

SITECORE ORDERCLOUD® INSIGHTS

Be where your customers are with Sitecore OrderCloud: a reliable platform for large, complex, and highly distributed businesses that go beyond a simple shopping cart.

XCENTIUM



LEVERAGING SITECORE ORDERCLOUD TO DELIVER A SEAMLESS CUSTOMER EXPERIENCE

As businesses face increasing challenges of disconnected systems and processes, retail and B2B commerce need to quickly achieve digital transformation and integrate their online and offline channels.

According to Statista, eCommerce sales are increasing and are projected to reach \$6.4 trillion in 2024. Additionally, the number of users in the digital commerce segment is expected to amount to \$4.9 billion by 2025. With the eCommerce market going through rapid growth as well as an increase in customer engagement, digital shopping has become the norm for any business type.

With these disruptive changes to the industry, retailers are looking for digital solutions that are future-proof, sustainable and cost-efficient, all while ensuring high customer satisfaction and increased sales.

Because of the growth and shifts in the eCommerce market, consumers have gained more power to influence the shopping experience. Retailers now face the challenge of delivering a seamless customer experience regardless of where, when or how the customer wants to shop. Companies are tasked with creating seamless B2B eCommerce platforms that allow customers to shop online or from a catalog in a unified, connected experience throughout the buying journey. Delivering a seamless and transparent experience across channels seems simple and straightforward, when in fact it creates a challenge for retailers by adding a new layer of complexity to the management of orders, customer data, inventory and fulfillment data.

Having an Order Management System (OMS) as part of an eCommerce solution or ERP does not necessarily guarantee performance, however. Complex orders can still occur over disconnected processes. To meet constantly changing demands, retailers must consider a powerful and robust digital foundation that supports cross channel functionality and is capable of handling merchandising, returns, inventory and marketing automation all within a single platform.

Sitecore OrderCloud

Consumers expect convenience, control, and readily available information. By empowering consumers with instant access to information and various purchasing options from anywhere at any time, businesses are undergoing digital transformation to keep up with competition.

These transformations rely on a solid technical architecture and expertise that most businesses lack, preventing them from operating at full potential in the era of accelerated change. They face challenges around the scalability, agility, customizability and extensibility of their current systems.

Typical OMS Features

- Order management
- Centralized customer service
- Store fulfillment
- Inventory and sourcing
- Streamlined operations
- Customer account creation
- Shopping cart details

Sitecore, a leading digital experience solution provider, recognized the importance of digital transformation, understood the value of human connections, and the impact of powerful digital solutions to delivering a unique experience. This understanding is represented through their innovative products that provide a unified platform, bringing together content, personalization, commerce, and customer data.

Dave O’Flanagan, Sitecore CPO said: “Brands need to move at the speed of their customer. Sitecore isn’t standing still, we’re evolving and transforming not just to keep pace with the market, but to leap forward and be ready for tomorrow’s customer, wherever they may be, or whatever they may want.”¹

OrderCloud is one of Sitecore’s innovations created to enhance the digital commerce capabilities of the platform. Sitecore OrderCloud provides flexibility and scalability to meet customers’ evolving demands and foster commerce business opportunities. It is an API-first, headless commerce solution, enabling organizations to customize their own commerce platform with various features and 3rd party integrations.

OrderCloud offers limitless possibilities, including anonymous guest checkout, role-based account management, segmentation, flexible pricing, product customization, promotion rules engine and more. The solution was also built with powerful marketplace features, allowing businesses to operate with various suppliers and buyers.

Sitecore OrderCloud’s Comprehensive Capabilities:

- Minimum implementation resources
- Faster time to marker
- Flexible and scalable for any B2X model
- Powerful marketplace features
- Powerful order management features
- Ability to auto-scale
- Easy integrations with Sitecore products and 3rd party tools
- Future-proof commerce strategies
- Omnichannel management across channels
- Strengthened agility
- Multi-supplier marketplace
- Personalized catalogs
- Fulfillment integrations



“We are proud to be the first partner to achieve the OrderCloud Specialization. Innovation and technical expertise in Sitecore is at the heart of our company.”

