

# A composable architecture with B2B commerce

Balancing customer & business needs



B2B Salesforce Commerce Cloud  
Composable Accelerator



# Key B2B trends

Buyers are looking for an enriched experience, beyond the core sales transaction.

**73%**

of B2B buyers want a personalized B2C-like experience

**80%**

By 2023, 80% of commerce implementations will be done in a headless fashion

**250%**

Increase in B2B mobile ordering

**72%**

of B2B buyers are eager to purchase across channels

**66%**

of B2B buyers prefer remote human interactions of digital self-service rather than one-to-one sales talks

# Increasing need for customization

Customers are expecting a much more customized buying experience and capability set.

## Examples

Focus on  
re-ordering  
instead of  
catalogue  
browsing



Extended  
services pre,  
during and  
post-sales



Complex  
business  
rules



Value chain  
integration &  
data sharing  
(B2B2C)

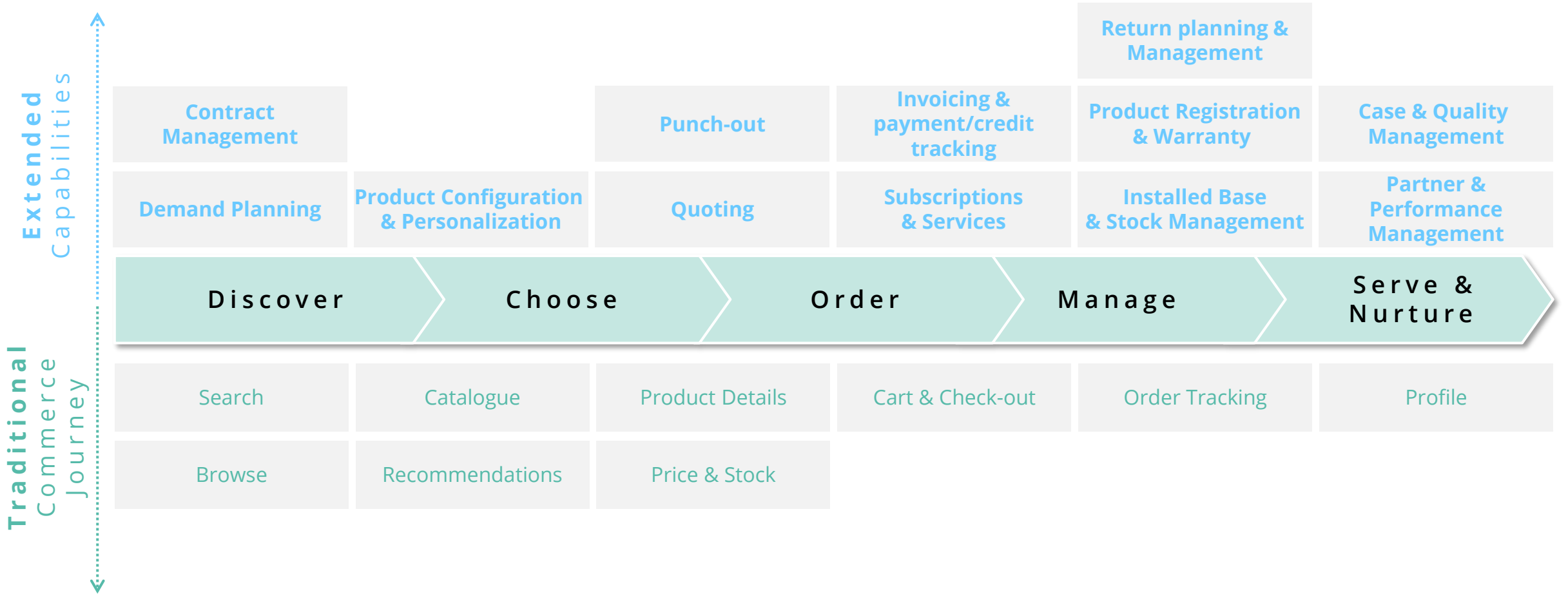


“

Every organization's specific business context is driving the need for optimized user journeys, reducing the ability to leverage out-of-the-box commerce portals

