

salesforce

New Communities! Trailblazer & Commerce Cloud Developer Center Webinar

February 20/21, 2020

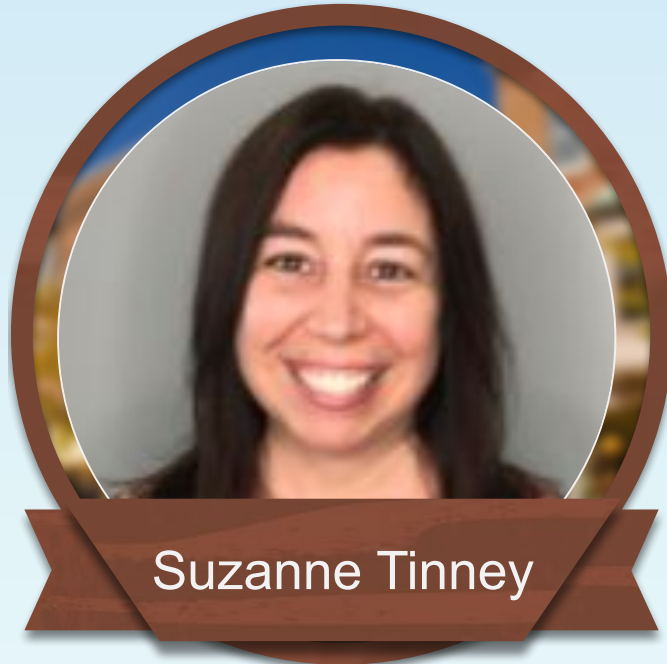




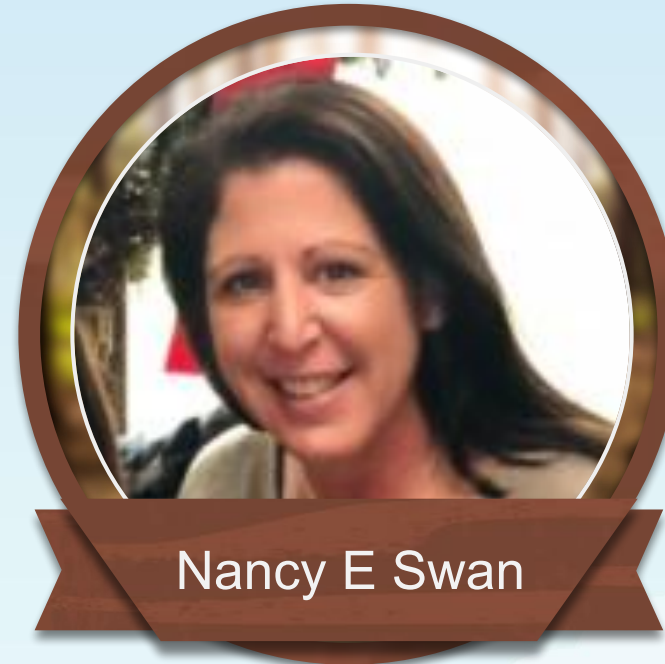
thank you



Your Presenters:



Sr. Product Manager
Strategic Customer Engagement
Team



Product Director
Strategic Customer Engagement
Team

Forward-Looking Statement



Statement under the Private Securities Litigation Reform Act of 1995:

This presentation contains forward-looking statements about the company's financial and operating results, which may include expected GAAP and non-GAAP financial and other operating and non-operating results, including revenue, net income, diluted earnings per share, operating cash flow growth, operating margin improvement, expected revenue growth, expected current remaining performance obligation growth, expected tax rates, the one-time accounting non-cash charge that was incurred in connection with the Salesforce.org combination; stock-based compensation expenses, amortization of purchased intangibles, shares outstanding, market growth and sustainability goals. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, the company's results could differ materially from the results expressed or implied by the forward-looking statements we make.

The risks and uncertainties referred to above include -- but are not limited to -- risks associated with the effect of general economic and market conditions; the impact of geopolitical events; the impact of foreign currency exchange rate and interest rate fluctuations on our results; our business strategy and our plan to build our business, including our strategy to be the leading provider of enterprise cloud computing applications and platforms; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; the competitive nature of the market in which we participate; our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our service performance and security, including the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate potential security breaches; the expenses associated with new data centers and third-party infrastructure providers; additional data center capacity; real estate and office facilities space; our operating results and cash flows; new services and product features, including any efforts to expand our services beyond the CRM market; our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; our ability to realize the benefits from strategic partnerships, joint ventures and investments; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within the company's strategic investment portfolio; our ability to execute our business plans; our ability to successfully integrate acquired businesses and technologies, including delays related to the integration of Tableau due to regulatory review by the United Kingdom Competition and Markets Authority; our ability to continue to grow unearned revenue and remaining performance obligation; our ability to protect our intellectual property rights; our ability to develop our brands; our reliance on third-party hardware, software and platform providers; our dependency on the development and maintenance of the infrastructure of the Internet; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; factors related to our outstanding debt, revolving credit facility, term loan and loan associated with 50 Fremont; compliance with our debt covenants and lease obligations; current and potential litigation involving us; and the impact of climate change.

Further information on these and other factors that could affect the company's financial results is included in the reports on Forms 10-K, 10-Q and 8-K and in other filings it makes with the Securities and Exchange Commission from time to time. These documents are available on the SEC Filings section of the Investor Information section of the company's website at www.salesforce.com/investor.

Salesforce.com, inc. assumes no obligation and does not intend to update these forward-looking statements, except as required by law.



Webinar Information

Introduction & Expectations



The purpose of this webinar is to provide an overview of the Salesforce Trailblazer Community and the Commerce Cloud Developer Center.

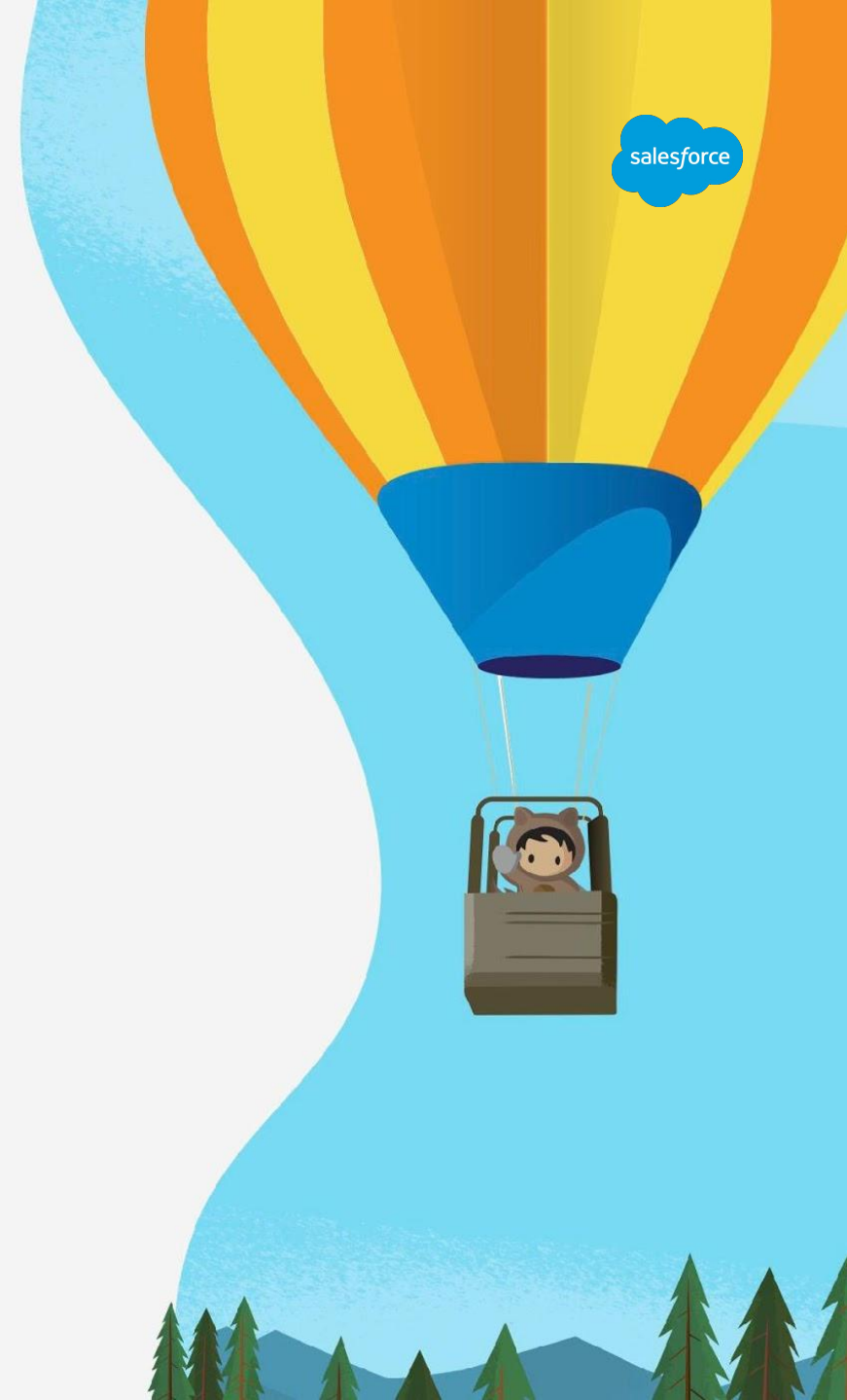
- This webinar is being recorded. This slide deck and the session video will be made available in the [Trailblazer Community](#) within 24 hours.
- If you have questions *during* the webinar, please post them in the GoToWebinar Questions panel and we will address them later in the presentation.
- If you have additional questions *after* the presentation, please post them to the [B2C Commerce page](#) in the Trailblazer Community



