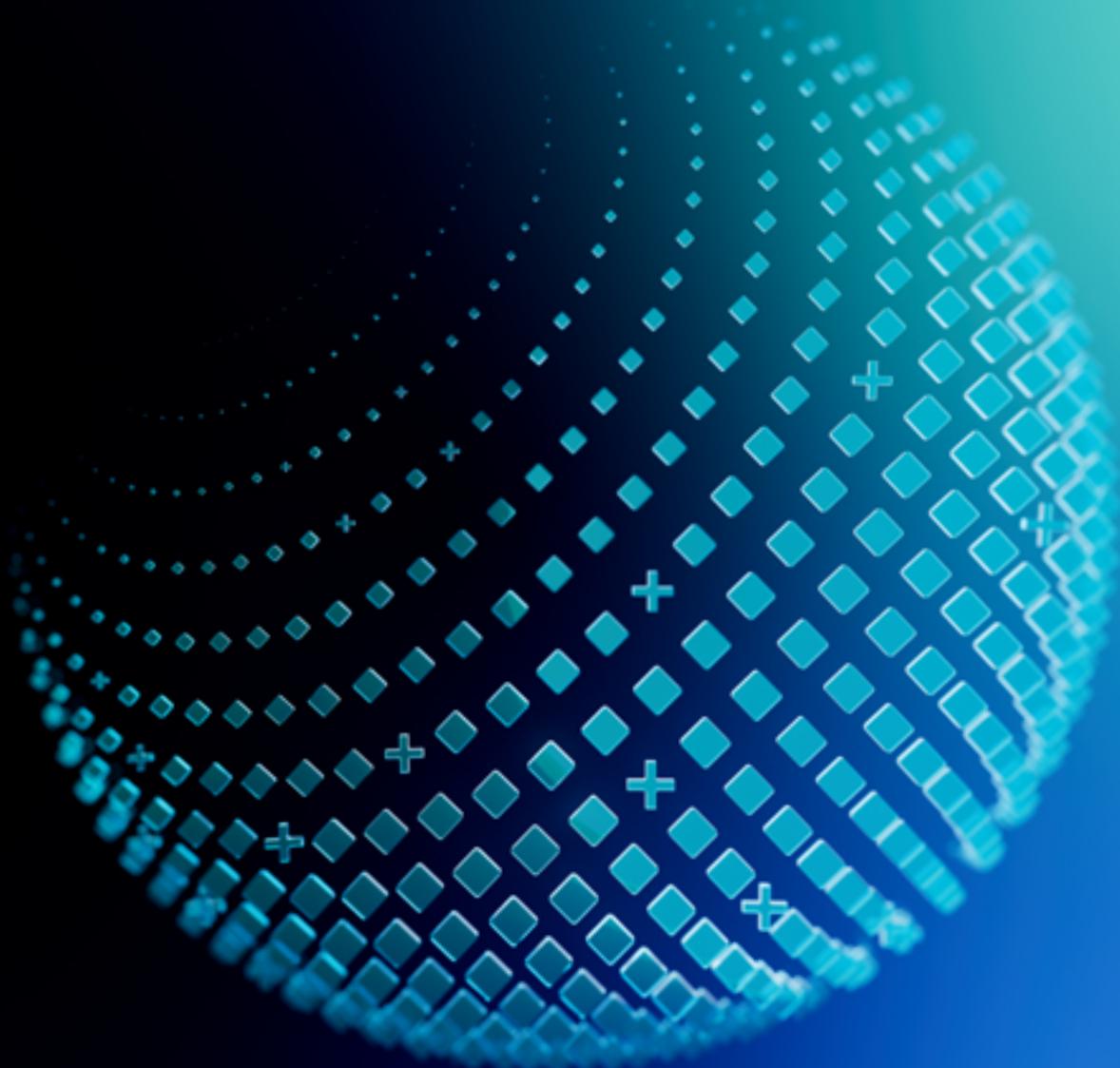


# HCLSoftware

## HCL Commerce Cloud

The transaction platform that helps you sell more



HCL Commerce Cloud

# Digital Commerce is transforming how business is done

B2B e-commerce in the US is projected to increase to more than \$3 trillion and account for 24% of total US B2B sales by 2027. B2B ecommerce continues to take hold in Europe as well. According to Digital Commerce 360, B2B e-commerce sales in Europe will reach \$1.8 trillion as soon as 2025.

