SITECORE®
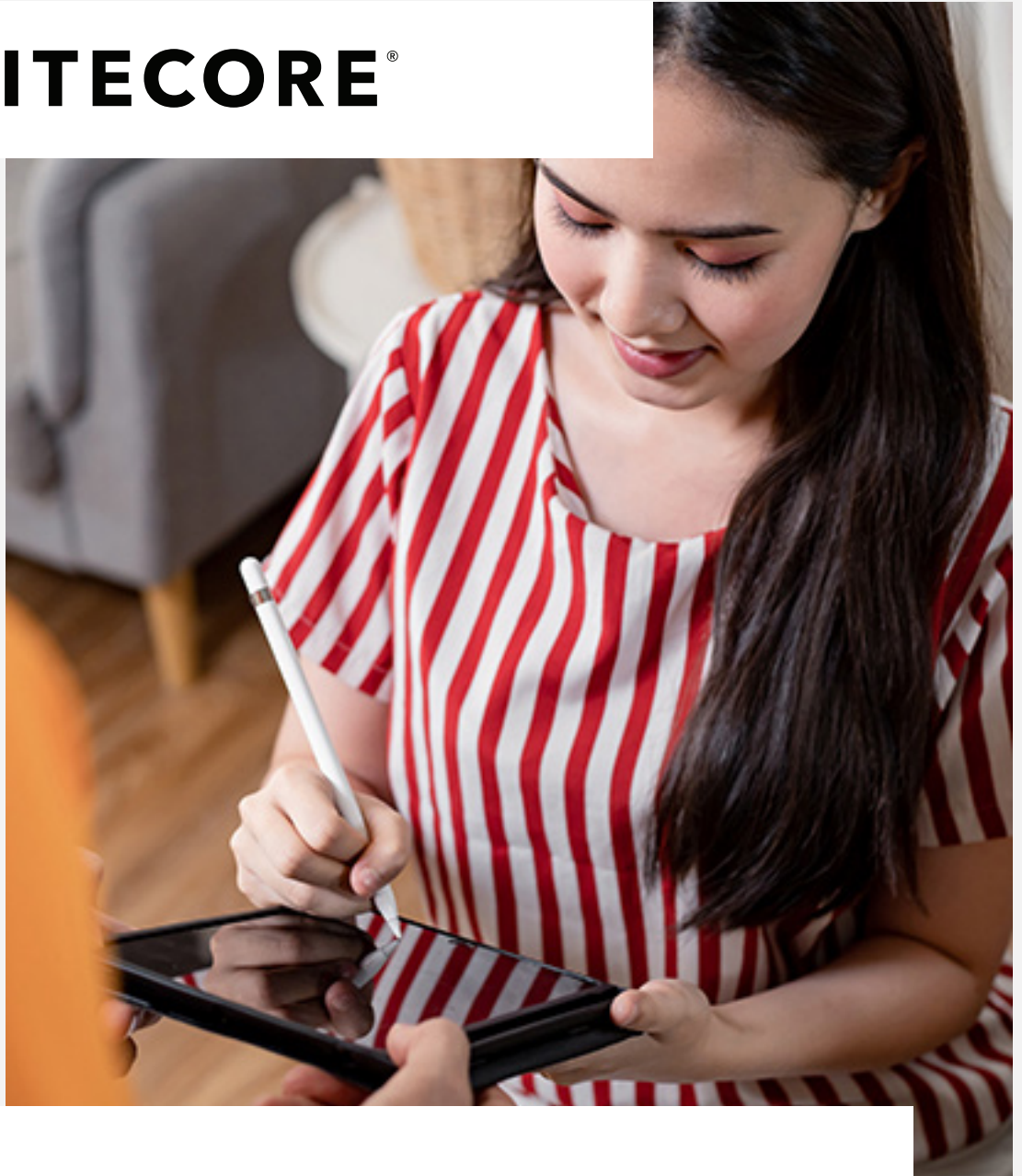
Sitecore OrderCloud Integration for Commerce Business Solutions

Empowering organizations to unlock opportunities with configurable end-to-end order flow.

connected by **Put It Forward®**

Introduction

Today's customers expect that businesses can engage with them wherever they are, whether they are shopping with their mobile phone or visiting their favorite store. To meet this expectation, businesses need to deliver a first-class customer experience consistently across all channels directly with the customer. Together, core business systems and Sitecore® OrderCloud® enable organizations to deliver the personalized omnichannel experiences that modern consumers demand at scale.

