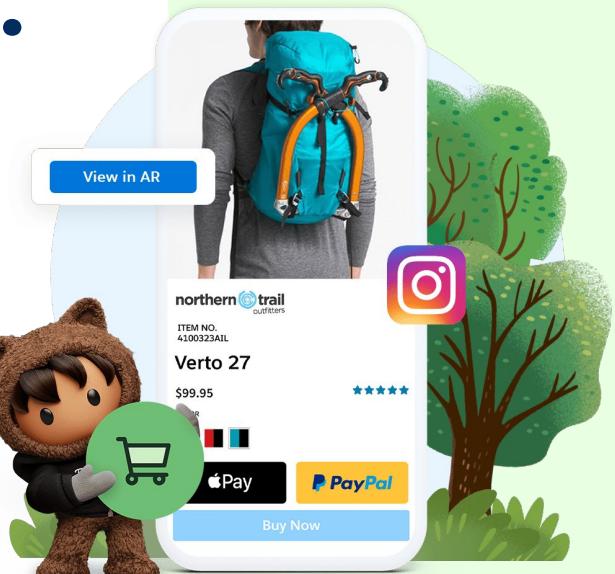


# Composable Storefront: SI Enablement

Oct 5, 2022



# Composable Storefront:

## Breaking down the messaging and launch



# What Exactly Did We Launch?



Rebrand

## Composable Storefront

We're rebranding PWA Kit and Managed Runtime to make it easier to sell headless and elevate the value for business buyers. We're also investing in our APIs to enable better business capabilities (eg. Page Designer, API support).

New

## Composable Storefront Partner Packages

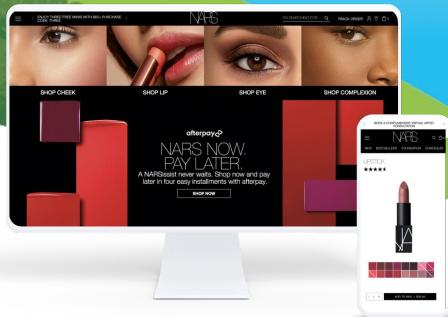
We're introducing purpose-built packages for Composable Storefront that include integrations, pricing, and accelerators to achieve a faster time to value, provide transparent costs, and reduce risk.

## Goals

- 1) Protect ACV by giving SiteGen customers a clear and easy path to a better/faster storefront
- 2) Win new ACV with a new and exciting modern, composable storefront solution

# Move Faster with Flexibility

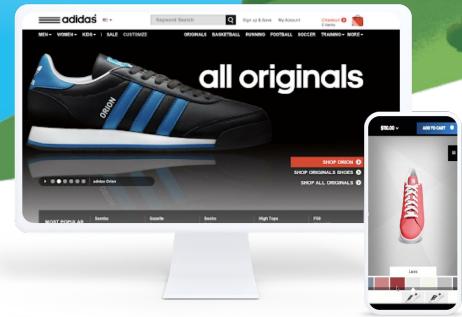
NARS



WH Smith



adidas



Out-of-the-Box Storefront

Composable Storefront  
for Headless

Bring-Your-Own  
Storefront for Headless

# The Market is Head Over Heels for Headless

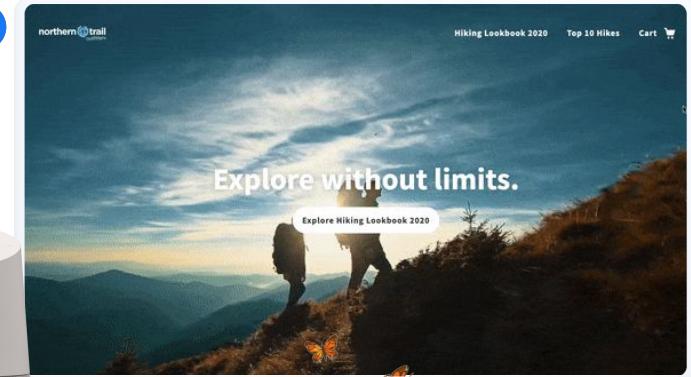
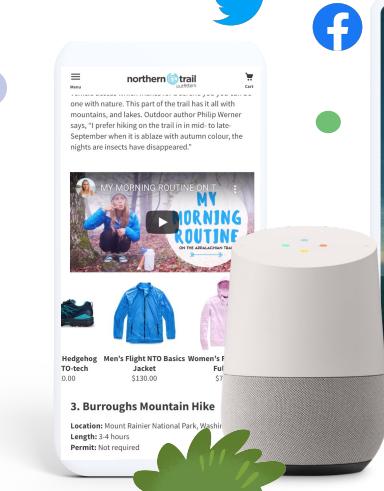
80%

of businesses that don't have a headless architecture today plan to implement it in the next two years\*

