Comparing Commerce Cloud Storefront Reference Architecture & SiteGenesis

Introduction to Storefront Reference Architecture

Forward Looking Statements

Topics

Storefront Reference Architecture / SiteGenesis Comparison

Feature Review

Mobile UX Review

Feature Comparison

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Storefront Reference Architecture

Name Change Better Describes the Capabilities

- Out-of-the-box blueprint for site design
- Contains the fully functional elements needed to operate a site including cart, checkout, homepage, PDP pages, and others
- Foundation for building a site based on proven best practices in UX, merchandising and technical architecture
- Easily customized by retailers, SI's, and developers

Who is the Storefront Reference Architecture for?

Adoption Options

New Customers
Building new sites

Existing Customers - New Sites
Launching new brand or region sites

Existing Sites
Redesign projects

Commerce Cloud's Two Reference Architectures

SiteGenesis

NEW: Storefront Reference Architecture
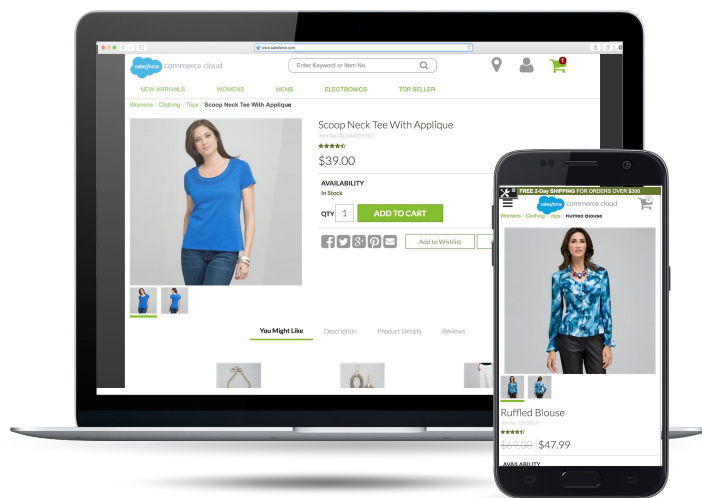
Currently being used by over 2,700 Commerce Cloud sites and is a proven foundation to some of the world's leading brands.
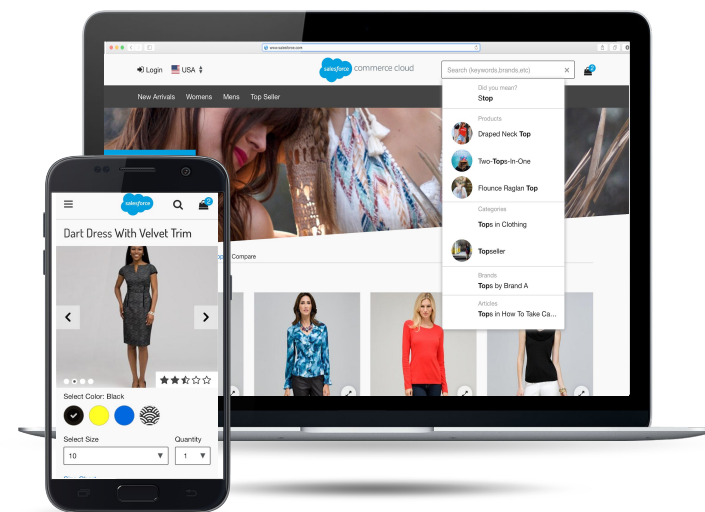
All new go-lives and full site-redesigns will use the Storefront Reference Architecture to ensure merchants are leveraging the latest and greatest in site design.

Existing SiteGenesis Customers
Considerations on What Reference Architecture to Deploy

Timeline	Budget	Scope	Resources	Business Implications

Storefront Reference Architecture

SiteGenesis

Building new Storefront Reference Architecture sites
- New go-lives
- Redesign

Building mobile UX best practices into SiteGenesis

SiteGenesis

Build for mobile in SiteGenesis

Merchants can enhance the UX with simple tips and tricks

Commerce Cloud provides guidance

With Mobile Design Best Practices, based on data driven insight from Commerce Cloud's community of merchants.
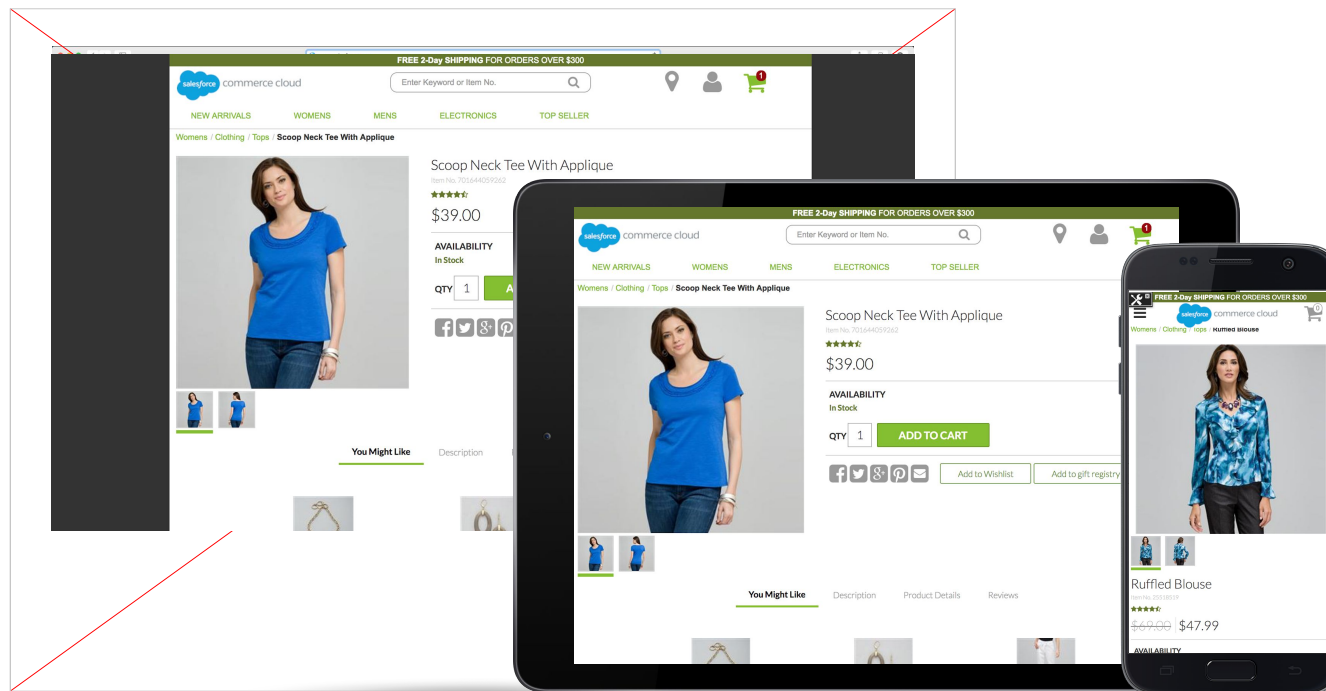
Storefront Reference Architecture: Let's Compare

