

Delivering a world class experience

Three things every platform should offer



Executive Summary

More and more, customers are buying based on the experience and not based on your product selection. Companies who are delivering a world-class experience continue to thrive and the results speak for themselves:

- One client in the automotive industry improved their site performance by nearly 30% while massively reducing the time and effort to make changes and updates.
- A client in the electrical distribution business calculated that a 30% increase in response times would deliver \$90M in additional annual revenue.
- A B2B2C client was able to push live code changes during their peak shopping period while seeing 1/3 more traffic than they tested for, all without a hitch.
- A client in the pharmaceutical industry is able to manage 1.7 million order lines daily across thousands of buyers.



The Digital Commerce Landscape

We continue to be inundated with statements about how much and how fast technology, and specifically commerce technology is changing. This is driven predominantly by the impact and influence of end-customer choices - what technologies they use and when they use them, how they share experiences on different social channels and their changing expectations for how they want to be treated by the organizations from whom they buy.

For B2C, B2B and B2B2C organizations this presents an unprecedented challenge - forcing them to completely rethink how, where and when they engage with customers and to reevaluate if the technologies they have in place will allow them to effectively serve their customers.

What has become clear is that these organizations need a platform that allows them the ultimate flexibility - the freedom to choose the right approach for any situation. Whether that's getting to market faster, expanding to incorporate third party solutions or building the perfect, differentiating experience from scratch and all done on with modern, dockerized approach that facilitates time-to-market, scalability, simple upgrades/updates and optimized customizability.

HCL Commerce delivers a complete commerce platform to help you address the changing digital commerce landscape, now and into the future. Built on a foundation that helps you Accelerate, Amplify and Assemble your customer perfect customer experience, (the AAA platform), HCL Commerce provides you the speed, power, simplicity, reliability and scalability you want, with industry leading technology that helps lower your total cost of ownership.

At HCL Commerce we call these foundational requirements the triple AAA platform. And just like the automobile club, these fundamentals provide you the peace of mind you need to succeed.

Let's dive into the three aspects of the forward-looking HCL Commerce platform and how they are integral to the success of an organization, the benefits they bring and the outcomes they produce.

Accelerate

Time to market is more critical than ever. With the pace of change and consumer appetites, the ability to accelerate product launches, spin up new web experiences, generate engaging content, and create enticing offers quickly will separate successful companies from failures. Companies need to trust that their platform is able to offer robust, tried and tested functionality out of the box so they can take more immediate action to create unforgettable customer experiences.

And, as more and more experiences are driven by personalization and content, a leading platform needs to have a robust search and merchandising capability coupled with an embedded CMS so that customers are able to find the right product or service based on their personal needs and be able to explore content and messaging that helps them research and make a purchase decision quickly.

HCL Commerce's platform empowers our customers to succeed in today's market with the following powerful capabilities:

Modernized Starter Stores

The latest version of HCL Commerce offers two brand new and fully standalone B2C and B2B React-based “starter” storefronts that are not only built for speed and based on industry best practices such as SPA and RWD, but are also PWA-enabled - allowing your organization to offer up mobile app-like experiences to your customers¹. Using a decoupled, prebuilt, preconfigured and pretested storefront that ships with your commerce solution allows you to get a major jump on the competition. Modify as little or as much as you want depending on your business and brand needs. You can also leverage the entire integration partner ecosystem bringing hundreds if not thousands of hours of experience working with the starter store code.



HCL Commerce has gone to great lengths to ensure that load time is a baseline success criterion for the starter stores. As such, HCL Commerce starter stores are built as single page applications (SPA) which will allow you to deliver lightning-fast experiences to your customers.

Leveraging Google’s material design, the new interfaces are minimalistic and intuitive, preventing unnecessary usability friction in the shopping experience. The designs also leave a lot of room for customization to your brand with modularized functionality. For example, you can easily change the product grid dimensions and plug it into a completely customized category page template.

