

Sitecore Experience Commerce

Win customers with an
experience-first commerce platform

Sitecore Experience Commerce™ (XC) is an experience-first commerce solution that extends the Sitecore® Experience Platform™. With blended content, commerce, and contextual intelligence, brands can deliver personalized commerce experiences that nurture customers and increase transactions.



Commerce today isn't about the cart. It's about the experience.

In the past, commerce was simply about putting up a website that enabled visitors to search for products and purchase them. These systems were designed and optimized for transactions. Times have changed. To compete today, you need to provide personalized experiences that nurture each customer from acquisition to transaction to retention.

And to do this, you need to know your customers – who they are, what interests them, what they've done in the past, when they've interacted with you, and how. And you need to combine all of this information in a way that not only makes sense of it but makes it actionable, in real-time.

But knowing your customers only gets you halfway to your goal. To achieve the desired results, you need relevant content that help your customers where they are and guides them to their next step. The right content at the right time is what personalizes each experience for each customer.

Data, content, commerce – it's this combination that empowers you to offer contextually relevant, customer-centric commerce experiences. And it's these personalized commerce experiences that form connections and transform prospects into lifelong fans.



Experience-driven commerce

Create connections, drive conversions, and foster long-term customer relationships. Sitecore Experience Commerce (XC) is a secure, modern commerce solution that extends Sitecore Experience Platform and includes everything you need to standup and operate a global digital commerce storefront with personalized buying experiences. It can be deployed on Microsoft Azure as PaaS, IaaS, or on-premise. Discover all the ways Sitecore XC can help your brand win.





Key benefits

Sitecore XC helps brands win customers and drive revenue. With Sitecore XC, commerce teams can easily:

- Deliver highly personalized experience-based commerce.
- Drive sales with integrated marketing automation.
- Gain agility with Sitecore Experience Accelerator.
- Combine content with commerce.
- Fit any business model and use case, thanks to its extensibility.

Experience management

Sitecore XP's foundation provides Sitecore XC with industry-leading experience management capabilities, including built-in support for omnichannel storefronts, multisite, and multilingual. Using capabilities like live-edit, templates, and publishing workflows, your commerce team can design unique digital storefronts that engage buyers. Conducting A/B and multivariate testing is also a breeze with Sitecore XC, making it simple for your commerce teams to continuously optimize messaging, offers, and promotions.

