



B2B & D2C Composable Storefront Accelerator

Powered by Salesforce, Conscia and Contentstack

June 2024

B2B Buyer Preferences Have Evolved

83%

of B2B Buyers Prefer
Ordering or Paying Through
Digital Commerce

86%

of B2B decision-makers
prefer using self-service
tools for reordering rather
than talking to a sales
representative

66%

of B2B buyers wish that of
B2B buyers expect a similar
experience when buying on
a B2B site as they would
get on a B2C site.

71%

of B2B buyers like to shop
with businesses that have
both physical stores and
online ordering platforms.

Organizations Face Challenges to Evolve with Buyers

Global Challenges Facing B2B Storefronts



Modern Capabilities

Organizations are faced with increased pressure to deliver modern, personalized customer experiences across all channels that are immersive, flexible, and seamless across physical and digital channels.



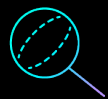
Time to Value

Technologies to support future application experiences have created an opportunity to prioritize and rapidly modernize individual capabilities to maximize time to value and expand existing storefront functionalities.



Reducing Costs

Incorporating modern customer experiences requires significant costs. Profitability of storefront depends on embracing solutions that are agile, with lower costs and development cycles to enhance and maintain.



Age of Self-Service

Customers are looking for increased control over their orders and need systems that provide self-service capabilities previously buried back-office platforms.



Empower Data with AI

Customers expect AI-powered personalized journeys, relevant recommendations, and memorable experiences that all depend on accurate, instantaneous and pro-active application of insights.



Performance

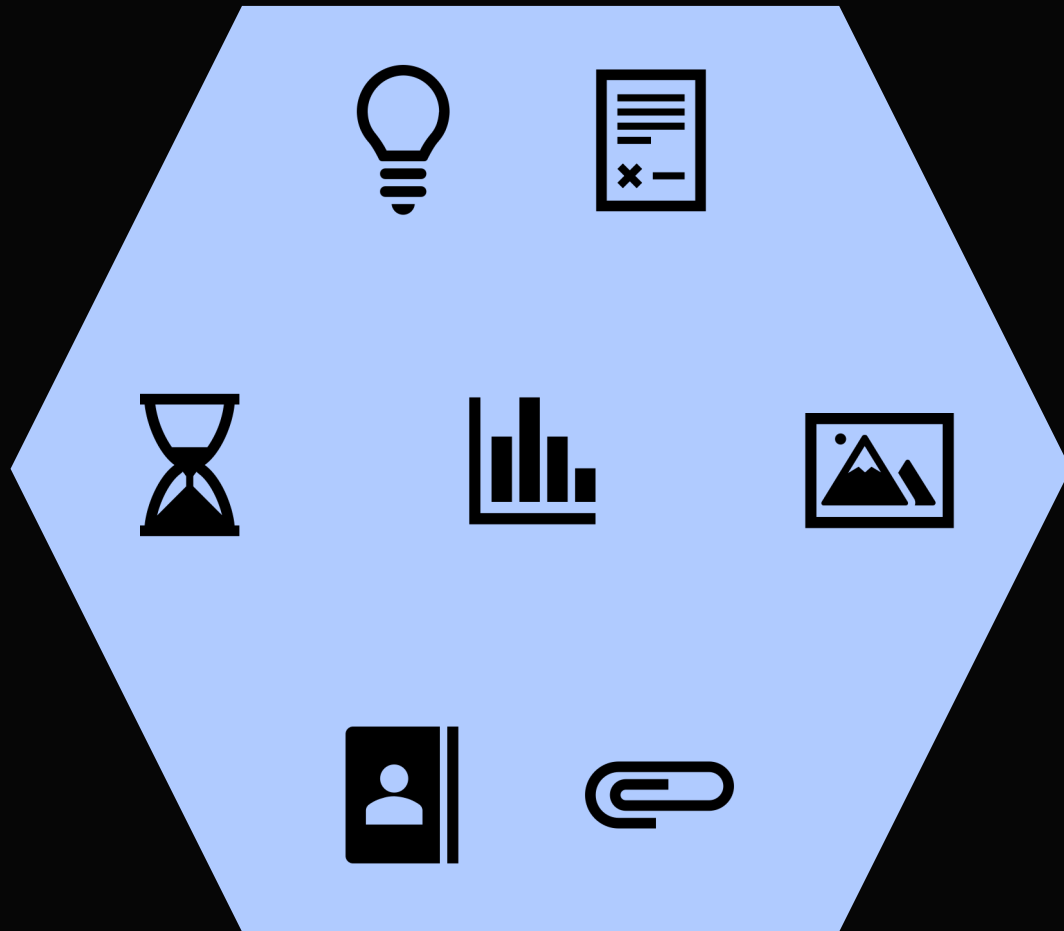
Complex product configurations, pricing, and custom integrations require platforms that can provide faster page load times and perform under stress.

