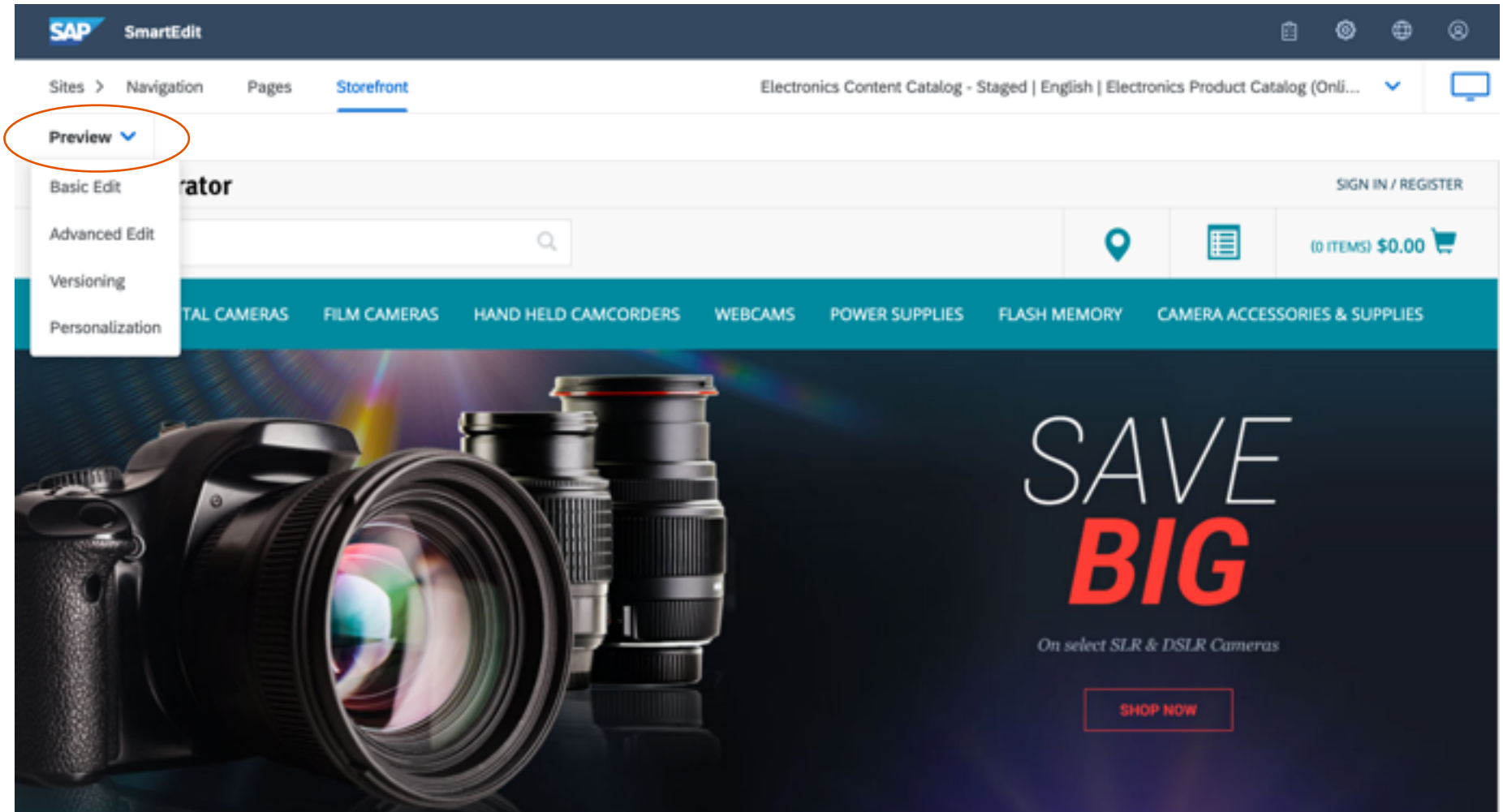
Page Name	Page ID	Page Type	Page Template	Restrictions	Status
Add Edit Address Page	add-edit-address	ContentPage	AccountPageTemplate	-	Synced
Address Book Page	address-book	ContentPage	AccountPageTemplate	-	Synced
Cameras	Cameras	CategoryPage	ProductListPageTemplate	1	Synced
Cameras Accessories & Supplies Category Page	CamerasAccessoriesAndSuppliesCategoryPage	CategoryPage	ProductListPageTemplate	1	Synced

Name | **Title**

- SiteRootNode | SiteRoot
- Electronics Site | Electronics Site
- My Account | My Account
- Order
- Categories
- Brand Links | Brands
- Brand Links | Cameras