Amplify

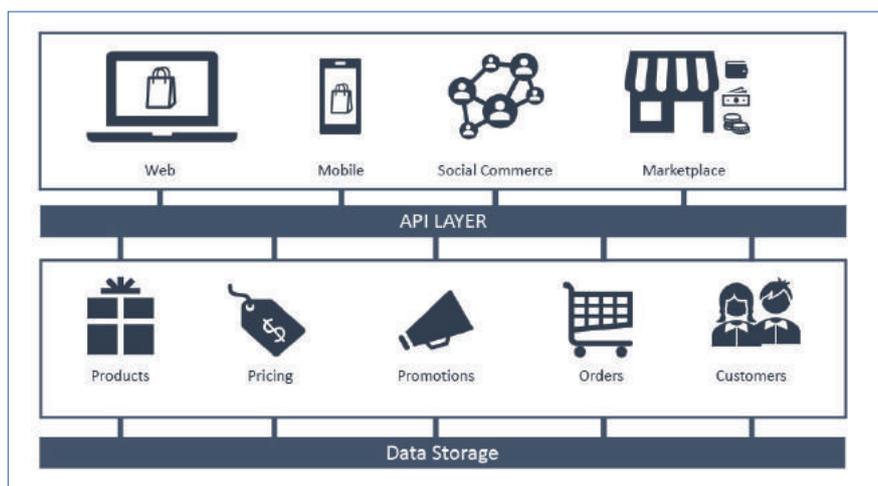
Even when using a commerce platform that delivers continuous innovations, the reality is that there will always be a large ecosystem of marketing technology solutions and smaller innovators able to deliver more feature rich, niche capabilities. A forward-looking commerce platform provider recognizes the benefit that these innovators bring and enables fast, simple integrations through the latest technologies so that B2C, B2B and B2B2C organizations can take advantage of revenue driving solutions.

Retail, distribution and manufacturing brands demand that enterprise-grade commerce solutions be both feature rich and easily extendable. The features that come standard in the best commerce platforms should not only be mature, but they should be progressive and competitive with third-party, niche solutions so that you can maximize your investment and lower your total cost of ownership. The best platforms should allow businesses to manage the overall commerce experience with as few screens as possible while not limiting them to “canned” solution ecosystems.

HCL Commerce was built from the ground up ready to play well with others using a highly modularized and pluggable architecture with a comprehensive set of REST APIs. Our product and feature teams remain fiercely competitive with niche market solution providers and are committed to continuous feature delivery while maintaining a rock-solid core platform. HCL has a long-term vision of building best-in-class products and features that interoperate seamlessly with the flip of a switch.

Headless Commerce REST API

Is your organization interested in selling directly on Pinterest or perhaps your brick and mortar business needs to pull live customer cart data for a better in-store selling experience? In order to give your organization maximum flexibility on the front-end of selling, we offer a completely “headless” commerce solution. Headless applications have become a key component to the digital strategy of modern enterprises. They allow you to build highly customized user experiences quickly across devices and channels using any front-end technology you choose - both increasing the speed and decreasing the risk to run mission-critical core platform updates². You can easily extend your customer experiences with multiple web and native mobile front-end interfaces using one of the most powerful, mature and extensible commerce API's available.



¹ Jeff Posnick, “Beyond SPAs: Alternative Architectures for your PWA”, Google Developers Blo

² JDunith Dhanushka, “Going Headless: An API-Driven Approach to Rethink Your E-Commerce Strategy”, DZone

◆ Containerized Search Solution

Take the latest generation of HCL Commerce 9.1 Search as an example. It is a fully containerized solution based on the wildly popular Elastic Search project with OpenNLP, text mining, color name mapping and automatic unit conversions, but if it doesn't suit your needs you can easily license a different third-party search tool or even build your own. The HCL Commerce philosophy is that we will always provide a complete shopping experience with integrated management capabilities so that your business can streamline its processes, minimize total cost of ownership, maximize the value of your investment in our solution while leaving you free to grow and extend it as you see fit.

◆ Modular User Interface Componentry

The new responsive React storefronts were built with extensibility in mind. Each logical area of the “pages” can be independently replaced with a third party or custom solution. From the product grid to the login box to all of the product page widgets, you can easily swap in and out different components that help you run your business better.



◆ Service Oriented Architecture

The latest iteration of the HCL Commerce REST API allows for near endless possibilities to extend the application.