Agenda

February 20/21, 2020

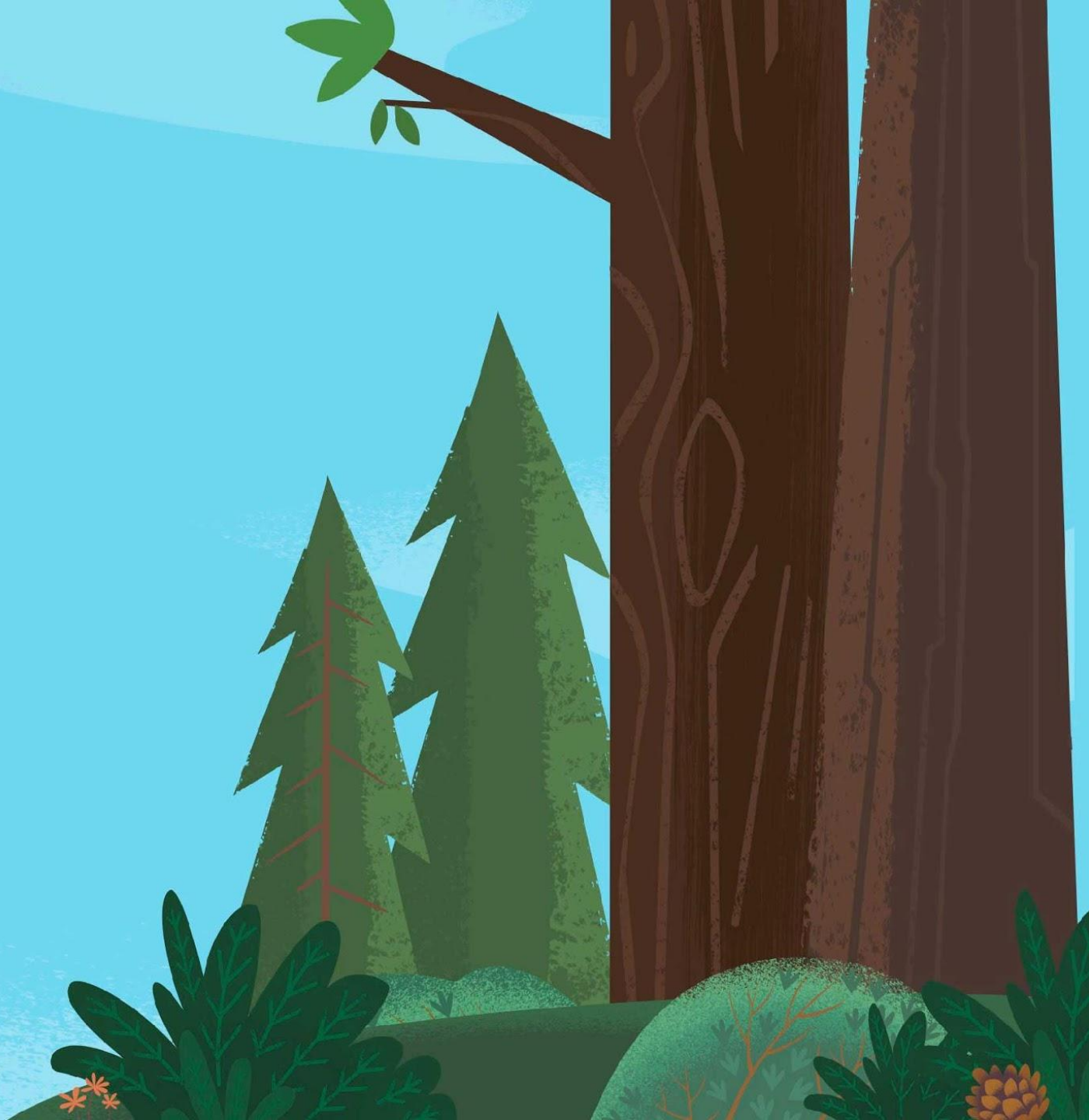
- The Salesforce Trailblazer Community
 - Overview & Demo
- The Commerce Cloud Developer Center
 - Overview & Demo
 - Beta Program Overview
- Salesforce Commerce API's Beta Program
- Resources
- Q & A



The Salesforce logo, which consists of a blue cloud-like shape with the word "salesforce" in white lowercase letters inside it.

salesforce

Trailblazer Community



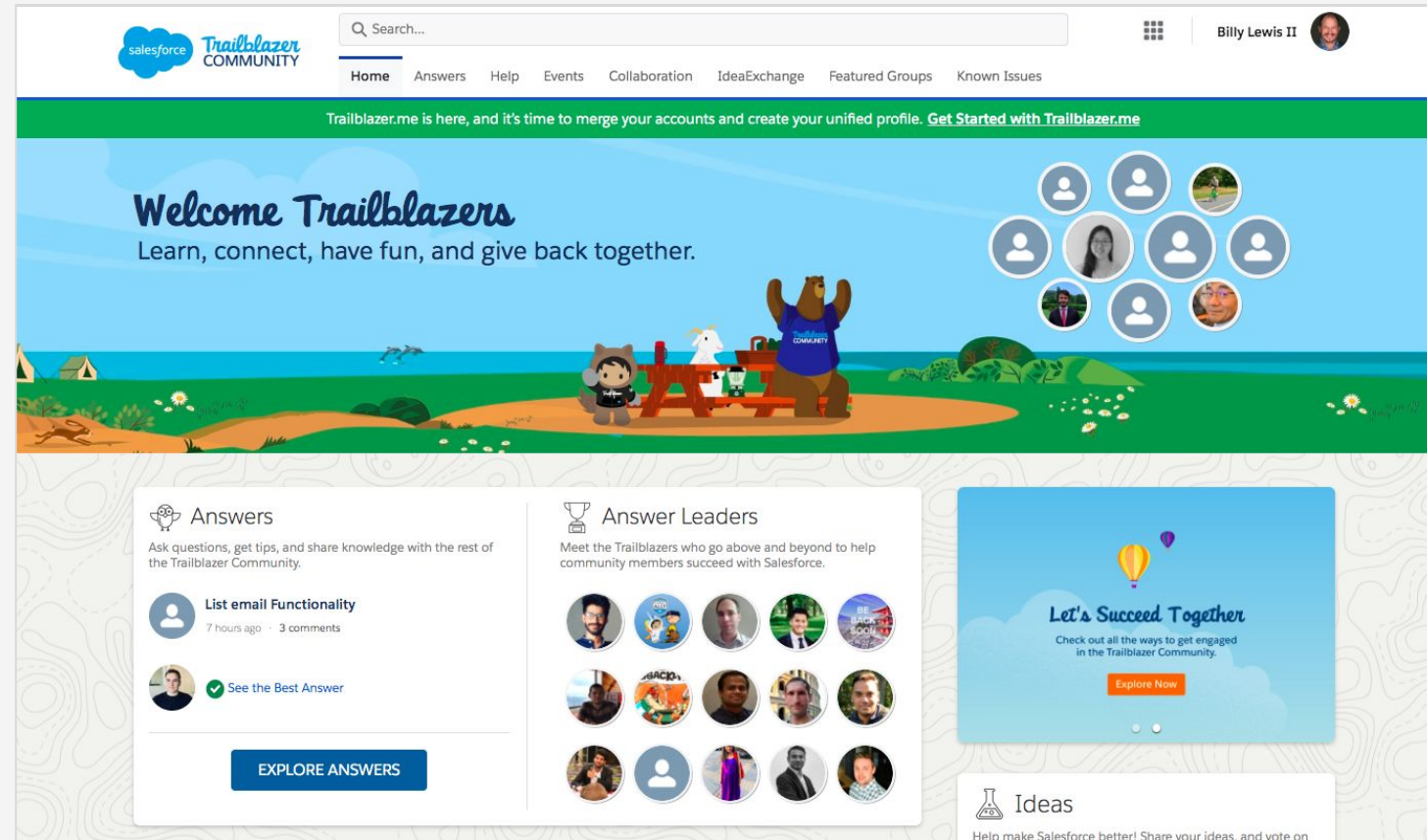
What is the Salesforce Trailblazer Community



Simply, it's a website - but it's much more

- It's a launch site of information and interactions
- It's a learning tool
- It's a communications tool
- It's a calendar of events
- It's the Salesforce experience