Why Composable?

A primary driver of speed, performance and agility.

What is composable?

Monolithic



Composable



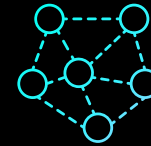
To meet the demands of this rapidly changing landscape, businesses need a modern digital ecosystem and operations to remain competitive. One that enables you to:



Adapt and scale to be **Future Ready**



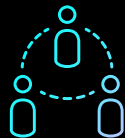
Deliver at speed with teams working in parallel



Quickly pivot through **API first** architecture



Support **experimentation** & provide **flexibility**



Re-deploy talent when and where it's needed most



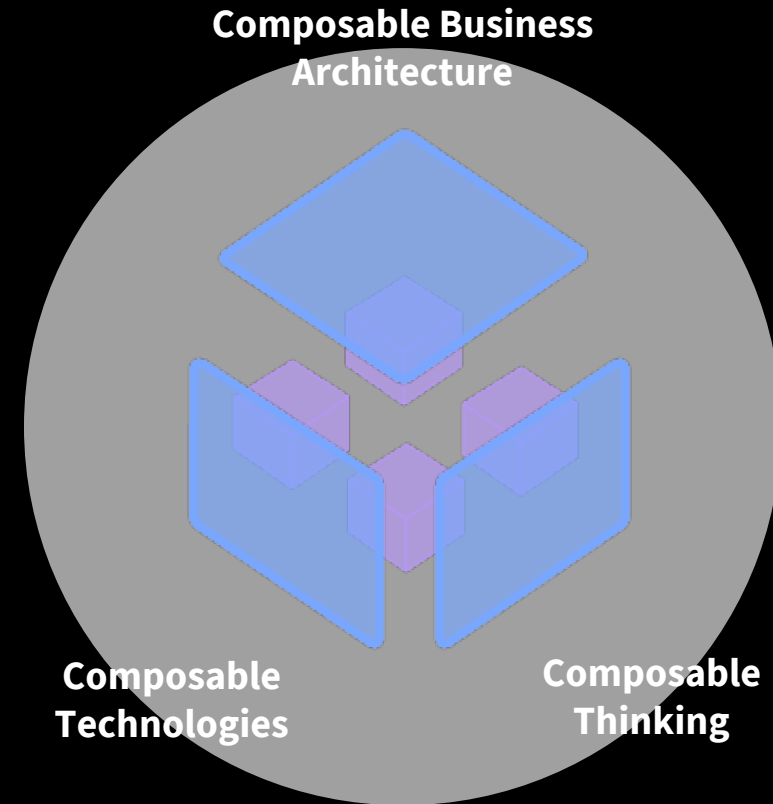
Gather and leverage valuable insight into **customers' behaviour**

This is why the call for businesses to become **Composable Businesses has been sounded and will quickly become the new normal.**

To be composable, businesses must consider their business and technical architecture models, supported by a new way of thinking.

Transforming inflexible legacy structures into building blocks that can be designed, scaled and maintained independently.

“The building blocks of composable businesses enable organizations to pivot quickly” - Gartner