Latest Enhancements vs SiteGenesis

User Experience

- **Improve Shopping Experiences on Mobile Web** - The storefront reference architecture was built based on data driven insight, heat mapping, and shopper journey analysis from the Commerce Cloud community of over 2,000 mobile sites.

Storefront Architecture

- **Reduce Storefront TCO** - A new modular MVC code base gives developers the ability to incorporate new functionality as it is released, so you can take advantage of the latest innovation quicker. It also makes bringing in custom integrations that much easier.
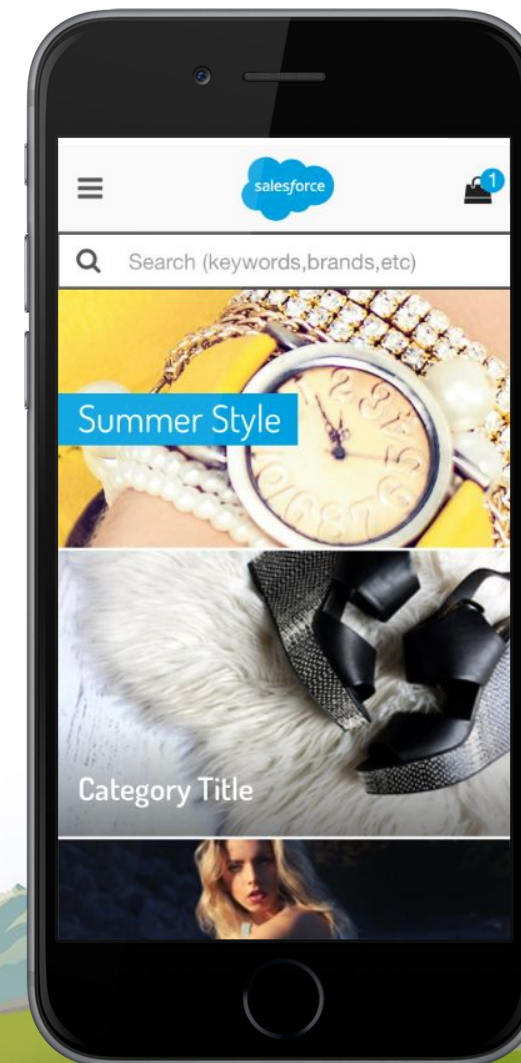
Storefront Reference Architecture

Benefits

- Improve time-to-value: launch faster
- Reduce your storefront TCO
- Improve shopping experiences on mobile web
- Full storefront control and limitless customization

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SiteGenesis vs. Storefront Reference Architecture

