SALESFORCE COMMERCE CLOUD

INTRODUCTION AND BRIEF OVERVIEW

MAY 30, 2017

HELLO :)

DENYS MAKOVII

- Lead Software Engineer
- Head of EPAM Demandware Competency

- Interested in JavaScript, Node.js, MongoDB
- Leadership over the management

- Studying for psychotherapist

in Denis Makoviy

COMPETITIVE ADVANTAGE IN RETAIL DOESN'T COME FROM MANAGING IT INFRASTRUCTURE.

IT COMES FROM INNOVATION, MARKET EXPANSION AND EXCEEDING CUSTOMER EXPECTATIONS.

© DEMANDWARE

DEMANDWARE

COMPANY

- **Demandware** is a software technology company founded in 2004, headquartered in Burlington, Massachusetts

E-COMMERCE PLATFORM

- **Demandware Commerce Cloud** is a cloud-based enterprise-class E-Commerce platform for retailers and brand manufacturers, delivered through the SaaS delivery model

SOFTWARE DEVELOPMENT PLATFORM

- **Demandware is a standalone software development platform** that provides development sandbox for running JavaScript code and API for interacting with the platform

SALESFORCE.COM

COMPANY

- **Salesforce.com** is an American cloud computing company founded in 1999, headquartered in San Francisco, California
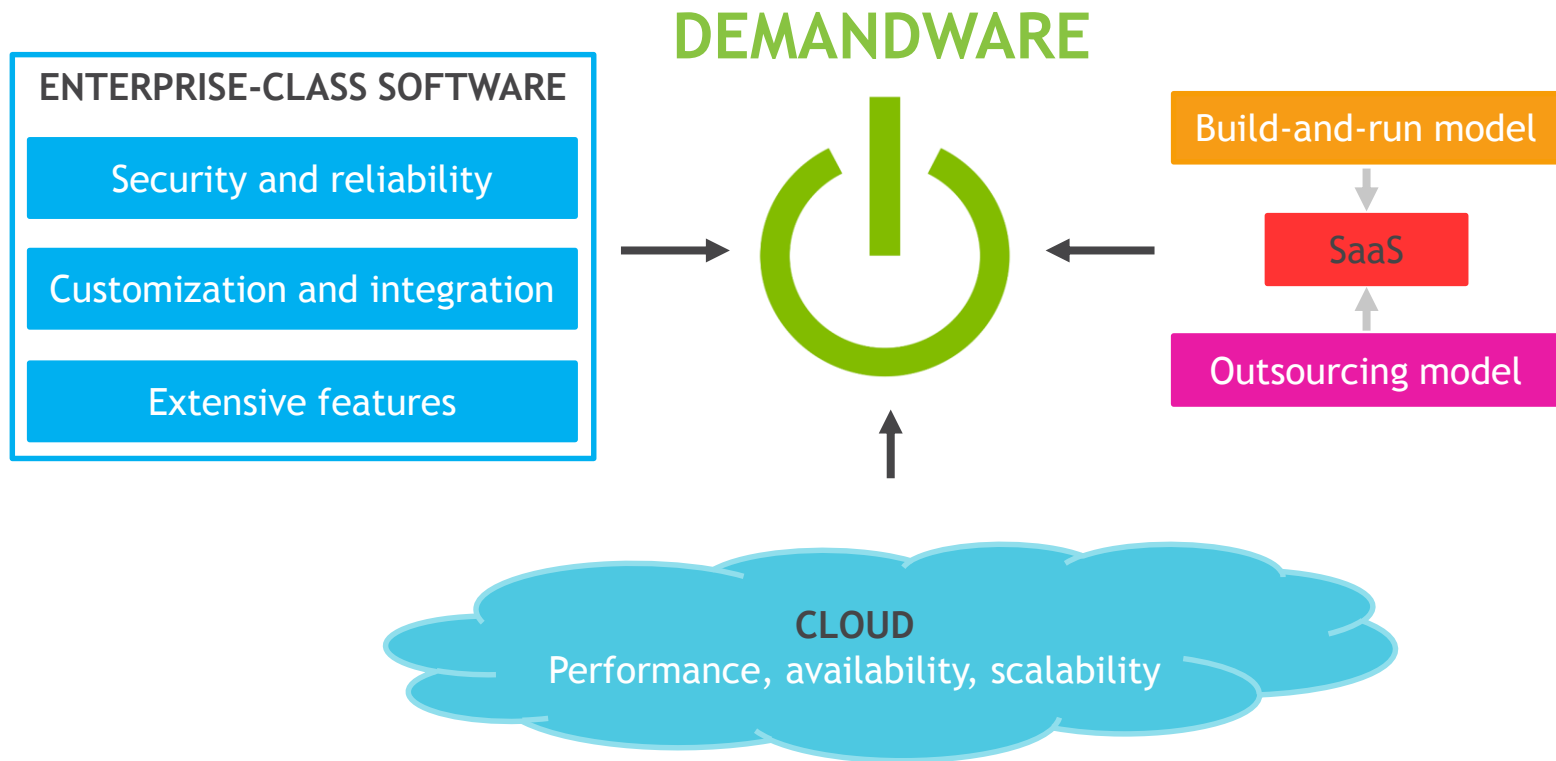
ACHIVEMENTS