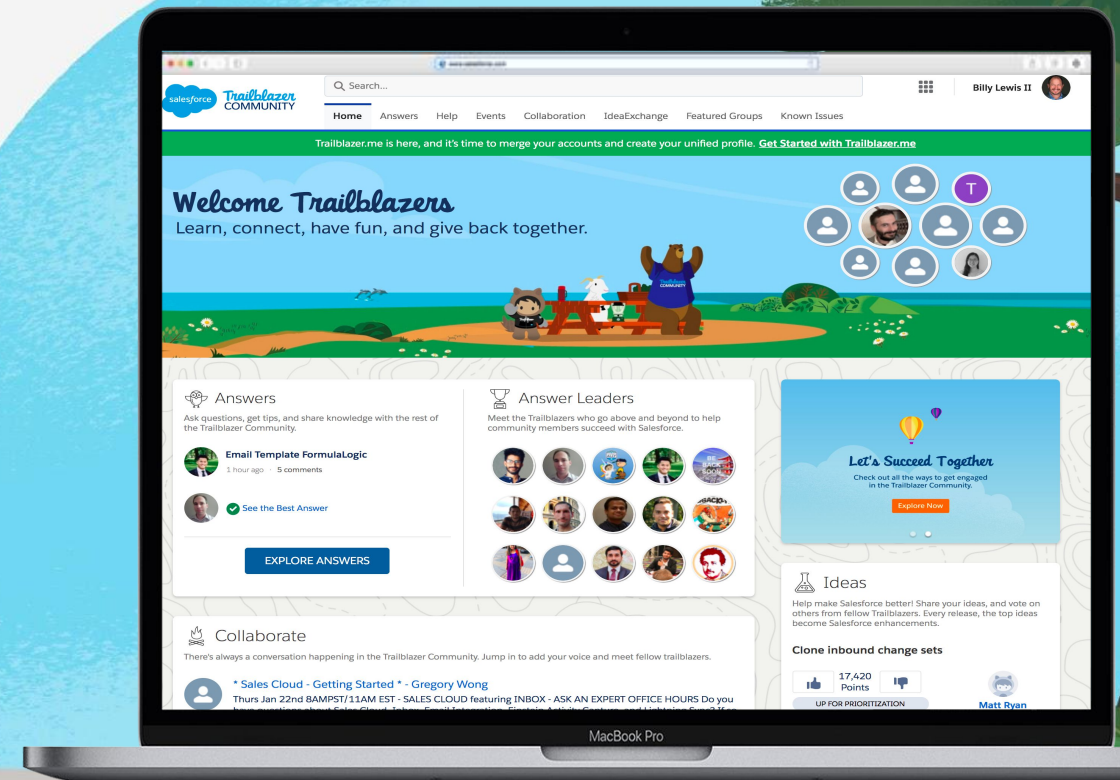
Access Trailblazer Community >>



Xchange to Salesforce Trailblazer Community

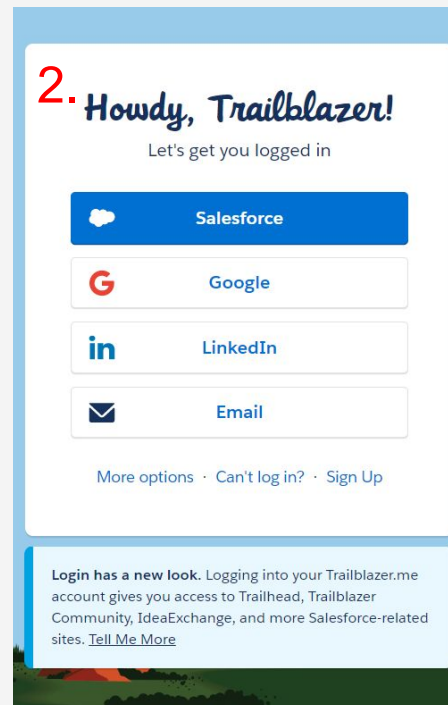
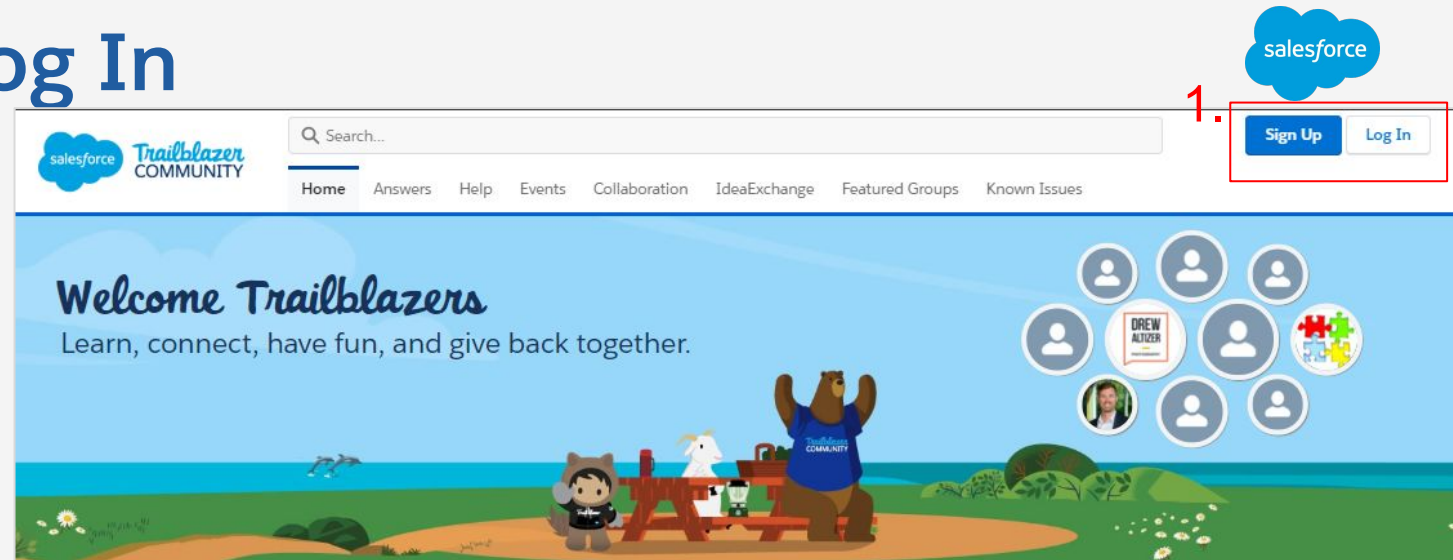
A new way to connect

- The Salesforce Trailblazer Community will be a replacement for Commerce Cloud Xchange
- Questions you previously asked via Ask the Community in Xchange can now be entered in the B2C Commerce group in the Trailblazer Community.
- Select content will be migrated to the new Trailblazer Community.
- With the new Community, all customer resources are tied together into one central location



Trailblazer Community Log In

- Go to <https://trailblazer.salesforce.com/>
- Commerce Cloud customers that do not already have a Salesforce account will need to sign up to get a Trailblazer ID.
- This Trailblazer ID will provide full access to all content on the Salesforce Trailblazer Community.
- You can find information on how you can get your own Trailblazer ID [here](#).



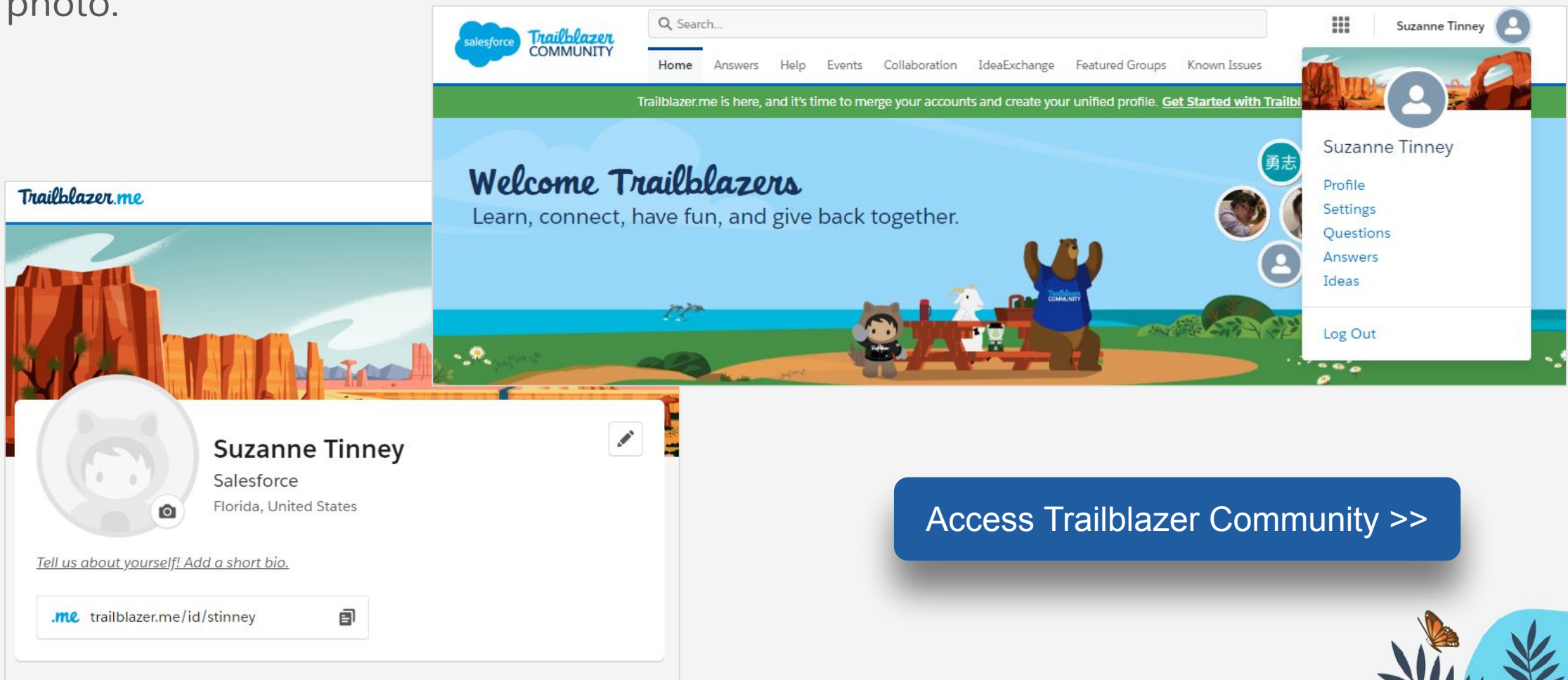
Access Trailblazer Community >>

Join the Trailblazer Community

Create/Update your profile




If this is your first time logging in, check your profile, complete required fields and update your photo.

The image shows a screenshot of the Trailblazer Community website. At the top, there's a navigation bar with the Salesforce Trailblazer Community logo, a search bar, and a user profile for Suzanne Tinney. Below the navigation bar is a green banner with the text "Trailblazer.me is here, and it's time to merge your accounts and create your unified profile. Get Started with Trailblazer.me". The main content area features a large blue banner with the text "Welcome Trailblazers" and "Learn, connect, have fun, and give back together." Below this is a colorful illustration of a bear, a cat, and a dog sitting at a picnic table. On the right side, there's a user profile card for Suzanne Tinney with a dropdown menu showing options like Profile, Settings, Questions, Answers, Ideas, and Log Out. In the bottom left corner, there's a smaller profile card for Suzanne Tinney with a bio field and a link to her profile page.

Access Trailblazer Community >>




The Homepage



Trailblazer
COMMUNITY

Billy Lewis II



Home

Answers

Help

Events

Collaboration

IdeaExchange

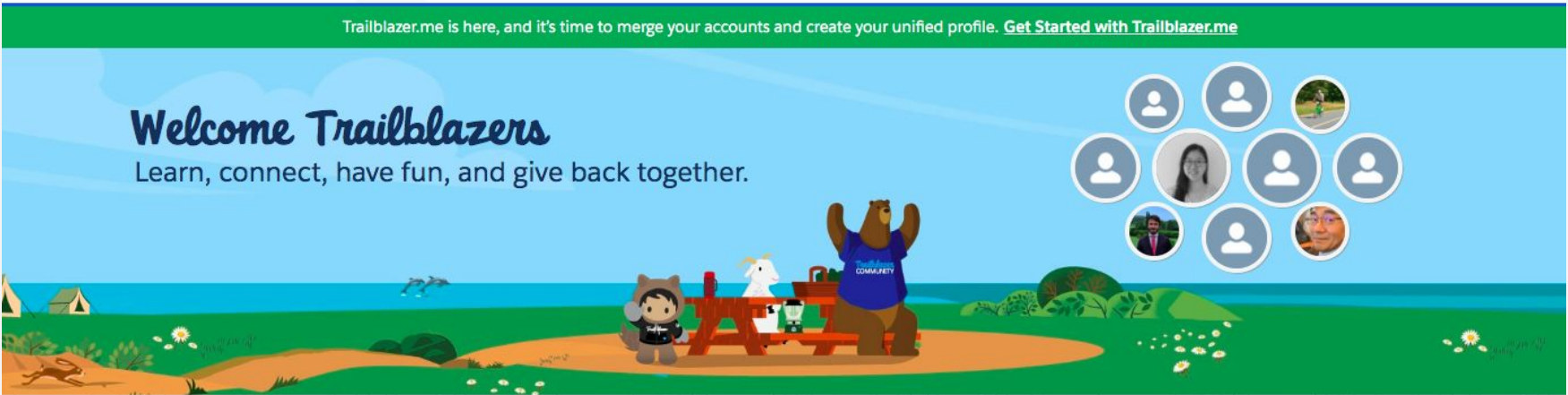
Featured Groups


Known Issues


Trailblazer.me is here, and it's time to merge your accounts and create your unified profile. [Get Started with Trailblazer.me](#)

Welcome Trailblazers

Learn, connect, have fun, and give back together.