Preview mode

displays the catalog version as it will be displayed to customers

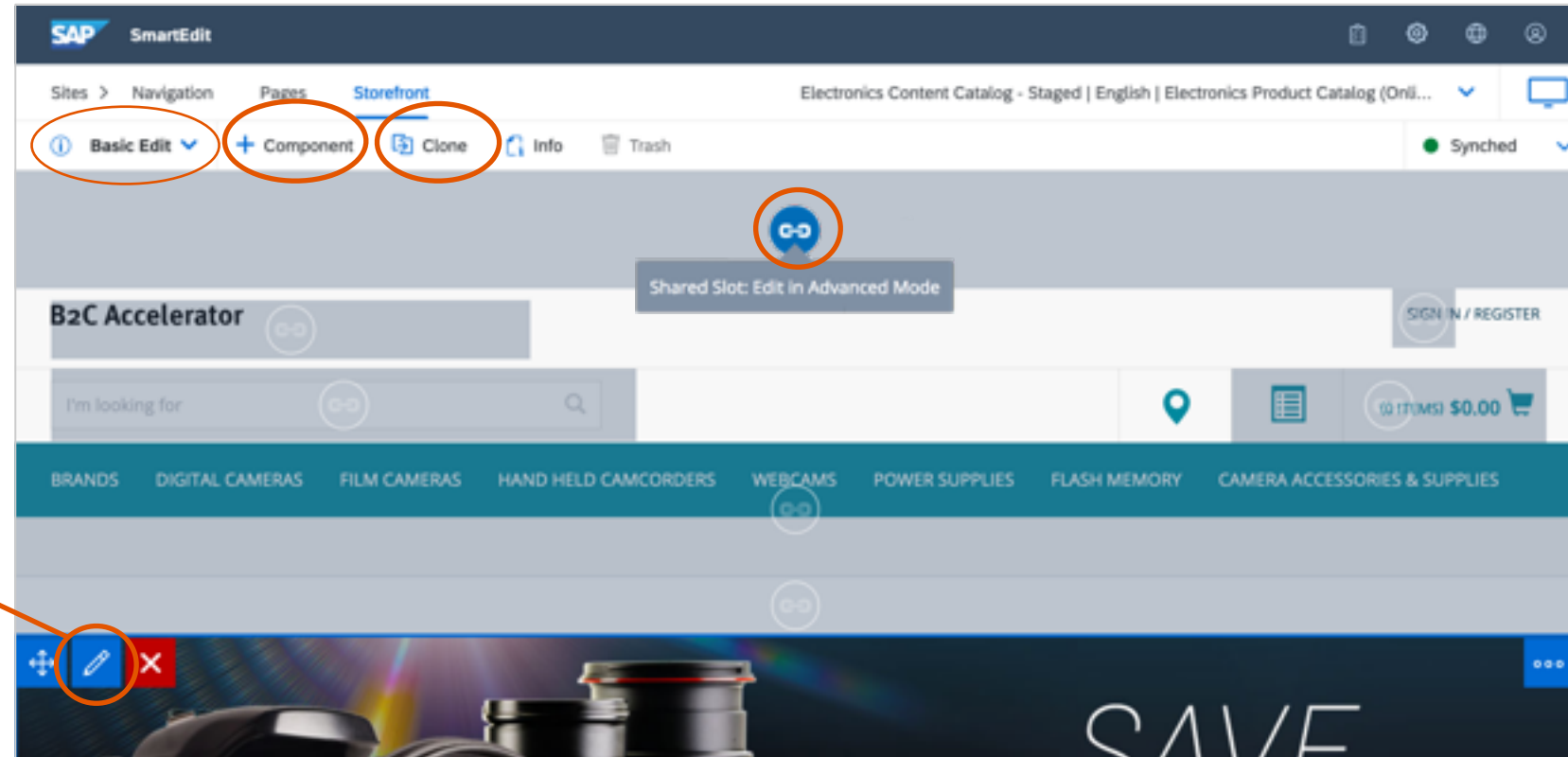
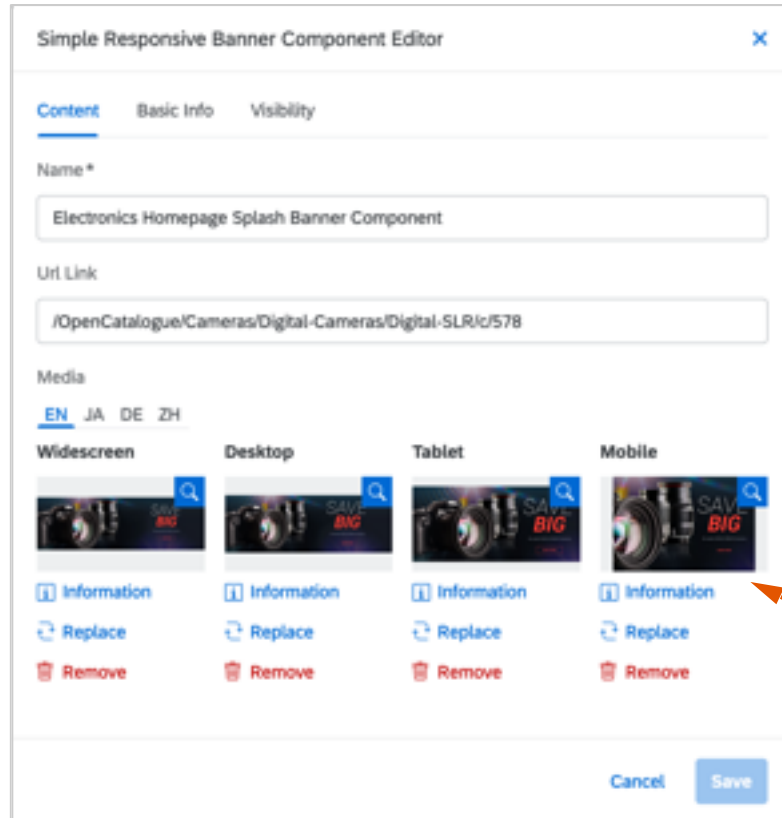


You can use this mode to navigate to page you intend to edit

(instead of opening it from the page list)

Basic Edit mode

allows you to manage components in **page**-scoped slots



- Add/edit components in page-scoped slots
- Provide images for defined responsive breakpoints
- Template-scoped components are not editable

Advanced Edit mode

manage components in both page- and **template**-scoped slots.

Synchronize page

Synchronize slot

Slot name

move | edit | delete

Shared slot (template slot)

Slot needs synchronization

Electronics Content Catalog - Staged | English | Electronics Product Catalog (Onli...

