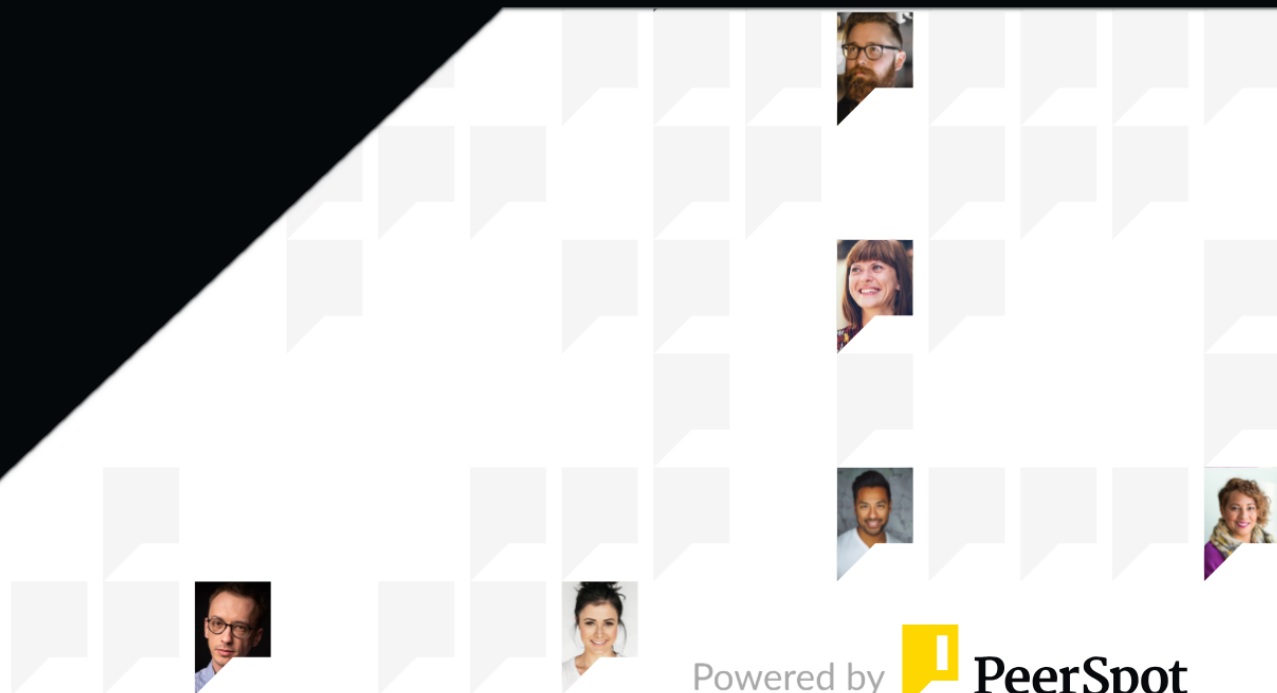




Salesforce Commerce Cloud

Reviews, tips, and advice from real users



Powered by  **PeerSpot**

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Product Recap



Salesforce Commerce Cloud

Salesforce Commerce Cloud Recap

Salesforce Commerce Cloud offers frequent updates, ease of use, and robust personalization. It enhances the e-commerce experience with seamless integration, multi-currency and multi-language support, simplifying operations without needing extensive additional solutions.

Salesforce Commerce Cloud streamlines e-commerce operations by integrating with third-party systems and providing customizable processes. Despite its strengths in personalization and frequent updates, support enhancements and better ERP integration are needed. Challenges like data storage limits, complex customization, and a steep learning curve for new users highlight areas for improvement. AI features and improved marketing services could add value. It's mainly used for reporting, client onboarding, and B2B/B2C interactions, offering customizable pricing, billing integration, and omnichannel strategies.

What are the most important features?

- **Frequent Updates:** Ensures the platform remains current.
- **Ease of Use:** Simplifies e-commerce management.
- **Personalization:** Offers robust customization capabilities.
- **Seamless Integration:** Integrates smoothly with third-party systems.
- **Multi-currency and Multi-language Support:** Facilitates international operations.