Answers

Ask questions, get tips, and share knowledge with the rest of the Trailblazer Community.




List email Functionality

7 hours ago · 3 comments



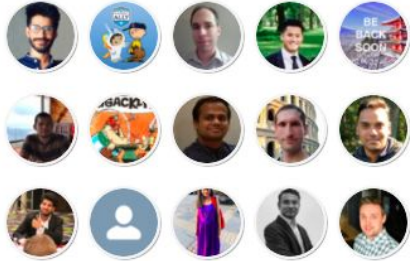
See the Best Answer


EXPLORE ANSWERS



Answer Leaders

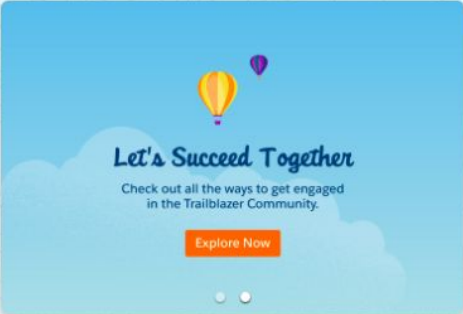
Meet the Trailblazers who go above and beyond to help community members succeed with Salesforce.





Ideas

Help make Salesforce better! Share your ideas, and vote on



Collaboration

Joining the conversation

- Similar look and feel to Chatter
- See your profile
- See a feed of all the groups you follow
- Post and collaborate across all of your groups
- Find people to follow

The screenshot displays the Salesforce Trailblazer Community interface, specifically the 'Collaboration' section. The top navigation bar includes links for Home, Answers, Help, Events, Collaboration (which is highlighted), IdeaExchange, Featured Groups, and Known Issues. A search bar is located at the top right. The main content area is divided into three columns. The left column shows the user's profile for 'Billy Lewis II' with a 'View Profile' link and a sidebar menu with options: Messages, Feed, What I Follow (selected), To Me, Bookmarked, Muted, People, Groups, Files, and Topics. The middle column features a post by 'Bhavin Patel (Salesforce)' titled '* Einstein Analytics *', which includes a video thumbnail and a link to a 'Compare Tables' guide. Below the post, there are engagement options like 'Like', 'Share', and 'Comment', along with a list of users who interacted with the post. The right column contains 'Recommendations' for various content like '[RR] Spring '20 Infographic' and user profiles such as 'Erica Kuhl' and 'Holly Firestone'. At the bottom right, there is a 'Trending Topics' section listing items like 'Landing Page' and 'Apex Trigger'. The entire interface is set against a light blue background with a subtle cityscape illustration at the bottom.

Introducing Commerce Cloud's main community



B2C Commerce

Search the Feed

Discussion Feed

Notification Setup

Resource Quick links

Post Questions

Members List

File Sharing

Hot Topics

The screenshot displays the B2C Commerce community interface. At the top, a header bar includes a search icon, a 'Show All Updates' dropdown, and a 'Share' button. Below this, a post by Michael O'Connor (Salesforce) is featured, dated January 24, 2019. The post includes a newsletter announcement and a list of 'LATEST RESOURCES'. To the right of the post, a 'Members' section shows a grid of member avatars and a 'Show All (7,412)' link. Below the members, a 'Group Records' section indicates no records yet. A 'Group Files' section shows two files: '[B2CC] DF19B2CC...' and '[B2CC] Welcome Ki...'. At the bottom, a 'Recently Talked About' section lists 'Commerce Cloud'. On the left side of the page, a sidebar contains a 'Success' banner, an 'Email Weekly Digest' link, and a 'Resources for Your Success' section with links to 'Download our Welcome Kit!', 'B2C Commerce Overview', 'B2C Commerce documentation', 'Release Resources', 'B2C Commerce Release Notes', 'Resources', 'Event Calendar', and 'Trails: ~ Administer a Salesforce B2C Commerce Site', '~ Build Your Ecommerce Site with Salesforce B2C Commerce', 'Are you a Partner? - B2C Commerce Partner Community', and '#Picks from the Pack - Customer Success'.

Demo Walkthrough

The Experience



Collaboration Groups

AKA Ask the Community



1. Click Collaboration
2. Click Active Groups
3. Search for groups by name, for example B2C Commerce
4. Click to join the group

Browse Customer Success Groups

Need to ask a question or are you looking for tips and best practices? Use the B2C Commerce Group.

The screenshot shows the Salesforce Trailblazer Community interface. At the top, the 'Collaboration' tab is highlighted with a red box and labeled '1.'. Below the navigation bar, the 'Active Groups' section is visible. A search bar in the 'Active Groups' section contains the text 'Commerce' and is labeled '3.'. Below the search bar, a list of groups is displayed. The group 'B2C Commerce' is highlighted, and its 'Join' button is circled in red and labeled '4.'. On the left side of the interface, the 'Active Groups' link in the 'Recently Viewed' section is highlighted with a red box and labeled '2.'.

Name	Last Activ...	Membership
Commerce Cloud Benelux (Private) All Commerce Cloud Trailblazers In the Benelux region welcomed! Please join our commun... 80 Members Owner: Marlya Komarova (Salesforce)	1/13/2020	+ Ask to Join
* B2C Commerce * Welcome to the Customer Success Ohana! This group is dedicated to your success with Sal... 7316 Members Owner: Elna Miller (Salesforce)	1/21/2020	+ Join
* B2B Commerce * Welcome to the Customer Success Ohana! The B2B Commerce Trailblazer group is dedicated ... 234 Members Owner: Michael O'Connor (Salesforce)	1/17/2020	Member
API First Commerce Partner TAB (Private) Partner Technical Advisory Board for Salesforce Commerce Platform (aka API-First) effor... 79 Members Owner: Scott Kincald (Salesforce)	1/16/2020	+ Ask to Join

Featured Groups

Explore Community Groups

salesforce



Search...



Billy Lewis II



Home

Answers

Help

Events

Collaboration

IdeaExchange

Featured Groups

Known Issues

FEATURED GROUPS

Join online and local groups to connect, learn, and have fun with Salesforce customers.



Access Trailblazer Community >>

Find Help

salesforce

Besides access to documentation, the Help section gives access to Trailhead, the Trailblazer Community, Troubleshooting tips, Best Practices, and much more.

View Documentation and filter by Commerce to see all the Commerce materials.

Access Trailblazer Community >>



salesforce Trailblazer COMMUNITY

Search Knowledge articles, best practices, and more...

Log In

Home Answers **Help** Events Collaboration IdeaExchange Featured Groups More

Documentation
Find documentation, videos, and walkthroughs to help you succeed.
[VIEW DOCUMENTATION](#)

Trailhead
Follow a guided learning path with fun interactive tutorials and earn badges.
[BLAZE YOUR TRAIL](#)

Trailblazer Community
Connect and get answers from a passionate community of experts
[ASK THE COMMUNITY](#)

SOME OF THIS YEAR'S BEST SUCCESS CLOUD DREAMFORCE SESSIONS
[WATCH NOW](#)

Helpful Content for Common Issues
Users like you found these resources helpful

Support & Services
Login to get Support and access Success Plan Services.

View Documentation



1. Click Help
2. Click View Documentation
3. Filter by Commerce

The screenshot illustrates the process of viewing documentation on the Salesforce Trailblazer Community website. It is divided into three numbered steps:

- 1. Click Help:** The top navigation bar of the Trailblazer Community is shown. The 'Help' link is highlighted with a red box and a red '1'.
- 2. Click View Documentation:** A modal window titled 'Documentation' is displayed. It contains the text 'Find documentation, videos, and walkthroughs to help you succeed.' and a blue button labeled 'VIEW DOCUMENTATION', which is highlighted with a red box and a red '2'.
- 3. Filter by Commerce:** The 'Salesforce Docs' page is shown with a 'FILTER' dropdown menu open. The 'Commerce' option is selected (checked) and highlighted with a red box and a red '3'. Other filter options include Analytics, Community, Consumer Goods, Einstein, Financial Services, General, Health, IoT, and Lightning Platform.

Below the filter menu, several documentation cards are visible, including 'Help B2B Commerce Notes' and 'Release Notes B2C Commerce Release Notes', each with a 'Commerce' button at the bottom.

View Salesforce Docs

1. Click for Release Notes
2. Click for the InfoCenter

salesforce Trailblazer COMMUNITY

Search Knowledge articles, best practices, and more...

Log In

Home Answers **Help** Events Collaboration IdeaExchange Featured Groups More ▾

Salesforce Docs

FILTER Cloud ▾

Commerce X Clear filters

Showing 6 docs of 69

Help
B2B Commerce Release Notes

Check out what's new in each release of the B2B Commerce managed package, and learn how to upgrade your implementation.

Commerce

Help
B2B Commerce

Quickly build self-service ecommerce storefronts that enable retailers, wholesalers, or distributors to purchase goods or services from yo...

Commerce

1
Release Notes B2C Commerce Release Notes

Keep track of the new features and functionality B2C Commerce offers. These notes track new features and updates to B2C Commerce by...

Commerce

2.
Help B2C Commerce

Use Salesforce B2C Commerce to create and coordinate shoppers' online experiences and transactions across digital channels and devices.

Commerce

Help
Marketing Cloud, Commerce Cloud, an...

Deliver high-impact, personalized shopping experiences that improve customer conversations, engagement, and loyalty.