Sitecore OrderCloud

OrderCloud is a secure, enterprise-grade eCommerce solution that enables you to design your own commerce roadmap. OrderCloud powers custom eCommerce experiences, order management and marketplaces with an API-first headless cloud

- Define your own marketplace
- Personalized shopping
- Custom catalogs
- Multi-supplier management
- Fulfillment automation
- Omni-channel management
- Platform extensibility
- Cloud native
- Headless architecture

Sitecore OrderCloud is built on the Sitecore® cloud architecture, providing all the capabilities you need to personalize the buying experiences that transform prospects into lifelong customers. The platform allows you to maintain up-to-date profile and cross-channel history for each unique customer - from stores, direct mail catalog to web, email, mobile, and social media. Providing a superior experience for each unique customer, from awareness to advocacy and from one purchase to the next – that's how you grow revenue and build lifelong relationships.

Sitecore OrderCloud helps you pull it all together to manage the full customer lifecycle and increase lifetime customer value.

Connected Business Solutions

Commerce business solutions form the operational backbone of enterprises with automated operational capabilities for efficient end-to-end backoffice management.

Business Solution Connectors for Sitecore OrderCloud enable core business systems like CRM, ERP, Marketing, ITSM, and more, such as SAP, Oracle, Netsuite, Salesforce, and ServiceNow. Moreover, the connectors support cloud-based systems, such as Google, Amazon, Microsoft, and Oracle.

Key benefits include:

- Unified order lifecycle management
- Centralized inventory management
- Global account and customer information
- Ease of deployment and low IT cost
- Supported codeless integration

The Connectors ROI

Business Solution Connectors for Sitecore OrderCloud provide pre-built configuration based integration. It means you can focus on creating best possible commerce experience instead of spending a lot of time and resources in integration. It delivers data integration that enables the two solutions to share relevant customer, product, transaction, pricing information and other data the way you need it.

Key Benefits

- **Cost and Time Savings**
Reduce costs and time with codeless integration for the business user that enables rapid changes.

- **End to End Omnichannel Integration**
Deliver a consistent end to end customer experience by using data that is available across the platform.

- **Commerce Management**
Integrated product and organizational configuration of the essential commerce components including product, pricing and orders.

- **360 View of the Marketplace**
One single source of truth for the customer digital interaction data for complete insights into the customer experience across channels.

- **Real-Time Personalization**
Use rules and behaviors to deliver the relevant content to the right customer at the right time.

- **A/B and Multivariate Testing**
Design and conduct A/B and multivariate testing across all digital and physical channels.

- **On Demand Deployment**
Nothing to develop or install, configure the connections and business rules to match the needed outcome.

- **Omnichannel Pricing**
Create consistent pricing strategy across digital storefronts and retail stores for optimal and consistent customer experiences.

- **Buyer and Supplier Management**
Enables both buyers and suppliers to administer their own orders and catalogs directly.

- **Inventory Management**
Provide your customers and operations teams with real time views into the inventory levels.

- **Leverage Operations Into Digital**
Provide a path for the operational systems and processes to be part of the digital transformation.

- **Shared Payment and Shipping**
Enable both the digital and operations teams to use common services for payment, tax calculation and shipping.

Extensible Connections

The connector is configuration-based that provides flexibility to partners and customers to customize the integration for each deployment scenarios. Since it is configuraton-based, the amount of workload for deployment and maintenance is significantly reduced. Also, partners and customers benefit from using a solution that has been verified and supported by Sitecore.

Key Features:

Sitecore OrderCloud
V1.0.222 or later

Connected Systems - Current and two versions back

• **Automatic Inventory and Catalog Updates**
Accurate and consistent inventory management across all channels.

• **Codeless Configuration Bi-Directional Data Integration**
Seamless data sharing between your business systems and OrderCloud based on configuration. Examples of bi-directional integration data sets include: Account and customer information, catalogs, order processing, inventory and pricing plus custom data objects.