In the B2C market, e-commerce is flourishing across various sectors, but it's particularly noteworthy in the retail sector. The next few years will see tremendous growth of B2C e-commerce in the retail industry, with global revenues expected to grow by over 50 percent between 2021 and 2025.

Expanding routes to include digital commerce in your growth strategy can be an effective and profitable approach when organizations align digital commerce to the right offerings, the right customer, for the right opportunity with the optimal buying journey. How companies go to market is rapidly changing in today's world and your digital strategy is playing an even more important role in the success of your business.

Market changes happen rapidly, competitors introduce innovations without warning, requiring a modern commerce platform that is innovative, agile, and enterprise-grade, and can support every business model, B2B, B2C, or B2B2C, so you can succeed in this fast-changing world. With HCL Commerce Cloud, you get a solution designed to adapt to your business strategy, not the other way around.

Helping your commerce experiences lead the pack instead of having to follow the herd with a templated approach, HCL Commerce Cloud supports the individuality of your brands, as well as pivots to address current and future business needs quickly and elegantly so you can grow with confidence and deliver a consistently inspiring experience.

Start delivering world-class experiences that are easy to customize on a platform that enables non-stop innovation.



# HCL Commerce Cloud: Driving over \$220B+ in annual online sales – and growing!

Transform your business and unlock new possibilities for success with a solution that empowers you to move at the speed of your business and maximize your sales potential.

## Comprehensive solution

HCL Commerce Cloud is a comprehensive solution, trusted by business, with the **richest set of capabilities for B2B, B2C, B2B2C and D2C all on one proven platform.**

Unleash the power of commerce and benefit from the agility to quickly integrate new technologies, channels, and business partners, to beat the competition and exceed your customer expectations.

## Simplified Commerce Operations

Let our commerce experts manage your commerce business in the cloud, while you **focus on growing your business**, and benefit from the ability to streamline operations, reduce costs, and improve the customer experience. Reliable, secure and flexible.

## Easy to consume!

It's time to unlock revenue growth with a **composable commerce platform** enabled by a **predictable pricing model** instead of a GMV model. You have the flexibility to quickly adapt to changing market conditions and the ability to pivot quickly in response to disruption.



# Key Differentiators

Our clients deliver more innovation in less time to unlock growth, achieve higher ROI, accelerate innovation and reduce business risk. They do so by leveraging the trusted scale, security and performance you expect with the speed and flexibility of a modern cloud-native, extensible commerce architecture of HCL Commerce Cloud – all built on 20 years of unmatched, omnichannel innovation.

## Performance

Performance is not a bolt-on... It's core to the platform... It's our DNA. At any moment in time, unplanned events arise, and e-commerce traffic can spike. You can rely on us to deliver through those unexpected or unprecedented buying peaks. Our solution easily handles unforeseen events – some of our clients are even seeing 40k+ orders an hour during peak buying times. And they still rest easy.

## Security

Our customers trust and know us for our approach to security. Are you willing to risk your brand's reputation on a collection of solutions that have not been tested together to resist the inevitable attacks? Your data is only as strong as the weakest link across all your chosen vendors.

## Open and Extensible

HCL Commerce's API-first robust extensibility framework provides you with a platform where the brand can be differentiated from the competition with the customization your business needs. 100% OpenAPI 3.0 enabled for our REST services with GraphQL for improved performance.

## Scalability

When you acquire a new product line or want to expand into a new international market, is your solution fit for purpose? HCL Commerce Cloud is ready for your expansion/growth. It's a platform that you can never outgrow.

## Agility and Speed

When you need to pursue new growth opportunities, HCL Commerce Cloud is ready to support you with the speed and agility you need to capitalize. We support any business model on a single solution, with a single catalog, supporting multiple geographies or brands with our patented e-site technology.

## Control

Our customers are empowered to build amazing customer experiences that differentiate their brand, engage their customers, and ultimately sell more – and they can do it faster. The Management Center gives business users the control they crave from product, marketing, and merchandizing to the overall total experience. Want to plug in your own tools? You can easily extend the Management Center to keep everything centralized.

## Industry leading support

We offer CX Studio services that enable you to get the most out of your commerce solution at no charge. Our award-winning support team is just one phone call away.



# Key Capabilities for your business

Take advantage of the latest capabilities in HCL Commerce Cloud and focus on driving business results while our experts take the burden of managing the platform, reducing your risk and costs without locking you into one cloud provider.