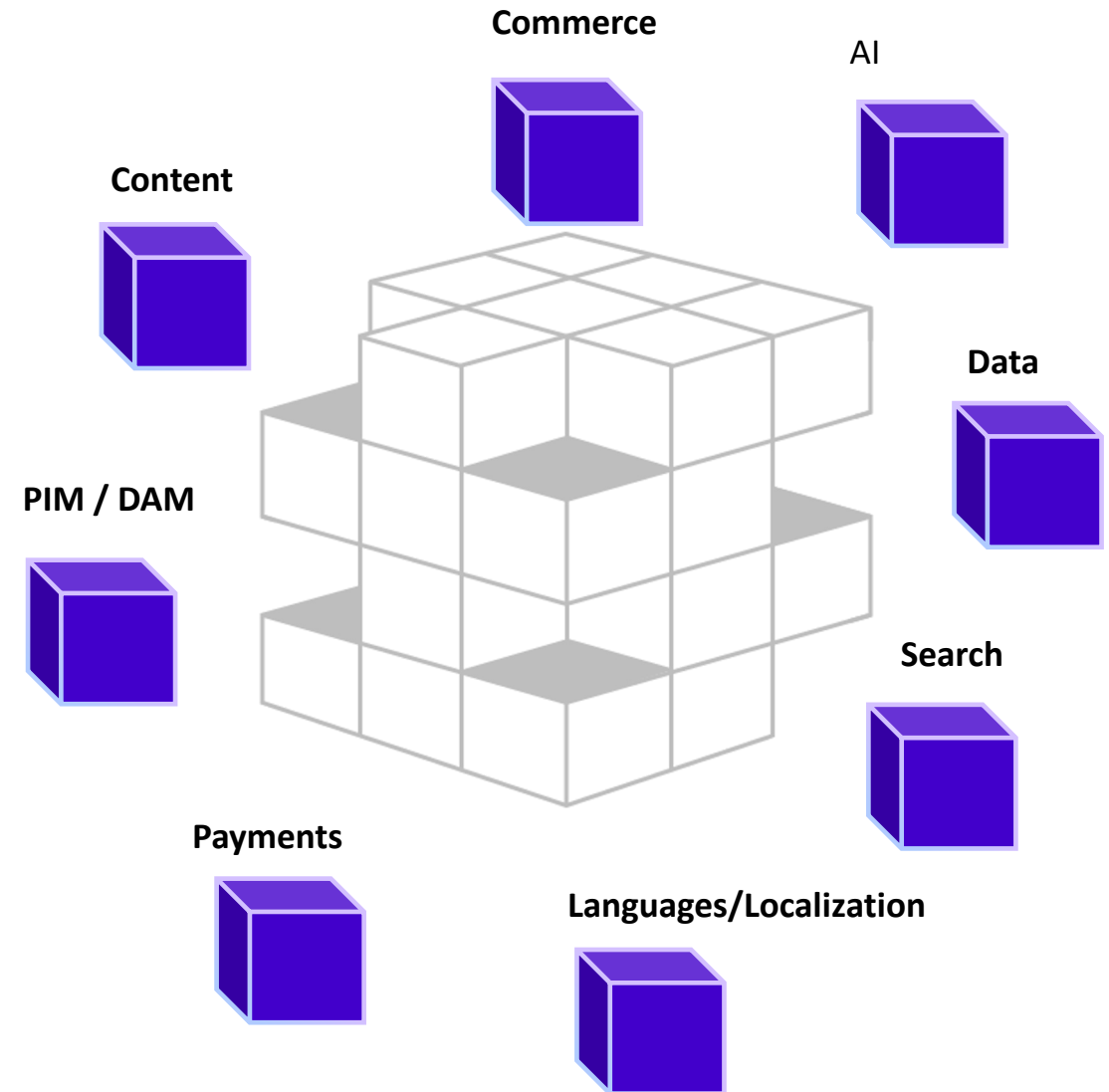


By adopting different technologies,
you gain valuable insights into key
areas of impact across your business.
With the flexibility to pivot, fast.

Our goal is to help you navigate this space;
acting as an orchestrator between the main players of your
unique MACH architecture.

We offer objective, technology-agnostic expertise to help you
adopt best-of-breed solutions that best fits your business
now, and into the future.

*“The building blocks of composable businesses
enable organizations to pivot quickly” - Gartner*



Composable Storefronts are ripe for opportunity

80%

of organizations that have adopted composable commerce approach will outpace their competition

[Gartner - Composable Commerce Must Be Adopted for the Future of Applications](#)

60%

of mainstream organizations will list composable as a strategic objective and will use an increasing number of packaged business capabilities

[Gartner - Innovation Insight for Composable Modularity Of Packaged Business Capabilities](#)