• **Rules Based Integration Framework and Data Governance**
Use business rules to control when and where business events are triggered across the systems. Trace data as it moves through the integration for quality and compliance based needs.

• **Platform Management**
Built in platform management capabilities including performance monitoring, exception management, alerting and analytics. Version management for connectors - current and two versions back are supported.

• **Multi-mode Deployment Options**
Deploy in the cloud, hosted, on-premise or hybrid to different address architecture needs.

Figure 1: Bi-directional process and data flow between Sitecore OrderCloud and a business operations system.

1. Customer browses and places an order. Recieves updates.

2. Administrator updates experience and process flows.

3. Customer and order information is transferred via connector.

4. Business rules what action to take based on order information.

5. Order or updates to account/customer information in business system are processed.

6. Business system processes are run to synchronize product and inventory information

9. Updated product, account, customer and inventory information flows through connector.

10. New product and inventory information flows through the connector.

11. Business rules update the corresponding product, account, customer, inventory and order data via connector.

12. System alerts are sent to administrator. Access to configuration and data governance tools.

7. Order fulfillment - picking, packing and shipping.

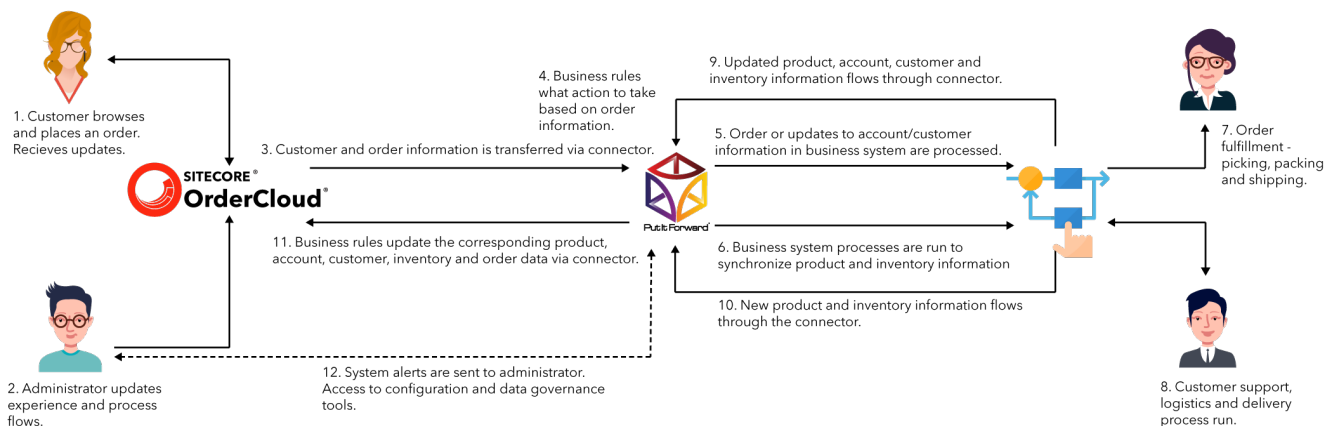8. Customer support, logistics and delivery process run.