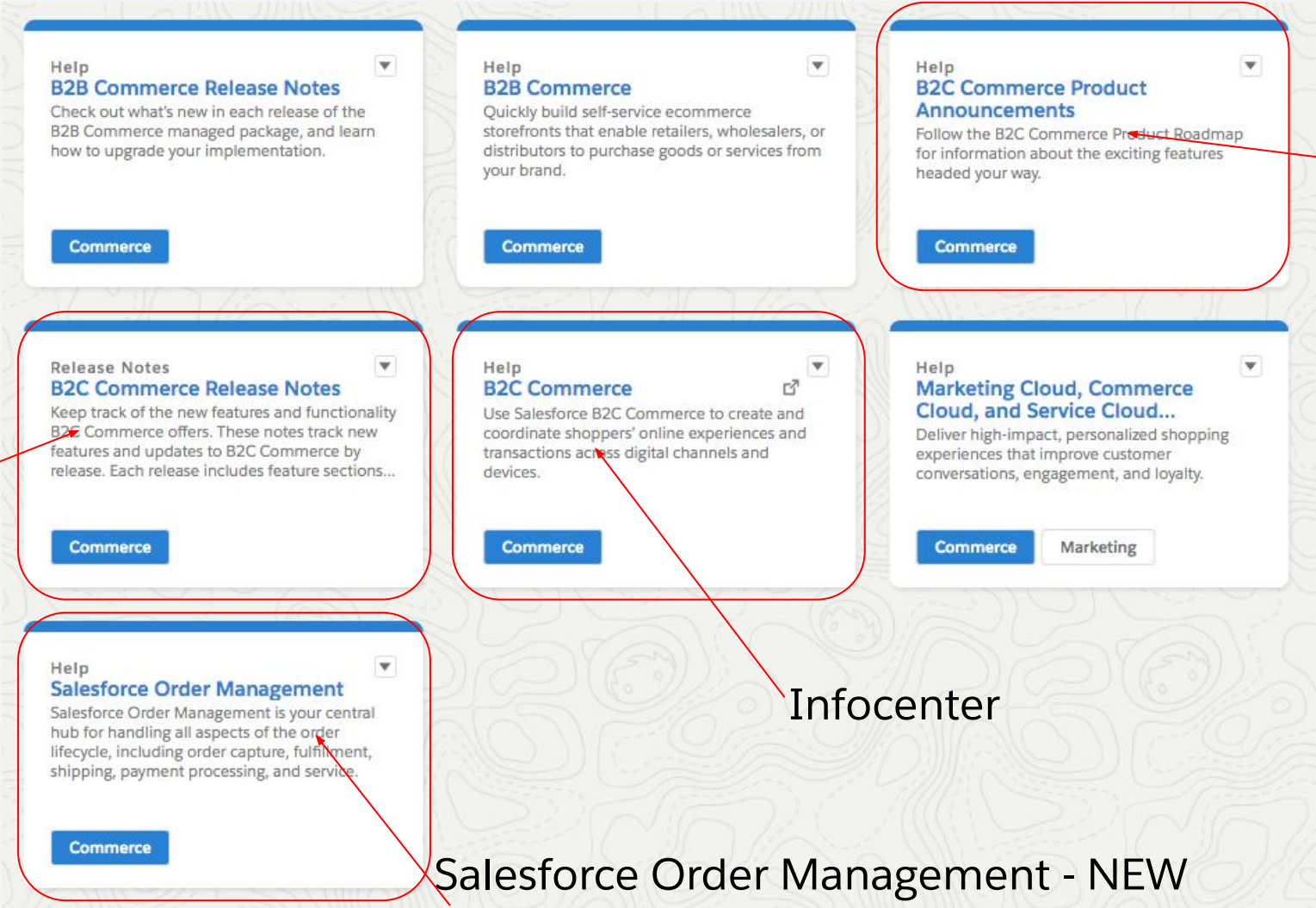
Commerce Marketing

Help
Salesforce Order Management

Salesforce Order Management is your central hub for handling all aspects of the order lifecycle, including order capture, fulfillment, shipping,...

Commerce

B2C Documentation



Release Notes
and Release
Webinars

B2C Roadmap, etc

Infocenter

Salesforce Order Management - NEW

Access Trailblazer Community >>

View Release Notes

1. Navigate to a Release or a feature/enhancement
2. View the Webinar Video
3. Review the Webinar PDF

1.

The screenshot shows the Salesforce Trailblazer Community interface. On the left, a dark blue sidebar contains a list of release notes. The '20.1 Release' section is highlighted with a red box. The main content area on the right displays the '20.1 Release' page. A red box highlights a paragraph of text that includes a link to a 'Product Release Preview'.

B2C COMMERCE RELEASE NOTES

- ✓ B2C Commerce Release Notes
 - ✓ 20.2 Release
 - > AppServer
 - > eCDN
 - ✓ OCAPI
 - Improved Validation for OCAPI Settings
 - Data API Endpoints for Updating Orders
 - > Page Designer
 - > Pricing and Promotions
 - > Reports and Dashboards
 - > Storefront Toolkit
- ✓ 20.1 Release
 - > AppServer
 - > Cloud Utilities
 - > eCDN
 - > Jobs
 - > OCAPI

SALESFORCE HELP > DOCS > B2C COMMERCE RELEASE NOTES

20.1 Release

The B2C Commerce 20.1 release occurs December 5, 2019 through January 20, 2020.

Stay current with all the important B2C Commerce product updates by reviewing the release notes! For a closer look at the features and enhancements in this release, watch the [20.1 Product Release Preview](#).

Release Spotlight

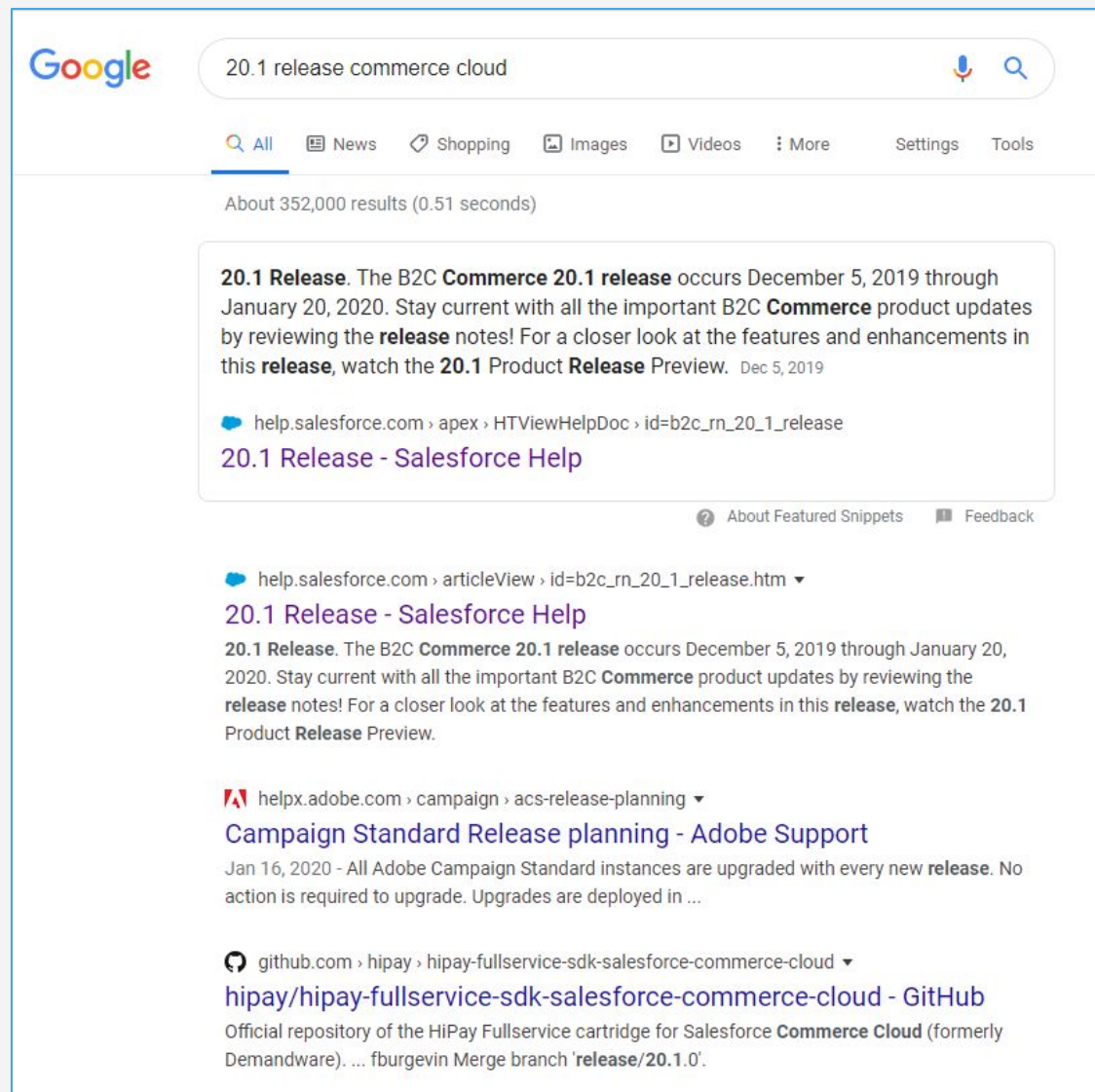
- Page Designer Enhancements
- New Copy Categories Feature
- New Reports and Dashboards Features
- **AppServer**
Review the new B2C Commerce AppServer features and enhancements in the 20.1 release.
- **Cloud Utilities**

Search on Google

Or your favorite search engine

Many of you start searches on Google for information about Commerce Cloud.

And now you'll find even more Commerce Cloud info available.



The screenshot shows a Google search interface with the query "20.1 release commerce cloud". The search results are displayed below the navigation bar. The first result is a featured snippet from Salesforce, titled "20.1 Release", which states that the B2C Commerce 20.1 release occurs from December 5, 2019, to January 20, 2020. It encourages users to review release notes and watch a product release preview. The second result is from Salesforce Help, titled "20.1 Release - Salesforce Help", with a URL path: help.salesforce.com › apex › HTViewHelpDoc › id=b2c_rn_20_1_release. The third result is from Adobe Support, titled "Campaign Standard Release planning - Adobe Support", with a URL path: helpx.adobe.com › campaign › acs-release-planning. The fourth result is from GitHub, titled "hipay/hipay-fullservice-sdk-salesforce-commerce-cloud - GitHub", with a URL path: github.com › hipay › hipay-fullservice-sdk-salesforce-commerce-cloud. The search results are dated "About 352,000 results (0.51 seconds)".