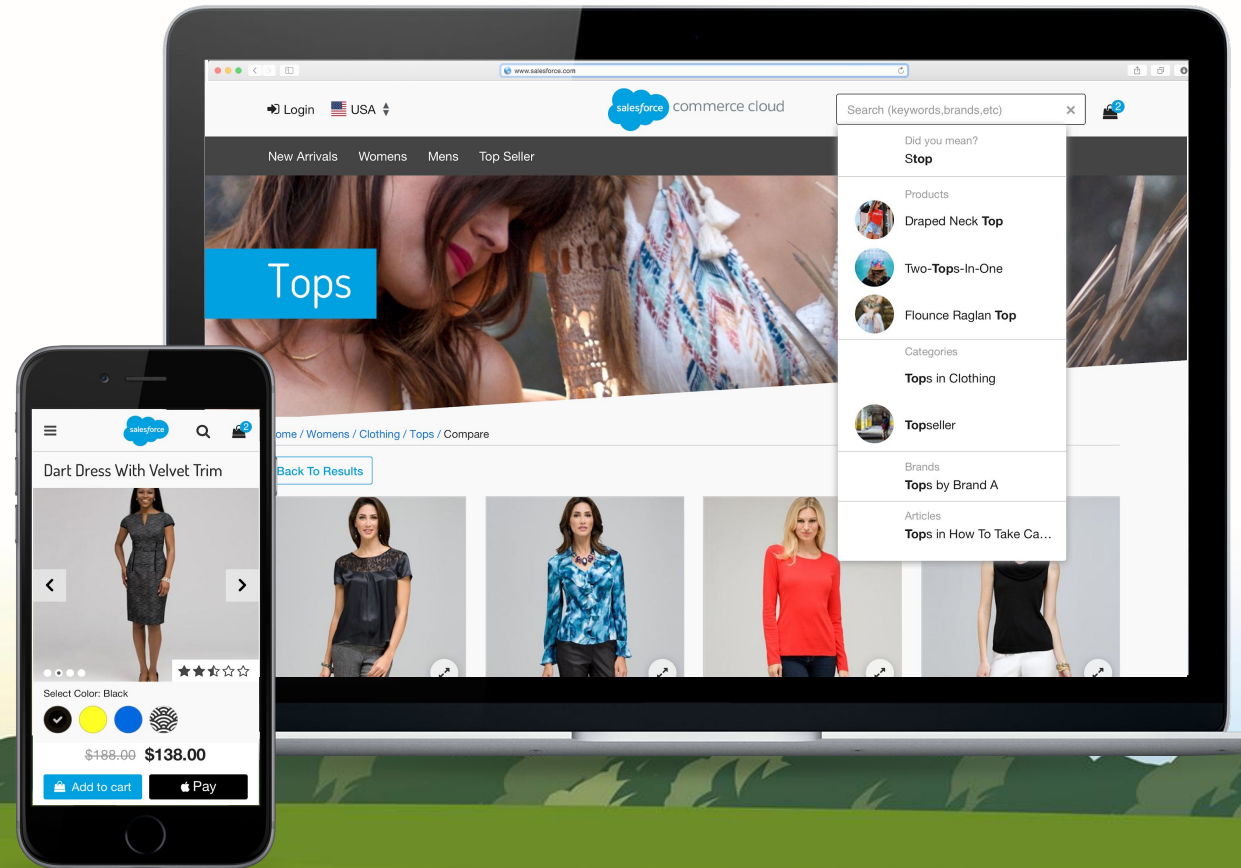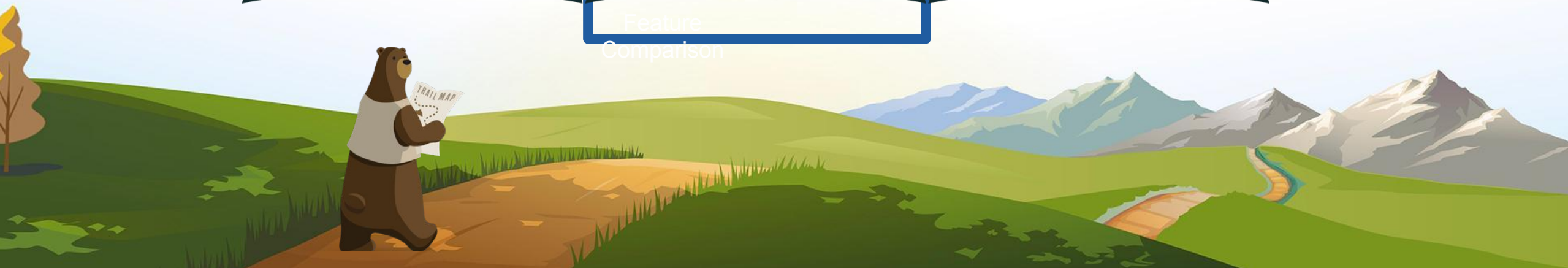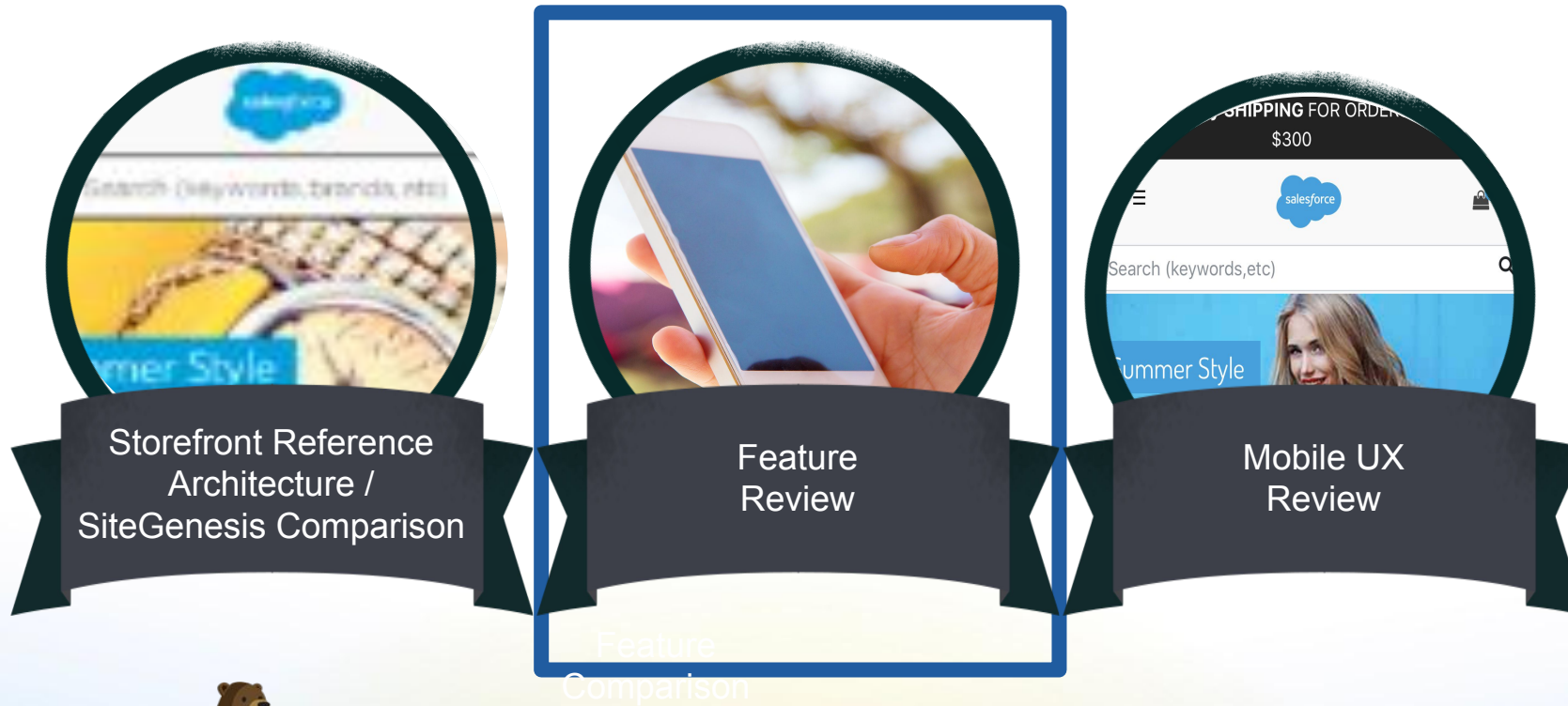### Feature Parity with SiteGenesis

Coming in Q3 18

Homepage

product tiles, content slots, product recommendations, email signup, store locator, header and footer, product quickview

Product Detail Page

basic products, products with variants, size chart, product sets, product bundles, bonus products, promotions, Einstein product recommendations, Einstein predictive sort, in-store inventory views, variation groups, quick view

Cart

persistent cart, Einstein product recommendations, bonus products, coupons, mini-cart

Checkout

cart page, receipt page, shipping, billing, form handling, multiple shipping options, pick-up-in-store, registered and unregistered checkout, confirmation emails, one touch payment options

Search and Search Results

search results, search suggestions, search refinements, Einstein predictive sort, category landing pages, search-as-you-type, search not found, show more, international linguistic support