- Leading CRM systems provider in the world since 2012

- Cloud services provider #2 in the world (#1 - Amazon, #3 - Google)

- Market capitalization is above $55 billion (beginning of 2016)

IN 2016, DEMANDWARE WAS ACQUIRED BY SALESFORCE FOR $2.8B

SOLD

DEMANDWARE E-COMMERCE PLATFORM KEY ASPECTS

DEMANDWARE

ENTERPRISE-CLASS SOFTWARE

Security and reliability

Customization and integration

Extensive features

Build-and-run model

SaaS

Outsourcing model

CLOUD
Performance, availability, scalability

SaaS. DELIVERY MODELS EVOLUTION

1 **Build-and-run**

- Custom merchandising, in-house control, differentiation through custom development
- Enormous costs, disruptive IT involvement, responsibility for performance and security

2 **Outsourcing**

- Eliminates the infrastructure management, gives responsibilities to the outsourcer
- No flexibility, no potential for change, no control over merchandising or differentiation

3 **Software-as-a-Service**

- Software vendor develops, hosts and operates the application
- No full control over the application

DEMANDWARE E-COMMERCE PLATFORM STRUCTURE

Customer Experience Applications

Storefront Applications, Call Center Applications, Mobile Applications

Merchandising Tools

Active Merchandising, Products & Catalogs, Promotions, Pricing, AB Testing, Searchandising, Content Management, Customer Targeting
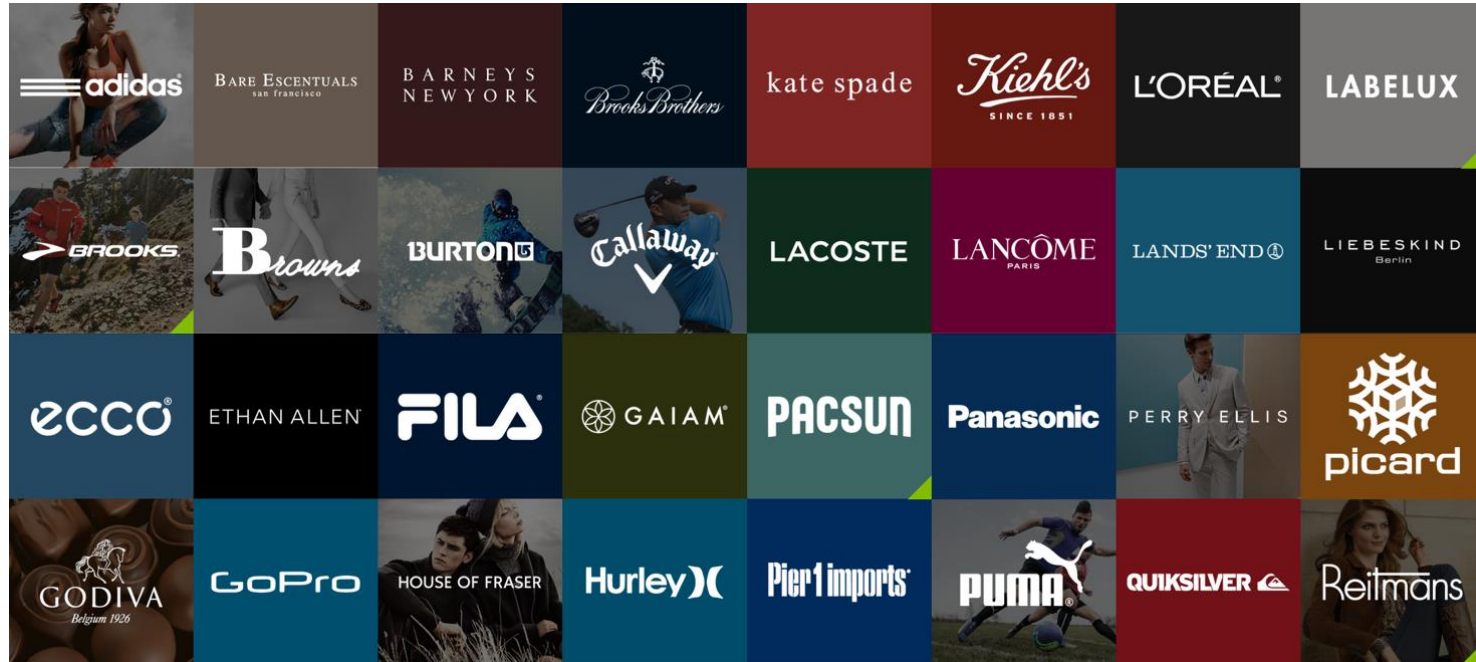
Development Platform

Multi Site & International, Programmable Logic, DW Script, APIs, Database Customization, Debugging & Testing, Sandboxes, Integrations

Commerce Cloud

Multi tenant, PCI Compliance, Reliability, Scalability, Product Releases, Databases, Global Data Centers, Caching & Delivery
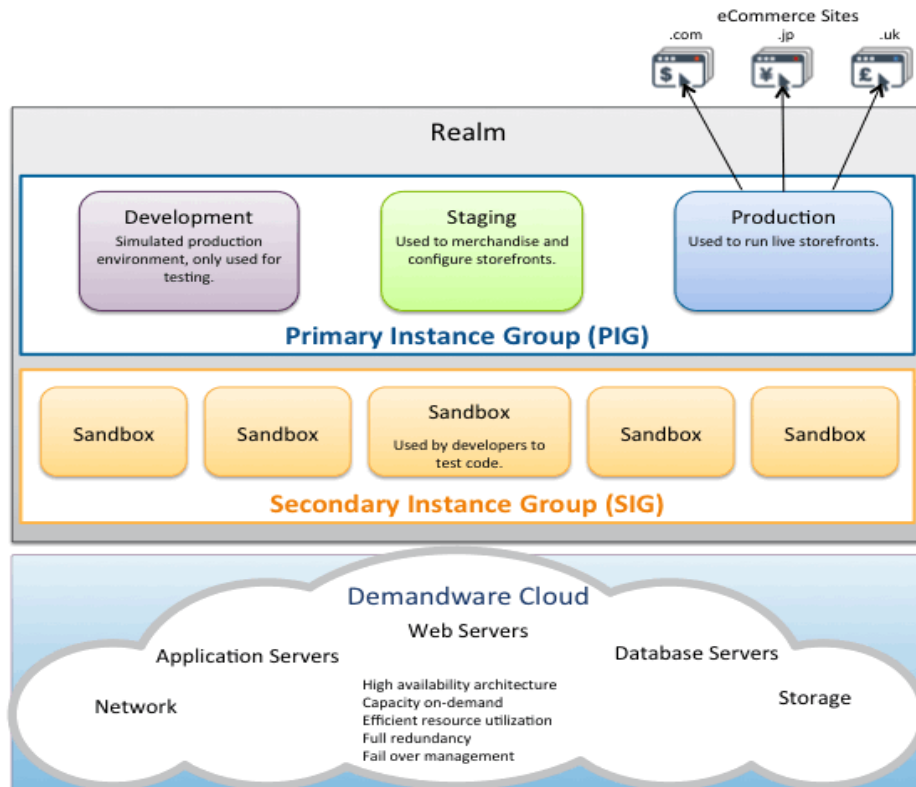
DEMANDWARE CLIENTS