What benefits and ROI should users look for?

- **Process Improvement:** Streamlines e-commerce operations.
- **Comprehensive Experience:** Reduces the need for additional solutions.
- **Automation:** Enhances marketing and reporting tasks.
- **Customization:** Adapts to diverse business needs.
- **Scalability:** Supports business growth with flexible features.

Salesforce Commerce Cloud is implemented across industries to optimize retail operations and enhance customer engagement. Retailers use it for lead management, opportunity tracking, and business intelligence. It's integral in forming omnichannel strategies and automating CRM and marketing tasks, ensuring efficient online retail operations.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“The main benefits Salesforce Commerce Cloud provides are significant process improvements, as having it is essential because it integrates very quickly and is part of the entire ecosystem.”



Deena Dayalan K

Global Leader Application Operations & Operational Excellence at a manufacturing company with 10,001+ employees



“I believe Salesforce Commerce Cloud is better than Microsoft; it is a more comprehensive solution.”



FilipeCarlos

Executive at a tech services company with 201-500 employees



“Salesforce Commerce Cloud offers effective architecture, ease of integration with third-party systems, and environments to test web store functionalities.”



Vijay Subramanyam

Delivery Head at cblsolutions

- ✓ “Salesforce Commerce Cloud offers a personalized experience tailored to each B2B client. It allows for easy customization according to specific customer needs. Additionally, once a customer finalizes a product with pricing, negotiations and settled prices can be logged into the transcript for future reference and reuse. These features make the platform highly adaptable and efficient, providing a seamless and customizable process tailored to individual preferences.”



Sumit Dashora

Senior Salesforce Engineer at a computer software company with 10,001+ employees

- ✓ “Salesforce Commerce Cloud is quite robust and can do many functions. The solution enables extensive personalization. It provides accelerators tailored to your website, simplifying deployment.”



Tannous Mekary

Platform Head of Customer Experience at ATECNA

- ✓ “The main functionality I find valuable in Salesforce Commerce Cloud is the fact that it shares the same database as Service and Sales Cloud, which allows me to develop more quickly in terms of integration, because I already have all the accounts, contacts, leads, sales, and invoice data already on one platform, so I don't need to have many more integrations if I already have Salesforce as the core.”



Verified user

Head of Business Consulting at a computer software company with 1,001-5,000 employees



“It is a very flexible solution.”



Vinayak Bandewar

Test Architect at Cognizant

What users had to say about valuable features:

“Salesforce Commerce Cloud is quite robust and can do many functions. The solution enables extensive personalization. It provides accelerators tailored to your website, simplifying deployment. It seamlessly integrates with other solutions, facilitating data integration. With Salesforce alone, you can achieve comprehensive capabilities without needing additional solutions..”

Tannous Mekary

Platform Head of Customer Experience at ATECNA

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“For me, the most valuable feature was the customer journey. It was a complete one from beginning to end. I liked that I was able to get all the components. Let's say that, for example, we needed a CMS which was available for free on the platform. For example, in Elastic Path, it's not like that. The CMS was free, and we liked that because at least the company didn't feel like they needed to pay for that technology separately..”

Jorge Gil

Team lead at Nulogic

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“Salesforce Commerce Cloud offers effective architecture, ease of integration with third-party systems, and environments to test web store functionalities. Users can manage the site independently with the administration panel and benefit from features like easy marketing submissions, discount codes, and integration with Apple Pay and Bazaarvoice for reviews.

The platform is also robust, with managed infrastructure by Salesforce..”

Vijay Subramanyam

Delivery Head at cbsolutions

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“There are a lot of solutions in the Salesforce Commerce Cloud itself. For example, a company may offer to our clients their Order Management system, but sometimes clients don't want to buy all the services from one service provider. If I'm a developer of SFCC, then some of my clients would like to hire me for only the SFCC stuff. But my video order management system is in some other technology like AIX or you can see their backend system is in a botnet for the autonomy system, so sometimes they would like to involve me in those specs. I worked with one company that actually sold three services to one client. That is one SFCC spot where around 30 people were working in that specific team for the SFCC specific task, while around 20 people were working in a botnet to connect SFCC with AIX database and AIX was their order management system. Actually, SFCC doesn't have that database capacity so they recommend that the service providers and the clients use a third-party service as a database. Okay.

