CAPGEMINI'S SALESFORCE COMPOSABLE STOREFRONT ACCELERATOR

Modernize CX architecture with proven Crafted Commerce solutions from Capgemini

Customer expectations are rising. Companies know this is a top priority but developing a comprehensive CX strategy is a challenge.

Brands have been modernizing CX architectures to make them more modular to support every channel, touchpoint, and modality. But as CX technology integration and legacy systems continue to be a challenge, a new approach is required.

Move fast. Scale fast. Learn even faster

That new approach is Crafted Commerce, a modular and modern take on customer interaction. Capgemini's solution focuses on three areas:

- Sense-and-respond product management
- Crafted CX architecture
- Lean and agile organization.

The future of a modernized CX architecture is composable commerce. It frees brands from legacy technology, eliminates the need to compromise on CX solutions, and streamlines content-production workflows.

By having tools and solutions separated and independent on the CX platform, companies can easily scale or extend each capability as needed, without impacting other areas.

Front and back ends are not tied together, so responses are quick, even during high-traffic periods, and companies can test and iterate more often with less risk.

Capgemini's Salesforce Composable Storefront Accelerator

Capgemini's accelerator-based engagements deliver speed-to-value and full control of customer experience. To help brands meet budget and timeline requirements, Capgemini offers four tiers of fixed-price engagements based on a variety of design approaches, with timelines ranging from eight to 20 weeks.

Capgemini's accelerator integrates:

- Amplience Content Management System (CMS)
- Algolia Search
- Stripe payments and anti-fraud services.

Capgemini's accelerator empowers marketers, merchandisers, and developers to build modern commerce experiences together.

Why Capgemini

Capgemini launched the first partner-delivered Salesforce Commerce Cloud site in 2005. For more than 15 years, we have delivered more Commerce Cloud sites than any other organization and our delivery methodology has been battle-tested over hundreds of engagements.

We understand Salesforce and we have the industry expertise to deliver a superior CX experience, so brands can get the future they want.

About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of over 350,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion (about $21 billion USD at 2021 average rate).

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