My Account

login, edit profile, password recovery, order history, social login, remember me functionality

Customer Service

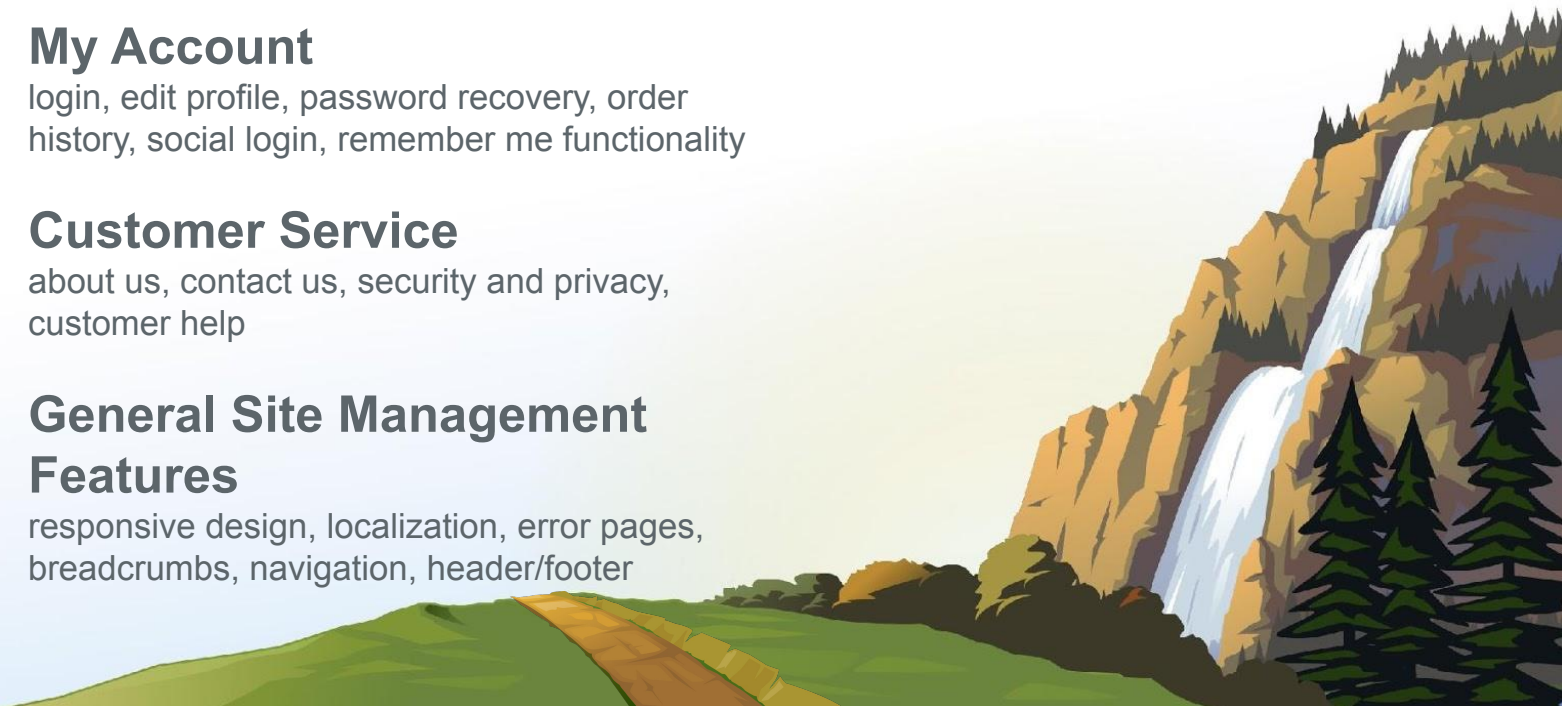about us, contact us, security and privacy, customer help

General Site Management Features

responsive design, localization, error pages, breadcrumbs, navigation, header/footer

Wish Lists

Gift Registry

Gift Certificates

Technical Comparison

SiteGenesis vs. Storefront Reference Architecture

Full platform functionality

Underpinning the storefront is a multi-tenant cloud platform for innovation enabling a continuous delivery of new features and enhancements.

Open Commerce API's (OCAPI)

A full set of APIs wrap the platform and expose core commerce functionality such as cart, checkout and search as well as data objects such as product or catalog, through the REST API layer.

JavaScript Controllers

Enables developers to build custom business logic with a common language that ensures productivity.

LINK Technology Partner Program

Leverage best-of-breed 3rd party integrations

- *Many storefront LINK cartridges are in the process of being integrated*

Model View Controller Architecture (MVC)

Developers are empowered to write better organized, more maintainable code with a less complexities and dependencies.

Efficient Storefront Maintenance and Updates

A modular separation of core reference features, merchant customization, and integration cartridges makes implementing new features and maintenance a breeze.

Bootstrap Mobile Framework

The most popular HTML, CSS, and JS framework for developing responsive, mobile-first sites. Bootstrap's open source toolkit makes front-end development easier.

Extensibility

Build "pixel perfect sites" with an extensibility model that allows developers to build unique brand experiences with open architectures and frameworks that enable fast, easy customization.
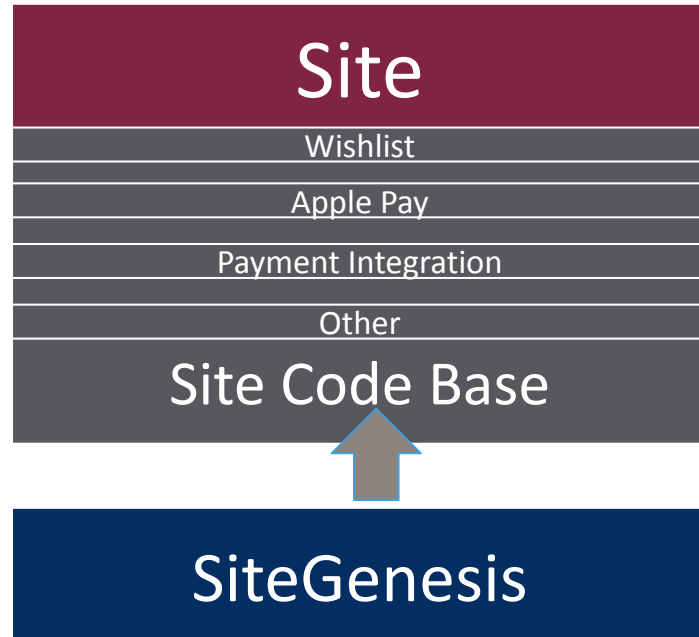
Mobile Wireframes

