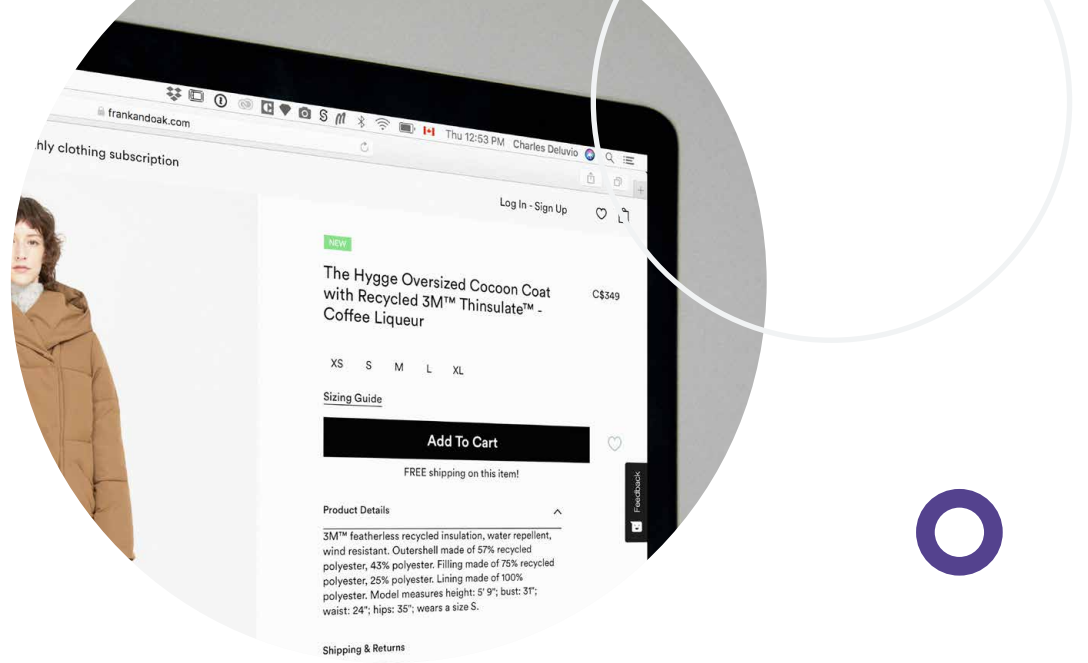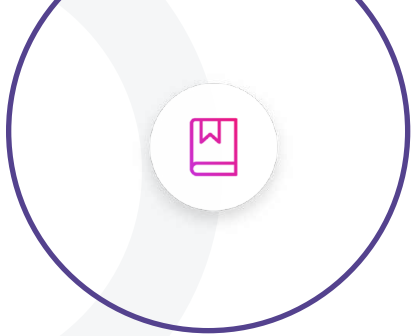**dotCMS Solution Brief**

Solution Brief: Commerce Experience

An API-driven eCommerce Solution Developed by dotCMS, Dept, commercetools, and Unbxd.

dot cms

Digital Commerce in Today's World

Digital commerce has never been as disruptive as it is right now. Technology is evolving at the speed of light and **competition** not only comes from the usual suspects, but also **from digital-native startups.**

Being able to build engaging and personalized commerce experiences quicker than others in the industry has become the norm for companies who want to stay competitive.
The focus on experiences rather than the products and services, as well hyper-personalization, are vital areas where enterprise can differentiate from the competition in order to win.

For retailers, this means competing against the Amazons and Walmarts of the world with a hyper-personalized commerce experience throughout the entire journey, across all channels.

Brands, on the other hand, are more focused on building loyal customers and competing against other digital-first brands to win loyalty and repeat purchases. They do this with an outstanding and hyper-personalized customer experience both during and after acquisition.

Distributors are also widely adopting the focus on customer experiences as well as engaging and personalized self-service support.

The new dotCMS Commerce Experience Solution,

based on foundational and API-first technology, helps customers to win with guaranteed conversion rates and highly competitive Total Cost of Ownership and ROI. The commerce experience foundation is based on three key pillars:

- **NoCode and API-first Content Management**

- **API-first Commerce Engine**

- **AI-powered Search & Merchandising**

...guaranteed conversion rates and highly competitive Total Cost of Ownership and ROI.
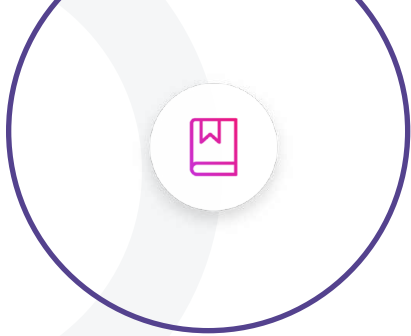
Commerce Experience For Marketing & Merchandising Teams

NoCode-first Content Management

A NoCode-first CMS is key for **building and delivering customer experiences** with an enterprise-grade content foundation for all your omnichannel touchpoints. This includes all relevant NoCode tooling to support your digital marketing strategy.