Advanced Edit

Sync

B2C Accelerator

SearchBoxSlot

move | edit | delete

Link icon

Slot needs synchronization

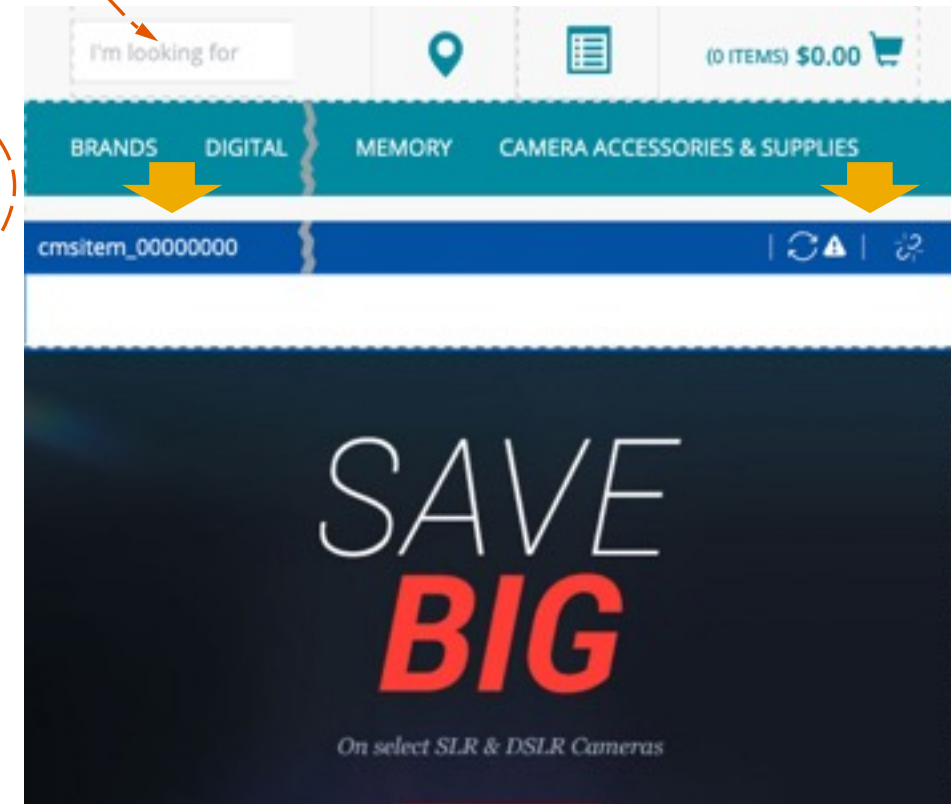
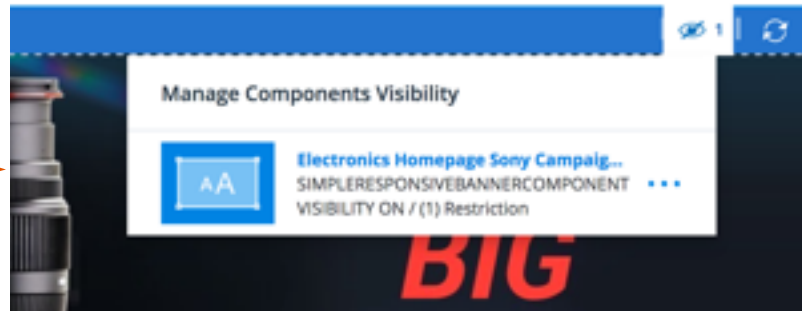
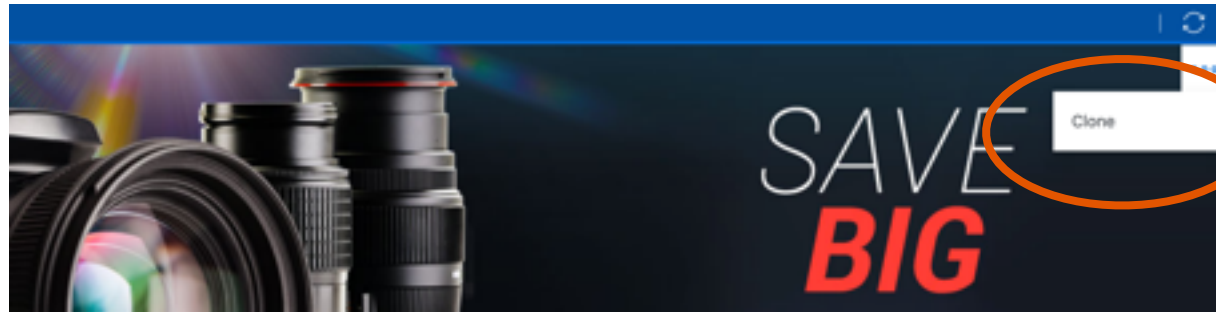
SAVE BIG