Digital leaders are **4x** more likely to already have a headless architecture\*

75

of leaders report headless allows them to make changes more quickly\*



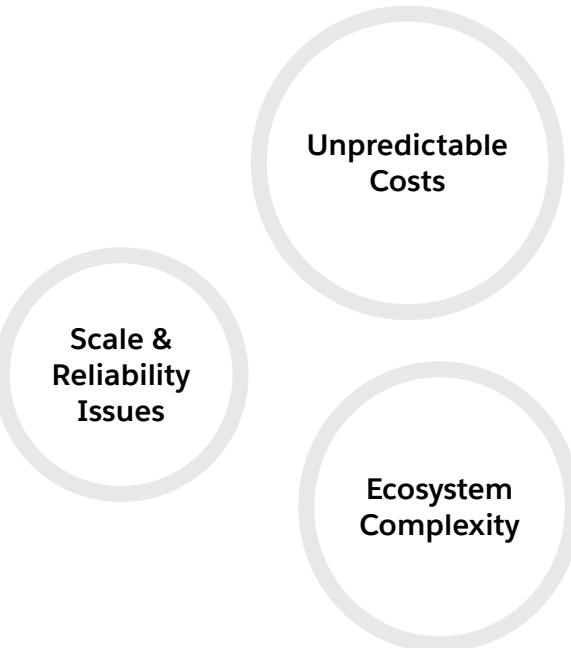
\* Source: Salesforce State of Commerce

# Top 3 Blockers to Headless Success

Not all headless architectures are created equal



- Lack of Business Results
- Operational Complexity
- Failed Implementations
- High Costs



- Flexibility & Control
- Operational Efficiency
- Trusted Scale & Reliability
- Transparent Costs

# Composable Storefront

Accelerate ROI with a fast and flexible storefront for headless commerce



## Grow Conversions and Average Order Value

Fast user experience and smooth app-like browsing

## Achieve Faster Time to Value

Pre-packaged integrations, pricing and accelerators with best-of-breed partners

## Decrease TCO with Storefront Included

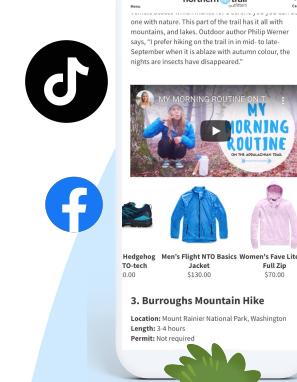
No additional licensing or hosting fees

## Take Control of Your Brand Experience

Extensible and customizable storefront

77%

say headless gives them agility to make changes to their storefront faster



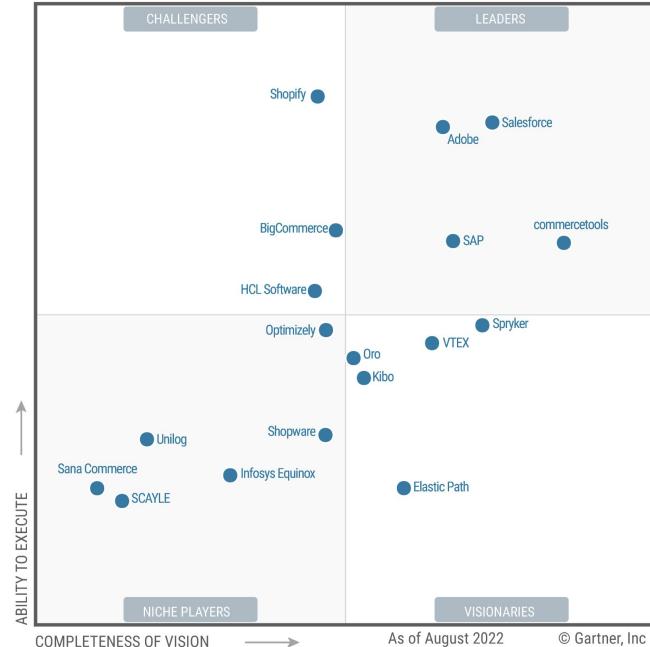
# 2022 Gartner® Magic Quadrant™ for Digital Commerce



Salesforce Recognized as a Leader in Digital Commerce

“We believe Salesforce B2C Commerce scores very highly for Platform Ecosystem, due to its extensive integrations offered, even outside the Salesforce ecosystem. The platform also rated highly for Globalization, due to its functionality for setting up regional storefronts and breadth of currencies and languages supported.”