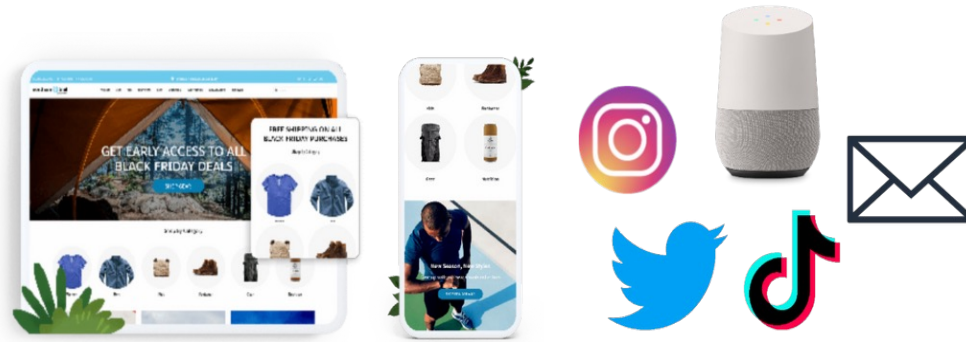
67%

of companies said firms that don't focus on customer experience will fall behind

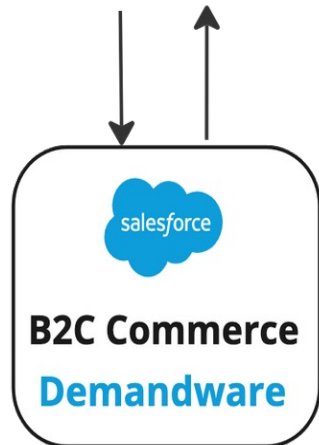
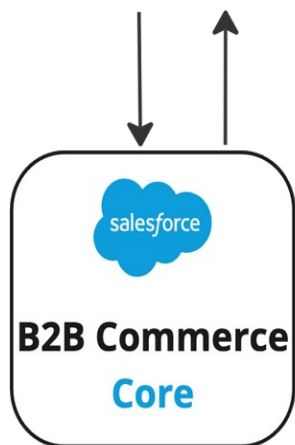
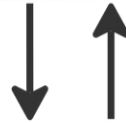
[Broadridge - 2023 CX and Communications Consumer Insights](#)

About Conscia

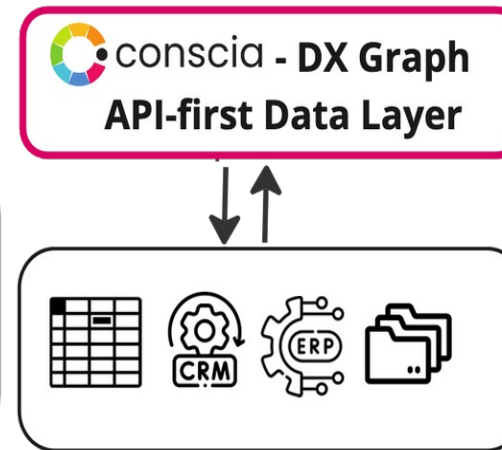
A primary driver of speed, performance and agility.



Experience API

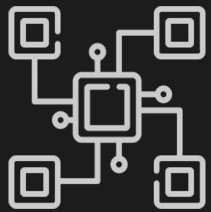


Customer Data Content Commerce Services Search



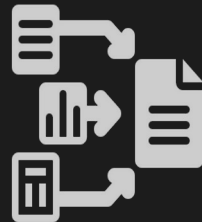
Offline Systems

Elements of Orchestration



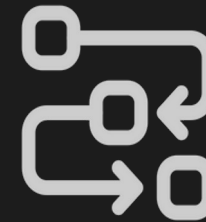
Connect

Connecting to any backend systems that offers APIs with a Universal Connector



Transform

Stitch data from multiple APIs and transform to required schema model



Chain APIs

Call API endpoints in a certain sequence based on dependencies



Decisioning

Embedded Rules Engine to implement business logic based on input from product teams.

Value Proposition

A review of the market opportunity

EPAM's B2B Composable Storefront Accelerator helps enterprise B2B brands deliver value to customers faster than ever before. This accelerator is the first implementation in the world capable of integrating Salesforce B2B with a headless frontend.

Built with Salesforce Composable Commerce Salesforce B2B Lightning, Conscia and Contentstack at its core. The Accelerator helps B2B brands to:

Rapid

Deliver an end-to-end B2B storefront experience in weeks

Launch your storefront with ready-to-go set of features and functions that can be deployed and customized in weeks, reducing cost of implementation and time to value.