Annotated documentation that provides a guide for mobile page schematics and associated storefront best practices.
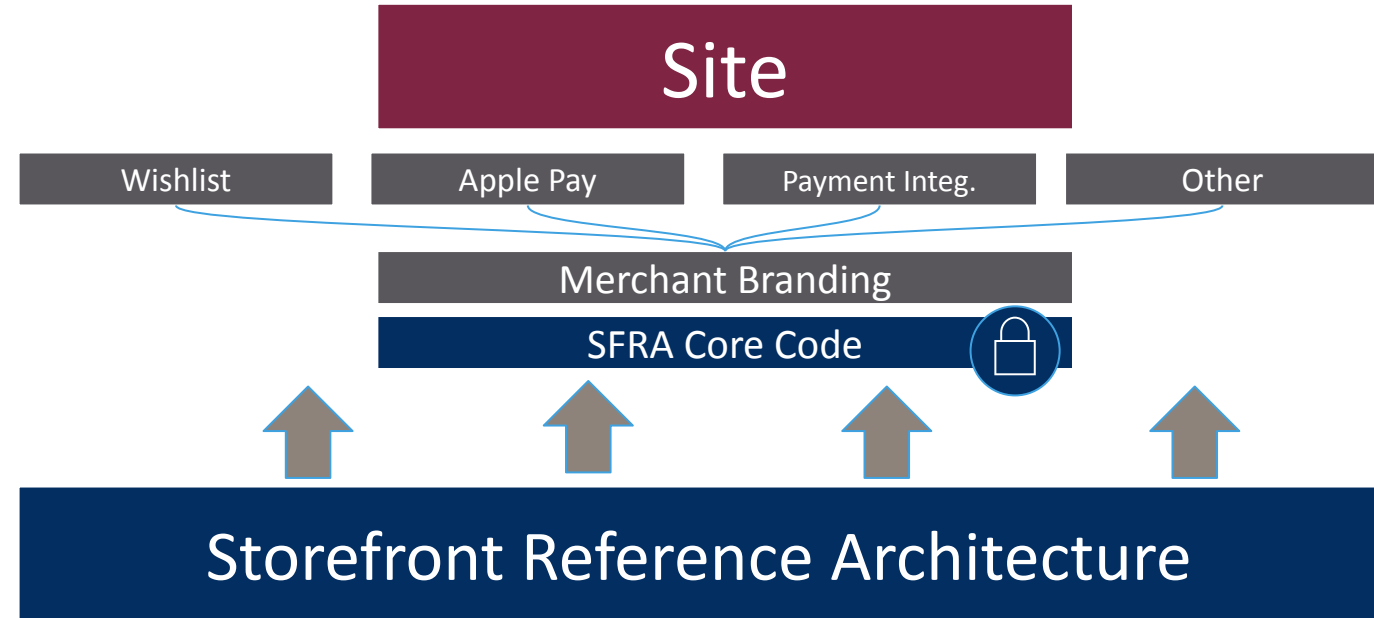
Storefront Architecture & Customization Comparison

SiteGenesis

Storefront Reference Architecture

Site

Wishlist

Apple Pay

Payment Integration

Other

Site Code Base

SiteGenesis

Site

Wishlist

Apple Pay

Payment Integ.

Other

Merchant Branding

SFRA Core Code

Storefront Reference Architecture

Commerce Cloud API Layer

Features & Functionality

(Global Release Process on the Commerce Cloud Platform)