Figure 1: Magic Quadrant for Digital Commerce



Source: Gartner, Magic Quadrant for Digital Commerce, 10 August 2022, Jason Daigler, Mike Lowndes, Yanna Dharmasthira, Sandy Shen, Penny Gillespie, and Aditya Vasudevan. This Graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in context of the entire document. The Gartner document is available upon request from Salesforce. Salesforce. Gartner does not endorse any vendor, product or service depicted in its research publications and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. Gartner and Magic Quadrant are registered trademarks of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved

Source: Gartner (August 2022)



# Take the Risk Out of Headless With Composable Storefront Partners

Best-in-class ecosystem anchored by the world's #1 commerce platform

## 1 Pre-built Integrations

Connectors and implementation guides

## 2 Transparent Pricing

Unified pricing model and pre-negotiated rates across partners

## 3 Trusted Partnership

Proven Salesforce-backed partnerships with Product team collaboration

### Salesforce & Partner Purpose-Built Packages

Composable  
Storefront Package



Composable  
Storefront Package



Composable  
Storefront Package



Composable  
Storefront Package



Composable  
Storefront Package



Composable  
Storefront Package



Composable  
Storefront Package



Composable  
Storefront Package



400+  
SI and ISV  
Partners

# Fast-Track Your Composable Storefront Implementation

With accelerators from proven, Salesforce-certified SIs



## High-Scale Retail Storefront Accelerator

**Use Case:** Large, high-scale retailers who want a Composable Storefront with third party solutions like Algolia and Amplience



## SiteGen Modernization Accelerator

**Use Case:** SiteGen or SFRA customers who want to migrate to the Composable Storefront with optionality provided via Page Designer, CMS, search and other 3rd party app integrations



## SiteGen Modernization Accelerator

**Use Case:** SiteGen or SFRA customers who want to migrate to the Composable Storefront and integrate with Page Designer



## Apparel Storefront Accelerator

**Use Case:** Mid-scale retailers who want to launch Composable Storefront integrated with Algolia and Amplience



Join us! Reach out to Lena Conforti and James Semple if you wish to be part of our Composable Storefront certified SIs.

# Unlock Business Growth & IT Agility

Composable Storefront designed for both business users and developers



## Business Users

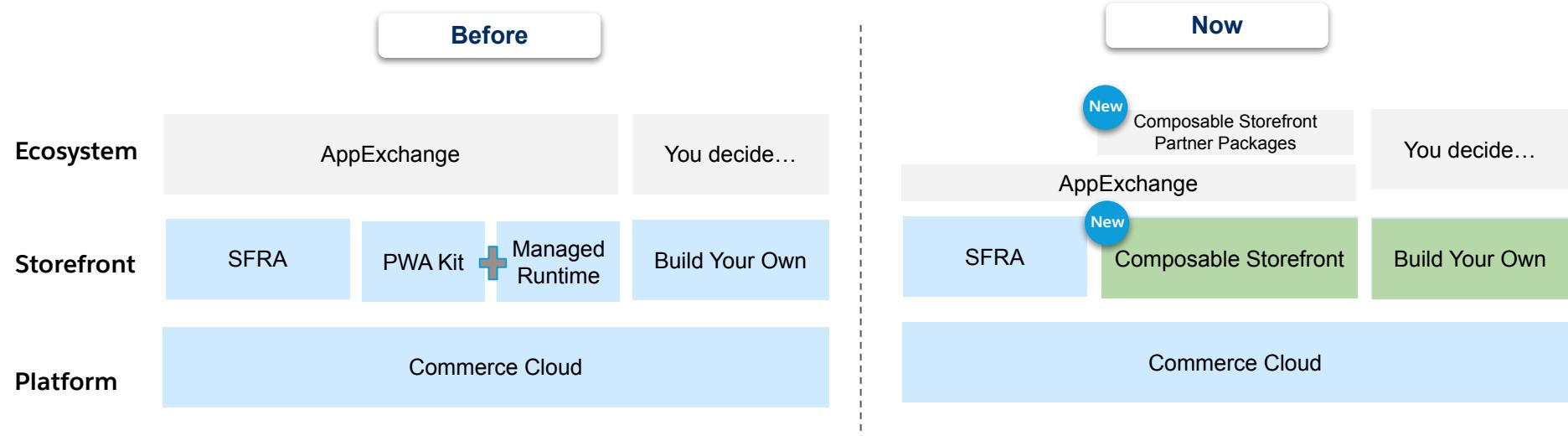
- **Take control** of your brand experience and drive differentiation
- **Simplify** managing and merchandising products with clicks-based tools
- **Unlock** advanced content and intelligent search with partner packages
- **Get a single view** of your customer to generate seamless experiences

