

# Build connected and profitable commerce experiences across channels to build brand loyalty and growth



## CUSTOMER BENEFITS

# Customer centric, composable solutions built for today's modern enterprise

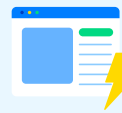
Customers today expect brands to anticipate their every need, and be able to deliver on that need any time, anywhere, and on whichever channel they prefer. Today's consumer wants to be told a consistent and personalized story that weaves across their entire omnichannel purchasing experience.

Understandably, this can be an intimidating prospect for brands – but it doesn't have to be. When you build an agile, composable tech stack that includes SAP Commerce Cloud and Contentful, you are future-proofing your technology investments, making sure you have the tools required to deliver unparalleled customer experiences and meet customer expectations no matter where technology trends go next month, or in the years to come.

SAP Commerce Cloud and Contentful together enable businesses to power commerce experiences for web, mobile, and other preferred or emerging channels to deliver lightning fast commerce experiences that increase conversion, eliminate silos, and empower marketing and merchandising teams to make changes in minutes. Together, we maximize a customer's investment in SAP Commerce Cloud by building out a rich, integrated set of experiences without a costly replatform, while generating customer loyalty through consistent, personalized content journeys that drive revenue and growth.



**Empower marketing and merchandising teams** to stage experiences and make changes in minutes rather than days, without reliance on IT.



**Deliver lightning fast commerce experiences** that increase conversion with SAP Composable Storefront and Contentful Composable Content Platform.



**Maximize your SAP Commerce Cloud investment** by building out a rich, integrated set of customer experiences without a costly replatform. Drive incremental revenue and build customer loyalty through consistent content across the entire marketing and transaction experience.

## The partner advantage



### SAP Commerce Cloud

- Future-proof your business strategy with a feature-rich, modularly designed digital commerce platform that's ready to use on day one.
- Convert new and emerging opportunities quickly, add new customer touch points more easily and adopt new business models.
- Make intelligent, profit-based decisions based on unified data that dynamically matches demand with supply signals, delivering frictionless buying experiences and maximizing sales opportunities.



### The Contentful® Composable Content Platform

- The Contentful Composable Content Platform scales up and down to support your content needs whenever and however you need it to.
- This API-first platform is built to integrate into your existing techstack, or serve as a solid platform when building out a techstack that fits your unique needs.
- Built-in features have been designed with collaboration and autonomous work in mind, ensuring consistently efficient time to market for any and all content types.
- Build and extend the Contentful platform with our App Framework to customize your solution to meet your business needs.

### Organizations that choose Contentful Composable Content Platform and SAP Commerce Cloud to power their commerce experiences will:



Increase speed to market



Reduce reliance on developers and IT



Launch omnichannel experiences in minutes

## Creating differentiated value for our customers

### International online shoe retailer

Needed to replace a legacy CMS with a platform that supports localization and personalization for a more engaging ecommerce experience and faster campaign implementation that relied less heavily on engineers and developers. After implementing Contentful and SAP Commerce Cloud, the retailer has a scalable solution that has allowed it to drastically reduce publication and editing timelines. Moreover, the platform is accessible to non-technical users – 30+ Contentful users across the retailer’s Marketing team use the tool.

#### RESULTS



10 engineering teams redeployed to “higher-value” initiatives



Faster implementation from ideation to delivery



30+ marketers trained on Contentful

### International food brand

Needed to create a new website to stay relevant, productive, and support high-volume scaling and globalization to remain competitive in the modern digital age. After implementing Contentful and SAP Commerce Cloud, it can build new sites on short timelines using pre-built content types, deliver customer experiences that are tailored to linguistic and local preferences, and, most impressively, marketers can work independent of IT, eliminating bottlenecks.

#### RESULTS



Website development times cut in half



Localization features facilitate translations and the creation of localized content for 120 markets



Marketers can create, edit, and launch content or campaigns without developer assistance

## Large grocery and pharmacy chain

Needed to consolidate online marketing sites and digital storefronts to quickly deliver compelling omnichannel customer experience, while reducing operating costs. After implementing Contentful and SAP Commerce Cloud, it can deliver new digital products faster, better inform customers during unprecedented circumstances, and deprecate tired and costly legacy technologies.

### RESULTS



Can deliver new digital products faster, and with greater flexibility, across 300 sites



Shorter time to publish critical health and safety information during early stages of pandemic



Fast-tracked deprecation of legacy CMSes reduces costs and third-party contracts

**Together, Contentful and SAP are revolutionizing the customer experience. To learn more, visit:**

[SAP | Contentful](#)

[Contentful Marketplace](#)

[SAP Store](#)

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With SAP Commerce Cloud’s approach to composability, we’ve been able to create our own commerce platform with solutions we need, such as Contentful, to deliver the best commerce experience to customers. SAP Commerce Cloud is the essential power to implement business agility and flexibility, and ultimately to generate increased profitability for us.”

### Matthieu Houle

CIO at The ALDO Group

ALDO

 contentful

### Doug Grounds

Senior Director,  
Technology Partnerships  
[douglas.grounds@contentful.com](mailto:douglas.grounds@contentful.com)