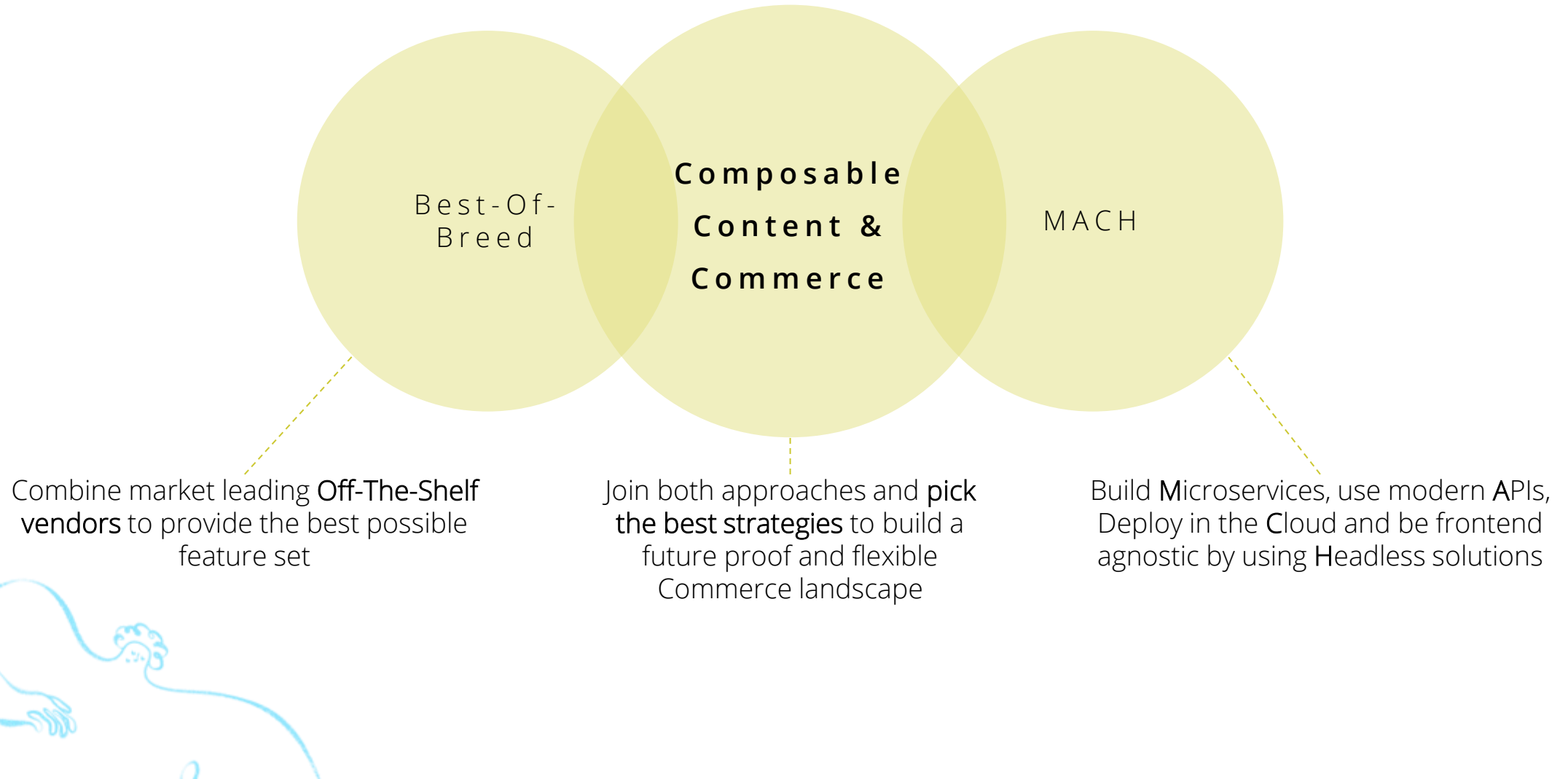
# End-to-end journeys

Commerce solutions are evolving into one-stop-shop customer engagement portals.



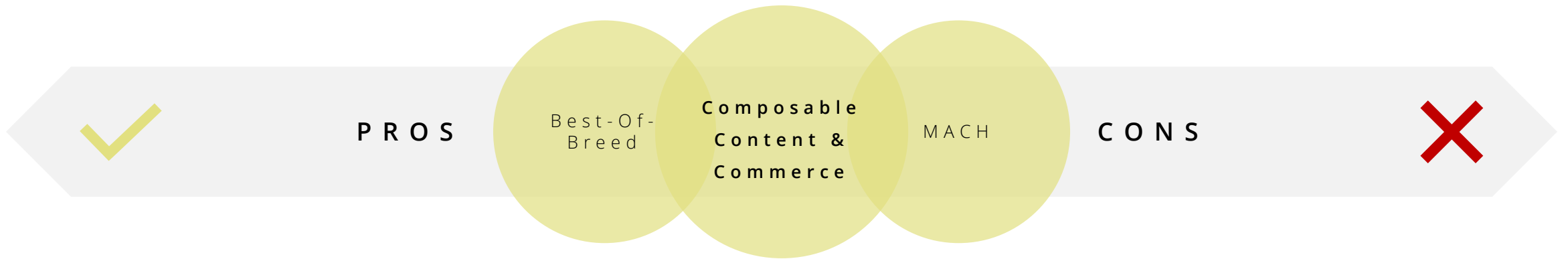
# Introducing a composable approach

Flexibility, agility and fast GTM of features & capabilities is required to satisfy B2B buyer demands.



# Opportunities and pitfalls

Adopting a composable architecture can negatively impact the ability to drive complex B2B business transformation if the “con side” is not mitigated proactively.



- ✓ Maximum flexibility and scalability
- ✓ Build, buy & hybrid options available
- ✓ Once developed, fast time-to-market
- ✓ Feature Flag option to support deployment at feature/function level

- ✗ Can lead to scatted application landscape from business user perspective
- ✗ Increased integration effort
- ✗ Potential overlaps between systems
- ✗ Increased initial costs of implementation project