Figure 2: Following is an example of the Platform Builder orchestration tool and Integration Designer
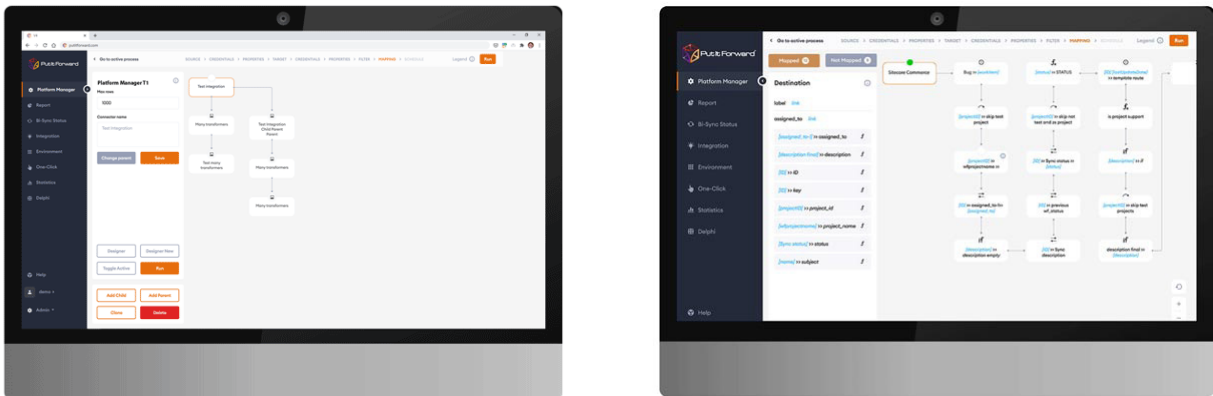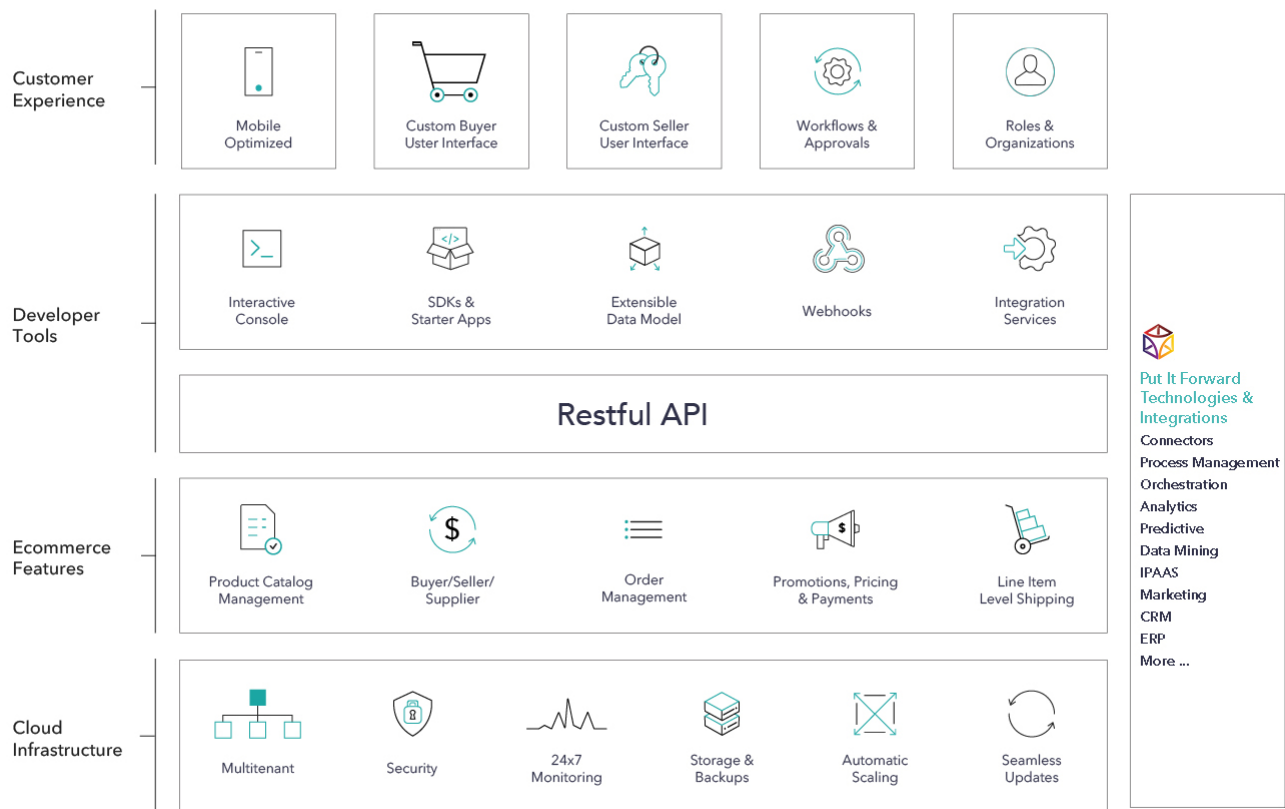

Figure 3: Below is an example of a deployment architecture of Sitecore OrderCloud and a business system using the integration connector.

OrderCloud Platform Architecture

Connect with Sitecore

Talk to your partner or connect with a Sitecore expert at SitecoreSales@sitecore.com for more details.

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