This how the SFCC works and how the services are being provided to the client..”

Syed Hasan Badshah

Salesforce Solution Architect | IT Consultant at CO Founder at Aiva Creative pvt.limited

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“One of the most valuable features in Salesforce Commerce Cloud is that it helps me avoid storing credit card information, with a vault function taken care of. Salesforce provides this vault feature, enabling me to bill my D2C customers directly and also feeding data into my Marketing Cloud and Services Cloud.

“For visibility features in Salesforce Commerce Cloud, I might need to schedule a separate meeting as I can only share certain levels of information. Experience-wise, it is very good; the platform helps identify promotional opportunities and integrates well with Salesforce's Trade Promotion Management.

“The main benefits Salesforce Commerce Cloud provides are significant process improvements. If we did not have it, I would need to establish a separate D2C portal such as Magento Commerce and integrate with Salesforce for some data. Having Salesforce Commerce Cloud is essential as it integrates very quickly and is part of the entire ecosystem..”

Deena Dayalan K

Global Leader Application Operations & Operational Excellence at a manufacturing company with 10,001+ employees

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“One of the most valuable features of Salesforce Commerce Cloud is that we are in a transition, aiming to improve our KPIs from our sales team. This is one of my current challenges to register the leads in an easy way. Until now, I had an Excel file, and only when the lead is converted into a real opportunity, which means when the client asks me for a proposal, I jump from Excel to Salesforce Commerce Cloud. We wanted to be more professional in this point and to register the leads in Salesforce Commerce Cloud.

“I need to understand how to do it in an easy way. Four years ago, we linked Salesforce Commerce Cloud with Outlook, and this was a nightmare because a contact in 20 opportunities is a common scenario. We have some services that are recurrent services, and the client asks us for a proposal for each quarter. We are renewing quarter by quarter, and after three years, you have 12 proposals only for that team. We have several teams because we work with big clients.

“What happened in my Outlook and mobile phone was that the same contact appeared 12 times. This issue might be resolved now, but we switched off due to problems when I tried to send emails to personal accounts. They mixed with so many records, creating big confusion between the names and emails, putting emails for person B in the record of person A. This was truly problematic. Nevertheless, we now have a mobile app from Salesforce Commerce Cloud, and I will try to find an easy way to input that part..”

FilipeCarlos

Executive at a tech services company with 201-500 employees

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Other Solutions Considered

“I believe Salesforce Commerce Cloud is better than Microsoft; it is a more comprehensive solution. Even with the problems I mentioned, we have a very customizable solution. It is very easy to customize and create different views and different fields..”

FilipeCarlos

Executive at a tech services company with 201-500 employees

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“I have used Marketo and HubSpot. There are many pre-existing filters, but they're not always useful.

There is a lot of filtration which makes it difficult to customize..”

Verified user

Senior Consultant at a computer software company with 501-1,000 employees

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“Salesforce Commerce Cloud is the best option for enterprise customers. It has better CRM functionality and an ability to connect existing customer data with product catalogs than other products..”

Cameo Mbowane

Chief Executive Officer at Customersoft Innovation

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“Integration with Salesforce environment is achieved using MuleSoft, which is a Salesforce product.

“We are not using Salesforce's content management tool; instead, we use a different product called Aprimo for managing our content. Aprimo integrates with Salesforce Commerce Cloud..”

Deena Dayalan K

Global Leader Application Operations & Operational Excellence at a manufacturing company with 10,001+ employees

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“Salesforce Commerce Cloud faces competition from ServiceNow with its latest features, and products such as Zoho CRM and Zoho Marketplace also present strong competition, though Salesforce still leads. Commercially, they also offer very competitive pricing.

“Integration with Salesforce environment is achieved using MuleSoft, which is a Salesforce product.

“We are not using Salesforce's content management tool; instead, we use a different product called Aprimo for managing our content..”

