

OrderCloud Community Update

London Sitecore User Group at SoftServe

- Reintroducing OrderCloud
- Strategies
- Notes for the Community
- Resources

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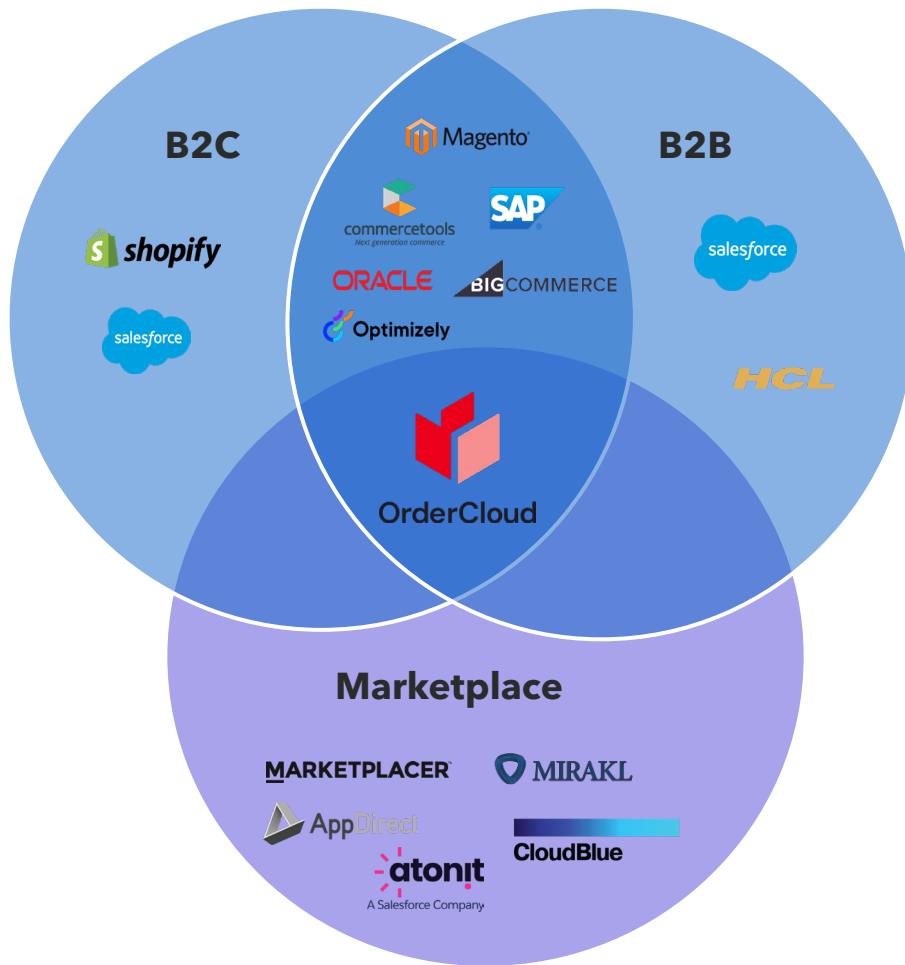


Gabriel Zamprogna

Senior Solution Consultant - Commerce

- OrderCloud Lead Specialist for EMEA
- 20+ years on IT | 18 eCommerce
- Former developer, agency founder, startup CTO, project manager and solution architect
- Brazilian/Italian, based in London for the last 10 years

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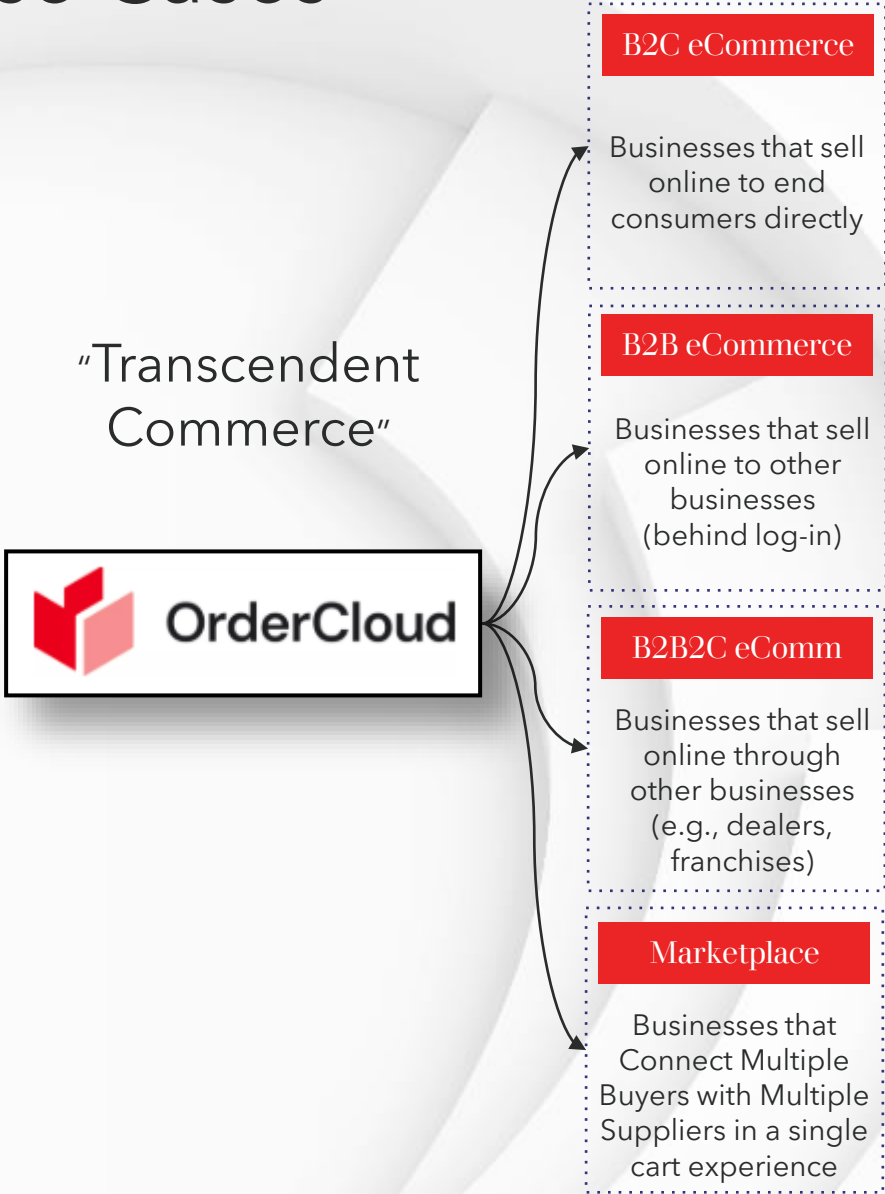
3 Models: One Platform, One License