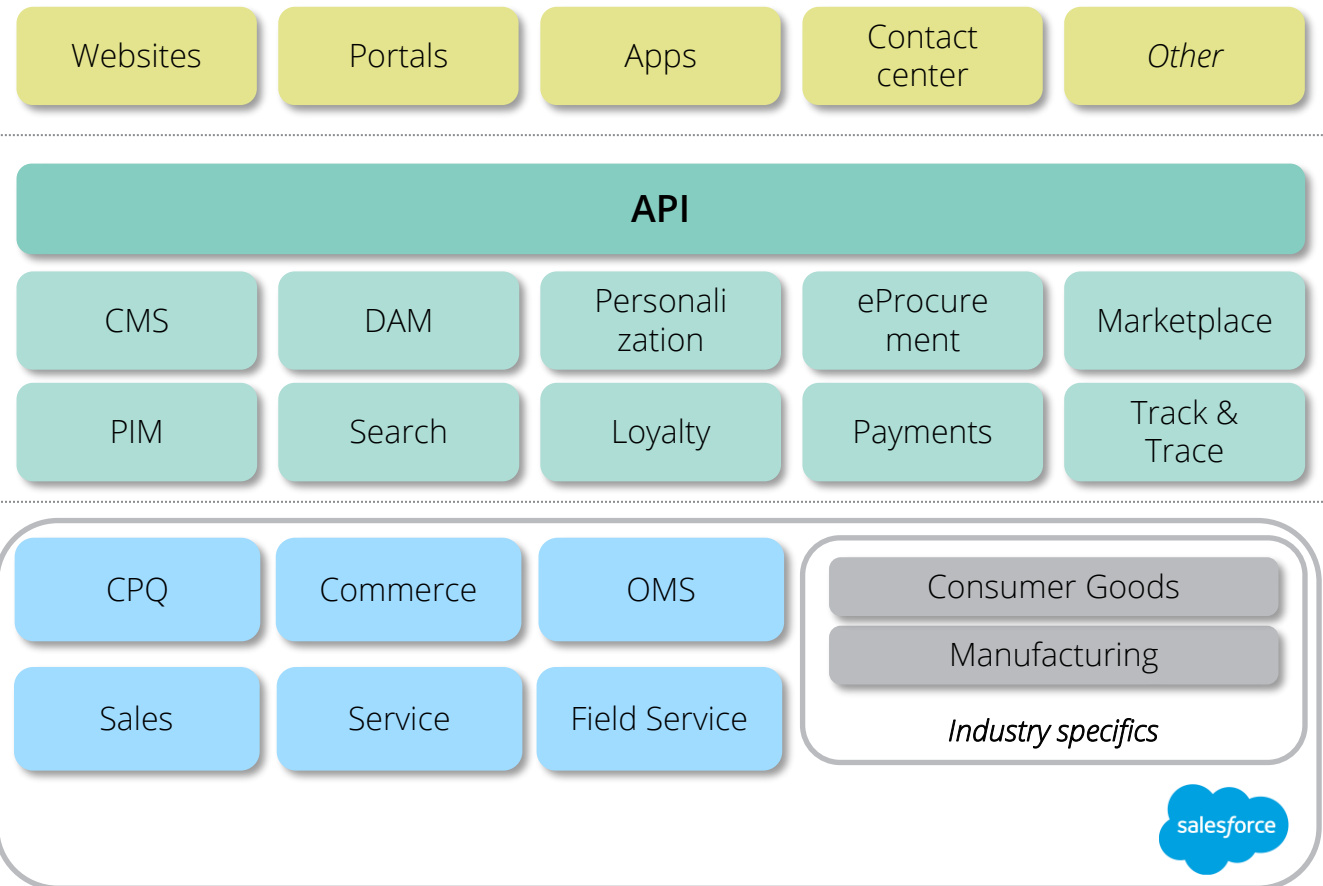
# Balancing speed, CX & change

The Salesforce platform & ecosystem can be leveraged to enable business adoption and process integration where a composable approach elevates the customer experience and enables flexibility.

Delivering a **personalized experience** across channels, supporting customers in the entire customer journey

Leveraging digital capabilities in a **composable** way, allowing a modular and rapid **deployment of new features**

Enabling front-office agents to **manage all customer interactions** throughout the end-to-end customer journey and across all channels, with strong **process & data integrations**