Deena Dayalan K

[Read full review](#) 

Global Leader Application Operations & Operational Excellence at a manufacturing company with 10,001+ employees

“Yes. I worked in WooCommerce. WooCommerce is a PSP. I also worked with WordPress E-commerce and Shopify. And obviously Salesforce as well.

WooCommerce is not a very customizable solution and not a good solution for the large clients who are trafficking pages with more than thousands of testimonies. If the sales are in the millions and the processes are very strong, then a WooCommerce site will not be able to bear the traffic load.

But Salesforce Commerce Cloud will never die because of traffic. At the same time there are a lot of options to import things into Salesforce Commerce Cloud. The customizations are there and any user can customize their website look and feel. The best thing about Salesforce is the role it plays for merchandisers allowing them to customize their sites at run time with the help of the first available data, and how it changes their website look and feel immediately by turning on/off some flags. The merchandising feature is very easy to use in Salesforce Commerce Cloud while in other platforms, like in WooCommerce, this is not always easy to use. The solution is not perfect for every market..”

Syed Hasan Badshah

Salesforce Solution Architect | IT Consultant at CO Founder at Aiva Creative pvt.limited

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ROI

Real user quotes about their ROI:

“We have seen a return on investment. The solution helps to create revenue. Salesforce helps us identify missing opportunities so at the end of the day missing revenue. .”

DimitriosTsaknakis

Senior Manager, Tech Advisory at PricewaterhouseCoopers

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“As a system integrator, I am not privy to the client's ROI benefits and cannot quantify it, as it is generally business-driven. The ROI for businesses would depend on faster implementation and market reach..”

Vijay Subramanyam

Delivery Head at cbsolutions

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“My clients see a return on their investment with SalesForce. For example, some of my clients' data and e-commerce sites were not properly organized earlier. When they started using Salesforce Commerce Cloud, it took some time, but their direct revenue increased.

It really depends on many factors. You can easily see the sales growth, you can analyze that and you can add many features to make it user-friendly. You can add the chat option, you can easily send campaigns. If you are sending personalized campaigns, then obviously you will get some clients which are not coming back to you from the last few months so that is a long process to get more revenue..”

Divs Chauhan

Salesforce Solutions Architect at Kcloud Technologies

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Use Case

“Salesforce Commerce Cloud's main use case is D2C and B2C, focusing on direct-to-customers. Salesforce Commerce Cloud's architecture is very effective for our channel partners, providing them a good platform. However, we are not using the native commerce mobile app but the generic web-based one..”

Deena Dayalan K

Global Leader Application Operations & Operational Excellence at a manufacturing company with 10,001+ employees

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“I like the product because it's pretty much like Elastic Path. I was also able to create an old infrastructure, storefronts, and all that kind of stuff also. In our case, the use case was for another Mexican company, and in that case, we decided to use Salesforce because it was, like, the technology that is a must..”

Jorge Gil

Team lead at Nulogic

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“I work on various projects implemented and managed for many retailers, ranging from luxury to classic products. Therefore, I handle projects of significant scale, ranging from half a million to two million in scope. We engage in a variety of business cases with different teams.

Commerce Cloud has a comprehensive nature, encompassing both production infrastructure and user-friendly tools that enhance daily operational efficiency and provide extensive experience and solutions..”

Tannous Mekary

Platform Head of Customer Experience at ATECNA

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“We have multiple lines of business, such as supply chain and order to cash processes. We try to create business intelligence out of the data we collect, measuring metrics like average order volume, lifetime value of the customer, how many leads we have, percentage conversion, and lead density in specific geographic locations.

Salesforce Commerce Cloud is used for retail operations like merchandising, product creation, discounts, and integrating with third-party systems for payments and reviews..”

Vijay Subramanyam

Delivery Head at cbsolutions

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“I mainly work with Salesforce Commerce Cloud, Service Cloud, Sales Cloud, and Consumer Goods Cloud.

“I currently use and oversee the implementation of AI features from Salesforce for customer engagement.

“I automate some marketing and operation tasks through the Salesforce Commerce Cloud..”

Verified user

Head of Business Consulting at a computer software company with 1,001-5,000 employees

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“We have a client onboarding their B2B customers onto Salesforce Commerce Cloud. They aim to organize their product offerings to provide various clients with different experiences. In B2B commerce, there are functionalities to customize pricing and user experience for each customer.