Flexible

Compose a commerce storefront tailored to your complex needs

Optimize operational performance and seamlessly integrate systems with unparalleled flexibility, empowering you to create a 'best for me' solution.

Capable

Provide exceptional customer experiences

Configurable storefront pages are powered by modular capabilities designed to deliver exceptional customer experiences without impacting site performance

Agile

Future proof your business through increased agility

Promote faster deployment by breaking down business capabilities into manageable components. Swiftly integrate new technologies, features, and functionalities into your storefront efficiently.

Where to position the B2B Composable Storefront Accelerator

The accelerator can be pitched to clients and prospects in any of the following scenarios:

B2B company running on Salesforce B2B lightning wanted to upgrade to Headless frontend / composable architecture

When your customer has an existing SF B2B Lightning solution and is looking to transition to a MACH architecture our accelerator can help them migrating in a cost-efficient way. The combination of a composable storefront, a sophisticated headless CMS with configuration capabilities and Conscia a code less orchestration tool. will reduce developer reliance.

B2B company running on a monolithic B2B platform wanting to migrate to Salesforce B2B Lightning using a headless frontend

When your customer has invested heavily in ecommerce with a monolith platform like SAP Hybris, Oracle ATG, HCL or Magento and they now realise that composable commerce offers increased agility, flexibility, scalability and performance. Our accelerator can help transition away from their monolith towards MACH architecture in a cost friendly way.

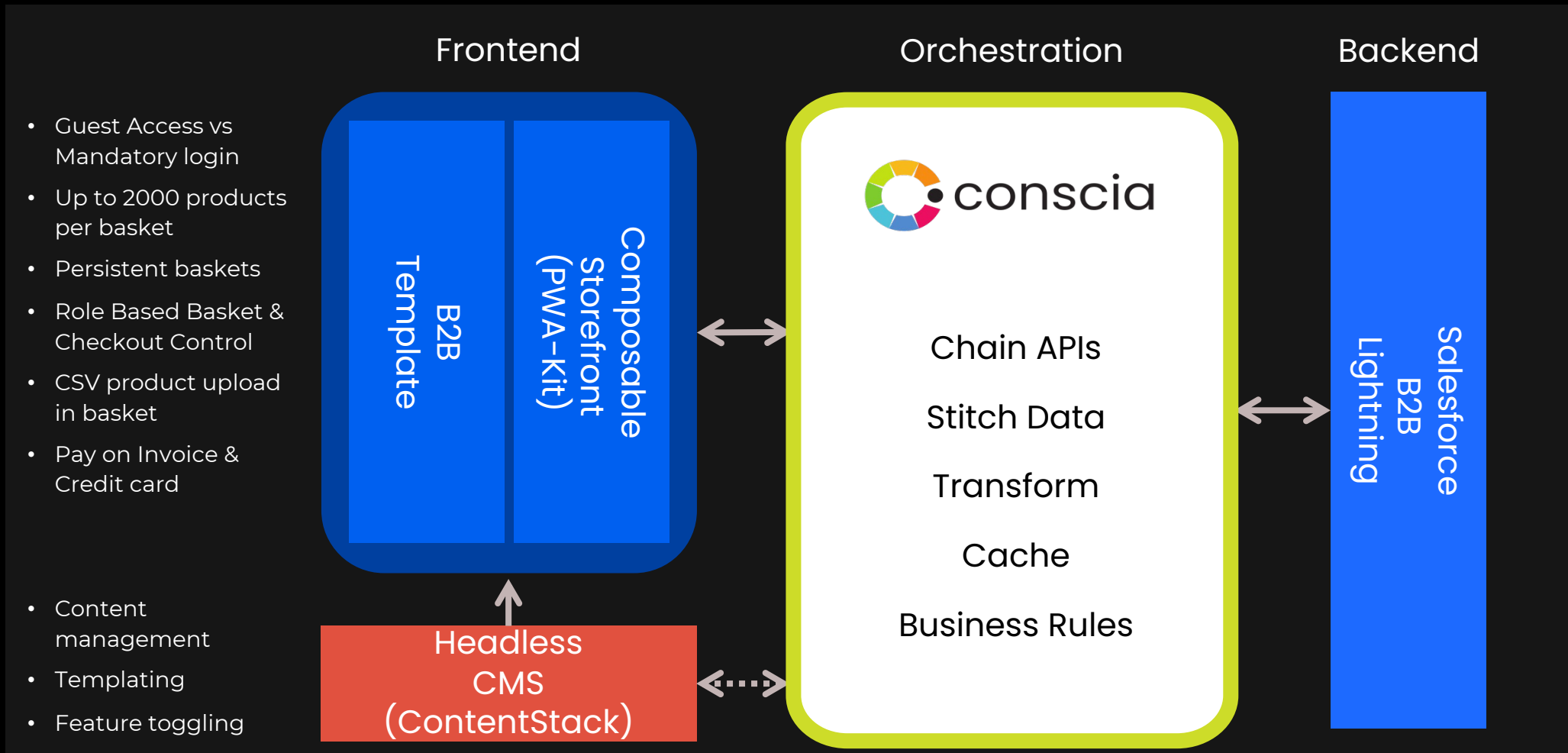
Company want to become flexible from content perspective adding a headless CMS for their B2B business