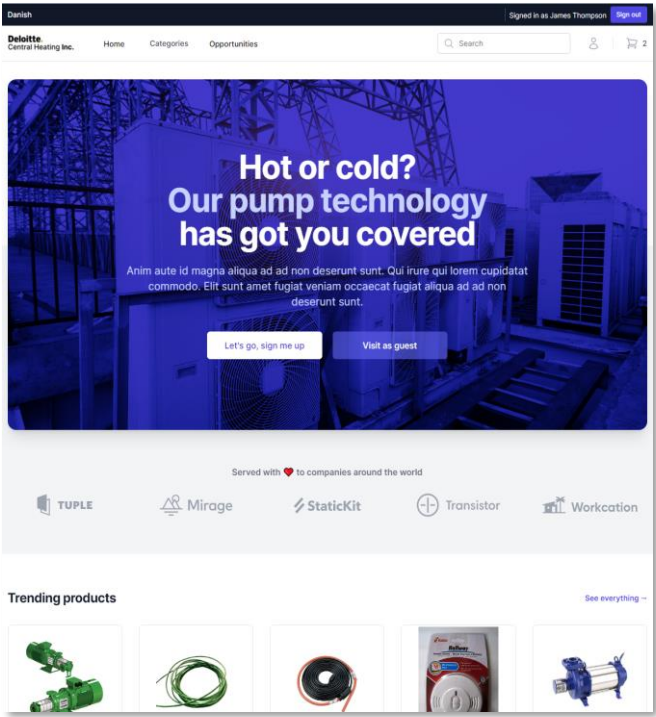


# A headstart for our clients onto a composable journey

**Enzyme**, Deloitte Digital's B2B commerce accelerator for a true composable architecture.

## Ready-to-go storefront

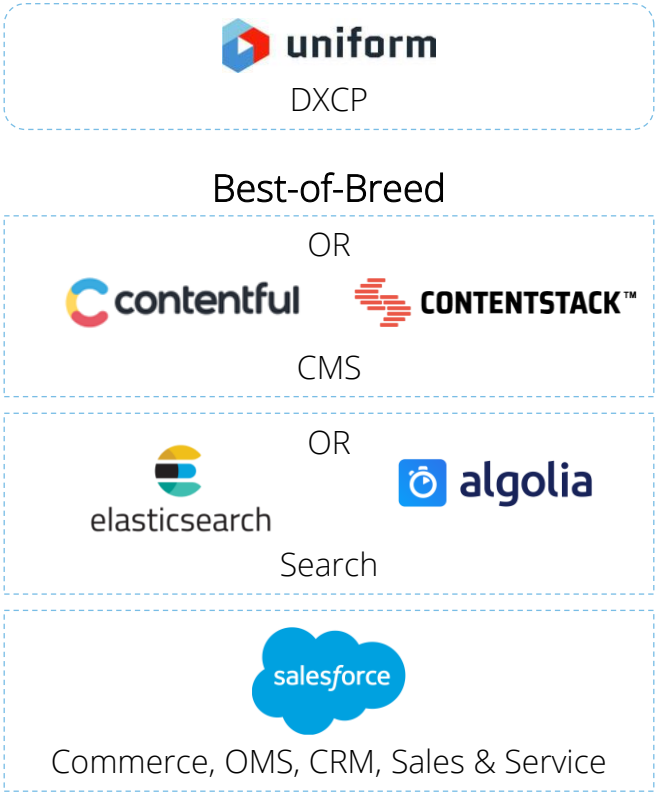
React, Next.js & Tailwind



MACH principled architecture

## Best-of-breed

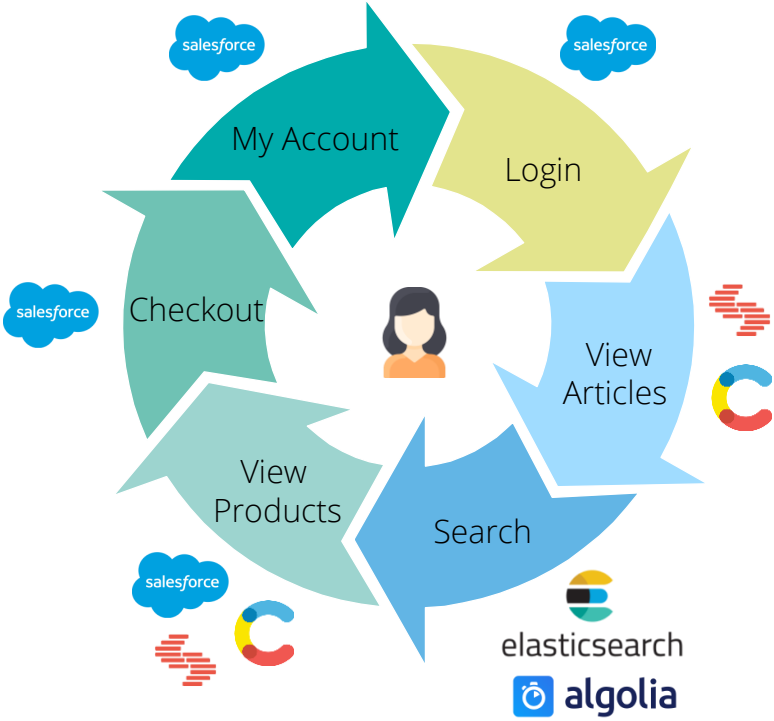
DXCP, Salesforce, Search & CMS



Flexibility and scalability

## Unified customer journey

Delivering on customer expectations

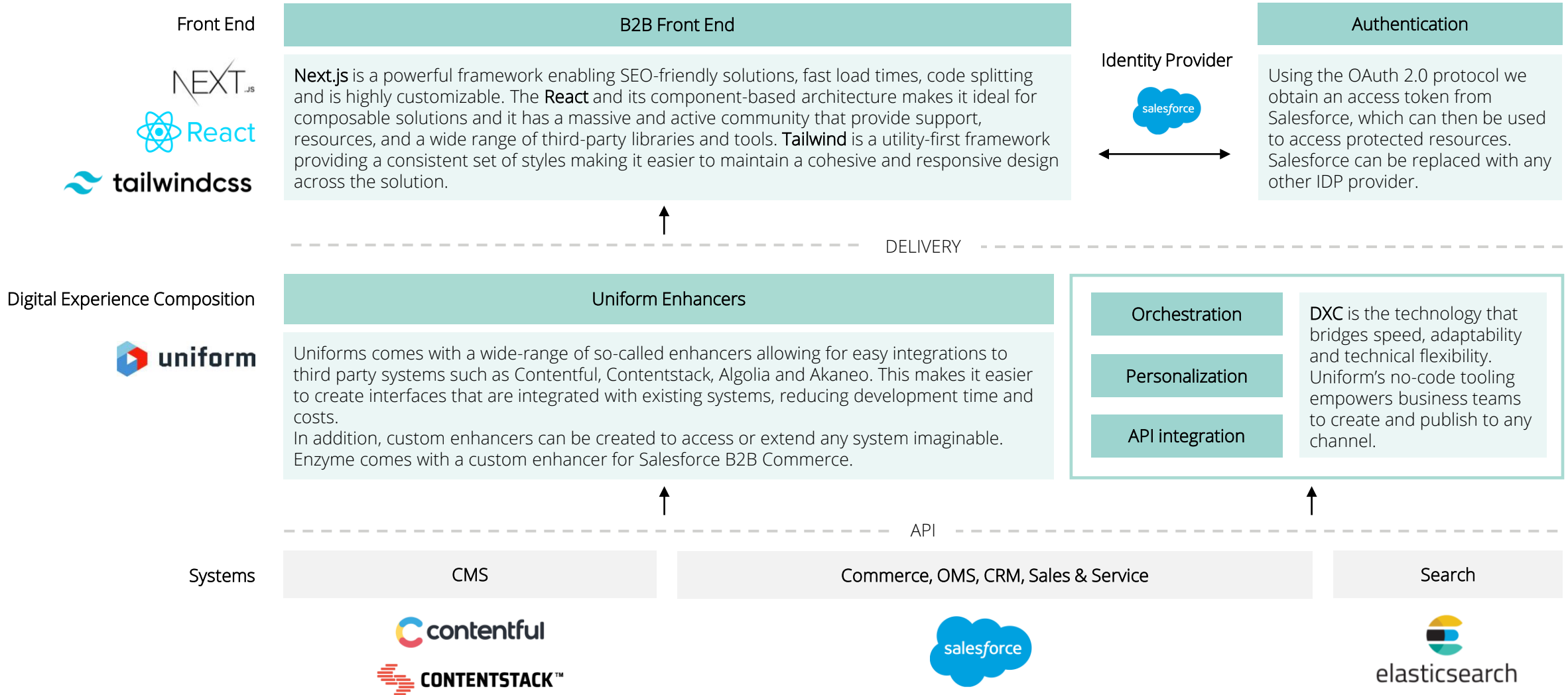


Best-of-breed over best of suite



# Deep Dive on Composable Architecture

A truly decoupled architecture affords greater flexibility, scalability, and easier maintenance.



# The best of both worlds

## Leverage B2B commerce & platform...

## ...with a composable outlook & roadmap

### Time-to-Market

Accelerated go-live for core business processes and commerce flows

Extend with modular features  
No excessive customization of core commerce experience

### Customer Experience

Omnichannel & E2E customer journey  
With Integrated complex business rules

Personalized user experiences  
Easy adapt to individual business needs

### Business Enablement

Commerce foundation based on configuration  
Efficiency & adoption through integrated processes

Flexibility for Commerce product owner to compose experience

### Architecture

Integrated business architecture  
Does not require high IT delivery maturity

Flexible API-driven approach  
Optimized release management, performance & scalability

### Total Cost of Ownership

Clear TCO for the first phase(s)  
Leveraging existing Salesforce investments

Fine-tune TCO while growing architecture & delivery maturity

### Risk Mitigation

Limit the number of systems & services – a controlled approach to composable architecture

OOTB accelerator to fund the composable framework and storefront

# Enzyme Screenshots

Screenshots and value propositions

# Sign-in with Salesforce IDP (or any other)

Single sign-on with the IDP of your choice.

The image illustrates a single sign-on (SSO) process using Salesforce Identity Provider (IDP) for a website named Deloitte Central Heating Inc.

**Step 1: Initial Page**  
The user is on the Deloitte Central Heating Inc. homepage. A "Sign in" button is highlighted in the top right corner.

**Step 2: Salesforce Login**  
The user is redirected to the Salesforce login page. The email address "user-001.test@b2bdemo.test" is entered, and the "Log in" button is clicked.

**Step 3: Signed In**  
The user is successfully signed in. The top right corner of the page now shows "Signed In as James Thompson" and a "Sign out" button, both highlighted.

# Storefront content from Contentful

... or Content Stack or Sitecore or Adobe AEM or...

## Pump up your knowledge with our latest blog posts!

We hope you'll find these blog posts informative and helpful as you navigate the world of pumps.



