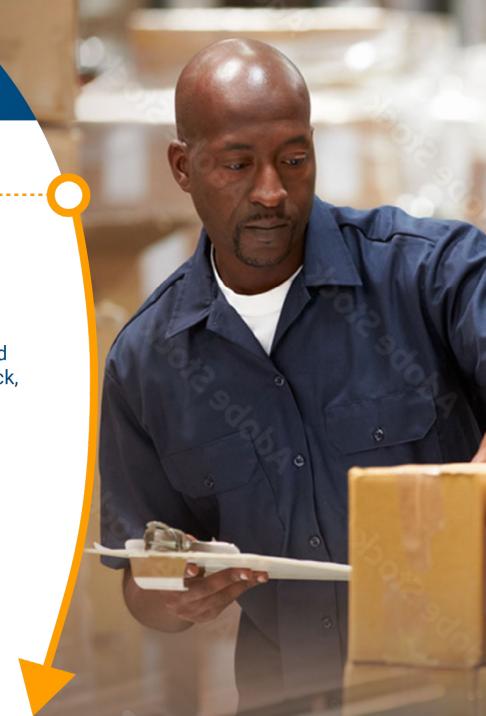# Salesforce Commerce Cloud Opportunities

A global leader in athletic apparel is on a multi-year journey to sunset Salesforce Commerce Cloud (SFCC) as their primary commerce platform that powers app and e-commerce sales channels. While SFCC may never truly disappear from their stack, they have systematically altered, modified, replaced, and re-platformed the SFCC point solution so much that moving off of the platform entirely is all but assumed.

The Salesforce Commerce Cloud platform provides infrastructure, data models, APIs, and a front-end layer that can provide a full-featured and robust commerce experience. The challenge lies within the application's monolithic form, which reduces flexibility, customizability, and performance.

To overcome the limitations and technological issues this organization was experiencing with Salesforce, they used their own in-house Commerce API team (CAPI) to augment and replace the original APIs provided by SFCC.

Business Concerns

PERFORMANCE
- Although speed and performance hinge on a platform's proper implementation, the myriad of tools and methods employed to enhance performance on SFCC became problematic, prompting the team to adopt a headless approach to meet their sub-1-second page render goals.

ANALYTICS
- The SFCC solution cannot provide the analytical data stream developers rely on to identify, diagnose, and troubleshoot platform issues. Consequently, the organization has sought support from various third-party platforms to improve intelligence and operate a cutting-edge commerce platform.

COST
- While anecdotal, as we are not privy to the actual negotiations, there have been several indications of a readiness to transition from SFCC due to escalating costs attributed to scaling challenges and general increases in service fees.

FLEXIBILITY OF PRODUCT
- SFCC is an excellent out-of-the-box platform that can perform 80-90% of what a standard commerce team is looking for. However, customization is required to meet the changing demands of a dynamic and competitive market– and it takes a significant effort to perform any kind of customization in SFCC.

Technology Concerns

API PERFORMANCE
- Salesforce APIs struggle to perform complex non-cached queries at scale, hindering overall application performance.

DATA PORTABILITY
- The Salesforce Development Kit is necessary for data types (products) that have limited flexibility in third-party data access by design systems. This required toolkit can create artificial limitations and cause frustrating vendor lock-in scenarios.

• OBSERVABILITY
- The current toolset from Salesforce does not provide an easy or effective way for developers to trace data paths and understand their context within the system, adding difficulty to the problem-solving process.

DEVELOPER FRIENDLINESS
- The SFCC does not offer developers a local platform capable of accurately simulating production environments that seamlessly pull and push changes. This constraint directly impacts the production speed of the development team.

The challenges mentioned above convey a narrative that while Salesforce has made strides in modernizing its platform, the pace of these advancements falls behind other development tools within contemporary commerce solutions.

The problems we've helped resolve extend beyond this well-known athletic apparel retailer. Business and engineering leaders at mid to similarly-scaled e-commerce brands share the same struggle. Our insights provide a solid foundation for initiating a conversation and presenting solutions that facilitate the transition from SFCC monolithic services to pure headless or Salesforce's own Composable Storefront PWA.

Intevity is the right partner to redefine your commerce experience.

Allow us to guide you toward a future where your commerce platform aligns seamlessly with your ambitions.

Let's get started