Deliver faster than you can imagine across any channel, any device, or touchpoint at anytime.

You're in control with:

- **Edit Mode Anywhere**

- **NoCode digital marketing tools**

- **Personalization & Content targeting**

More details
on the CMS features & capabilities
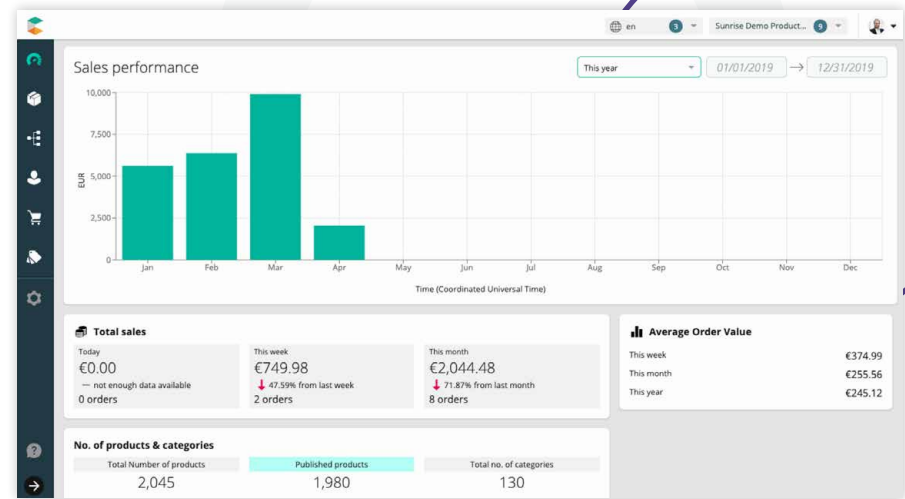[here>>>](here)

Merchant Center & PIM

The Merchant Center enables direct access to all orders without the need of an external application - whether they are created in a webstore, a mobile app, at a POS, or on an IoT device.

- **Store & Channel Management**

- **Order Management**

- **Account Management**

- **Pricing & Discount Handling**

- **Product Information Management**

- **Product types & Categories**

- **Inventory Management**

More details
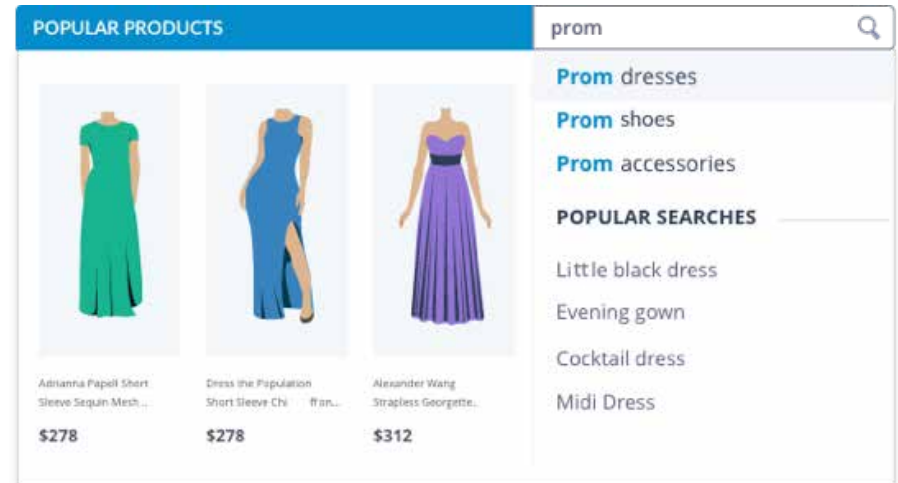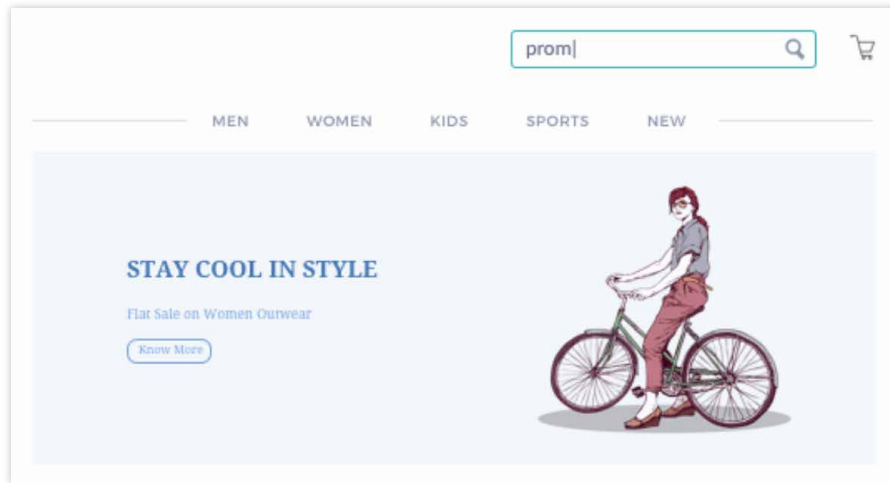
on the commerce engine features & capabilities