- **B2C/B2B – Address Direct Consumer/Corporate Needs**
B2C/B2B channels with differentiated pricing & catalogs for all buyers. Connect multiple storefronts and devices at once with consistency.
- **B2B2C – Bringing All Customer Companies Under One Commerce Experience**
Custom pricing and catalogs per company account to uniquely service them with journey orchestration and custom policies, all from a single storefront. Ex.: Nike products via Zalando website, dealers, franchises.
- **Private Marketplace – Supplier Self Service Management**
Connect multiple internal/external suppliers to buyers directly with a single commerce platform to handle direct curation of respective products, promotions, Delivery (BOPIs) and Drop Shipping requirements. Ex.: Amazon, eBay, AirBNB, Uber.

OrderCloud Supports Every Online Commerce Use Cases

Commerce everywhere
native to
Microsoft
Azure

Sitecore Commerce is the leading Composable, Headless, Azure-Native, multi-tenant SaaS commerce engine which enables Omni-Channel marketplace commerce experiences



Updates & Strategies



Partner Ecosystem Updates

Partner Front End Accelerators (Avanade, XCentium, Brimit, Altudo, VSG, AssureX, etc.) to accelerate Time to Market

- Enables robust OC implementations + POC, leading to faster decision making and production deployments (with your own products/branding/requirements)
- Accelerators vary by their emphasis of certain OrderCloud functionalities (B2C, B2B, Supplier Management, etc.) respective to different industry requirements

Licensing via Microsoft (MACC Eligibility and Retail Cloud Badging)

- OrderCloud counts toward MACC agreements, can be purchased through Microsoft's Marketplace as a Private Offer, and is badged as part of Microsoft's Retail & Manufacturing Clouds

"Better Together" Product Updates

- *Content Hub + OrderCloud Integration:* Streamline product content management processes if relevant for your project (Content2Commerce)
- *XMC Acceleration:* XMC highly complements OrderCloud Engagements through providing Marketeers front end building capabilities for Commerce deployments
- *OrderCloud Accelerator:* Accelerates product presentation & demonstration needs leading to faster tech wins & deployments when a partner cannot be leveraged
- *Search + OrderCloud Integration:* Ability to integrate Search with every OrderCloud project, as it forms a critical part of personalisation and Merchandising requirements
- *Improving Commerce Value Engineering:* Demonstrate compelling ROI / TCO to buyers

Adobe/Other Competitor Customer Interplay

Implement over traditional AEM (or any other CMS vendor) shop customers through introducing OrderCloud Commerce with Search to "complement" AEM, where we can then nurture a move into other Sitecore mainstream solutions like XMC and CH.

Notes for the community



- Manage the relationship with the business decision makers and I can help you with the OrderCloud proposition
- OrderCloud compliments XM Cloud – before, after, or at the same time
- Our commerce platform works with other CMS tools
- Use the accelerators!
- **Partners:** Commerce deals help you make your number due to the larger deal sizes. Commerce gets deals closed for you!

Resources



- [Ordercloud.io: register for a free sandbox today!](https://ordercloud.io)
- [List of partner solutions for OrderCloud](#)
- [Sitecore OrderCloud Accelerator on GitHub](#)
- [Register for the next London City Tour](#)
- [Stay tuned for Symposium / become a speaker \(submissions open until 9 May\)](#)
November 3-5, Walt Disney World Dolphin Resort, Orlando

Thank you!



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