Blog

### The Role of Pumps in Industrial Processes



John  
01/02/2023 · 13 min read



Article

### Pump Maintenance Tips: How to Keep Your Pump System Running Smoothly



James  
08/02/2023 · 14 min read



Article

### The Benefits of Variable Speed Pumps: Saving Energy and Money



James  
20/02/2023 · 12 min read

## Frequently asked questions

How many rooms can a heater heat?



Where do your items come from?



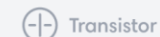
Is your site secure?



Is scheduled delivery possible?

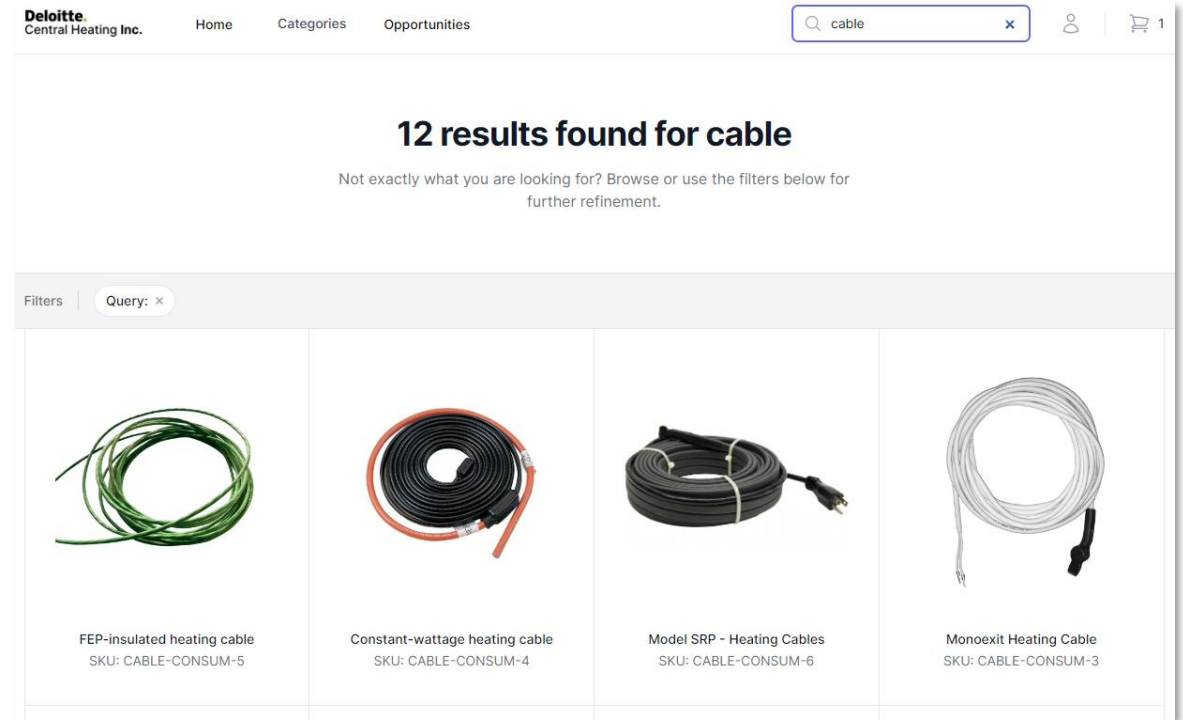
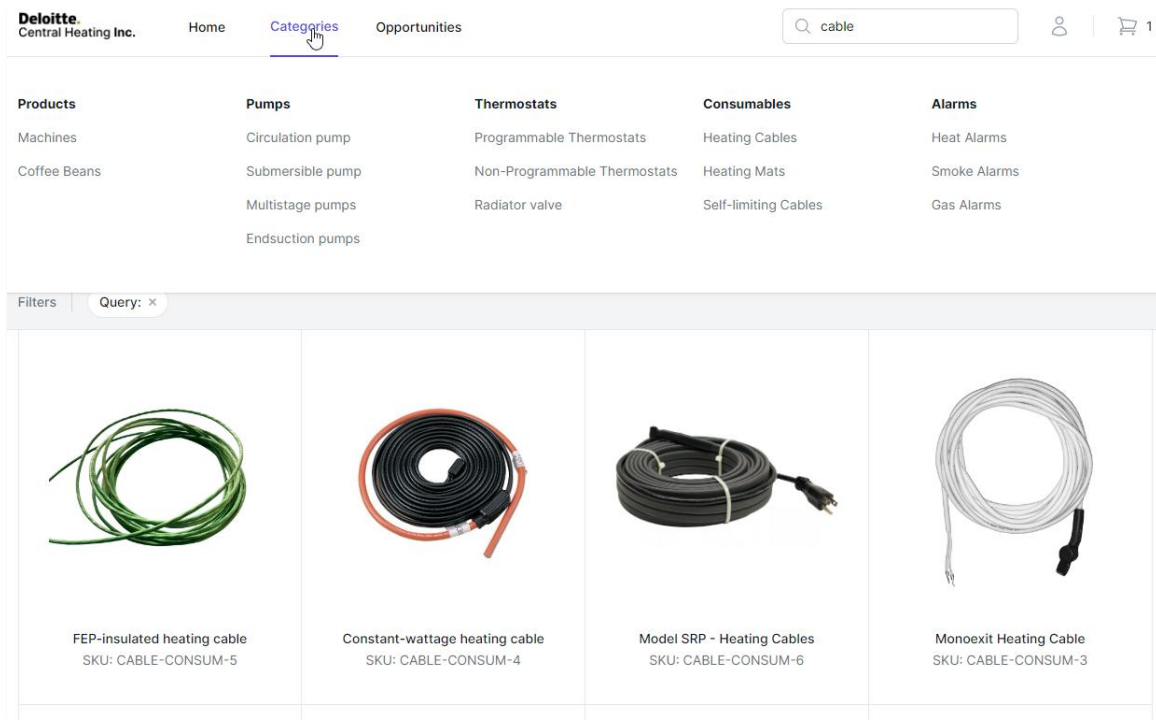


Served with ♥ to companies around the world



# Product categories and Search from Commerce Cloud

Headless integration to Salesforce API's.





# Products and prices from Salesforce

Customer specific assortment and pricing from Salesforce B2B Commerce Cloud.