- Leverage industry leading solutions with minimal time and effort – marketing, CMS, ERP, ratings & reviews and many more are easily added.
- Differentiate the customer experience with revolutionary technologies created by innovative companies and rest-assured they'll work smoothly through the REST APIs.
- Easily try new and different solutions to your biggest problems without massive custom integrations and develop time.

◆ Agnostic Content Management for Commerce

Bring your own CMS or use ours. As long as it is headless, you can easily leverage any CMS's REST API to dynamically retrieve content directly from the storefront code. HCL offers an extremely competitive and advanced content management solution called HCL DX which can be used to build digital experiences and manage your content today across the enterprise.

Assemble

The last piece of a complete platform solution is the ability to build a truly custom experience. You know your customers – what they want and how they want it. Don't limit yourself by using only pre-built, templated customer experiences. A forward-looking platform will allow you to build the exact experiences you need to delight your customers and differentiate your brand. Whether you want to get a head start with pre-built storefronts, or enable innovative solutions via REST APIs and modern UI frameworks you can easily choose what's best for your customers...and still make it easy to run critical platform updates.

So go create and experiment:

- Commerce interactions across B2C, B2B and B2B2C on a single platform that meet the exact needs of your customer base.
- Deploy anywhere, on-prem, hosted or in the cloud of your choice for ultimate flexibility and adaptability.
- Meet any demand and scale immediately with an experience unique to your brand built on Docker containers for easy management and reduced TCO.

HCL Commerce recognizes that every company, market and industry is different. Each has its unique blend of technologies, constraints, customer personas and brand messages.

Take a look at how HCL Commerce addresses each of these challenges:

◆ Configurable Search

HCL Commerce Search can be easily configured to ensure that your customers get highly relevant results to help them find exactly what they are looking for. For example domain-specific keyword synonyms, search result sequencing, product boosting and burying rules and customer segmentation-based search results. HCL also recognizes the huge role that facets play in a customer's ability to find product, so we have a highly customizable faceting system that will give your merchandisers as much control as they need.

◆ Customizable Backoffice Tooling

HCL Commerce offers an extremely advanced and powerful back office Commerce management tool called Management Center. This tooling is built on HTML5 so that any web developer can easily jump in and start making changes to the UI. The core capability of the tooling itself can be modified as well to meet the unique demands of your business.

◆ Customizable Transactional Email Templates

Commerce ships with a number of easily customizable transactional email templates such as Order Confirmation. Each of these can be modified to meet the needs of your organization. Take advantage of HCL Commerce marketing “e-spots” that can deliver dynamic and highly personalized messaging to your customers.

◆ Customization Containers

One of the best parts of the HCL Commerce customization framework is the fact that all of your application customizations are containerized outside of the core platform. This allows you to easily stay current with core platform updates, new versions and critical security patches without worrying about how your customizations will be impacted.



So ask yourself:

Does your platform give you the freedom to build a commerce roadmap that can succeed now and in the future?

HCL Commerce is built to provide our clients the ability to adapt to any situation quickly so they can deliver the optimal customer experience while lowering their total cost of ownership - whether that's improving their site performance by nearly 30% or pushing live code changes during their peak shopping period while seeing 1/3 more traffic than they tested for, all without a hitch.

Contact us to learn more about how our clients are able to achieve these amazing results.

HCL Commerce makes agile commerce @ scale a reality for enterprise companies. Leveraging a modern, cloud-ready, extensible architecture our clients can deliver more innovation in less time to unlock growth, achieve higher ROI, accelerate innovation and reduce their business risk. HCL combines the trusted scale, security and performance you expect, with the speed and flexibility of a modern cloud-ready, extensible commerce architecture - all built on 20 years of unmatched, omni-channel innovation that's been co-created with our customers and partners. Start delivering world-class experiences that are easy to customize on a platform that enables non-stop innovation. **Visit the website to learn more.**



About HCL Software

HCL Software is a division of HCL Technologies (HCL) that operates its primary software business. It develops, markets, sells, and supports over 20 product families in the areas of DevOps, Automation, Digital Solutions, Data Management, and Mainframes. HCL Software has offices and labs around the world to serve thousands of customers. Its mission is to drive ultimate customer success with their IT investments through relentless innovation of its products. For more information, please visit www.hcltechsw.com.