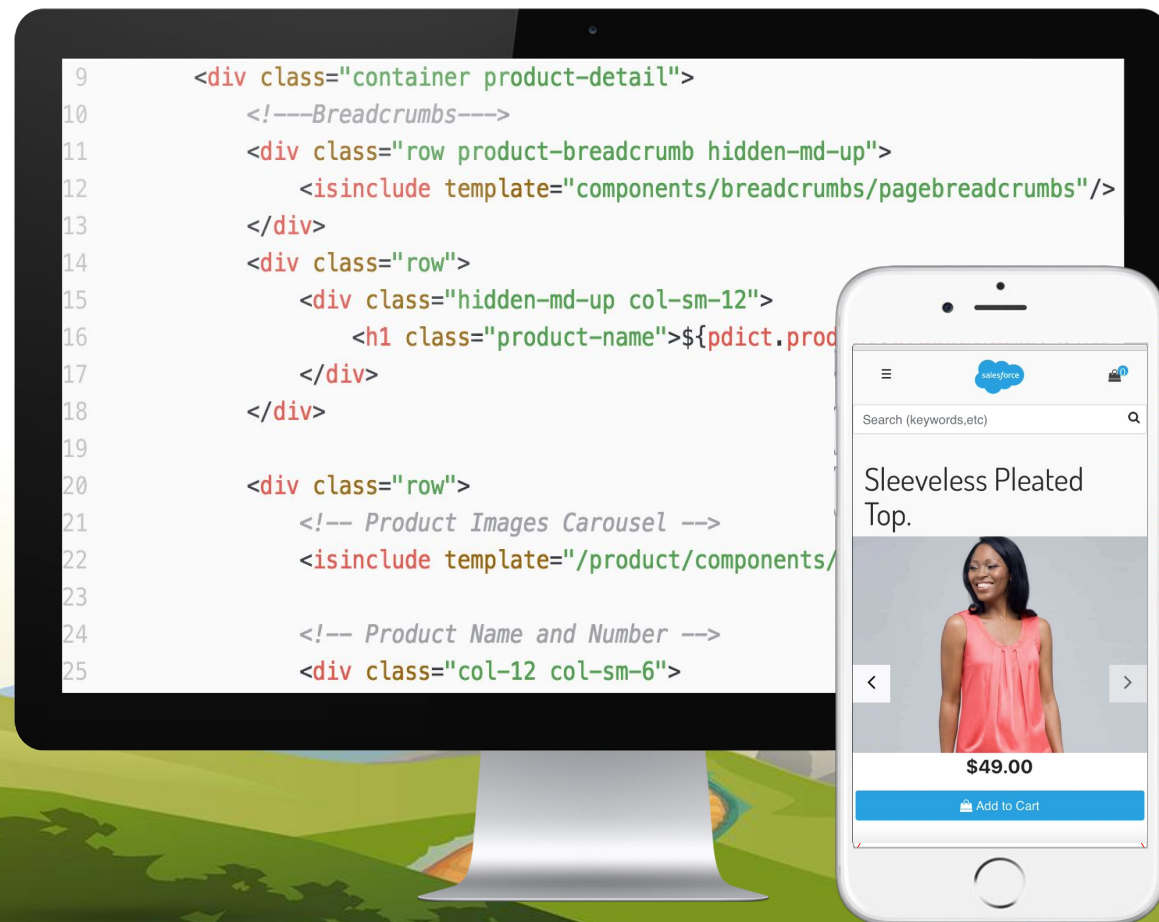# Solves Developer Pain Points

Need for Simplicity
Segmenting customizations and integrations from the core code base can be cumbersome

Deliver Continuous Integration
Staying current on the latest updates

Keep up with Business Requirements
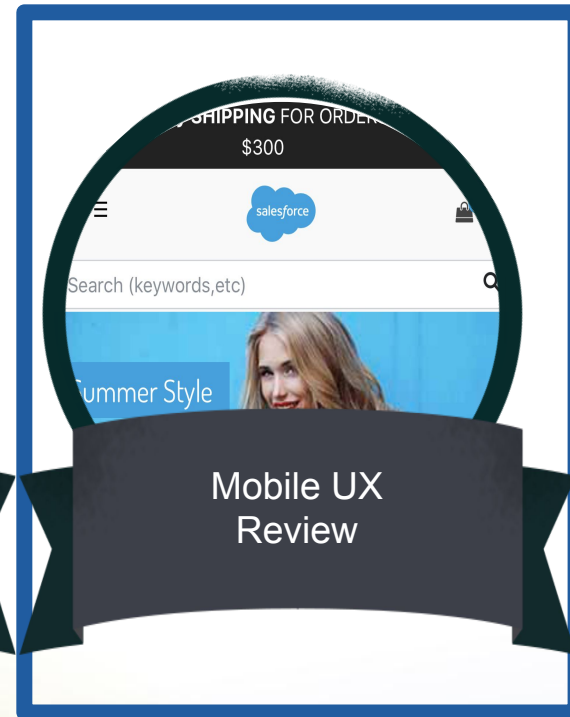Moving from satisfying ad-hoc requirements to a lean, agile development process

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Search

Search is the top visual priority:
- Positioned for easy accessibility and functional use
- Persistent so it stays in view as shoppers scroll.

Why It matters:
- The search bar is the top destination for mobile shoppers who already know what they are looking for.
- Mobile shoppers using the search function convert at 2.6 times the rate of those using navigation tools.
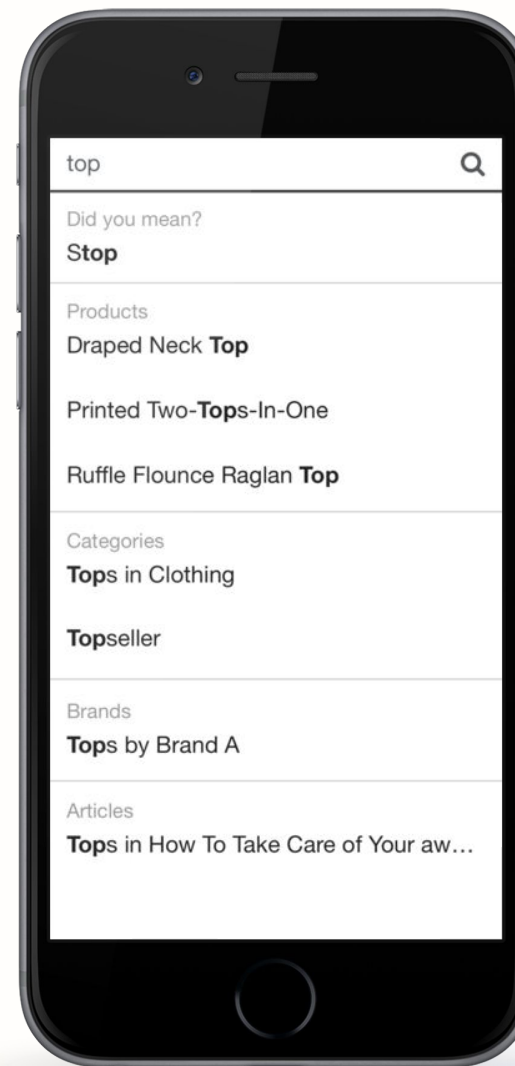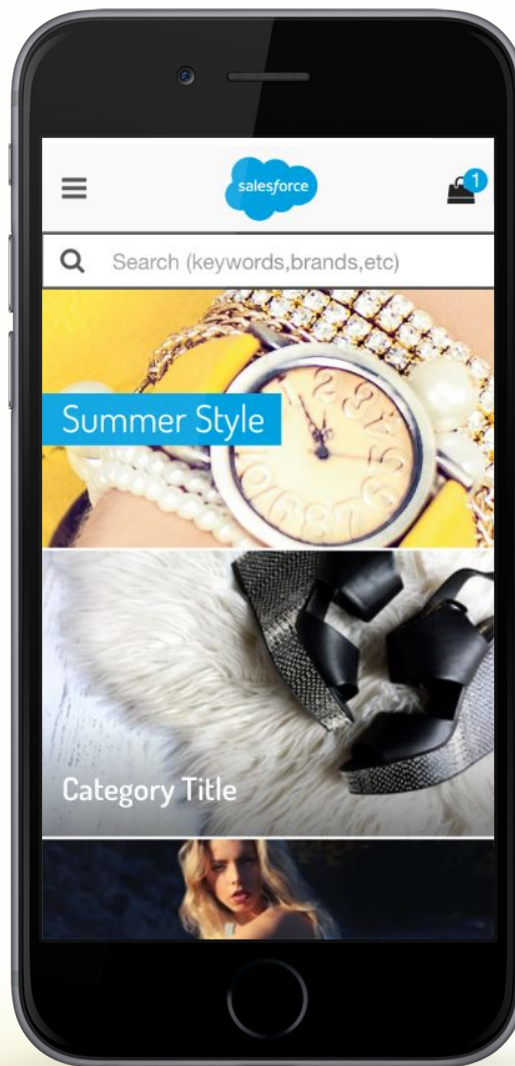
Navigation