Advanced Edit mode

Convert shared (template) slot to non-shared (page-scoped) slot

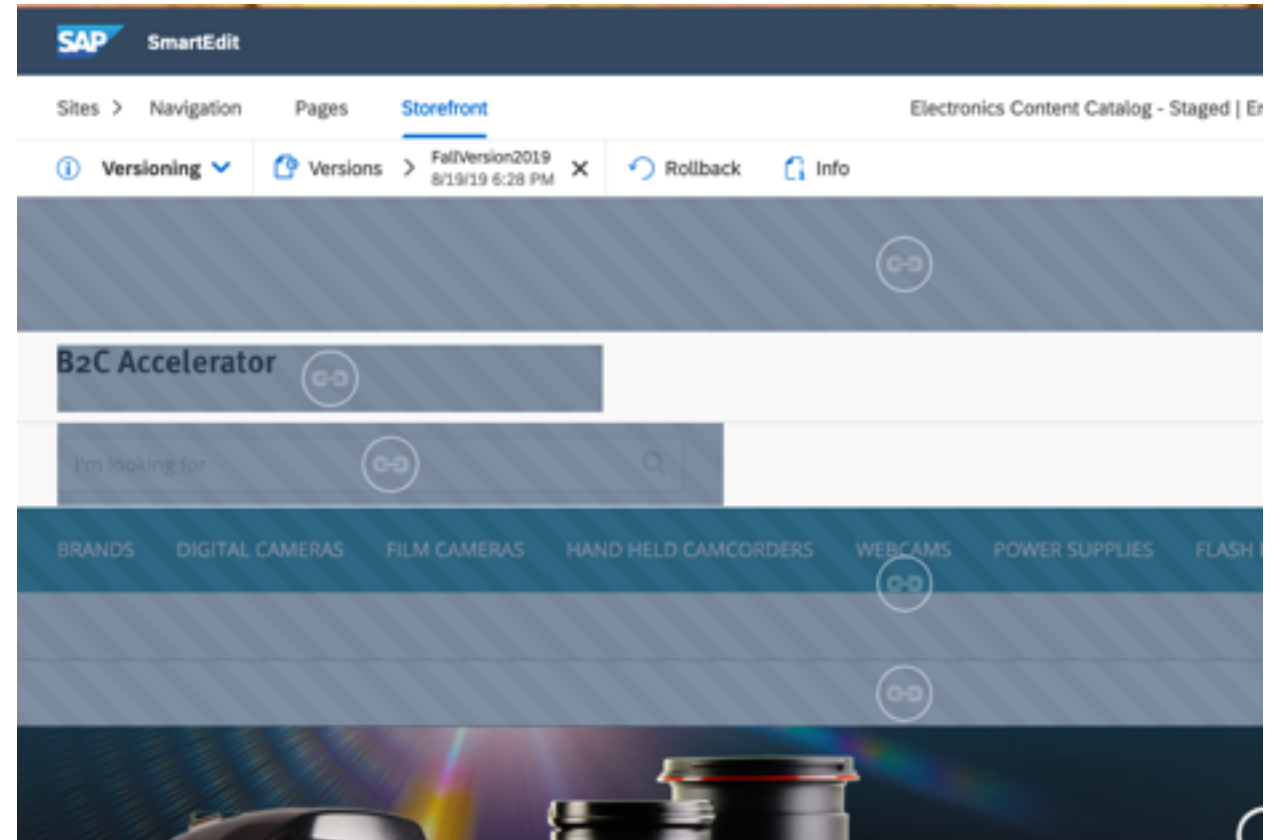
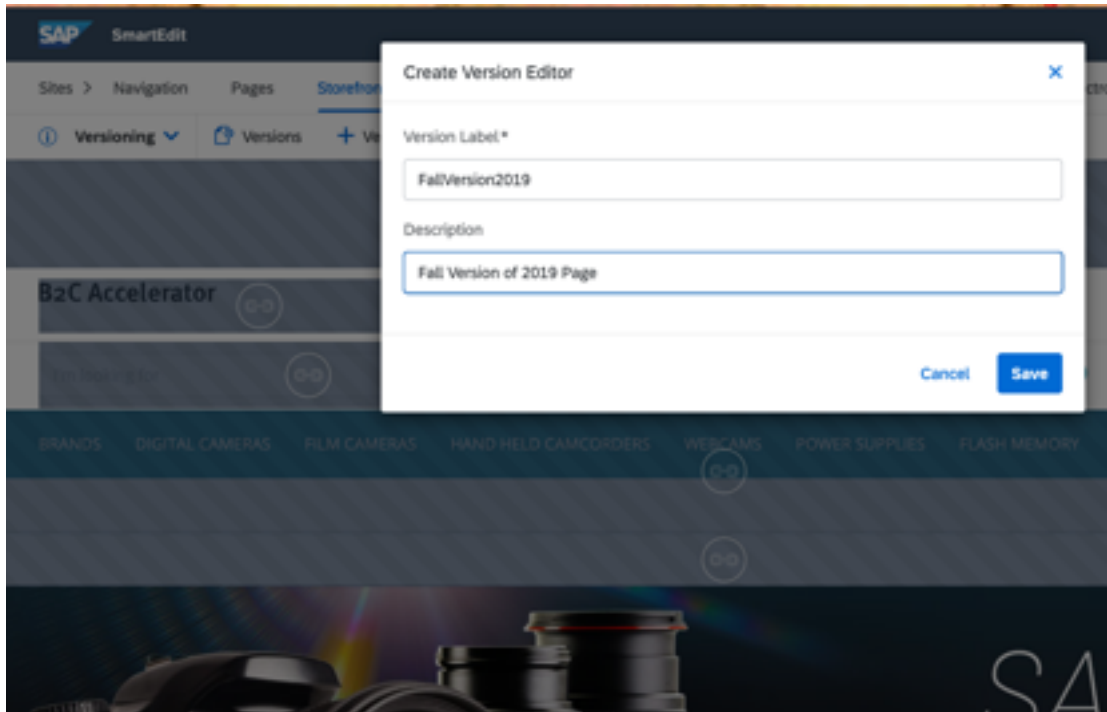
Manage component visibility; clone component and assign a restriction defining when it should replace the default component.

Indicator in slot's header indicates the number of conditional components in the slot.



Versioning mode

- Create new versions
- Roll back to a specific version



Personalization mode

In the options menu, select a variation

(defined as part of a customization)

It defines a commerce customization (e.g. a personalized search profile for Canon lovers) and custom content...

The screenshot displays the SAP SmartEdit interface for personalization. The top navigation bar includes 'SAP SmartEdit' and 'Electronics Content Catalog - Staged | English | Electronics Product Catalog (Onli...'. The 'Personalization' dropdown menu is open, showing 'Customize', 'Combined View', and 'Library' options. A 'Customizations (3)' modal is displayed, listing the following customizations:

Customization	Status
SummerSale	Enabled
CategoryLovers	Enabled
canonLover	Enabled
cameraLensesLover	Enabled
VIPCust	Enabled

The 'canonLover' customization is highlighted with a dashed orange border. The background shows a product page for 'CAMERA ACCESSORIES & SUPPLIES' with a 'SAVE BIG' banner.