– **Amrit Raj,**
XCentium Managing Partner

1. Sitecore Symposium 2021 - Creating unforgettable CX as your brand identity: Sitecore’s plan to get you there-
<https://symposium.sitecore.com/en/symposium-online#>

XCentium Delivers First Sitecore OrderCloud Solution

XCentium delivered Sitecore's first OrderCloud implementation in record time and represents the fastest Sitecore commerce implementation to date. The project was for Laurel Springs School, an accredited K-12 online education institution with 4,500 graduated students across more than 100 countries.

The promise of a live commerce system in 4-6 weeks was fulfilled. Following their initial success, Laurel Springs continued to advance their leading-edge digital experience by implementing and enhancing one of the first Composable DXP solutions comprised of OrderCloud and Sitecore XP, leveraging Next.JS/JSS.

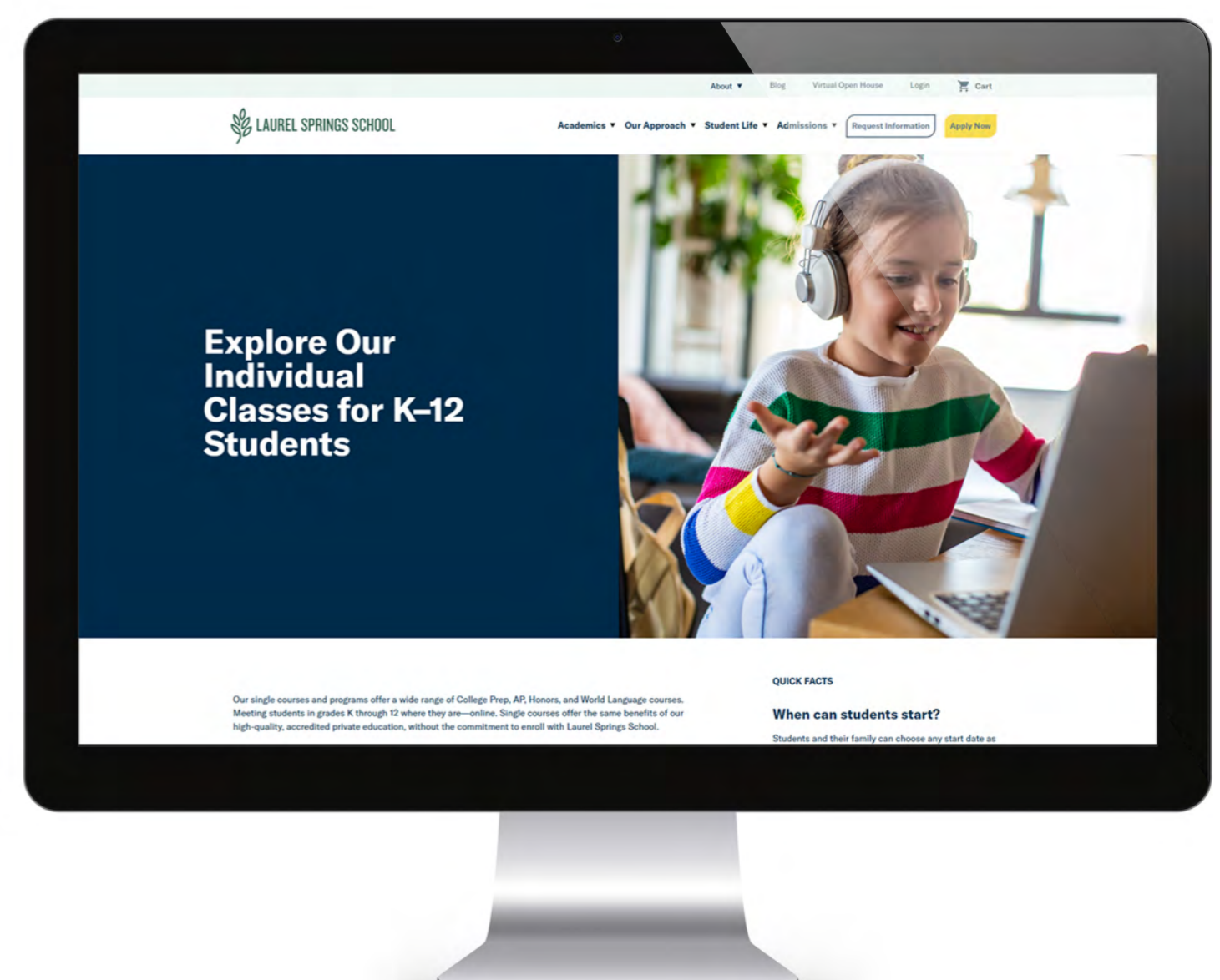
Laurel Springs' digital commerce goals and marketing capabilities had fallen behind. In response, they identified two trends with the potential for explosive growth in demand for their products and services. The first opportunity was the global pandemic and the second was the overall growth and acceptance of K-12 online learning. To maintain their reputation of excellence, they took advantage of these opportunities by partnering with XCentium and Sitecore to deliver a fast-to-market commerce implementation.