Simple, accessible navigation:
- Touch-friendly, right-sized menu icons
- Navigation tools that are discoverable, accessible, and efficient

Why It matters:
- Navigation is often difficult for mobile users due to small device size.
- Clean navigation that directs consumers to the most popular items, and what they are looking for quickly improves the shopping experience.
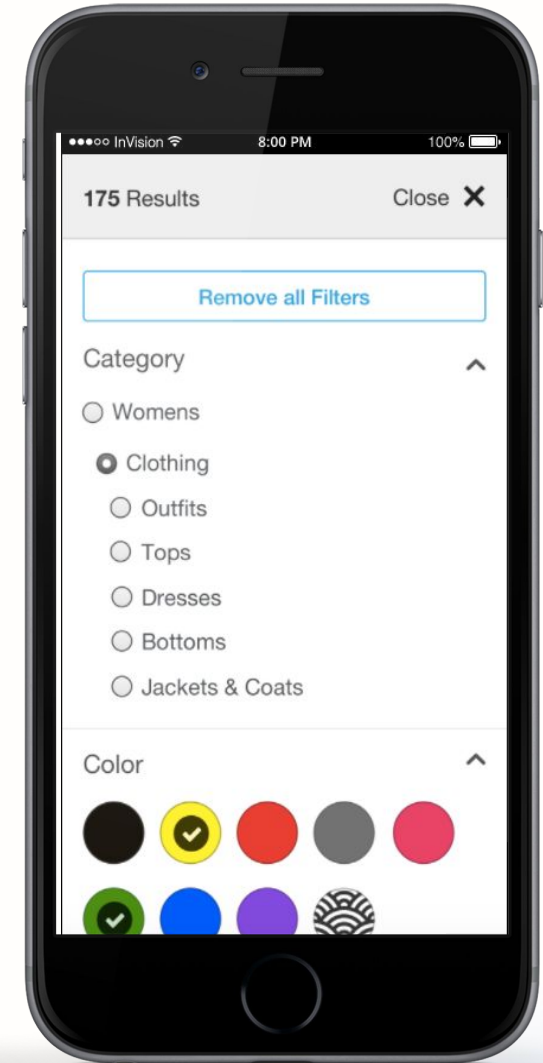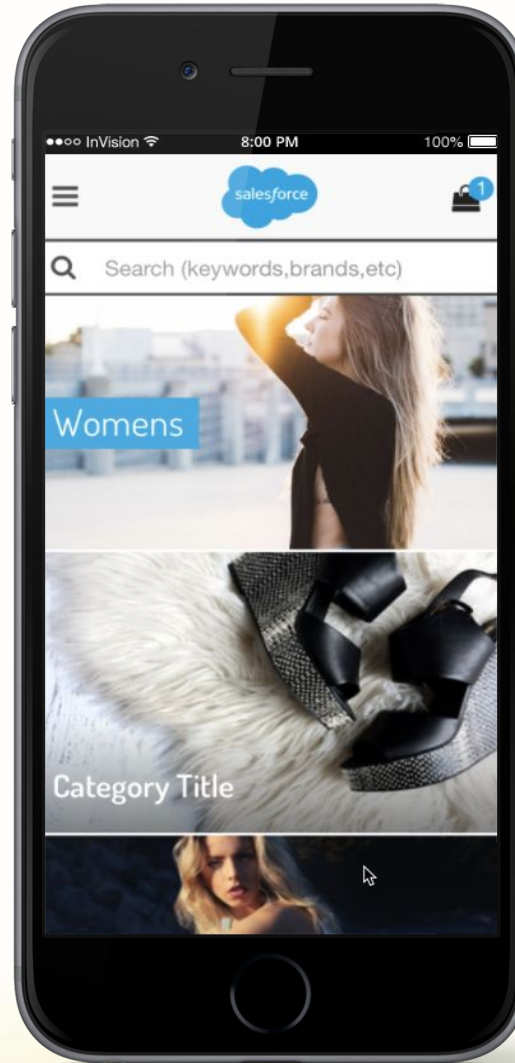
Product Detail Page (PDP)

Optimized PDP Page
- A persistent Add to Cart button that stays in view as the shopper scrolls
- Express payment options, such as Apple Pay
- Collapsible product descriptions