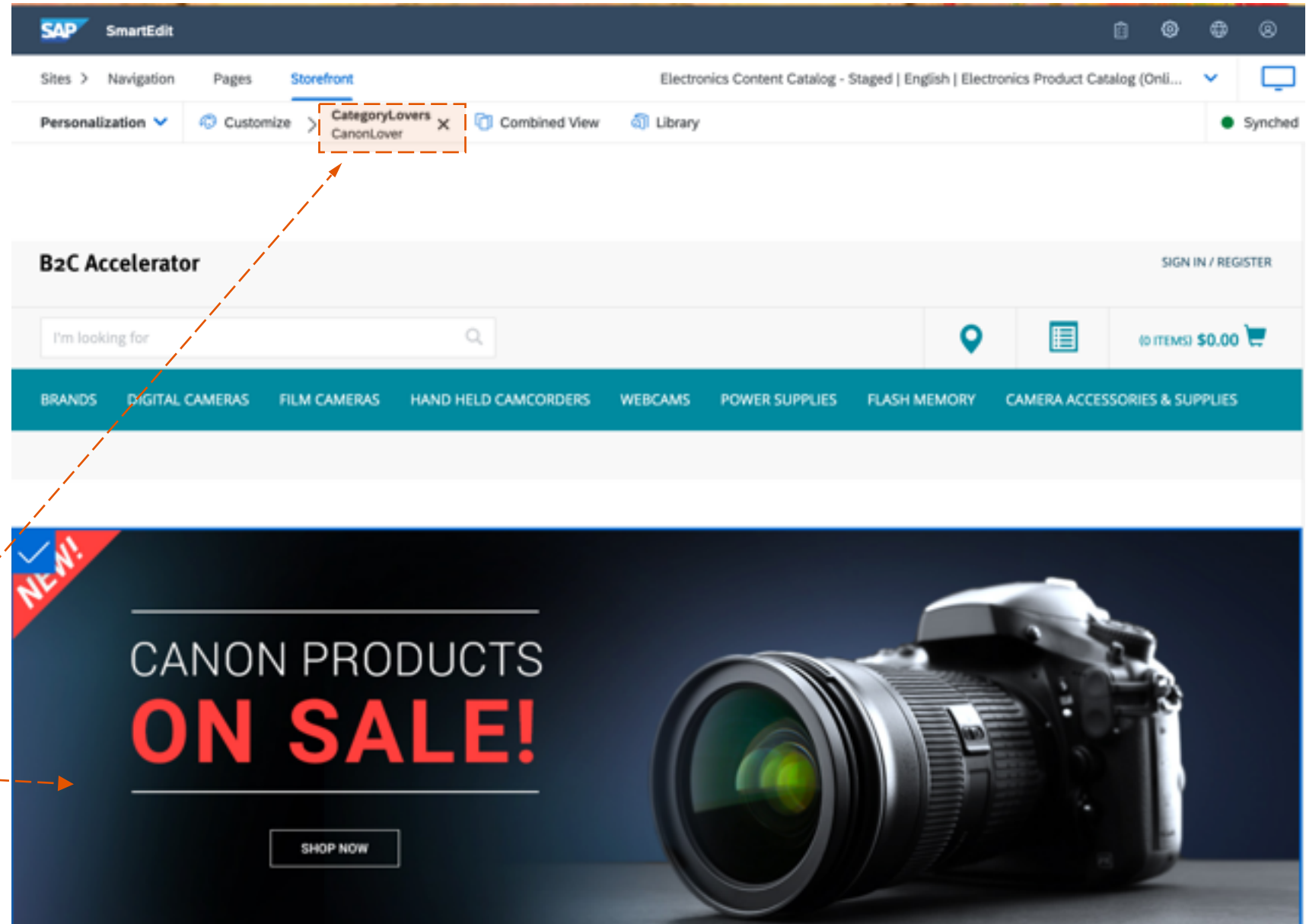
Personalization mode

In the options menu,
select a variation

*(defined as part of a
customization)*

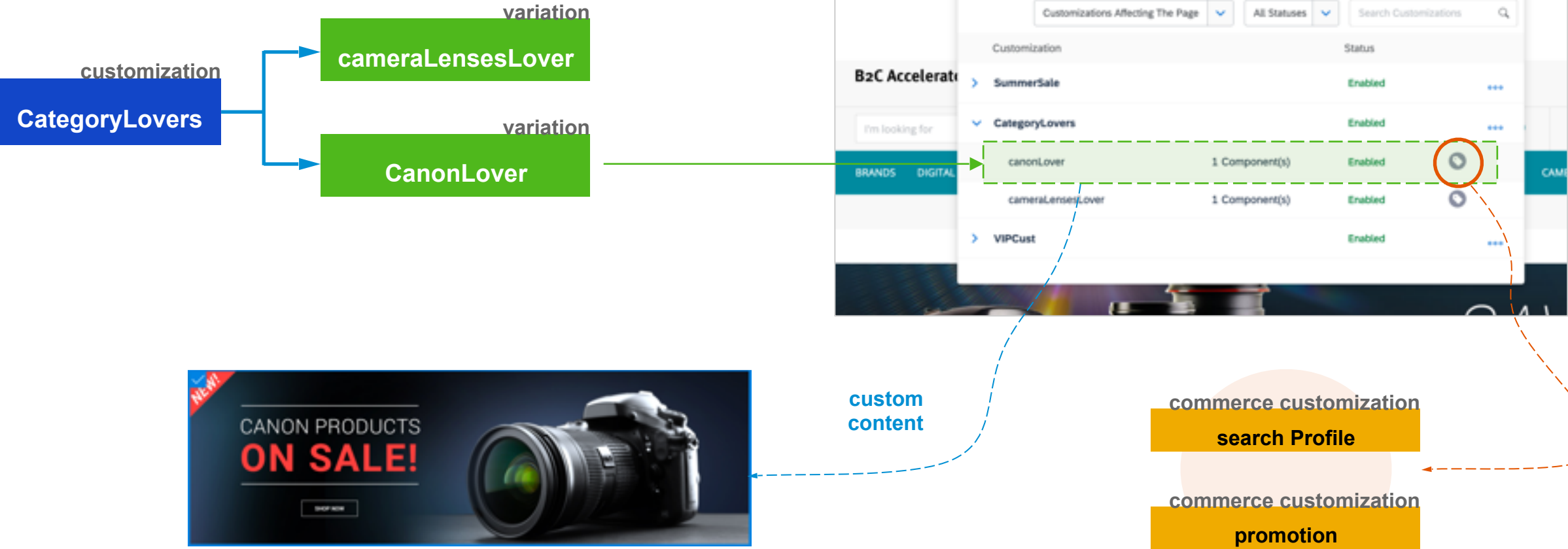
It defines a commerce
customization (e.g. a
personalized search
profile for Canon
Lovers) and custom
content...

A Canon-specific sale!