here>>>

Search & Merchandising

01. Relevance:

# Unbxd's Machine Learning Site Search goes beyond traditional text-pattern

matching and understands the intent behind each word in the query as it relates to your catalog. Thus, providing a highly relevant product discovery experience.

02. Personalization:

With the Unbxd's Machine Learning algorithms monitoring your shoppers' behavior on the site,

each interaction is personalized based on their affinities.
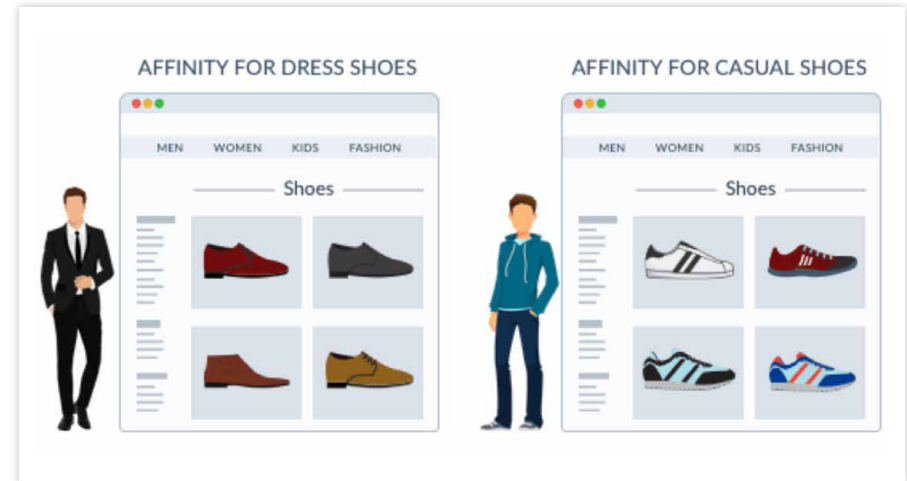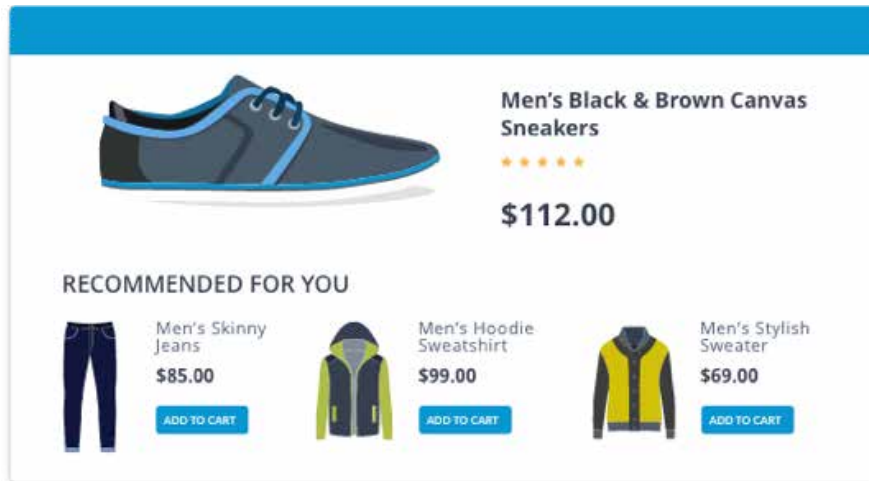
03. Built for Merchandisers:

With easy-to-use merchandising features,
your merchandisers are

empowered to optimize Site Search without any IT intervention.

04. Automated Correction & Visual Autosuggest:

The Unbxd engine includes **Natural Language Processing** capabilities for **automated spell correction and stemming issues.** Also, the Visual Guided Autosuggest shortens path to purchase.