When your customer already runs Salesforce B2B Lightning or want to migrate towards Salesforce B2B Lightning and feels the need to empower content teams for their B2B business our accelerator can help empower their business by using a headless CMS for content creation and reduce the development reliance by making the storefront configurable through the headless CMS.

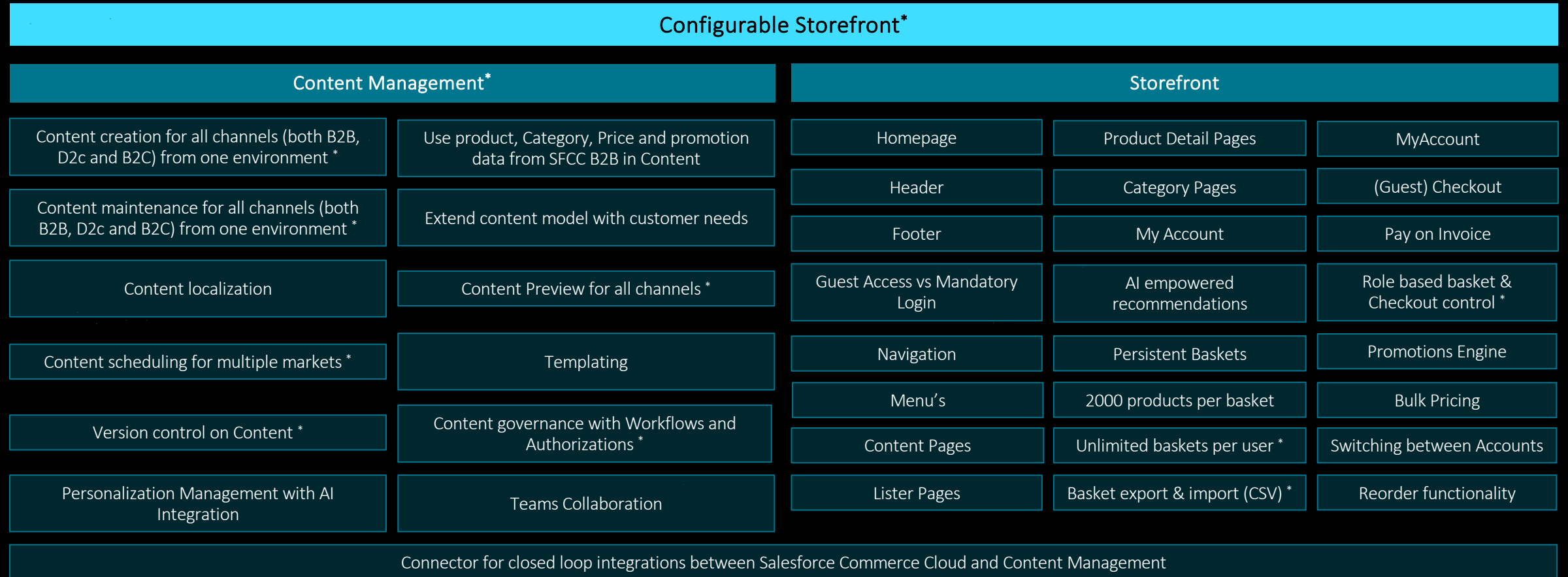
Our Solution

A fast solution for B2B companies looking to transition to a composable commerce architecture.

HL Context & Architecture



Composable Commerce Accelerator feature canvas



* Not supported by Force.com out of the box

Thank you!

Any Questions?