The Salesforce platform for B2B commerce is designed to allow extensive customization on top of its standard features. For example, we can assign certain customers entitlements to specific products while hiding those from others. Pricing can vary based on factors such as geographic location, such as selling a product in the United States versus the UK. These costs can be managed effectively.

The platform is highly integrable. We can integrate it with billing systems and external OMS. Although Salesforce provides its own OMS, we currently use it, but it can be customized to work seamlessly with other applications. We have onboarded several clients and are working on enhancing the platform further. This includes modifying the product list and detail pages and customizing the content displayed. We also handle notifications and create custom Lightning components for the UI to tailor the experience to each client's needs..”

Sumit Dashora

Senior Salesforce Engineer at a computer software company with 10,001+ employees

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“Salesforce Commerce Cloud's initial setup is very easy and simple; if your sales process is clear, implementation can be done in less than thirty days..”

Deena Dayalan K

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Global Leader Application Operations & Operational Excellence at a manufacturing company with 10,001+ employees

“I don’t think it is a difficult software to set up. We have a separate team that looks after the setup. I would rate the ease of setup a seven out of ten, with ten being the most easy..”

Mohammed Kanj

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Business Development Manager at The digital Guard

“I would rate the initial setup a seven out of ten. It requires technological understanding and knowledge of Salesforce’s architecture. Clear business requirements and storefront setup guidelines are critical for a smooth implementation, typically taking one to one and a half quarters, or two to three quarters for highly customized deployments..”

Vijay Subramanyam

Delivery Head at cbsolutions

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“One of Salesforce Commerce Cloud's USPs is its user-friendly nature. Salesforce has consistently prioritized making its products easy to use, install, and configure, even for those who may not be familiar with technical intricacies. With a simple point-and-click interface, its products are accessible and straightforward to install and operate..”

Sumit Dashora

Senior Salesforce Engineer at a computer software company with 10,001+ employees

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“The initial setup process for Salesforce Commerce Cloud, in my experience, was quite simple, completed by one of my colleagues because we are a Salesforce partner and we implement Salesforce solutions as well. From my recollection, this was quite simple—one person spent two to three weeks setting up, configuring, and creating the dashboards we wanted. However, we have maintained continuous updating since then..”

FilipeCarlos

Executive at a tech services company with 201-500 employees

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“The initial setup process is very strong. Whenever we have to set up a website, which they provide and is known as SFRA or site genesis, there are multiple versions of Salesforce Commerce Cloud. There are around 4 multiple versions that are released by Salesforce on the SFCC. Each version has its data set. This process is easy. You can see the cloud instance in the business manager. It takes around a day, around eight to 10 hours are needed for setting up one version.

This is a very basic step. It's a baby step. It's the very first baby step to set up the PC version on any cloud instance. After that, the customization comes and the SFCC starts developing.

It all depends upon the customers' needs. It's not a hard and fast deadline or timeline. I have been in some situations that took us three to four months and others that took around nine to 10 months. So it's a bracket from three to 10 months. But if the team is cooperative and competent, on average a very big solution can be delivered in 6 or 7 months after the development is released. This includes everything – the documentation, as well as the code and the leads and everything

Planning time is very negligible, it gets changed client to client because there are a lot of ethical issues and I'm trying to decode it in front of you.

From a review perspective it also changes client to client. If a client is technical and he has some knowledge then they might have another plan and if they hire me as a freelancer, then they are the manager and I could be included in the technical discussions. From the solution perspective, I can give them suggestions but ultimately the direction will be decided by the client. This includes extra content and the images and how they should be processed to the production environment. The processes are different from client to client..”

Syed Hasan Badshah

[Read full review](#) 

Salesforce Solution Architect | IT Consultant at CO Founder at Aiva Creative pvt.limited

Customer Service and Support

“I do not have visibility on the technical support from Salesforce Commerce Cloud, but I believe it is good as I have not heard anyone complaining about the support..”