## Developers

- **Build** the way you want with a modern web framework, APIs, and non-proprietary code
- **Ship** changes & new features daily with 60 second deploys
- **Offload** hosting, security, scalability operations to focus on innovation
- **Migrate** to API-first architecture with a full set of developer tools

One  
Unified  
Solution

# Evolution of our Storefront Options



# Why We Chose “Composable Storefront”

New name rationale



## Market momentum

- Customer and partner feedback and competitive, SEO and analyst research

## Awareness in composable space

- Use the product name as an opportunity to promote that we're in the headless/composable space

## Descriptive / self-explanatory

- The term is very in line with our GTM strategy with best-of-breed partners

# Market Feedback on the Launch



## Analyst Briefings & Updates

**60+**  
Analysts Covered

- Briefed and updated over 60 analysts
- Reached never before accessed analysts
- 48 hours from launch to first analyst report, Constellation Research



Your messaging around **business value** is exactly where the conversation needs to go.  
- Sheryl Kingstone, 451 Research

The **outcomes customers are actually looking for** are what you are talking about.  
- Ray Wang, Constellation

## Press

**1600+**  
Newsroom Post View

- [Newsroom Post](#) (8/8)
- Press Coverage
  - [Techtarget](#)
  - [Enterprise Times](#)
  - [Techzine](#)
- [Social Post](#) (400 likes/shares)



The tools and partnerships show that Salesforce wants to **enable customers to build commerce sites their way**.

- Predrag Jakovljevic, Technology Evaluation Centers

Composable commerce has since become the **increasingly desired architecture** for businesses that want to scale and adapt their eCommerce business at their own pace.

- Roy Edwards, Enterprise Times

## Launch at eTail East

**200+**

At session with launch announcement

- Announced in opening session for eTail East with 200+ attendees
- Hosted headless roundtable with 20+ attendees including Arc'teryx, Public Storage, Aetrex



ARC'TERYX

aetrex

TALBOTS RESERVEBAR

We don't want to own everything and these **packages are a big step in the right direction**"  
- Talbots VP of Engineering

We're headless on Magento and the **biggest pains is managing multiple vendors**.  
- Product Manager of Ecommerce at Arc'teryx

# Product Overview:

## Composable Storefront



# Composable Storefront Feature Highlights

What's in the box?

