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**OMNI** COMMERCE

# NEXT GENERATION HEADLESS APPLICATIONS AND TOOLS

Gain the flexibility to deliver a premium omnichannel commerce experience, connected with Salesforce Commerce 360

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# WHY SHOULD YOU CARE ABOUT TRASITIONING TO A HEADLESS COMMERCE ARCHITECTURE?

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The lack of adaptability that many businesses have lamented when attempting to reach customers outside of the desktop experience has now been addressed by headless commerce.

Deliver an exceptional omnichannel experience while launching quickly and creating new revenue streams. Utilize apps designed to match your business demands to provide your consumers with the personalized service they desire with **OmniCommerce**.

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If you are looking to launch a fast mobile-optimized web experience across all screens or experiment with Headless scenarios, our **OmniCommerce** is perfect for you.

# WHAT'S IN IT FOR YOU?

## Solution Benefits

OmniCommerce helps businesses to:

1

### Drive Revenue & Engagement

Launch a fast, mobile optimized web experience across all screens

2

### Offload Operational Cost and Burden

Say goodbye to infrastructure complexity and hosting fees with a fully managed front-end runtime with a 99.9% uptime.

3

### Accelerate Time to Launch

Speed the time-to-market with a pre-built Composable Storefront, that is customizable to fit the needs of your brand.

4

### Innovate at Speed

Test and roll out your CX changes quickly.

Composable Storefront

Managed Runtime

60 sec  
Deploys

99.99%  
Historical  
uptime

Scalability & Uptime | Security | Performance | Developer Efficiency

Sales  
Cloud

Service  
Cloud

Commerce  
Cloud

Marketing  
Cloud

Third Party  
Tools

# HOW DO YOU GET STARTED?

OmniCommerce

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**Gain the flexibility to deliver a premium omnichannel commerce experience, connected with Salesforce Commerce 360**

OmniCommerce, developed by OSF Digital, is a collection of headless apps and features for **Salesforce Commerce Cloud**.

By using OmniCommerce, you will be able to **smoothly transition your online store to a headless commerce architecture**. Enhance your storefront experience with a large **suite of headless apps** as unique as your business requirements to create engaging experiences to keep pace with the ever-rising consumer expectations.



# OMNICOMMERCE

## Solution Overview

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Improve your shoppers' experience with our suite of headless capable apps:



Provide information about the closest stores, distances, and related events.



Give shoppers the ability to set up subscription orders to manage and update them on their terms.



Provide merchants with a simple, yet interactive way for their customers to find the right products online.



Enrich your content and deliver a personalized customer experience by allowing your content creators to use WordPress as a content management tool.



Create a loyalty program for your online store and strengthen your relationship with customers, through rewards and incentives.



Improve your website's cart abandonment rate and transform lost sales into new opportunities by reconnecting with shoppers who abandon their carts.



Reduce the costs you spend on affiliate network programs, including one-time setup fees and recurring commissions for every click, lead, or sale.



Enable interactive shoppable tags on photos and improve the engagement between the customer and the brand.



Online gift cards are a great way for merchants to offer their valued customers an alternative way to send gifts.



Manage your video assets seamlessly and captivate shoppers by providing video content that converts.

### Improve your shoppers' experience with features such as:

#### One cart, one checkout

The perfect solution for a single cart, available across multiple brands with a single checkout experience.

#### Shop by store

Buy online, pick up in store (BOPIS) experience, by allowing the ability to check item availability by searching through the store directory.

#### Checkout App

Provide a simple and unified checkout experience for your customers, who might discover your brand on social media, blog articles, or marketplaces. One-stop for all orders.

#### Pre-order mini site

Set up a "mini site" for pre-ordering a certain product (e.g., the next PlayStation or the next console game).

#### Wishlist

You can set up a minimum or maximum quantity to be ordered, as well as the minimum or maximum value.

#### Endless Aisle

Digital experience made available for your customers in the physical store, through which they can look for items out of inventory, initiate returns, and access custom promotions.

### OmniCommerce Toolkit:

#### Page Designer for Composable Storefront

Continue building new experiences on Composable Storefront using Page Designer.

#### Page Designer Components Library

Get new experiences in front of end customers faster by using OSF's Components Library, ready for Page Designer.

#### Composable Storefront Startup Kit

Accelerate the transition toward headless commerce by using OSF's base building blocks which incorporate best practices and automate the setup of the needed environments.

# WHY CHOOSE OUR SOLUTION TO TRANSITION TO HEADLESS COMMERCE?



## Better Conversion Ratio

Deliver lightning-fast commerce expertise and keep your customers coming back for more. Create a consistent user experience for your customers across the entire buying process. Eliminate barriers to conversion that may arise during the buying process. Every millisecond gained in performance surpasses industry benchmarks and outpaces competition to gain a higher conversion ratio.



## Higher Average Order Value

With freedom from back-end operations, you can experiment with user experience changes and implement them faster. OmniCommerce improves storefront performance and transforms your customer experience to gain higher customer engagement and increased average order value. Turn any customer touchpoint into a sales opportunity.



## New Revenue Channels

The cutting-edge tools and apps of our headless commerce platform lets you deliver a seamless omnichannel shopping experience across all channels and aid in targeting more segments of customers. Every content-rich experience and interaction can become transactional and create new revenue channels.



## Offload Operational Costs and Burdens

Say goodbye to infrastructure complexity and hosting fees with a fully managed front-end runtime (with 99.99% uptime). Spend less on the development and maintenance process with shorter build times, updates, and improved storefronts.



## Go to Market Faster

Leverage the Composable Storefront to create a modern, decoupled storefront using headless commerce principles, without the long lead time of traditional headless projects. Customer-facing tasks can be completed independently using headless, without needing to wait for backend tasks and vice versa. You can split copy from code and let each team work independently of the other, without having to wait for them to finish..

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**THANK YOU!**

Schedule a Live Demo:  
[contact@osf.digital](mailto:contact@osf.digital)

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