XCentium transformed Laurel Springs School's digital experience by providing the necessary tools and architecture to achieve their business goals. Implementing a composable architecture enabled Laurel Springs to rapidly deliver new content and course offerings to their customers, with the ability to purchase courses directly online. The flexibility of the underlying technology architecture and tools has also strategically positioned Laurel Springs to deliver personalized content and targeted course offerings.

The Composable DXP allowed Laurel Springs to choose the product road map based on their needs rather than technological dependency. This implementation marks a monumental milestone that eliminates the need for technical resources to manage Laurel Springs's content, course lifecycle and country-specific processing. It also drastically improved the speed of new feature delivery.

Key wins:

- Increasing digital reach
- Delivering a full-scale and flexible commerce solution
- Supporting personalized content and course information
- Improving lead generation and marketing automation
- Reducing operational costs
- Enabling direct online course purchasing
- Empowering marketing teams to manage course content and delivery



Inside OrderCloud Forward

Get to market fast with a full featured storefront solution.

OrderCloud Forward is XCentium's quick start solution that provides the full capabilities of Sitecore OrderCloud for businesses with complex, high volume ordering in as little as 4-6 weeks. OrderCloud Forward offers a responsive and skinnable design that is customizable and extensible. The solution provides ready to use promotions, content components and plugins for payments, taxes, catalog imports and pricing imports. It also supports Guest Checkout and Login.

This hassle-free solution ensures the highest security and productivity, driving business outcomes while outsourcing infrastructure management. With XCentium's Managed Storefront package, businesses will receive developer support for the full integration, hosting, networking and management services. By using Azure Cloud to host the solution, XCentium guarantees the flexibility, security and scalability of the site with automatic backups and point-in-time restores.

A Decade Long Partnership

XCentium is a full-service digital consultancy and multi-year Sitecore Platinum partner. Founded in 2011 on the principles of delivering value via a senior delivery model, XCentium has earned a reputation as a go to strategy and technology implementer of complex digital solutions.

XCentium consistently delivers quality projects for clients of varying sizes and verticals. With 500+ Sitecore solutions delivered, XCentium has the expertise to solve even the most niche business challenges. By looking at the unique qualities and needs of each client — XCentium delivers a consistent, personalized customer experience at scale every time.

Since its inception, XCentium has received over 70 Sitecore MVP awards and won Sitecore's Partner of the Year Americas 2021. XCentium is committed to long-term client relationships and unique innovations, including OrderCloud Forward and Content Hub Sync Composer. They were the first partner badged in OrderCloud, first partner to launch a site on Sitecore OrderCloud, first partner badged in Content Hub, first partner to launch Sitecore behind the Chinese firewall on Mooncake, and the first partner to launch a Sitecore 9 Commerce site.



XCentium Differentiators

- Sitecore Platinum Partner - Enterprise Solution Provider
- Partnering Excellence Award 2022
- Partner of the Year Americas 2021
- 70+ Sitecore MVP awards over ten years
- 500+ Sitecore solutions delivered
- Specializations in all Sitecore products – XM, XP, Commerce, Content Hub, OrderCloud, CDP, CDP Personalize, Discover
- Global, multi-site, and multi-brand sites deployed
- Experience with high traffic sites, large commerce sites, and large content sites
- Experience with Cloud – Azure, Containers, AKS, AWS
- First partner to earn OrderCloud Specialization
- First partner to launch a solution on Sitecore OrderCloud
- First partner to earn Content Hub Specialization
- First partner to earn Sitecore Commerce Specialization
- First partner to launch Sitecore behind Chinese firewall
- First partner to launch a site on Sitecore Commerce 9
- First partner to launch Sitecore on Azure WebApss
- 20+ Accelerators and plugins available for Sitecore
- Focused on long-term client relationships