FilipeCarlos

Executive at a tech services company with 201-500 employees

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“My experience with technical support from Salesforce is mixed; they are available but sometimes not as responsive when issues arise, leading to longer wait times unless I subscribe to higher-level support..”

Deena Dayalan K

Global Leader Application Operations & Operational Excellence at a manufacturing company with 10,001+ employees

[Read full review](#) 

“I rate the technical support at an eight out of ten. Salesforce offers models with different levels of service through their standard, premier, or signature support subscriptions. The customer service facilitates expedient resolution times and maintains effective support..”

Vijay Subramanyam

Delivery Head at cbsolutions

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“The technical support services team offers training and skill development programs. There is enough documentation available to resolve the queries. It is easier to communicate when we call them for support as they refer to the same documents..”

Cameo Mbowane

Chief Executive Officer at Customersoft Innovation

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“I have communicated with the Salesforce teams on behalf of multiple customers thousands of times. It's not uncommon for issues to require three or four days or even a week for resolution, especially when they involve critical matters that necessitate the intervention of development or technical teams. However, when P1 issues cause business blockages, the support from Salesforce is commendable. They promptly join calls and make every effort to resolve the issues swiftly. Overall, the support team is highly efficient..”

Sumit Dashora

Senior Salesforce Engineer at a computer software company with 10,001+ employees

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“In terms of technical support, sometimes it takes time, at least six to 12 hours, which is not very good at the critical moment. But at least they come back to you, as opposed to WooCommerce which is an open source community. You post some question on an open source thread on any website and it's your luck if you get some answer. It might take months or it might take days, or it might take one minute. You're not sure. WooCommerce is not that helpful because it is an open source platform while the Salesforce will get back to you in at least five, six hours.

Salesforce gets back to you and solves the issues. This is the beauty of a closed source environment. If you're working with Microsoft Dynamics 365, their new solution, which is a very fine competitor of Salesforce Commerce Cloud, even they already are full, but they are evolving in the market and this is the beauty of closed source and private companies –they get back to you with answers..”

Syed Hasan Badshah

Salesforce Solution Architect | IT Consultant at CO Founder at Aiva Creative pvt.limited

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Other Advice

“For those implementing Salesforce Commerce Cloud, it is crucial to have clear business goals and process documentation. Ensure active business involvement and support, with a sponsor vested in the project's success. This clarity helps achieve quicker go-live timelines and improves ROI.

I'd rate the solution eight out of ten..”

Vijay Subramanyam

Delivery Head at cbsolutions

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“Zscaler is our VPN, providing extended network capabilities instead of using the Cisco VPN client we relied on earlier.

“I tried Salesforce's Einstein AI-driven personalization feature, but we did not find it very effective, so we created our own platform for GenAI and a conversational bot. We use our product to extract data from Salesforce into our [Data Cloud](#).

“I would rate this review an eight overall..”

Deena Dayalan K

Global Leader Application Operations & Operational Excellence at a manufacturing company with 10,001+ employees

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“Integration depends on how you build your website. It can become complex if you make many customizations to meet customer needs. However, if you adhere to best practices, integration will be straightforward.

You can integrate data from these solutions with Salesforce Commerce, Tableau, Slack, and other platforms, making these actions more interactive. If you want to integrate Commerce Cloud with other systems, you can integrate it with ERP systems, CRM systems, or other third-party applications. You can also use Commerce Cloud on its own. Additionally, you can integrate it with Shopify, although Shopify is a smaller platform.

I recommend the solution.

Overall, I rate the solution an eight out of ten..”

Tannous Mekary

Platform Head of Customer Experience at ATECNA

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“In the last few years, the inventory management features of Salesforce Commerce Cloud were not useful for me because the software was not ready, but it has become more useful, although I don't have a project right now involving inventory management.

“I don't have any thoughts on functionality suggestions for Salesforce on what they can add to the product.

“I would rate the pricing as a three, where one is a high price and ten is a low price.

“On a scale of one to ten, I would give Salesforce Commerce Cloud an overall rating of eight..”