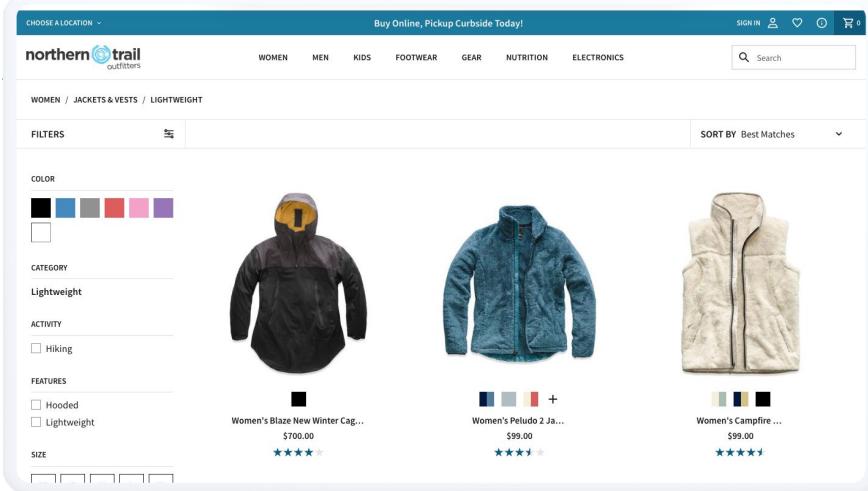


## Composable Storefront

**Progressive Web App**  
Instant page loads, offline mode, install to home screen

**Managed Runtime**  
Infrastructure to host, scale and secure the front-end

**Composable Storefront Partner Packages**  
Pre-packaged integrations and pricing with best-of-breed partners



**Commerce APIs**  
Customers, products, promotions, Einstein rec's, shopper login, basket, orders, etc.

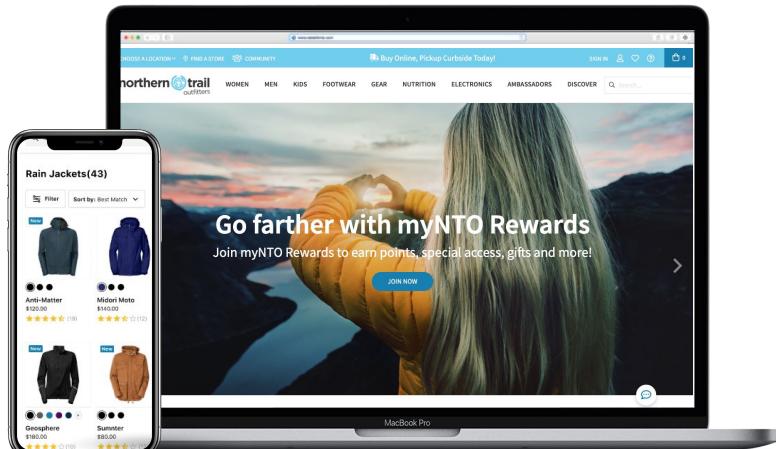
**Business Manager**  
Catalog management, campaign & qualifiers, preferences

**Developer Tools**  
React SDK, on-demand environments, CI/CD, Developer Center

# PWA Kit Feature Deep Dive



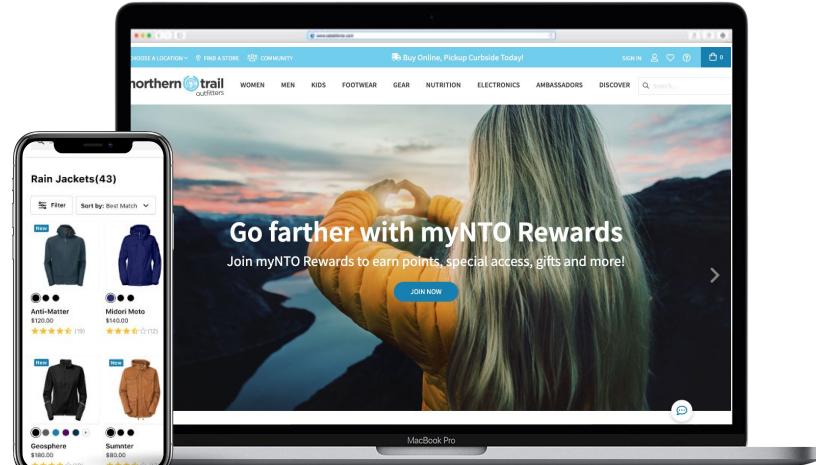
- **Modern web technologies** like Service Workers and Web Manifest enable the website to perform more like an app
- **App generator** quickly spins up a new API-connected PWA that includes templates & ecommerce flows optimized for performance
- **Open-source software development kit** (SDK) includes React components with built-in best practices and PWA design kit includes UI components
- **Pre-integrated** with Einstein Recommendations, Checkout, Search