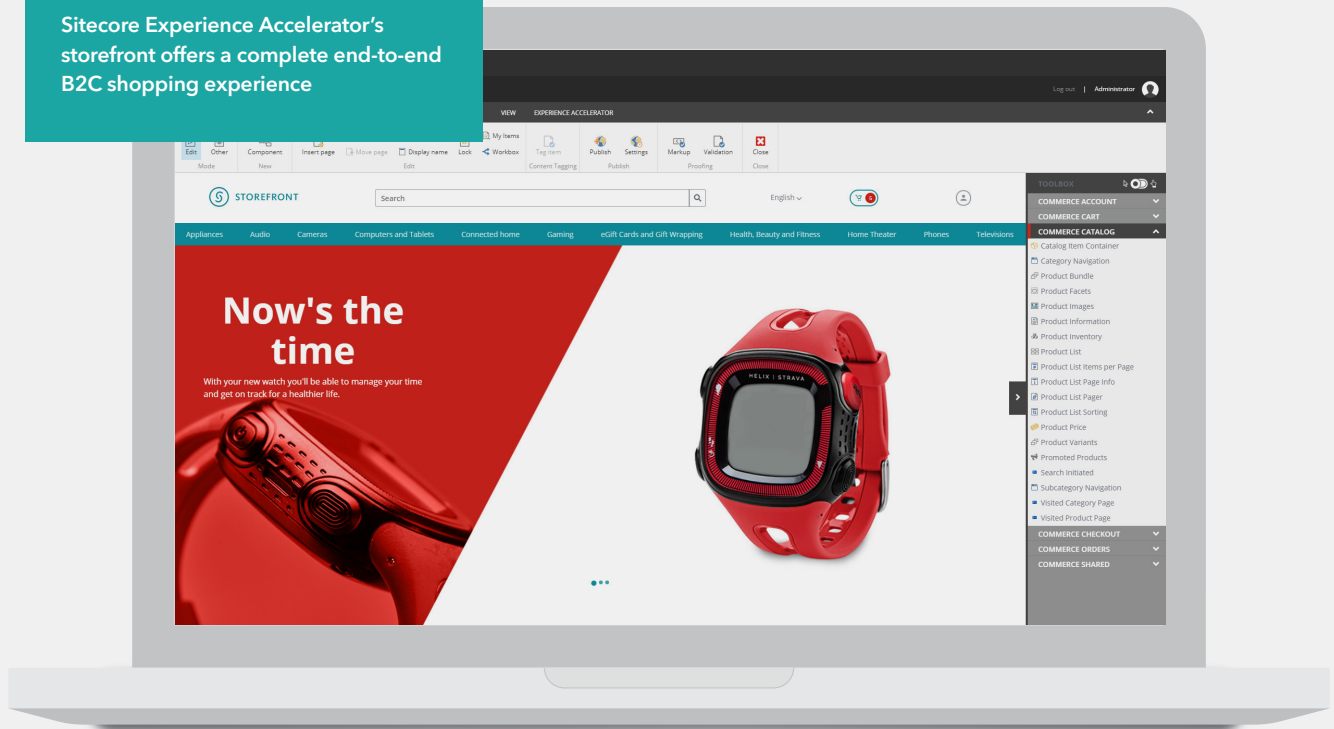
Sitecore Experience Accelerator (SXA) Storefront

Sitecore XC includes Sitecore Experience Accelerator (SXA) and provides a working reference storefront that supports a complete end-to-end B2C shopping experience. The accelerator includes 40+ commerce-specific components that can be dragged and dropped onto a web page without requiring IT resources. More specifically, it includes 43 page-events, 4 goals, 2 outcomes, and 3 marketing automation plans.

SXA storefront speeds the development and deployment of storefronts.

By enabling co-build production, front-end web design can happen at the same time as back-end development work. This allows the content entry phase to begin much earlier in the project lifecycle, ultimately reducing the pressure on this task, which typically occurs at the end of most projects.

Sitecore Experience Accelerator's storefront offers a complete end-to-end B2C shopping experience



Personalization

Personalization is critical for any digital storefront. It drives interest, engagement, and ultimately conversion. Sitecore XC enables powerful personalization, both to known and anonymous visitors, leveraging key capabilities within Sitecore XP, including Sitecore® Experience Database™ (xDB), rules engine, and customer segmentation. Commerce teams can use many personalization approaches based on customer segment, customer activities, order history, cart activity, rules, and products. The rules engine is extensible, giving commerce teams more flexibility to create innovative approaches to personalize their storefront for each customer.

Promotion management

Sitecore XC provides a robust built-in promotion module, empowering your commerce team to design and run effective promotions that drive business results. The solution includes 22 pre-defined promotions that commerce teams can use, and a framework to create custom promotions for their unique needs.

Promotions can be configured at the cart or order line item level. Promotion rules can be based on channel, time, catalog, customer segment, order volume, order value, product category, or other criteria. And benefits can be defined as discount percentage, discount amount, free shipping, or others. Commerce teams can run multiple promotions concurrently, making some public and others private (available only to certain buyers with buyer-specific promotional codes), enabling maximum flexibility to drive sales.

Marketing automation

Sitecore XC provides a robust marketing automation tool that enables commerce teams to engage customers on their buying journey. Using the tool, commerce and marketing teams can design and execute a marketing campaign to launch a new product, run a promotion campaign, or cross-sell complementary offers to customers who have made a purchase. They can also use the tool set up actions that automatically re-engage customers who left products in their shopping cart or to solicit product reviews from those who recently made purchases. Marketing automation is a critical instrument for any commerce team's toolbox. With Sitecore XC, marketing automation is a component of the solution, simplifying your commerce operations.