Verified user

Head of Business Consulting at a computer software company with 1,001-5,000 employees

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“My advice is that, yes, they should work with SFCC because it provides a lot of features to extend and link with third parties, API's are available from third parties, and they can easily be integrated into Salesforce Commerce Cloud. It has a customizable checkout experience, customizable homepage, everything can be customized. Their A/B testing is very, very strong. The New York traffic can see one thing on their homepage, while the Boston market can see another. So you can base the experience on different customer groups. Not everyone in America has to see the same thing on the site. The experience is very customizable for cloud and scalability is very easy. If you are a very small company and you can't afford a million dollar bill, then the Salesforce Commerce Cloud is not for you.

On a scale of one to ten I would love to give it a 10+.

The best things with Salesforce Commerce Cloud are that they encourage people to update from time to time, which is very positive coming from a private platform, that the certification path is very strong, and their certification is very reliable. If you are a certified developer they can easily deliver the value. The the first path is the developer path and then citizen architect. Multiple clouds are there. I'm a certified developer and heading toward the solution architect certification as well and I've been working with Salesforce Commerce Cloud for five years. This is the time to attempt SFCC architecture because I know the ins and outs of the whole solution. I have 10 people in my team who are managing it and we work together. Two Salesforce Commerce Cloud architects and eight certified developers. That is how we are working. Half of the team members are in America, but others are working from here and soon we will be there as well. .”

Syed Hasan Badshah

Salesforce Solution Architect | IT Consultant at CO Founder at Aiva Creative
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“There is a feature within Salesforce Commerce Cloud that needs to be enabled. This enablement process typically involves coordination with Salesforce's account

manager. However, if the account manager is based in the US and the issue you're facing relates to an ISP, there may be limitations in what immediate actions can be taken, as you would need to wait for their availability to address the matter. This could involve waiting for them to respond to emails or phone calls and provide necessary approvals to move the process forward. While there are some limitations regarding global support for enablement, they are rare cases, and overall, the platform performs well.

Before deciding to implement Salesforce Commerce Cloud, it's essential to assess your current business landscape thoroughly. Factors such as compatibility with your business model, the type and volume of products you offer, and your overall business needs should all be considered. Depending on your background and familiarity with Commerce Cloud, the configuration process may vary in complexity. However, the process can be relatively straightforward with a Commerce background and knowledge of terms like product listing page and product catalog page. Onboarding customers and setting up data correctly are crucial steps in maximizing the platform's benefits.

One significant advantage of using Salesforce Commerce Cloud is its integration with the broader Salesforce platform. This includes features specific to Commerce Cloud and extends to other functionalities such as data security, user access control, and integration with sales and service clouds. This integration allows highly customizable applications to streamline sales and service cycles, address customer issues, and enhance sales efforts. Overall, Salesforce Commerce Cloud offers a robust solution beyond typical commerce solutions available.

Overall, I rate the solution a nine out of ten..”

Sumit Dashora

Senior Salesforce Engineer at a computer software company with 10,001+ employees

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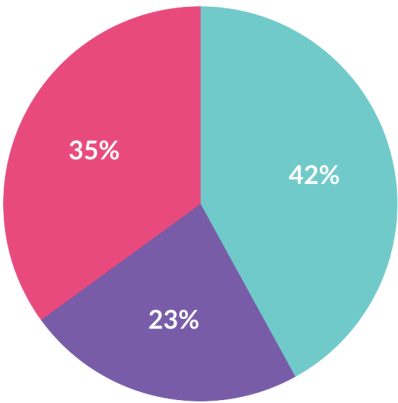
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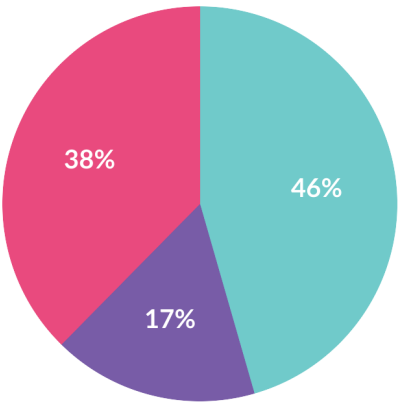


Company Size

by reviewers



by visitors reading reviews



 Large Enterprise  Midsize Enterprise  Small Business

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