Google

20.1 release commerce cloud

All News Shopping Images Videos More Settings Tools

About 352,000 results (0.51 seconds)

20.1 Release. The B2C Commerce 20.1 release occurs December 5, 2019 through January 20, 2020. Stay current with all the important B2C Commerce product updates by reviewing the **release** notes! For a closer look at the features and enhancements in this **release**, watch the **20.1 Product Release Preview**. Dec 5, 2019

help.salesforce.com › apex › HTViewHelpDoc › id=b2c_rn_20_1_release

20.1 Release - Salesforce Help

About Featured Snippets Feedback

help.salesforce.com › articleView › id=b2c_rn_20_1_release.htm

20.1 Release - Salesforce Help

20.1 Release. The B2C Commerce 20.1 release occurs December 5, 2019 through January 20, 2020. Stay current with all the important B2C Commerce product updates by reviewing the **release** notes! For a closer look at the features and enhancements in this **release**, watch the **20.1 Product Release Preview**.

helpx.adobe.com › campaign › acs-release-planning

Campaign Standard Release planning - Adobe Support

Jan 16, 2020 - All Adobe Campaign Standard instances are upgraded with every new **release**. No action is required to upgrade. Upgrades are deployed in ...

github.com › hipay › hipay-fullservice-sdk-salesforce-commerce-cloud

hipay/hipay-fullservice-sdk-salesforce-commerce-cloud - GitHub

Official repository of the HiPay Fullservice cartridge for Salesforce Commerce Cloud (formerly Demandware). ... fburgevin Merge branch 'release/20.1.0'.

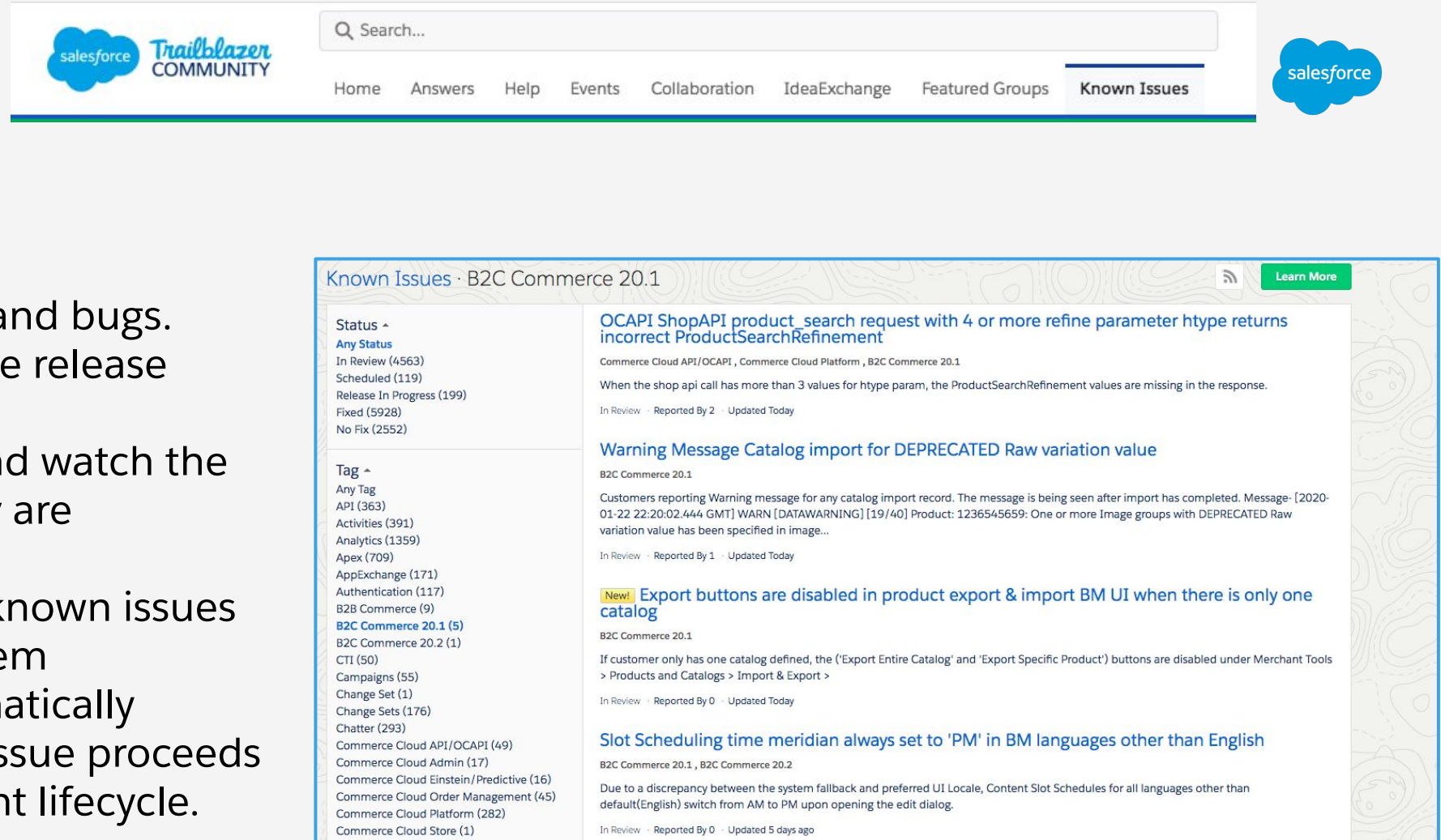


Known Issues

Reported Bugs

- Single source for issues and bugs.
- No longer included in the release notes
- Customers can follow and watch the progression of bugs they are concerned with.
- Customers can vote on known issues that are important to them
- Known Issues are automatically updated as the Known Issue proceeds through the development lifecycle.

Access Known Issues in the Trailblazer Community >>



The screenshot shows the Salesforce Trailblazer Community interface. At the top, there's a search bar and navigation links: Home, Answers, Help, Events, Collaboration, IdeaExchange, Featured Groups, and Known Issues (which is highlighted). The main content area is titled "Known Issues · B2C Commerce 20.1". On the left, there's a sidebar with "Status" and "Tag" filters. The "Status" filter shows: In Review (4563), Scheduled (119), Release In Progress (199), Fixed (5928), and No Fix (2552). The "Tag" filter lists various categories, with "B2C Commerce 20.1 (5)" selected. The main content area displays three issue cards. The first card is titled "OCAPI ShopAPI product_search request with 4 or more refine parameter htype returns incorrect ProductSearchRefinement", with a description: "When the shop api call has more than 3 values for htype param, the ProductSearchRefinement values are missing in the response." The second card is titled "Warning Message Catalog import for DEPRECATED Raw variation value", with a description: "Customers reporting Warning message for any catalog import record. The message is being seen after import has completed. Message- [2020-01-22 22:20:02.444 GMT] WARN [DATAWARNING] [19/40] Product: 1236545659: One or more Image groups with DEPRECATED Raw variation value has been specified in image..." The third card is titled "Export buttons are disabled in product export & import BM UI when there is only one catalog", with a description: "If customer only has one catalog defined, the ('Export Entire Catalog' and 'Export Specific Product') buttons are disabled under Merchant Tools > Products and Catalogs > Import & Export >".

Share Your Story, Get Great Perks!



We want to highlight your story and success in ecommerce. Here's how:



The Opportunity:

Co-author Commerce Cloud content: blogs, webinars, videos and more!

Perks:

Grow your personal brand, share your company's mission, and get a thank you gift from Salesforce!

How to get involved:

Email or contact Kate Milne, katherine.milne@salesforce.com or find Kate in our Trailblazer Community!



The Opportunity:

Speak at a Connections breakout session, theater, or "off-the-grid" session.

Perks:

Free pass to Connections! And a great way to grow your network and highlight your career & company success.

How to get involved:

Submit your session ideas on salesforce.com/connections in **two weeks!**



Overview

Commerce Cloud Developer Center

Introducing

Commerce Cloud Developer Center (CCDC)

An easy way for developers to learn the Commerce Cloud platform!

Generally
Available
Now!

salesforce

Central hub for developer tools

- Links to relevant Trailheads and development tools like SFRA, NodeJS and AppCreator.

Explore *new* Salesforce Commerce APIs

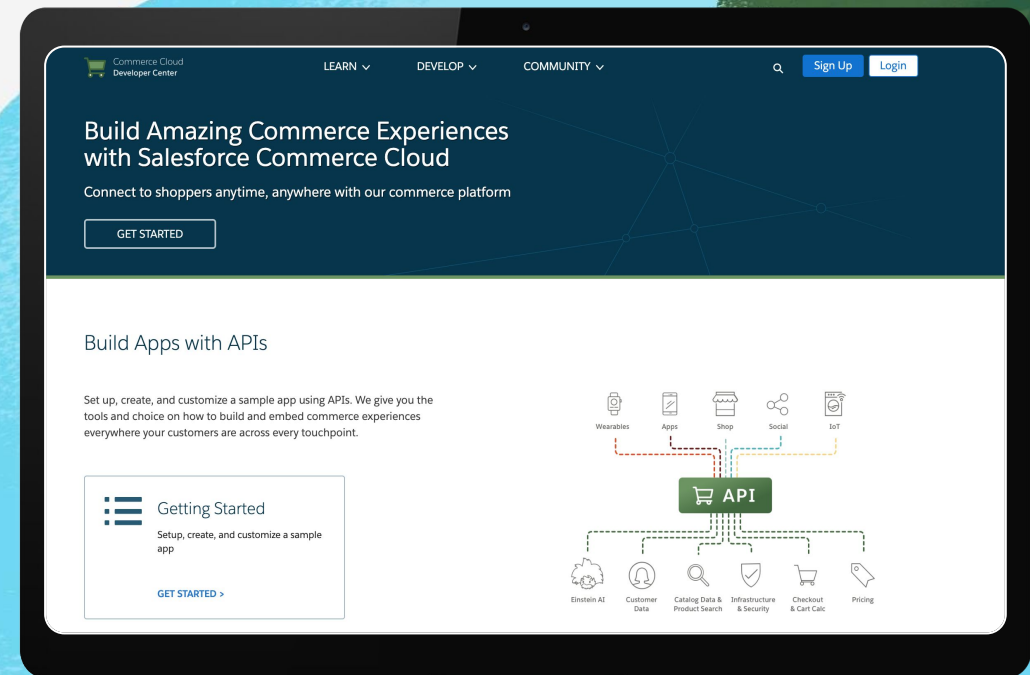
- Learn new Salesforce Commerce APIs with real time mock requests and responses.