## Trending products

[See everything →](#)



EVMS-K Multistage Pump

€ 2545.55

[Add to bag](#)



FEP-insulated heating cable

€ 54.55

[Add to bag](#)



Constant-wattage heating cable

€ 25.95

[Add to bag](#)



Kidde I9010

€ 75

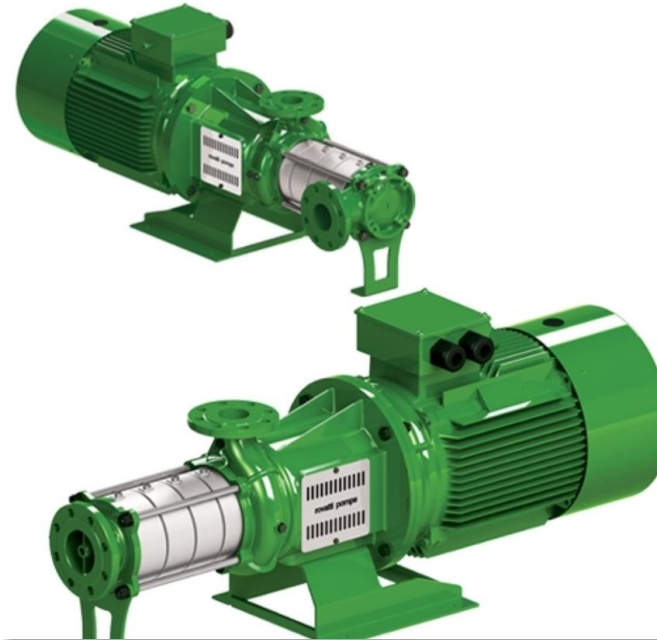
[Add to bag](#)



Submersible Drainage pump

€ 482.99

[Add to bag](#)



EVMS-K Multistage Pump

€ 2545.55

3,9 ★★★★★ · [See all 12 reviews](#)

[Add to cart](#)

### Description

This is a vertical multistage pump that is complete with the E-SPD inverter drive, which means it has an increased efficiency and performance. This can be used for water supply or irrigation. Its sturdy construction and compact design allow its installation in various domestic and industrial applications.



**International delivery**  
Delivered in less than 2 weeks



**Bulk discounts**  
Order in bulk and save

# Salesforce enabled checkout

Basket from Salesforce with customer specific pricing and account information.

Switch to Danish

Signed in as James ThompsonSign out

Deloitte  
Central Heating Inc.

HomeCategoriesOpportunities

Q Search

9

Check-out

Contact information

The email address to receive the order confirmation.

Email address

skachmar@deloitte.dk

Payment

How do you prefer to pay?

Purchase order


Credit Card

Bank transfer

Purchase order number

1234444


Order summary



EVMS-K Multistage Pump  
SKU: MULTI-PUMP-7

€2545.55


1



Circulation pump 25-60-180  
SKU: CIRC-PUMP-1

€335.35

1



Testa Rossa Coffee Machine  
SKU: TR-COFMAC-001

€449.99

0

Shipping information

Select from the shipping addresses we have on file.

☒

Buffalo Manufacturing

801 Bottom Lane, Buffalo, New York 14214

Default address

☐

Montana Sales

215 Masonic Drive, Billings, Montana 59102

☐

Salem HQ

2311 Jones Avenue, Winston Salem, North Carolina 27104



# Order history and account info from Salesforce

Edit your account information and view order history directly in the storefront.

Order History

Billing

Shipping

Support

Settings

Settings

Save

Cancel

Profile

Name

First name

James

Last name

Thompson

Job title

Analyst

Department

Procurement

Account

Manage how information is displayed on the store.

Username

user-001.test@b2bdemo.test

Order History

Billing

Shipping

Support

Settings

Your Orders

Check the status of recent orders, manage returns, and discover similar products.

Order number	Date placed	Total amount		
00000151	Mar 8, 2023	€549.99	<div>View Invoice</div>	<div>View Details</div>
<div><div>Order placed</div><div>Processing</div><div>Shipped</div><div>Delivered</div></div>				
Order number	Date placed	Total amount		
00000150	Mar 8, 2023	€549.99	<div>View Invoice</div>	<div>View Details</div>
<div><div>Order placed</div><div>Processing</div><div>Shipped</div><div>Delivered</div></div>				
Order number	Date placed	Total amount		
00000149	Mar 8, 2023	€549.99	<div>View Invoice</div>	<div>View Details</div>

Order number

Date placed

Total amount


00000151

Mar 8, 2023

€549.99

View Invoice

Close



Bella Chrome Coffee Machine

The ultimate in coffee making luxury. Create up to three gourmet coffees at the same time. Granular control of the froth and foaminess. Can create a coffee in under 60 minutes

Unit Price

€549.99

Quantity

1

Price

€549.99

Status: Ordered

View product

Buy again

Subtotal	€549.99
Tax	€0.0
Shipping	€0.0
Total amount	€549.99

Order placed

Processing

Shipped

Delivered

# Full Customer 360 support

Seamless front-office case management.

## Cases

[Create case](#)

Priority	Case #	Subject	Created date	Status	
🔥	00001006	Order change request	Mar 6, 2023	Escalated	<a href="#">View</a>
⬆️	00001005	Low water pressure	Mar 6, 2023	Escalated	<a href="#">View</a>
●	00001004	The pump is making a loud noise	Mar 6, 2023	New	<a href="#">View</a>
●	00001009	Refrigerant Leaks	Mar 6, 2023	On hold	<a href="#">View</a>
●	00001007	Clogged pump	Mar 6, 2023	Updated	<a href="#">View</a>
●	00001008	Insufficient Heating from Galantic Pump	Mar 6, 2023	Updated	<a href="#">View</a>
✓	00001003	Leaking pump	Feb 22, 2023	New	<a href="#">View</a>

## The pump is making a loud noise

[← Back to list](#)

### Description

We recently purchased a heating pump for the condo units on Boulevard Ave and we are experiencing issues with its operation. The heating pump was installed by a licensed professionals and seemed to be working fine for a few days. However, now we are experiencing several problems with its operation. The pumps are making loud noises and seems to be struggling to heat the units properly. I would appreciate it if someone could assist me with this issue as soon as possible. I am willing to provide any additional information or details that may be required to diagnose and resolve this issue. I hope that we can work together to find a solution to this problem and ensure that my heating pump is functioning as intended. Thank you for your attention to this matter.