Catalog management

Sitecore XC includes a module to define and manage products (both physical and virtual goods) and catalogs. Sellable items can be included in multiple catalogs, categories, and inventory sets. Using the module, merchandisers and commerce teams can define sellable items, their variants (colors, sizes, configurations, etc.), relationships, and promotions. Commerce teams can also define hierarchies and relationships at the category level, enabling up-sell, cross-sell, or substitute recommendations. And with different catalogs, different product sets can be promoted on different storefronts, locales, and customer segments with some configurations. Sitecore XC also comes with product bundling capabilities, allowing you to easily group products to be sold together for one price.



Pricing management

Commerce teams can manage price lists easily using Sitecore XC's built-in business tool. Pricing is defined in price books, which contain price cards for and snapshots of products. One or more snapshots can be defined for each product



based on effective date, quantity, or tiers. Using these capabilities, commerce teams have a lot of flexibility to optimize their pricing for sales, profitability, and other business objectives.

Order management

The order-management capabilities of Sitecore XC enables commerce teams to process orders after customers have placed them. Using these capabilities, commerce teams can change existing orders, cancel or fill them. The module also supports preorders and backorders, offering commerce teams maximum flexibility in selling their products and services. Sitecore XC supports both physical and virtual goods, so entitlement management is also supported by the order management module. And for payment, Sitecore XC can be integrated with many payment processing solutions in the market. Out of the box, we provide a sample integration with Braintree.

Inventory management

Related to the catalog management and order management module, Sitecore XC provides a module for controlling product inventory across multiple locations. Inventory information is associated with various sellable items, providing maximum flexibility. Using the module, commerce teams can transfer inventory among different inventory sets and locations, set thresholds for notification of replenishment, reserve inventory per bin, and enable shipment tracking when integrated with a shipping solution. Sitecore also provides a sample integration to ShipEngine, available on GitHub.

Customer management

In addition to the core business tools for managing storefronts and operations, Sitecore XC also includes a tool for managing your visitors and customers who have registered on your site. Using the tool, your commerce team can search and update customer information as needed. This information can also be used for segmentation and personalization, when combined with the customer-activity information captured xDB.

Managed cloud

Sitecore XC can be deployed on Microsoft Azure IaaS, PaaS, or on-premise. One option is deploying on Microsoft Azure PaaS offered via Sitecore Managed Cloud Premium (MCP). With Sitecore MCP, you get to market faster, reduce complexity, and benefit from the experiences of a knowledgeable team that understands Sitecore technologies. It is also SOC2 and ISO 27001 compliance. The key services provided by Sitecore MCP include:

- 99.9% availability
- 24x7 support with 15-minute response time



- Technical account manager
- SOLR, WAF, and CDN support
- Disaster recovery
- Custom PaaS topologies for deployment
- Multiple datacenters in all continents

Sitecore services for Sitecore XC

To ensure you get the most out of Sitecore Experience Commerce, Sitecore offers a number of complementary service packages to guide your implementation partner and internal team, including:

- **Stepstone Review** – this package provides oversight of a Sitecore XC implementation, with reviews and recommendations at each stage of the project lifecycle to help your team stay aligned with recommended practices and improve overall launch readiness.
- **Stepstone Commerce Activate** – this package provides more comprehensive oversight of a Sitecore XC implementation than a Stepstone Review, helping you and your partner team to architect an appropriate solution, follow our proven best practices, formulate technical approaches, and evaluate configuration and performance improvement ideas.
- **Commerce Solution Review** – this service offering evaluates your Sitecore XC implementation against a set of Sitecore recommended practices, identifying areas where improvements can be made in the solution prior to launch.

Learn more about how Sitecore Experience Commerce can supercharge your digital platform and help you win customers at: <https://www.sitecore.com/products/sitecore-commerce>

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