Here is a sample of what we have ready for you:

Headless - API-first approach HCL Commerce Cloud has been an API-first platform since 2014, developing extensive APIs and webhooks to ensure our customers have the flexibility they need to succeed. All commerce functions are exposed as Level 3 REST APIs so brands can create and deploy any customer experience strategy. Embedded **Content Management System (CMS)** and **Digital Asset Management (DAM)** with rich functionality are included without charge, enabling business users to make changes to your store. By exposing all Commerce functions as **REST-APIs**, combined with the capabilities of both **Containers** and **business services**, B2C and B2B users can more quickly and easily adapt to market changes, incorporating new marketing and selling channels as they arise. APIs also make it easy to integrate new innovations from your partners so you can deliver better customer experiences - for example by allowing any content experience using any content management system.

**Headless combined with webhooks!** Further, by combining a strong API strategy with webhooks, you can help fill the gaps in an API-first approach so you can be sure you're capturing all the relevant data when you need to make better faster decisions. Some of the benefits of webhooks include:

- A more efficient exchange of data keyed off of events, so you don't waste API calls
- The ability to support inconsistently changing data
- Provision of near real-time information

**SPA and PWA Starter Stores** for B2B and B2C built on React mean brands can reduce the time and cost of implementation with stores built on modern technology leveraging industry best practices and years of customer input. The React reference storefront provides the speed, reliability, and security you need to be able to provide a great customer experience fast.

**Precision Marketing** gives brands complete control to deliver timely and relevant promotions and offers. This is critical to maintain an ongoing dialog with customers and build stronger relationships.

**Promotions** incent purchase behavior and drive sales. More than 150 promotions delivered out of the box that can be configured to target specific customers, segments, online behavior, purchase history, and more. You can even create hierarchies to prioritize, stack, and define how promotions are redeemed.

**Advanced site search** and navigation make it easy for customers to find what they're looking for quickly and easily. By giving business users the ability to control the customer experience with personalized content and site discovery, the customer comes away satisfied with their experience and is more likely to return. Our Onsite Search features give you full control to: Add Information to your search based on your analytic tool, decide what shows when, add products to the search, manage zero results, color matchmake, and much more. In short, faster search and enhanced performance equal more conversions.

**Global multi-site capabilities** enable brands to easily build and manage multiple storefronts on a single platform. Strike the perfect balance between local control of catalog and merchandising, and centralized management.

**Deep business user tooling** enables all key stakeholders to get the most out of the platform, whether they're creating a new website, promotions, search parameters, or personalization.

**Built-in customer service** functionality enables Customer Service Representatives (CSR) to support online customers. Call center capabilities are embedded in the platform and the CSRs can deliver a better experience as they see what the customer sees through a simple web interface, for both B2B and B2C.

**Merchandising** works intuitively, allowing merchandisers to quickly make changes and automate tasks to help them focus more on product strategy. They can even create rules at the SKU level, giving them incredible flexibility to promote and sell while achieving high margins.

**Personalization** delivers timely and relevant promotions and marketing, based on real-time customer behavior and history. Product recommendations, promotions, offers, and more can be built for a specific customer at a specific time.

**Catalog management** that is easy to use helps business users manage catalogs, categories, catalog entries, merchandising associations, product attributes, and attachments in the store

**Product information management (PIM)** to help centralize data and provide consistently accurate and rich product information on any channel where it is needed - websites, print catalogs, ERP systems, and electronic data feeds among others. It also helps organizations across multiple verticals (e.g Retail, Distribution, Manufacturing, Financial etc.) speed up the time to market and accelerates marketing efficiency.

**16 languages and 30+ currencies** supported out-of-the-box so brands can expand their international reach easily.

**Embedded CMS and DAM** to streamline the creation, management, and distribution of your content to ensure your customers have a consistently great experience in any channel on any device.

**Solution Factory (SoFy)** integration to automate the deployment of complementary technologies like Google Cloud. SoFy is a perfect vehicle for you to download HCL Commerce Cloud and play with it in a cloud of your choice.

**Platform Integration** with Google Analytics for a more complete picture of your customers and their activity. HCL Commerce Cloud is certified on Google Cloud Platform.

**Marketplace capabilities** are already part of your HCL Commerce Cloud platform. Expand assortment without having to carry inventory, add a direct sales channel instead of relying solely on sales through a partner, increase loyalty, and meet multiple customer needs through a "one-stop-shop" experience for their customers so you can enhance the customer experience at no additional cost!

**Post Order Management** lets you manage the complete lifecycle of an order and track all information to create a seamless experience from start to finish. So even when everything doesn't go smoothly, you can create happy, loyal customers by enabling customers or Customer Service Representatives to modify orders quickly and easily. Offer appeasements for shipping or product discounts to make the return process simple and easy.