# Managed Runtime Feature Deep Dive



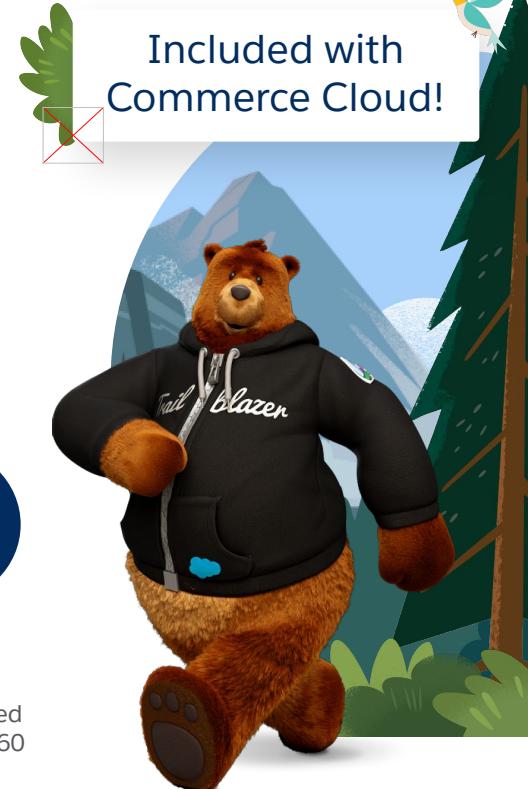
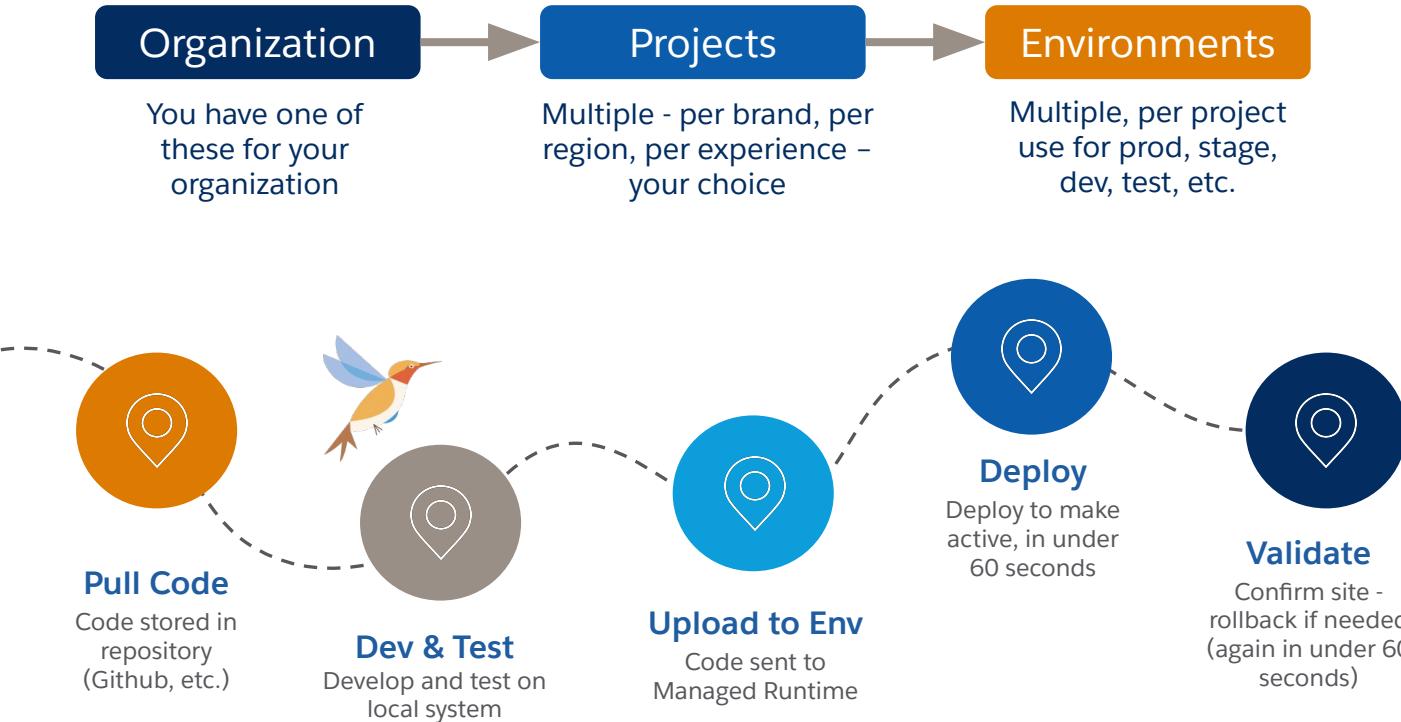
- **Public cloud native platform** auto-scales and maintains 99.99% historical uptime
- **Trusted security** with Web Application Firewall, DDOS protection, ongoing salesforce security monitoring, and 24/7 security response teams
- **Fast performance** thanks to global CDN and server side rendering backed by intelligent caching and guaranteed Commerce API response time
- **Developer efficiency** with on-demand environments, automated monitoring, CI/CD & admin portal to manage projects



**Managed Runtime**  
Hosting | Scaling | Security | Performance

# Managed Runtime Overview

Flexible and fast code deploys for your headless experiences



# Thank You