Why It matters:
- By highlighting critical shopping actions reduces shopper workload and makes it faster to reach checkout
- Shoppers can checkout directly from the Product Detail Page (PDP) with one-touch
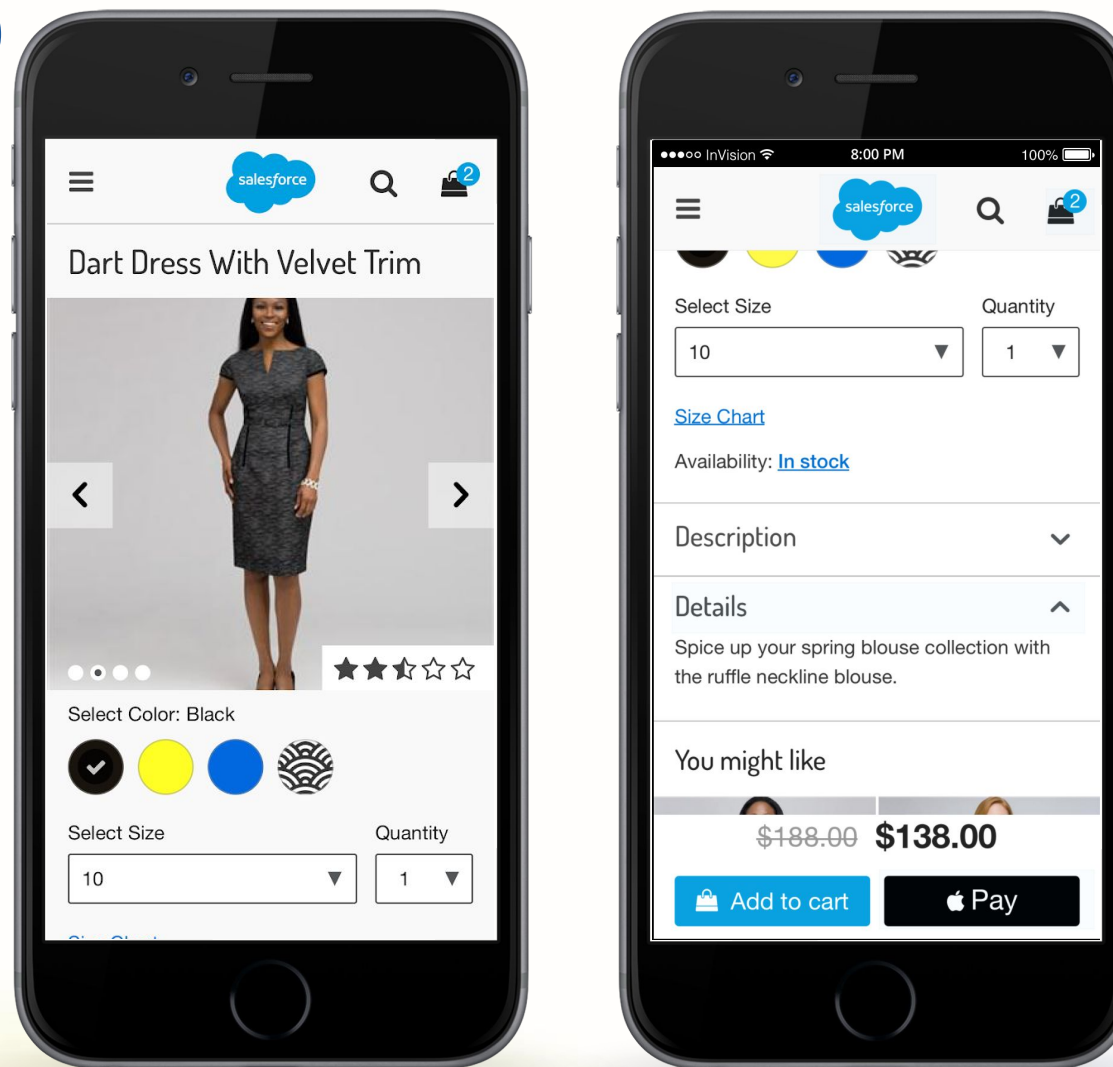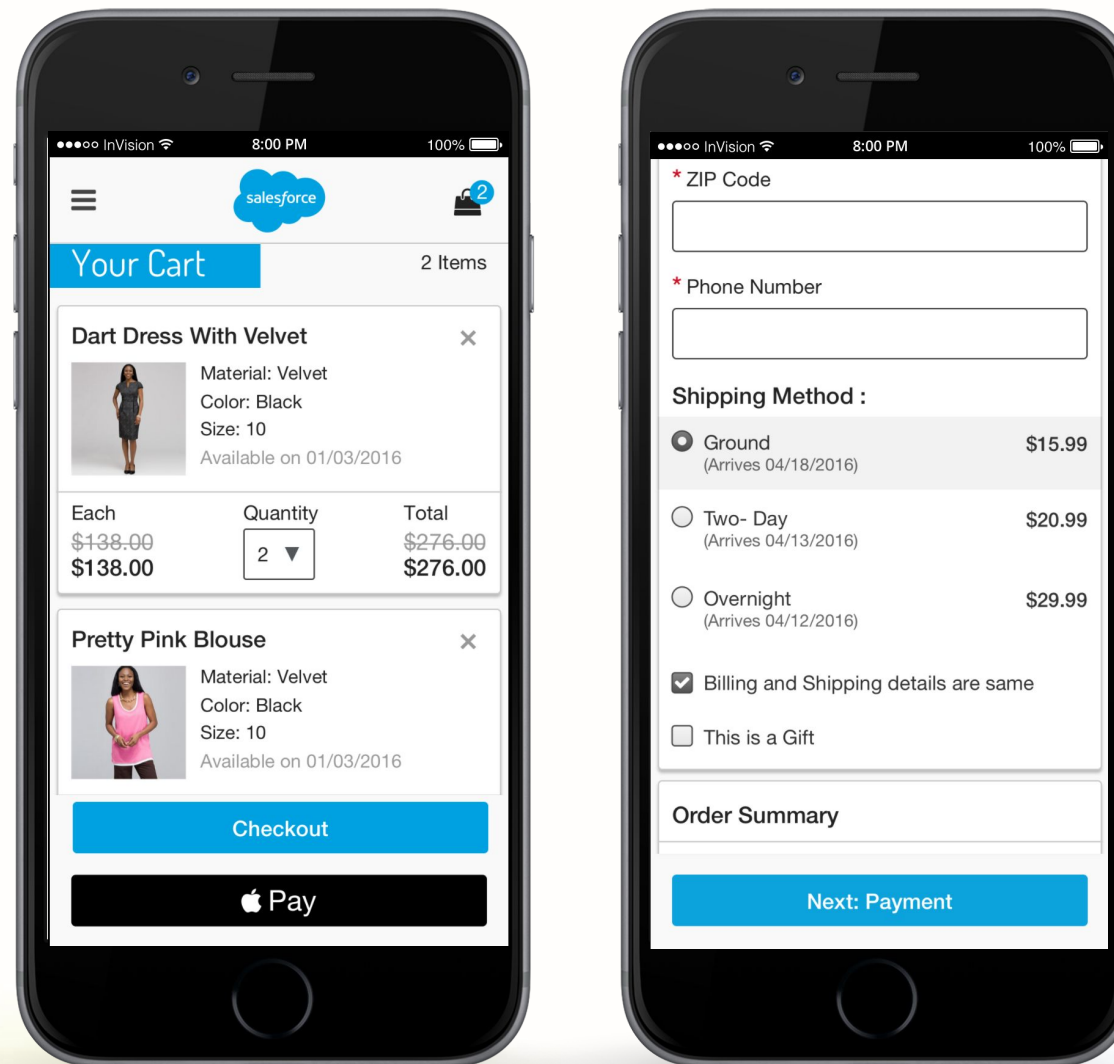
Checkout

Simplified Checkout
- A single page accordion style checkout with collapsible summaries to smooth the checkout flow and eliminate distractions.

Why It matters:
- Checkout is the most important component of the mobile shopping experience. Today, the checkout completion rate for mobile shoppers is 52% — 11% lower than overall online checkout completion.

Thank You