DEMANDWARE PARTNERS (PAYMENT SYSTEMS)

DEVELOPING IN DEMANDWARE

1 Demandware operates only with companies, not with individuals

2 Partnership with Demandware is the only way to get environment for developing and access to documentation

3 JavaScript on backend (ECMAScript 5)

4 MVC model

5 Demandware API is the lowest level of the platform available to developer

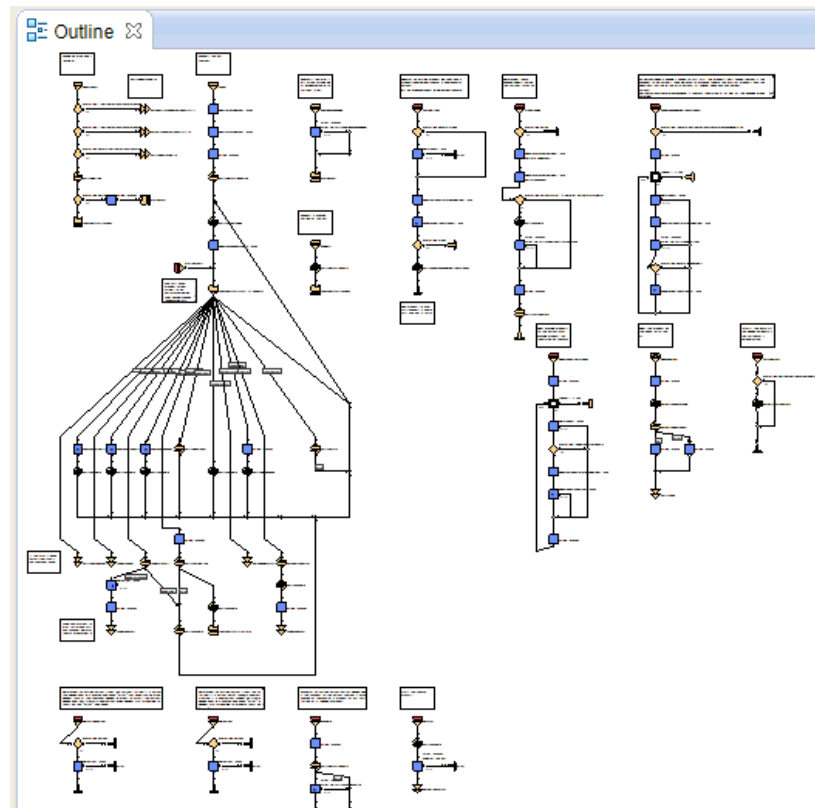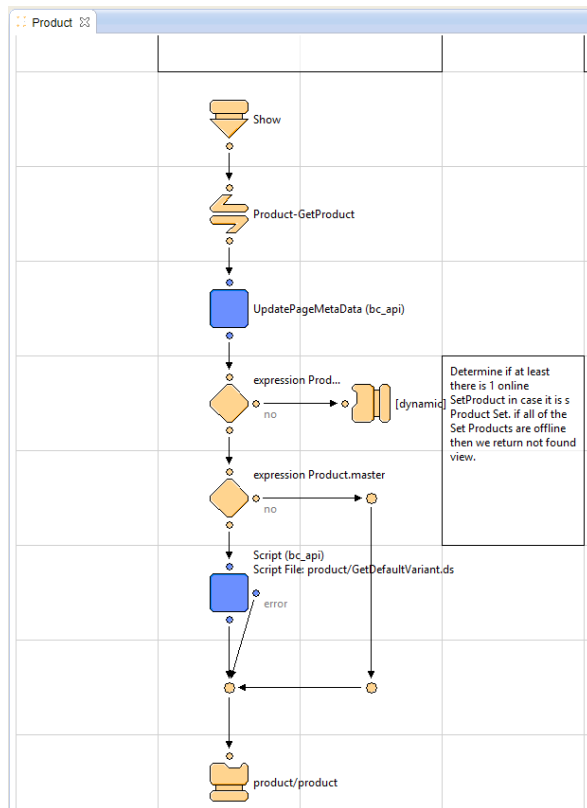**6** No direct access to the database, no query language, API only