Case number  
00001004

Priority  
3

Date opened  
Mar 6, 2023

Date closed  
-

Status  
New

Type  
Problem

### Conversation

0 hours ago James Thompson

Hi.. Do you have any updates on this ticket? It's been a week and I haven't heard from you guys. Thanks in advance :)

Jannik Frederiksen 0 hours ago

Hi James,  
Yes, sorry for the wait, but I've been busy diagnosing the issue with your pump.

As you may know your pump is state of the art and as a result we have had to update our internal systems in order to connect remotely to your unit.

My technicians tells me that they've successfully connected to your unit and are actively working on it as we speak. I therefore expect to have an update for you tomorrow morning at the latest.

Thanks for your patience and you will hear from me soon.

Add your comment...



Send

# Full Customer 360 support

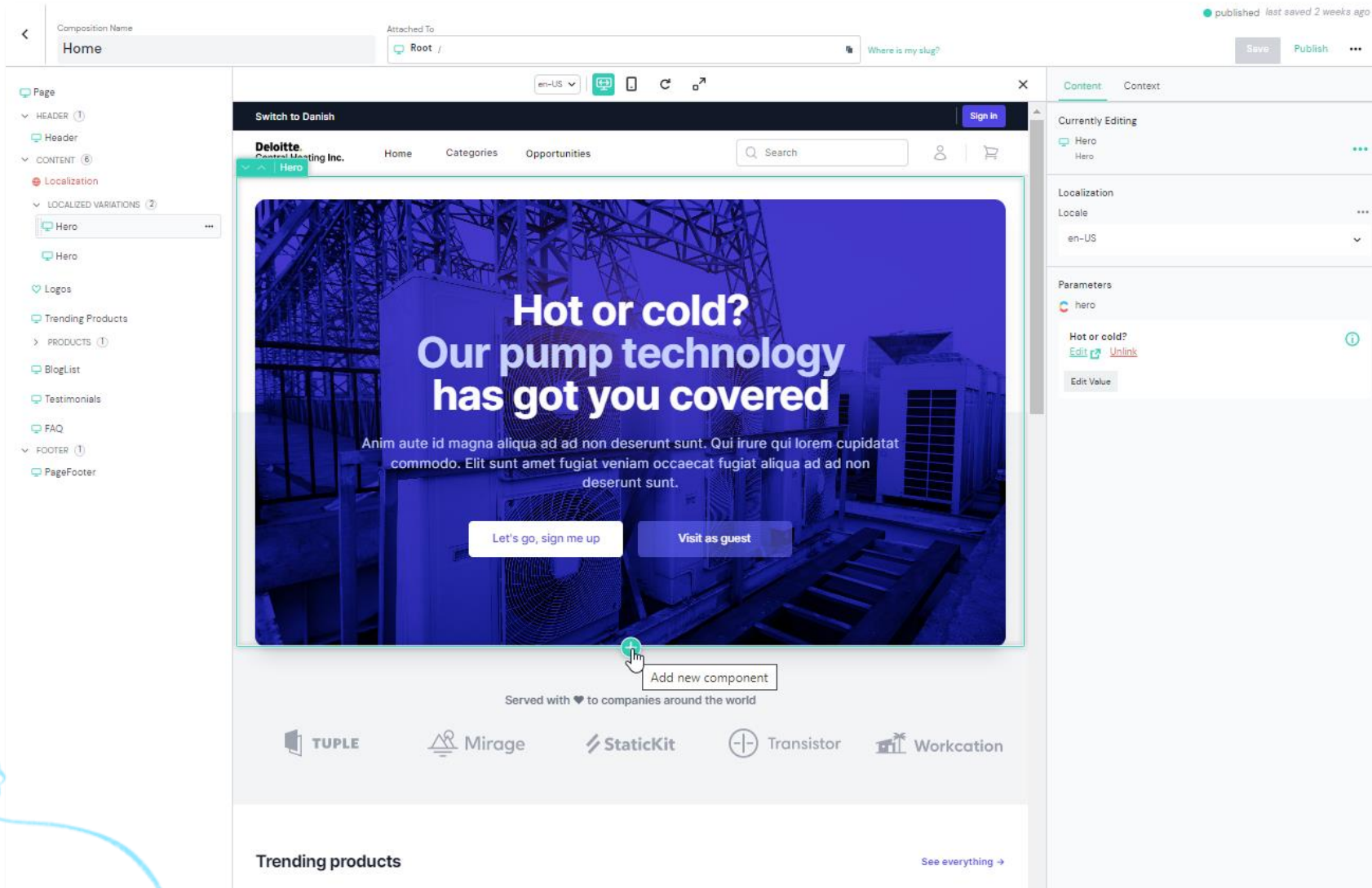
Orders linked to accounts in Salesforce – best practice.

Orders							New
All Orders							
26 items • Sorted by Order Number • Filtered by All orders • Updated a few seconds ago							
	<input type="checkbox"/>	Order Number ↑	Account Name	Order Amount	Order Start Date	Status	Contract Num...
1	<input type="checkbox"/>	00000100	B2B LEX Demo Account	EUR 461.98	2/20/2023	Activated	
2	<input type="checkbox"/>	00000104	B2B LEX Demo Account	EUR 461.98	2/23/2023	Activated	
3	<input type="checkbox"/>	00000105	B2B LEX Demo Account	EUR 2,761.94	2/23/2023	Activated	
4	<input type="checkbox"/>	00000110	B2B LEX Demo Account	EUR 3,199.94	2/23/2023	Activated	
5	<input type="checkbox"/>	00000111	B2B LEX Demo Account	EUR 2,749.95	2/23/2023	Activated	
6	<input type="checkbox"/>	00000112	B2B LEX Demo Account	EUR 43.97	2/27/2023		
7	<input type="checkbox"/>	00000115	B2B LEX Demo Account	EUR 0.00	2/28/2023		
8	<input type="checkbox"/>	00000116	B2B LEX Demo Account	EUR 0.00	3/1/2023		
9	<input type="checkbox"/>	00000117	B2B LEX Demo Account	EUR 499.99	3/1/2023		
10	<input type="checkbox"/>	00000122	B2B LEX Demo Account	EUR 499.99	3/2/2023		
11	<input type="checkbox"/>	00000128	B2B LEX Demo Account	EUR 1,911.95	3/6/2023		