More details
on the Search & Merchandising features and capabilities
here>>>

...freedom to innovate and work with cutting-edge and lightweight front-end frameworks...

Commerce Experience For IT Teams

API-first Content Management

An APi-first Content Management System gives developers the freedom to innovate and work with cutting-edge and lightweight front-end frameworks. This delivers the best possible experience, without being dragged into day-to-day marketing support.

It gives marketing the **editor experience they are accustomed** to while, at the same time, providing flexible REST and **GraphQL APIs** alongside powerful **LowCode API tooling** to the IT team to drive **innovation and reduce Time-to-Value** compared to the struggles often encountered with monolithic solutions and proprietary frameworks.

API-first Commerce Engine

With access to a **growing library** of REST APIs for any commerce capabiliti, **building a dynamic commerce experience has never been easier. GraphQL** is supported here as well to build meaningful and efficient integrations with the front-end of your liking.

Complimentary Evaluation Support

dotCMS offers a variety of tactics to test-drive and proof out your key use-cases around your personalization strategy. It is our investment and helps you to evaluate dotCMS effectively, way beyond shiny product demos and slick sales presentation.

More on our evaluation support **here>>>**

About d●tCMS

dotCMS is a leading, open source content and customer experience management platform for companies that want innovation and performance driving their websites and other content-driven applications. Extensible and massively scalable, both small and large organizations can rapidly deliver personalized and engaging content across browsers, mobile devices, channels, second screens and endpoints -- all from a single system.

Founded in 2003, dotCMS is a privately owned US company with offices in Miami, Florida; Boston, Massachusetts and San Jose, Costa Rica. With a global network of certified development partners and an active open source community, dotCMS has generated more than a half-million downloads and thousands of implementations and integration projects worldwide. **Notable dotCMS customers include:** Telus, Standard & Poors, Hospital Corporation of America, Royal Bank of Canada, DirecTV, Thomson Reuters, China Mobile, Aon, and DriveTest Ontario.

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Dept is an international digital agency of 1300 thinkers and makers, combining creativity, technology and data.

With offices in 11 countries across Europe and the US, Dept has helped global brands, including Adidas, Sony, Samsung, Quiksilver, Weber and GE Lighting, to achieve their digital ambitions by creating experiences that people want and businesses need.

A full service agency, Dept's services include commerce, design and technology, data and intelligence, digital marketing, brand and advertising and much more.

deptagency.com>>

Amsterdam	Copenhagen	Jena	Mar del Plata	Skopje
Berlin	Dresden	Leipzig	New York	Veenendaal
Boston, MA	Dublin	London	Paris	Zaragoza
Cologne	Hamburg	Manchester	Rotterdam	Zürich

UNBXD

Unbxd is an AI-driven eCommerce **search platform that understands shopper intent and connects them to the products they are most likely to buy** — across site search, browse, and recommendation purchase journeys.

The platform combines **AI-based automation, powerful merchandising controls, and extensive personalization** capabilities to enhance on-site shopper experience and guarantee conversion lift for online retailers.

Unbxd enables **36 billion annual interactions and $4.5 billion in online revenue** for leading retailers like Express, HSN, Ashley HomeStore, and Rue21.

[unbxd.com>>>](unbxd.com)

California
951 Mariners
Island BLVD
U.S.A

Illinois
One Lincoln Center
Oakbrook Terrace
U.S.A

Indiana
#377, 5TH Main Road
6th Sector
U.S.A

EXPRESS

KIXIFY

ARHAUS

cornerstone

US AUTOPARTS

1000Bulbs.com

Ashley HOMESTORE

TURNTABLE LAB
a Better Music Store Experience since 1999

commercetools

Is a next-generation software technology company that offers a true cloud commerce platform, providing the building blocks for the post-web era. **Our leading-edge API approach helps retailers create brand value by empowering commerce teams to design unique and engaging digital commerce experiences everywhere –** today and in the future. Our agile, componentized architecture improves profitability by significantly reducing development time and resources required to migrate to modern commerce technology and meet new customer demands. The innovative platform design enables commerce possibilities for the future by offering the option to either use the platform's entire set of features or deploy individual services, á la carte over time. This state-of-the-art architecture is the perfect starting point for customized microservices, enabling retailers to significantly reduce time-to-market for innovative commerce functionalities. With offices in Germany and the United States, B2C and B2B companies from across the globe including well-known brands in fashion, E-Food, and DIY retail trust commercetools to power their digital commerce business.

[commercetools.com>>>](commercetools.com)

Office Locations:

Berlin

Munich

Jena

Amsterdam

London

Durham, NC (USA)

Singapore