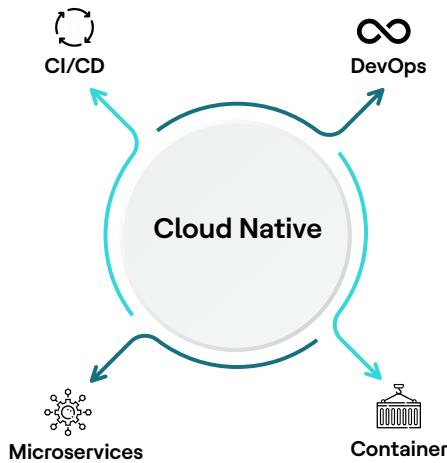


# A Cloud-Native Approach to Commerce

With a cloud-native approach based upon the four pillars in the industry standard (defined by the Cloud Native Computing Foundation Charter), our customers can deploy the way they want—private cloud, public cloud, or in a hybrid model—without sacrificing innovation or speed, and lowering their total cost of ownership.

**"Cloud native technologies empower organizations to build and run scalable applications in modern, dynamic environments such as public, private, and hybrid clouds. Containers, service meshes, microservices, immutable infrastructure, and declarative APIs exemplify this approach. These techniques enable loosely coupled systems that are resilient, manageable, and observable. Combined with robust automation, they allow engineers to make high-impact changes frequently and predictably with minimal toil".**

Source: The Cloud Native Computing Foundation Charter



**Continuous Delivery (CD)** describes a process that, when adopted, enables developers to release applications more quickly, reliably, and frequently, while reducing the risk and increasing the quality. Through the use of separate Docker containers for store, search, transactions, and client customizations that fully encapsulate application logic, middleware, and the operating system layer, clients are themselves empowered to deploy applications via continuous innovation/continuous delivery since these images mean less manual work—allowing you to install and upgrade faster and deploy customizations in an automated way and giving the client a lower cost of ownership for their commerce platform.

**DevOps** describes a process for software developers and IT operations professionals to collaborate better and automate the process of software delivery. HCL Commerce Cloud also leverages Docker to make the set-up, deployment, and management of commerce environments quick and easy. Now, developers and deployment engineers (IT Operations) can configure development and test production environments in a matter of hours—with minimal manual processes and intervention.

Docker images make cloning new instances fast and error-free, as consuming HCL-provided commerce system enhancements are seamless, giving businesses the agility needed to seize market opportunities, launch new sites, and innovate the customer experience, faster than ever before.

We also provide deep support—services with extensive experience helping clients establish a cloud-native architecture and organization to get the most out of their HCL Commerce Cloud (and other Docker-based) platforms.

**Containers** provide the ability to manage and migrate the application dependencies along with the application, while abstracting away the OS and the underlying cloud platform, in many cases. With the version 9 release, HCL Commerce Cloud simplified platform management by introducing the use of Docker containers. Docker makes it easier to create, deploy, and run applications by allowing e-commerce professionals to package an application with all the parts it needs—from the OS up to the application, its libraries, and other dependencies and ship it all out as one package.

With modern web services, users expect applications to be available 24/7, and developers expect to deploy new versions of those applications several times a day. Containerization helps package software to serve these goals, enabling applications to be released and updated quickly and easily without downtime. Kubernetes helps you make sure those containerized applications run where and when you want and helps them find the resources and tools they need to work.

**Micro-services** is an architectural approach to building an application by delivering it as a collection of small services that run independently and communicate via APIs.

**Micro-services to Business Services:** HCL Commerce Cloud took a slightly different approach to microservices by bundling them together based on a clear business function they supported – a Business Service. This was done to reduce the maintenance burden while still enabling the independence of those key applications. By logically grouping applications into 4 distinct business services, each residing in a container – storefront, search, customizations, and transaction – we made it simple for organizations to change, add, or update the business service without affecting any of the other business services.

## Learn more

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Schedule a free half-day consultation:



Visit our website:



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### About HCLSoftware

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**HCLSoftware** develops, markets, sells, and supports product families in the areas of Digital Transformation, Data, Analytics & Insights, AI & Automation and Enterprise Security platforms. HCLSoftware is the cloud-native solution factory for enterprise software and powers millions of apps at more than 20,000 organizations, including more than half of the Fortune 1000 and Global 2000 companies. HCLSoftware's mission is to drive ultimate customer success with its IT investments through relentless product innovation.

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