Sample Apps and Solution Kits

- Review sample application using headless APIs and solution kits for specific use cases.

Community forums and discussion boards

- Engage with other developers and Commerce Cloud experts, get feedback and answers.



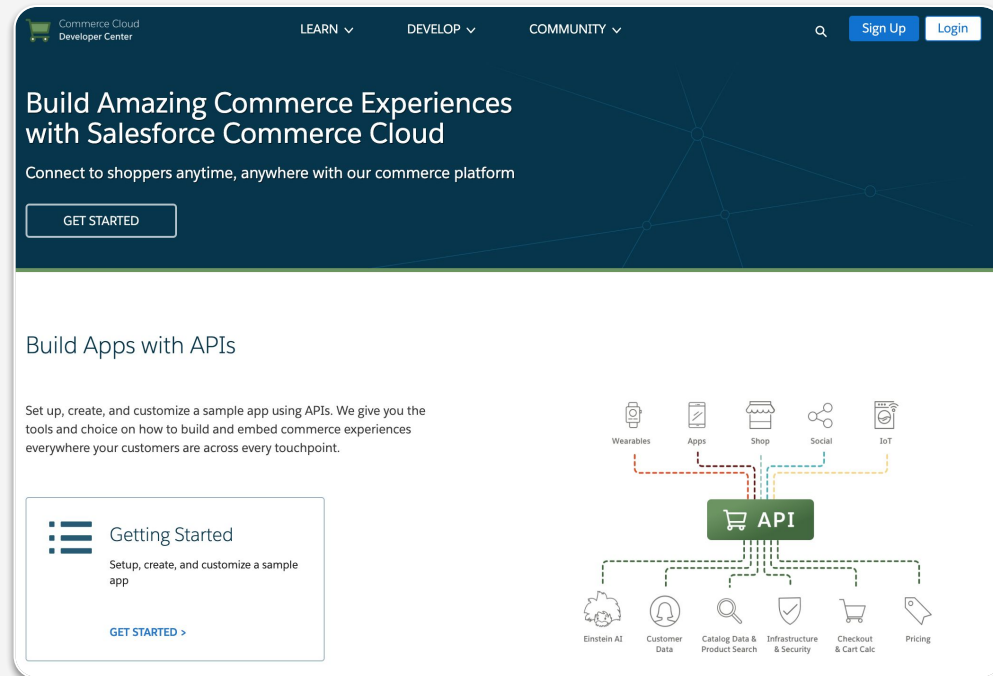
Commerce Cloud Developer Center URL



New, publicly accessible website

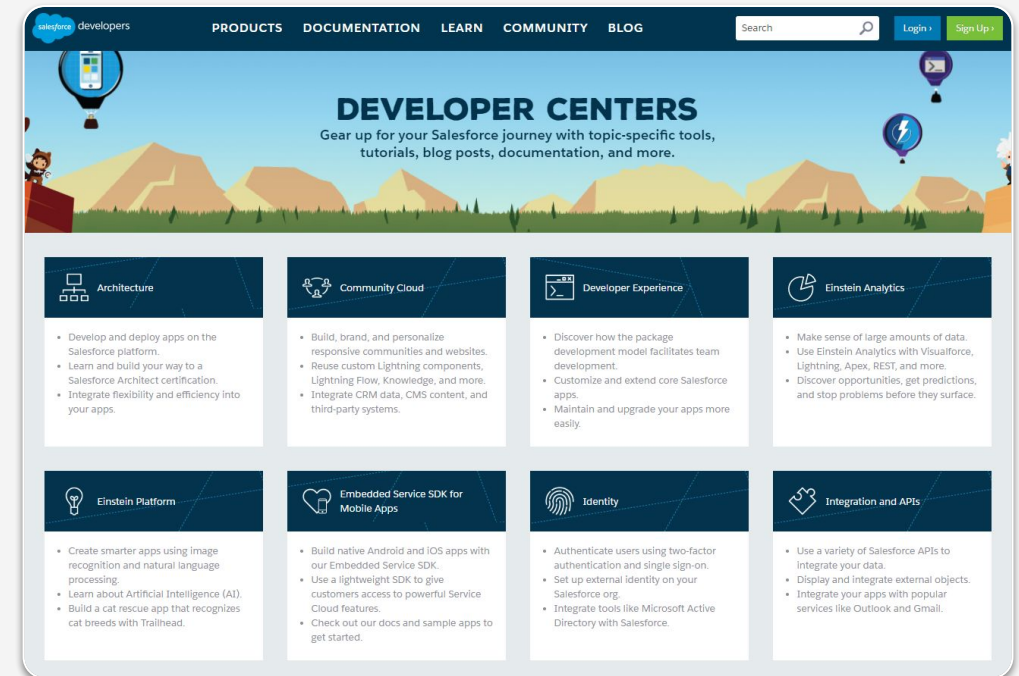
The Commerce Cloud Developer Center website:

developer.commercecloud.com



CCDC will also be accessible via the greater Salesforce Developer Centers website:

developer.salesforce.com/developer-centers



What resources are available in CCDC?



Resources are available under three general categories

Learn

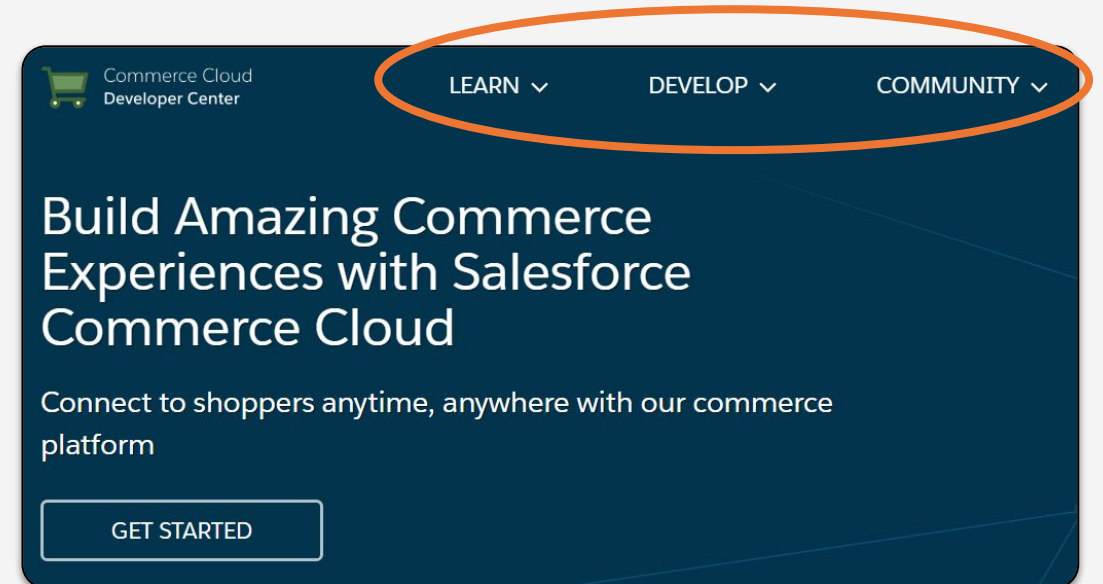
- Contains resources for getting started with the Commerce platform...setup, configuration, sample apps and links to Trailheads.

Develop

- Explore the new Salesforce Commerce APIs*, download developer tools and review solution kits to solve for specific use cases.

Community

- Post questions and participate in discussions in the community forum and review the Salesforce Commerce blogs.





Build Apps with APIs

- Get started with prerequisites and setup for building headless apps
- Explore the headless sample app, join the Salesforce Commerce API beta program

Build Apps with APIs

Getting Started

Explore the Sample App

Not a Salesforce B2C Commerce customer yet? Anybody can take a look at the sample headless commerce app that we built with our new Salesforce Commerce APIs and SDK. Check out the code and directions for building and running the app in the GitHub repository at <https://github.com/SalesforceCommerceCloud/sfcc-sample-apps>.

Join the Beta Program

To use the Commerce APIs, you have to be a participant in our Beta program. To apply, contact your Salesforce CSM (PAM for partners).

Build and Deploy the Sample App

If you're already a Salesforce B2C Commerce customer and part of the Beta program, you can build and deploy the sample app. These are the general steps. The sections below have more details about each step.

1. **Prepare the platform:** Prepare a B2C Commerce sandbox to provide the Commerce APIs and data.
2. **Configure access:** Create a client ID for the app so it can call the Commerce APIs.
3. **Create the app:** Use our App Creator tool to create the scaffold for the app.
4. **Build and Customize:** Run the app locally, customizing it if you want.
5. **Deploy:** Use Heroku to deploy the app.

Prerequisites

Before you begin, you'll need a few tools and accounts configured.

- **Node.js environment:** Make sure you have [Node.js 10](#) installed, with at least npm (Node Package Manager) 5.2+. You should be familiar with the npm command-line interface. You also need the [cURL](#) tool, which is a command-line tool for transferring data with URL syntax.

Build with the Reference Storefront

- Trailheads, Documentation videos and Github links to learn more about getting started with SFRA

Build with the Reference Storefront

Getting Started

Storefront Reference Architecture (SFRA) provides best practices in site design and customer experience with a mobile-first approach on MVC technical architecture. SFRA also provides improved extensibility, allowing merchants to build and customize their ecommerce storefronts.

Understand the Basics

- [Commerce Cloud Reference Architecture Overview](#)
- [SFRA Feature List \(PDF\)](#)
- [SFRA FAQ \(PDF\)](#)

Learn More

- [SFRA Trailhead](#)
- [B2C Commerce Developer with SFRA \(instructor-led training course\)](#)
- [SFRA - UX Deep Dive](#)
- [SFRA - Technical Deep Dive](#)
- [SFRA - Developer Fast Path Modules:](#)
 - [Module 1: Environment Setup](#)
 - [Module 2: Sites and Cartridges](#)
 - [Module 3: Controllers](#)
 - [Module 4: Models and Extending Models](#)
 - [Module 5: ISML and Templates](#)
 - [Module 6: Forms and Handling Actions](#)
 - [Module 7: Custom Objects and Translations](#)

Find SFRA Tools

- [SFRA Wireframes/Comps with Annotations \(PDF\)](#)



API Reference

Tools & Sample Apps

Solution Kits

API Reference

- Explore and test the New Salesforce Commerce APIs* with real time mock requests and responses

*See [Salesforce Commerce API - Closed Beta Program](#) slide

API Reference

Filter by Keywords

X

All ▾

Assignments

Pricing Beta

Enable merchandisers to search for assignments.