Cases							
All Open Cases							
10 items • Sorted by Date/Time Opened • Filtered by All cases - Closed • Updated a few seconds ago							
	<input type="checkbox"/>	Case Number	Subject	Status	Priority	Date/Time Opened ↓	Case Owner Alias
1	<input type="checkbox"/>	00001009	<a href="#">Refrigerant Leaks</a>	On hold	Normal	3/6/2023, 4:04 PM	jfred
2	<input type="checkbox"/>	00001008	<a href="#">Insufficient Heating from Galantic Pump</a>	Awaiting customer	Normal	3/6/2023, 3:59 PM	jfred
3	<input type="checkbox"/>	00001007	<a href="#">Clogged pump</a>	Awaiting customer	Normal	3/6/2023, 3:08 PM	jfred
4	<input type="checkbox"/>	00001006	<a href="#">Order change request</a>	Escalated	Critical	3/6/2023, 2:49 PM	jfred
5	<input type="checkbox"/>	00001005	<a href="#">Low water pressure</a>	Escalated	High	3/6/2023, 2:04 PM	jfred
6	<input type="checkbox"/>	00001004	<a href="#">The pump is making a loud noise</a>	New	Normal	3/6/2023, 10:53 AM	jfred
7	<input type="checkbox"/>	00001003	<a href="#">Leaking pump</a>	New	Low	2/22/2023, 10:00 AM	autoproc
8	<input type="checkbox"/>	00001000	<a href="#">Eksempelsag: Vores widgets er ikke blevet leveret.</a>	Escalated	Høj	6/10/2022, 11:40 AM	BMunt
9	<input type="checkbox"/>	00001002	<a href="#">Eksempelsag 3: Kan ikke spore vores bestilling.</a>	On hold	Lav	6/10/2022, 11:40 AM	BMunt
10	<input type="checkbox"/>	00001001	<a href="#">Eksempelsag 2: De widgets, vi modtog, har forkert stør...</a>	New	Høj	6/10/2022, 11:40 AM	BMunt

# Uniform.dev DXCP to control page layout

And to compose the experience – WYSIWYG page editor for composable.



# Composable Content experience

With Contentful CMS as the headless CMS to power articles, blogs, frontpage and banners.

Blog

Pump Maintenance Tips: How to Keep Your Pump...

0

Editor

References

Tags

Date

08 Feb 2023

00:00

UTC+01:00

Clear

Title

Pump Maintenance Tips: How to Keep Your Pump System Running Smoothly

68 characters

Maximum 256 characters

Body text

Normal text

**B** *I* U ...

+ Embed

By following these tips, you can help ensure that your heat pump is operating efficiently and effectively. Regular maintenance can also help prevent major issues and extend the lifespan of your heat pump.

1. Keep the outdoor unit clear: Make sure the outdoor unit of your heat pump is free from leaves, debris, and other obstructions. This will help your heat pump operate efficiently.
2. Check the air filter: Dirty air filters can reduce the efficiency of your heat pump and cause it to work harder than necessary. Check and clean or replace the air filter at least once a month.
3. Schedule annual maintenance: Hire a professional technician to perform annual maintenance on your heat pump. They can check for any issues, clean the coils, and ensure your system is running efficiently.

STATUS

Current

Changed

Publish changes

Last saved a few seconds ago

PREVIEW

Open Preview

No preview is set up for the content type of this entry.

Click here to set up a custom content preview.

LINKS

No other entries link to this entry.

TRANSLATION

Multiple locales

en-US

Change

VERSIONS



Blog

The Role of Pumps in Industrial Processes



John

01/02/2023 · 9 min read



Article

Pump Maintenance Tips: How to Keep Your Pump System Running Smoothly



James

08/02/2023 · 4 min read



Article

The Benefits of Variable Speed Pumps: Saving Energy and Money



James

20/02/2023 · 6 min read

# Salesforce Service Cloud chat

For AI-driving assistance or direct communication with customer representatives.

## Your Orders

Check the status of recent orders, manage returns, and discover similar products.

Order number	Date placed	Total amount		
00000151	Mar 8, 2023	€549.99	<a href="#">View Invoice</a>	<a href="#">View Details</a>
<div><div>Order placed</div><div>Processing</div><div>Shipped</div><div>Delivered</div></div>				
Order number	Date placed	Total amount		
00000150	Mar 8, 2023	€549.99	<a href="#">View Invoice</a>	<a href="#">View Details</a>
<div><div>Order placed</div><div>Processing</div><div>Shipped</div><div>Delivered</div></div>				
Order number	Date placed	Total amount		
00000149	Mar 8, 2023	€549.99	<a href="#">View Invoice</a>	<a href="#">View Details</a>
<div><div>Order placed</div><div>Processing</div><div>Shipped</div><div>Delivered</div></div>				

Jannik F

What can I help you with today?

Jannik F

I seem to be having issues with my heat pump. It's constantly cold and makes a strange noise.

00:11

Ok, yes there might be something wrong. Let me look up your order for your pump type and see if we can connect to your pump remotely. Sit tight.

Jannik F • 00:13

Thank you

Type your message...

Waiting to Chat

Hello, James!

An agent is on the way.

...

Cancel Chat Request

I seem to be having issues with my heat pump. It's constantly cold and makes a strange noise.

Conversation Past Chats Details

Chat started by James • 12:09:42 AM

Hi James, What can I help you with today?

Jannik F • 12:11:11 AM

I seem to be having issues with my heat pump. It's constantly cold and makes a strange noise.

James • 12:11:48 AM

Ok, yes there might be something wrong. Let me look up your order for your pump type and see if we can connect to your pump remotely. Sit tight.

Jannik F • 12:13:21 AM

Type a message...

End Chat

Contact Details

Name James Thompson

Title Account Name

Email skachmar@deloitte.dk

Phone

Chat Transcript Details

Chat Transcript Name 00000003

Status In Progress

Request Time 3/14/2023, 12:09 AM

Owner Jannik Frederiksen

Case Details

Case Number 00001010

Case Owner Jannik Frederiksen

Status New

Priority Normal

Subject The heat pump is no longer generating heat

Description

# Key take-aways



## Salesforce Platform

Leverages the Salesforce platform for core process integration and business enablement

1



## Composable Storefront

Composable storefront architecture with DXCP foundation to drive industry specific personalized customer experiences

2



## Future Focused

Optimized TCO, speed, performance & scalability

3

Answer  
Customer **AND**  
Business Needs



# Thank you

**MADS BØCHER LINDQUIST**

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