DEVELOPMENT PLATFORM SCHEME

MVC. PIPELINES

DEMANDWARE SCRIPT = JAVASCRIPT

```
s Test.ds ✕
 1 /**
 2 *    @input ExampleIn : String This is a sample comment.
 3 *    @output ExampleOut : Number
 4 *
 5 */
 6
 7 function execute( args : PipelineDictionary ) : Number
 8 {
 9
10    // require scripts or system libs here
11    // var logger = require('dw/system/Logger');
12
13    // read pipeline dictionary input parameter
14    // ... = args.ExampleIn;
15
16    // insert business logic here
17
18    // write pipeline dictionary output parameter
19
20    // args.ExampleOut = ...
21
22    return PIPELET_NEXT;
23 }
24
```

ISML (INTERNET STORE MARKUP LANGUAGE)

```
  cart.isml ⋈
  1  <iscontent type="text/html" charset="UTF-8" compact="true"/>
  2⊖ <isdecorate template="checkout/cart/pt_cart">
  3      <isinclude template="util/modules" />
  4      <isinclude template="util/reporting/ReportBasket.isml" />
  5
  6      <isset name="enableCheckout" value="${pdict.EnableCheckout}" scope="page" />
  7⊖     <isif condition="${dw.system.Site.getCurrent().getCustomPreferenceValue('enableStorePickUp')}">
  8      <isset name="store" value="${dw.catalog.StoreMgr.getStore(pdict.CurrentSession.custom.storeId)}" scope="page" />
  9      </isif>
 10      <isslot id="cart-banner" description="Banner for Cart page" context="global" />
 11
 12⊖     <isif condition="${pdict.Basket == null || (empty(pdict.Basket.productLineItems) && empty(pdict.Basket.giftCertificateLineItems))}">
 13⊖         <div class="cart-empty">
 14             <h1>${Resource.msg('cart.cartempty','checkout',null)}</h1>
 15⊖         <form class="cart-action-continue-shopping" action="${URLUtils.httpContinue()}" method="post" name="${pdict.CurrentForms.cart
 16⊖             <fieldset>
 17⊖                 <button class="button-text" type="submit" value="${Resource.msg('global.continueshopping','locale',null)}" name="${pd
 18                     &#171; ${Resource.msg('global.continueshopping','locale',null)}
 19                 </button>
 20             </fieldset>
 21         </form>
 22         <isslot id="cart-empty" description="Empty Cart page slot." context="global" />
 23         </div>
 24     <iselse/>
```

EPAM Demandware Expertise

* **15 Software Engineers (Middle - Lead)**

* **20 Students in Demandware RD Lab**

- We started at the beginning of 2015
- We gathered the expertise from a couple of well known Demandware solution providers
- We growth Demandware expertise with applying the best of EPAM engineering practices

THANK YOU!

WORK WITH THE BEST TO GET THE BEST RESULTS!

**Denys Makovii,
Lead Software Engineer**

EPAM Lviv, 2017