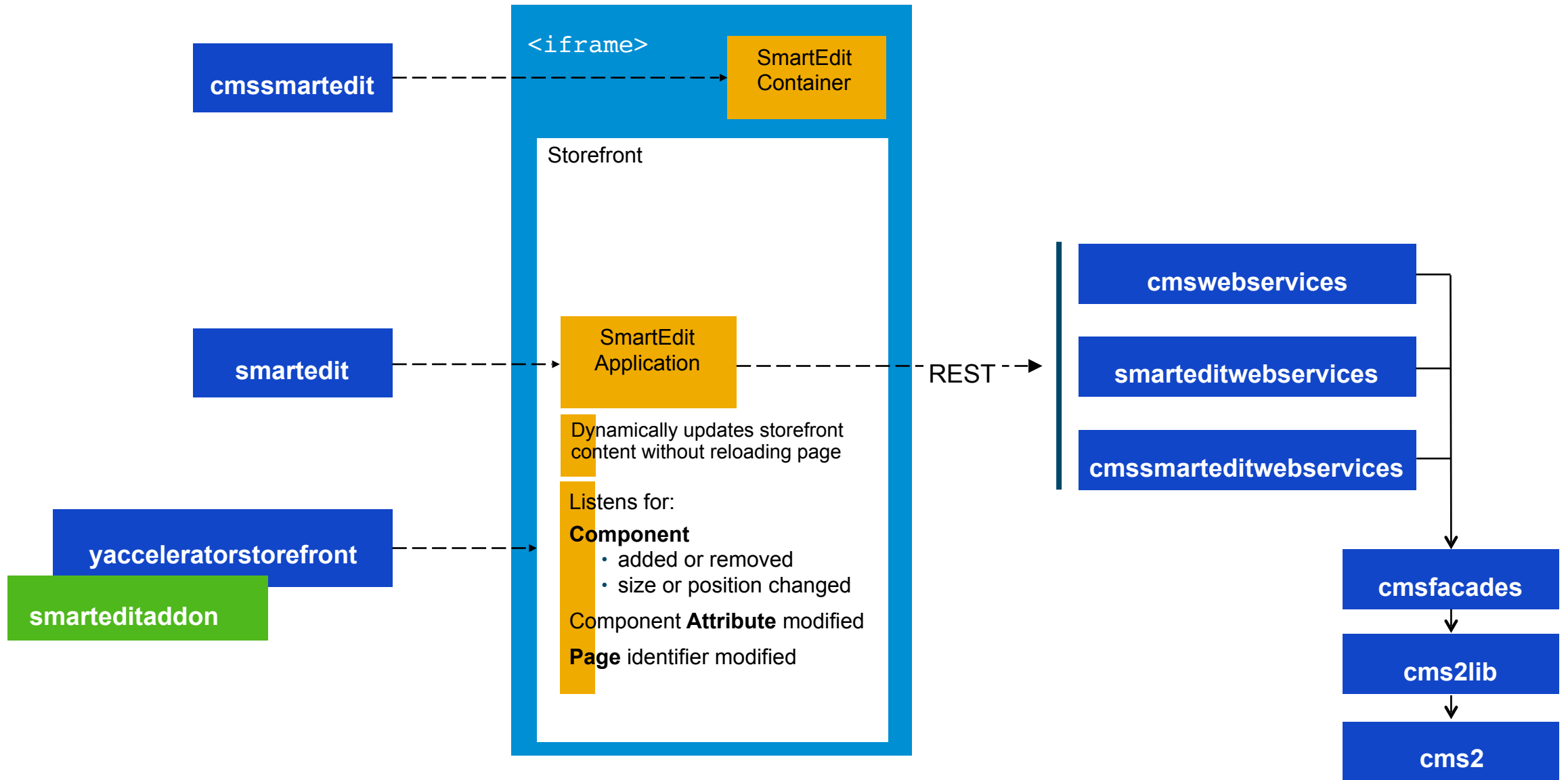


Personalization mode

Commerce Customizations



SmartEdit Structure



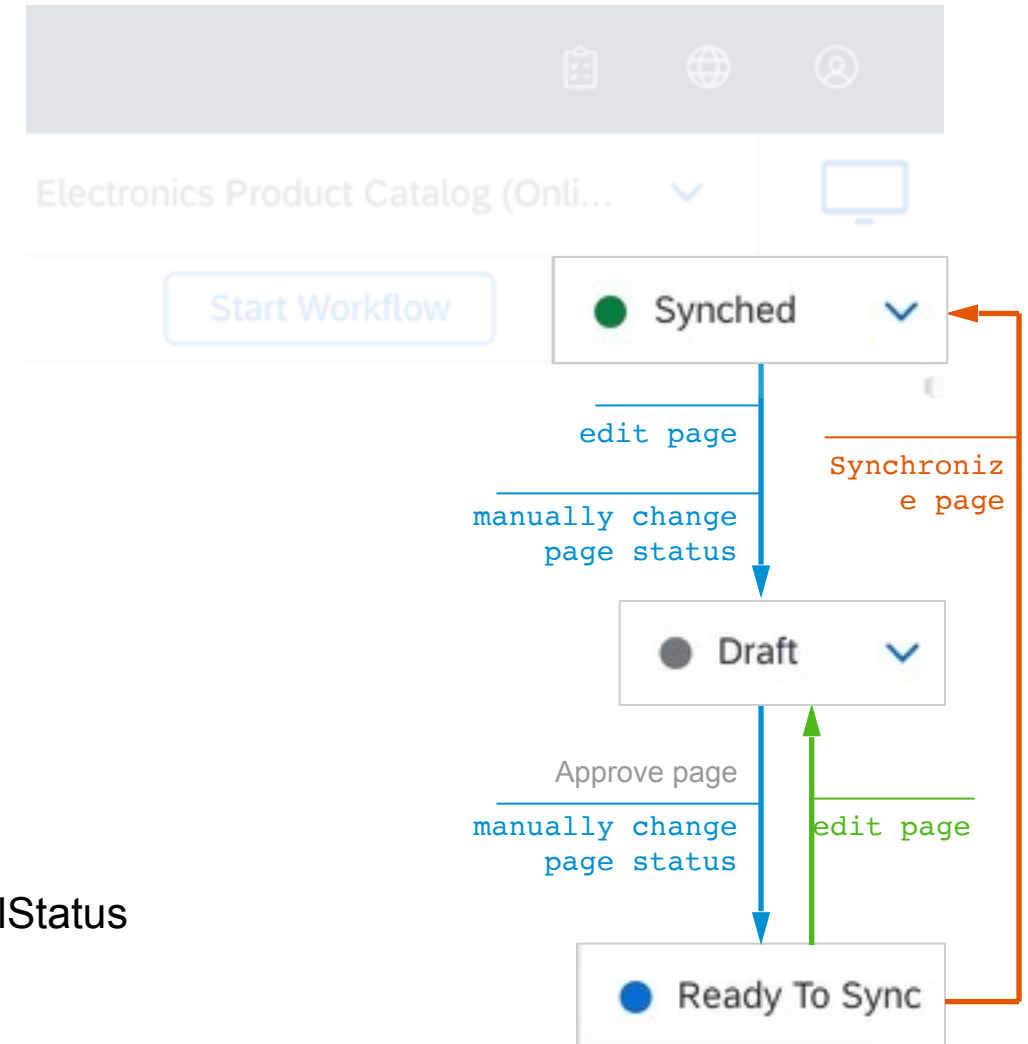
Page Status and Workflows

Storefront Management
CMS Model
Slots and Components
Request Flow
Personalization
SmartEdit
Page Status and Workflows
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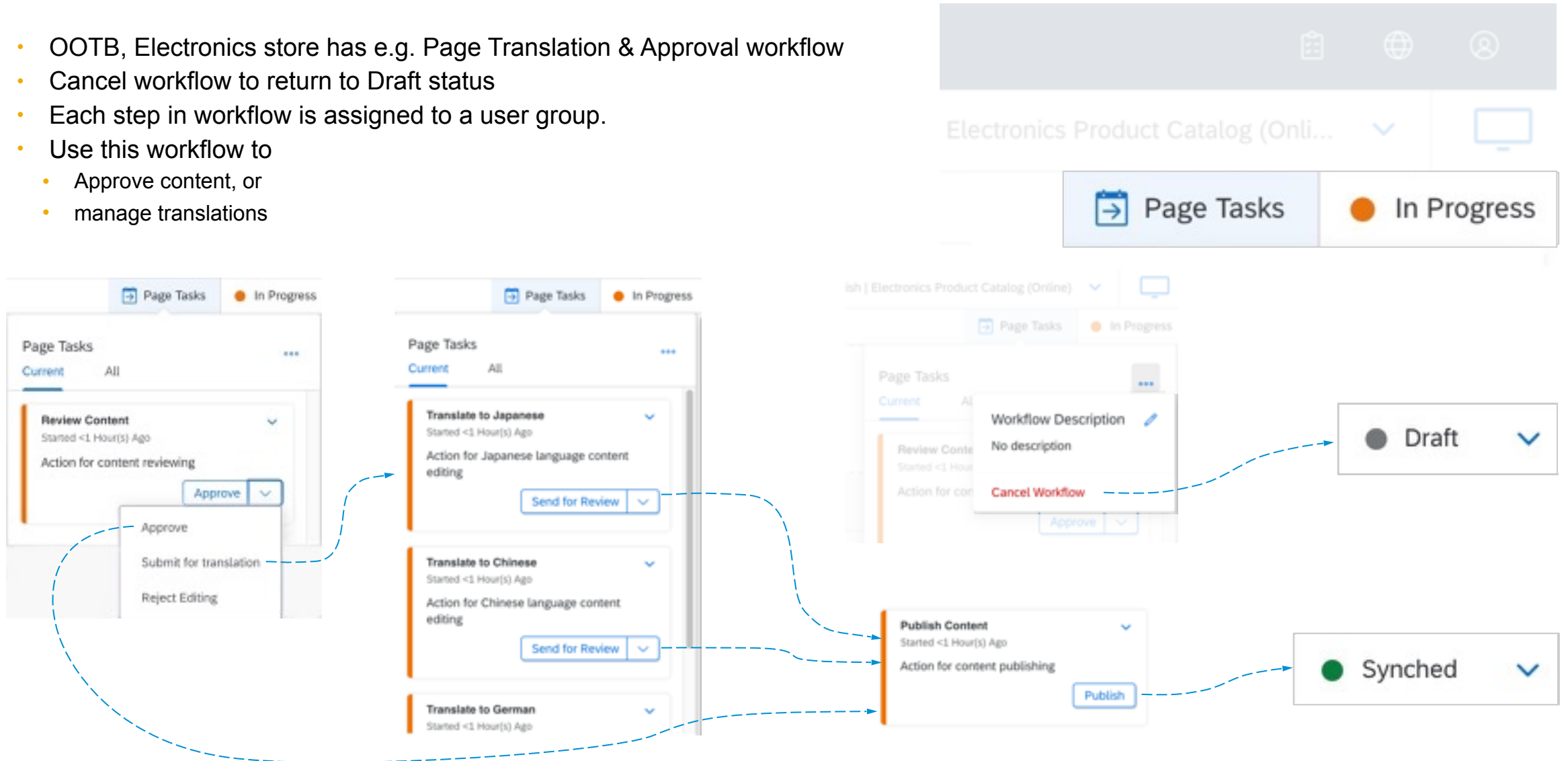
Page Status and Synchronization

- Use the WCMS **Page status** to control when a page is synchronized
- Only synchronize pages that are **ready** to be copied over to the online catalog version
- Creating/Editing a page sets status to Draft
- Click **Start Workflow** to manage page update process
 - see next page for workflow details
- Alternatively, you can manually change page status when:
 - Page is not in an active workflow
 - User has permissions to **sync catalog** and to **change** the ApprovalStatus attribute for page type.



Page Status and Workflows

- OOTB, Electronics store has e.g. Page Translation & Approval workflow
- Cancel workflow to return to Draft status
- Each step in workflow is assigned to a user group.
- Use this workflow to
 - Approve content, or
 - manage translations