VIEW

Campaigns

Pricing Beta

Enable merchandisers to create, update, and manage campaigns.

VIEW

Catalogs

Let merchandisers/admin users manage, and search categories within a merchandizer.

VIEW

Customers

Customer Beta

Develop functionality for merchandisers or admin users to manage their customer lists, as well as search and manage their...

VIEW

Gift Certificates

Pricing Beta

API to create, get, and modify gift certificates.

VIEW

Orders

Enables developers to manage status and order payment status.

VIEW

Tools & Sample Apps

- Links to specific tools on Github, eg, NodeJS, AppCreator and a Headless Commerce sample app

Tools & Sample Apps

Tools

create-commerce-app

Create modern commerce apps quickly and easily.

[VIEW ON GITHUB](#)
[VIEW DISCUSSIONS](#)

Node.js SDK

Build Node.js apps with our SDKs to easily connect with the commerce platform's services.

[VIEW ON GITHUB](#)
[VIEW DISCUSSIONS](#)

Sample Apps

A screenshot of a sample e-commerce application showing a product catalog with filters for category and color, and a list of products with images and prices.

Solution Kits

- Solve for specific use cases with provided solution kits
- Provides real-world examples of problematic situations that each solution kit solves

Solution Kits

Salesforce solution kits are your go-to when you want to solve for important business use cases like connecting your clouds, or build the use case overview gives you a real-world example of the problematic situation that each solution kit solves.

For developers, we include the information needed to deploy the functionality so that you can deliver a perfectly personalized experience. Share these kits with anyone experiencing a cross-cloud dilemma.

Abandoned Cart

Connect with shoppers who add items to their carts in Commerce Cloud, but don't finish orders.

[GET THE KIT](#)

Coupon Redemption

Offer targeted customer journeys and increase positive purchasing decisions.

[GET THE KIT](#)

Personalized Marketing Recommendations

Keep shoppers interested in your products using email recommendations based on merchandise that your customers already purchased from you.

[GET THE KIT](#)

Transactional Email

Inform customers on the status of their orders through email while reducing call volume to your service centers.

[GET THE KIT](#)

Conversational Commerce

Seamless Identity



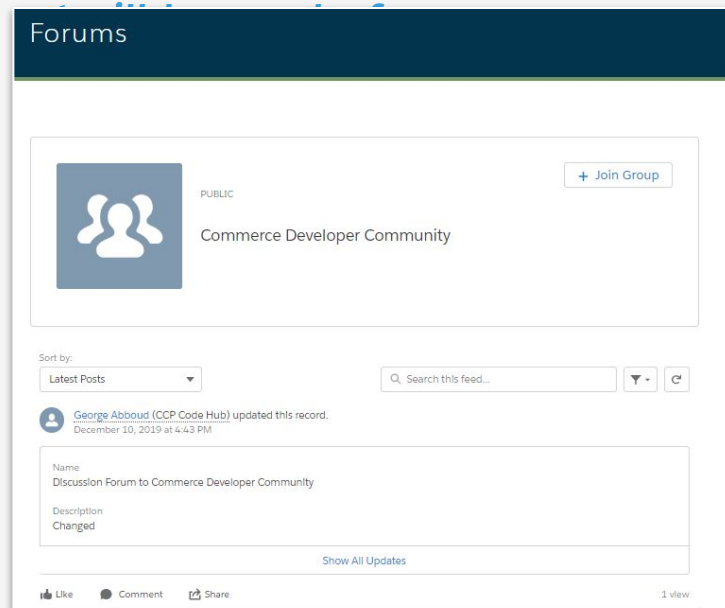
Forums

Blog

Trailblazer Community

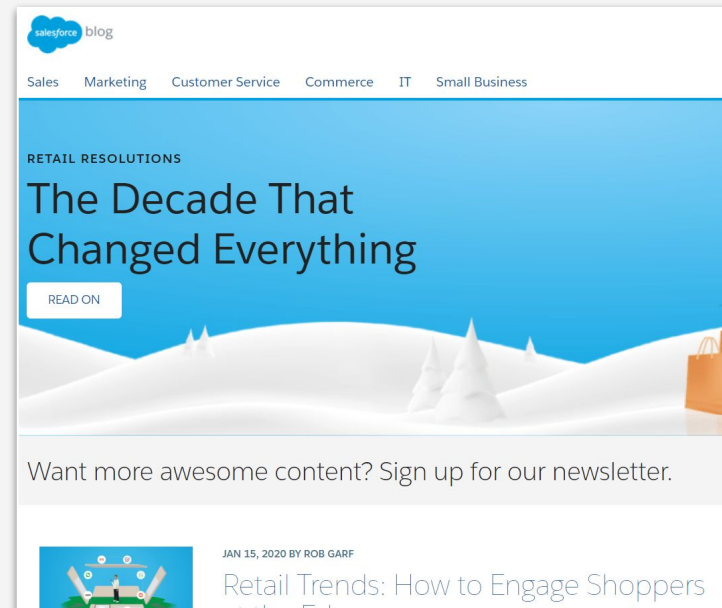
Forums

- Discussion forum for developers to post questions and provide feedback, moderated by Product Enablement team. *Trailblazer ID needed:*



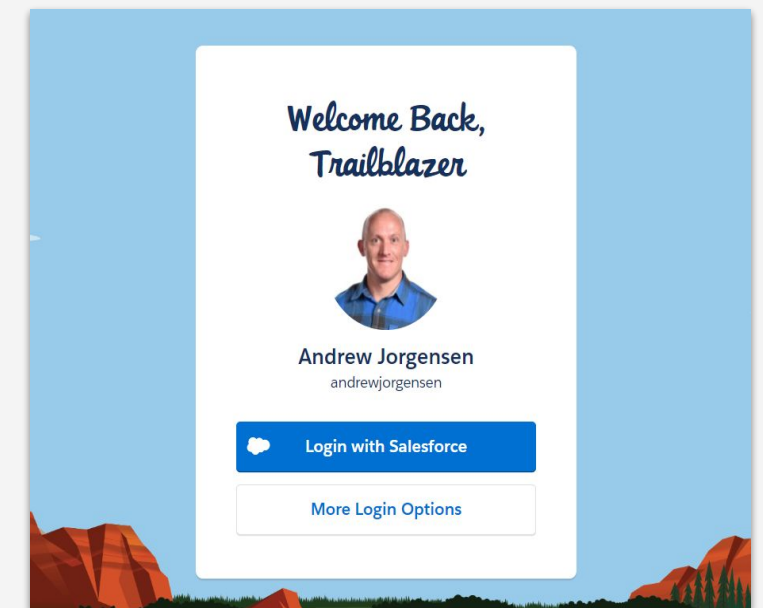
Blog

- External link to Commerce blogs on Salesforce.com



Trailblazer Community

- External link to the Salesforce Trailblazer community



Demo Walkthrough

The Experience



Beta Program Overview

Salesforce Commerce API's

New: Salesforce Commerce APIs

A new API-First platform with a path to services

A new API Gateway with multi-tenant support

- Monitoring, metering, and logging built in
- eCDN available

Shopping use cases and data/admin use cases

- Support for headless development across multiple use cases

Paves the way for ongoing API-First development

- Initial release is backed by OCAPI
- Establishes the abstraction layer we need to innovate and add new services

Wait... what's going to happen to OCAPI?

- OCAPI still available and fully supported. No plans to discontinue
- New services will be made available in the new ecosystem
- Adopt new services as you want to



Salesforce Commerce API - Closed Beta Program



Overview

- Commerce Cloud is introducing new APIs for customers to use in headless implementations.

Participant Information

- **All customers and prospects** will be able to see the public API documentation in the CCDC and will be able to use the mock service endpoints to try the APIs.
- Any customers that **want to use the APIs to develop apps against their Commerce Cloud instances** should reach out to their CSM to be nominated and enrolled in the Closed Beta Program.

Timeline

- Starts mid-February 2020 and runs through June 2020.

Important: Using the CCDC website to explore the Salesforce Commerce APIs is Generally Available, but using the Salesforce Commerce APIs against a customer's Commerce Cloud environment is limited to the Closed Beta Program.



Participant Expectations

Engagement and feedback

Check-in meetings with Product Management and feedback

- Meetings at least every month (targeting until pre-GA; June)
- Expect to give overall feedback via email, surveys, webinars, or other means
- Engage in beta program Trailblazer Community group and Dev Center forum

Build apps and use the new tools

- Create engaging apps using the new APIs and the SDK
- Shopping apps are a priority, but data APIs are also available

Help build and then evangelize the experience

- Give Salesforce feedback and help us prepare for GA



Is this program right for you?

Review the APIs in the Developer Center



Anyone can view the APIs in the Developer Center

- Determine what APIs you can leverage
- Review the Getting Started guide and SDK
- Are these APIs that you can leverage?
-

Six questions to answer for participant nomination

- Are you currently using OCAPI?
- **Are you looking to build a new headless app or convert existing apps?**
- **Does the timeline for beta and GA fit your needs (target GA for June)?**
- Will your usage involve shopping or administration/merchandising use cases?
- Have you reviewed the API Reference on developer.commercecloud.com?
- How many of the APIs do you expect to use? Which ones?



Question & Answer



Resources

Some useful resources!

Salesforce Trailblazer Community

[Salesforce Trailblazer Community](#)

[B2C Commerce](#) community group

[Trailblazer.me](#)

Commerce Cloud Developer Center

[Commerce Cloud Developer Community](#)

[Demo video](#)

[Developer FAQ](#)

Webinar Information

Reminder



- This webinar was recorded. This slide deck and the session video will be made available in the [Trailblazer Community](#) within 24 hours.
- If you had questions we weren't able to get to during the webinar, we'll contact you directly.
- If you have additional questions *after* the presentation, please post them on the [B2C Commerce page](#) in the Trailblazer Community



thank
you

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