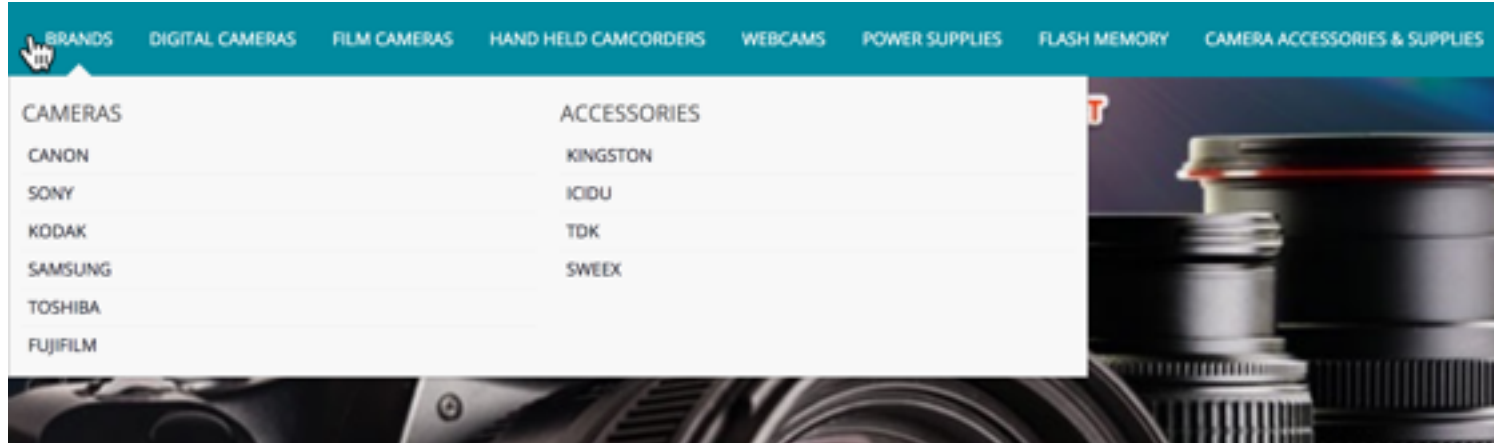


Website Links

Storefront Management
CMS Model
Slots and Components
Request Flow
Personalization
SmartEdit
Page Status and Workflows
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Link Overview

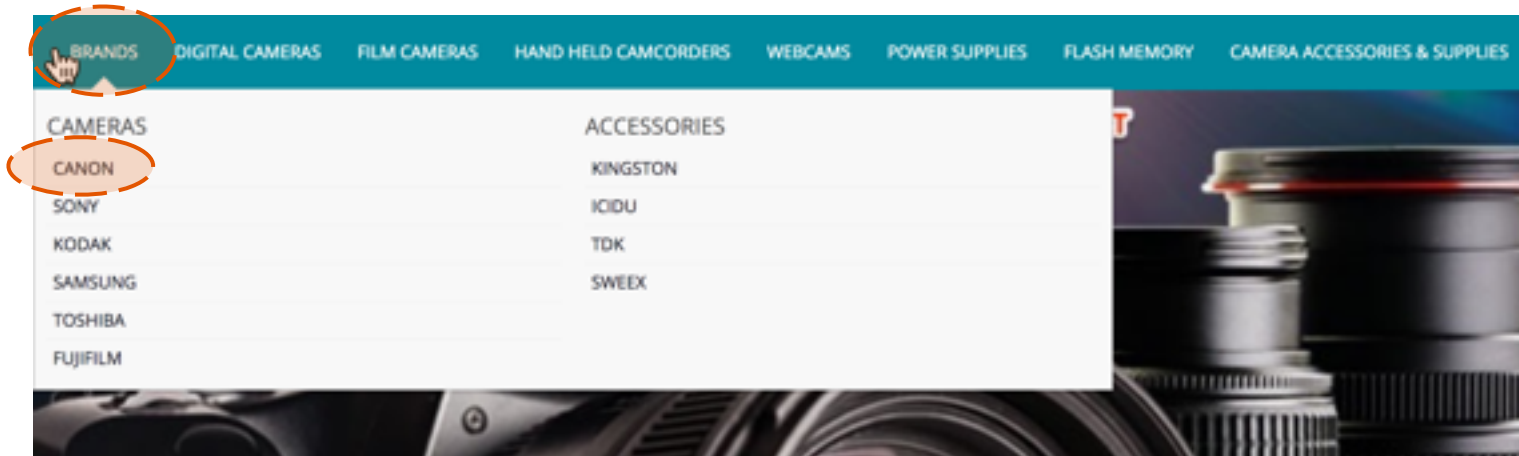


Page links are WCMS entities; they can be internal or external.

A portion of the Product Catalog structure is frequently duplicated as WCMS Links in a navigation component

- Usually defined at the template level, at the top of the page

Defining Website Links



The Navigation bar consists of nested Nodes.

A node can be clicked if it contains a reference to a CMS Link Component, which contains the link target information.

- The CMSLinkComponent object can be created in either SmartEdit or Backoffice


Navigation Management

Electronics Content Catalog - Staged

A screenshot of the 'Navigation Management' interface in a CMS. It shows a tree structure of navigation nodes. The 'Canon Brand Link' node is highlighted with an orange dashed border. The interface includes a 'Create Top Level' button in the top right corner.


Name	Title	Entry
SiteRootNode	SiteRoot	---
Electronics Site	Electronics Site	---
My Account	My Account	---
Order		---
Categories		---
Brand Links	Brands	Brands Navigation Node Entry (C...
Brand Links	Cameras	---
Canon Brand Link		Canon Brand Navigation Node En...
Sony Brand Link		Sony Brand Navigation Node Entr...
Kodak Brand Link		Kodak Brand Navigation Node En...


Defining Website Links



 **SmartEdit**


< Sites



Electronics Content Catalog - Staged | Er


 **ADD COMPONENT**

 **VERSIONS**

 **PAGE INFO** 


 **CLONE PAGE**


 **SYNC** 


 **MOVE TO TRASH**

B2C Accelerator

NavigationBarSlot







DIGITAL CAMERA

Category Navigation Component Editor

Content

Basic Info

Visibility

Name *

Category Navigation Component

Navigation Node

ROOT

SiteRootNode

>

LEVEL 1

Electronics Site

>

LEVEL 2

Categories

Replace

Name	Title	Entry
Brand Links	Brands	Brands Navigation ...
Brand Links	Cameras	

Navigation Management

Electronics Content Catalog - Staged

Name	Title	Entry
SiteRootNode	SiteRoot	
Electronics Site	Electronics Site	
My Account	My Account	
Order		
Categories		
Brand Links	Brands	Brands Na
Brand Links	Cameras	
Canon Brand Link		Canon Bra
Sony Brand Link		Sony Bran
Kodak Brand Link		Kodak Bra



WCMS-related items are **catalog-aware**.

SmartEdit is used to manage web content.

The important data models in WCMS include pageTemplates, pages and components

- It's important you understand their relationship

How is a component attached to a pageTemplate or page?

- Define component's logical and physical position
- Set up a mapping between physical and logical position
- Assign this component to a physical position using a ContentSlot

Understand the WCMS request flow: CMSSiteFilter, Spring dispatcher servlet, page controller, Spring view and renderer/controller for a given component.



Exercise

WCMS



Thank you.