Acquia

Acquia Commerce Manager

The fastest way to great buyer experiences

Acquia Commerce Manager brings together content and commerce to accelerate your team's ability to deliver rich, eye-catching experiences for your buyers. By leveraging Acquia Commerce Manager, you can seamlessly combine your eCommerce system with Acquia's digital experience platform and the Drupal content management system to empower your team to build a unified digital storefront that speaks to your brand – leading to stronger buyer relationships, more business value, and ultimately, increased sales.

Business challenge

Customers are more informed than ever when making a purchase, and their journey starts well before they visit a store or online marketspace. Your buyers have unlimited options at their fingertips, with vast amounts of content available across multiple channels, all guiding them to compare different products and prices.

The reality is: a website, product description, and targeted email campaign are no longer enough to engage customers. Buyers expect rich commerce experiences with valuable content, in which they can learn more and connect with brands from any device or channel. They expect to find the most relevant content and information at the right time, related to the products and solutions they're interested in to help inform purchasing decisions.

Integrating great content into the commerce experience enables merchandisers and marketers to build rich experiences their buyers will love, leading to increased engagement and sales. Yet, few succeed to do so in a consistent, programmatic way. In many organizations, marketing owns the brand site while the commerce team owns the online shopping experience. Moreover, commerce teams are working with a complex and entrenched commerce infrastructure that is limited in customizing the front-end experience. Traditional eCommerce software excels at managing products, orders, and carts, but lags in providing the necessary content management and digital experience platform to create great digital shopping experiences. Most organizations don't have the time or resources to integrate, develop and maintain custom connectors and environments, leaving teams limited in their ability to quickly create engaging, digital storefronts.

To succeed in attracting and retaining customers, relevant content must be created and delivered to commerce sites to keep buyers informed throughout their purchase journey. Marketing and commerce teams need a fast path to create beautiful, engaging digital commerce experiences for their buyers without having to rip and replace.

With Acquia Commerce Manager, integrating content and commerce is possible. Your buyers will get a unified digital storefront experience that helps them relate to your brand and understand your products – driving them to engage and exciting them to buy.

Why Acquia?

Create a rich commerce experience your buyers will love.

- **Speed to value:** Faster delivery of digital commerce experiences through a best-of-breed approach to content and commerce.

- **Increased conversions:** Use content to create rich experiences through all stages of commerce to turn shoppers into buyers.

- **Easier, open platform for integration:** Connect your existing commerce ecosystem to quickly build your digital storefront.

- **Flexible content creation and delivery:** Get the right content in front of your buyer faster, no matter the channel or device.

- **Secure, compliant cloud:** Acquia Cloud uses physical and technical safeguards and offering regulatory solutions, including PCI DSS.

- **Performance that scales:** Our best-in-class cloud can scale to support huge traffic spikes, large numbers of transactions, and extensive product catalogs.

- **Faster path to personalization:** Personalize buyer experiences through the customer journey by extending access to solutions of the Acquia Platform.

The solution: Your digital storefront without limits

The fastest way to rich commerce experiences for buyers

With Acquia Commerce Manager, you can quickly create a digital storefront your buyers will love. Take advantage of Acquia's digital experience solutions and the leading open source content management system (CMS) Drupal, all while still leveraging your existing eCommerce platform and technology ecosystem.

Deliver commerce experiences with easier, open integration

Acquia Commerce Manager is the link between your eCommerce system, Acquia's digital experience platform and Drupal CMS. Commerce teams can create, integrate, and deploy faster with one platform and one provider for commerce experience management.

Our open cloud platform guarantees an easy, secure and future-proof integration with eCommerce systems, without the need to rip and replace. We offer pre-built, out-of-the-box integration into Magento and SAP Hybris, and the architecture of Acquia Commerce Manager allows it to be extended to other eCommerce platforms by customers and partners. By standardizing key features involved in commerce integrations, we can reduce build times between 25-40%.

Content, workflow, and experience is governed and managed by Acquia Commerce Manager, while your eCommerce system remains the single source of truth for transactional commerce data like product, promotions, and cart management.

Get speed to value with faster experience creation

Acquia Commerce Manager unlocks the power of the Acquia Platform and Drupal by providing teams with the agility and workflow of a modern, cutting-edge CMS, eliminating the limitations of many traditional eCommerce experience builders. Teams get a rich set of authoring and publishing tools that allows for easy content creation, workflow and delivery across languages and regions. Teams can mix and match layouts, content and design to preview and test different scenarios, as well as update and publish content-rich product pages in your digital storefront.

Your merchandisers and digital marketers can streamline the day-to-day creation of the digital storefront and get new content and commerce experiences up and running faster. Editorial teams gain tools to enhance, modify, syndicate, and display product information, offers and promotions across channels and devices for faster experience creation. Pre-built modules provide the standard building blocks to accelerate development of commerce experiences including: product navigation, checkout flow, cart, order history, and payment gateways.

Create a unified digital storefront with 'Content for Commerce'

"Content for Commerce" is your brand's ability to use meaningful content that's paired with your products to offer a great experience for your buyers. With Acquia Commerce Manager, you can bring together content from Drupal (which acts as the experience layer) and transactional commerce to create a unified commerce experience that helps buyers connect with your brand.

Using Drupal, you can bring in product information from your eCommerce system to your digital storefront and customize it, instantly pairing it with related marketing

How it works

– Acquia Commerce Manager connects eCommerce systems to Acquia's digital experience tools and the Drupal content management system.

– Products, categories, and promotions are powered by the eCommerce system and get managed by Acquia Commerce Manager and synced with the eCommerce system. These are key building blocks of the experience, and get augmented with content to become more meaningful.

– Cart, orders, and user data continue to be stored within the eCommerce system and become part of the experience.

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content like blog posts, product images or videos, to deliver a more engaging experience that informs consumers and drives them to make a purchase. Acquia Commerce Manager synchronizes content from Drupal and transactional data from your eCommerce system to provide always up to date content and commerce, with performance that scales.

Gain a secure, compliant cloud-first platform

Run your commerce experiences on a scalable, reliable and secure cloud infrastructure, while enabling commerce governance. Our native cloud platform offers end-to-end-support, security and compliance with the most stringent standards. Acquia Cloud provides real time monitoring and troubleshooting, and is Payment Card Industry Data Security Standard (PCI DSS) compliant.

Acquia offers maximum reliability and highly competitive SLAs, as well as 24/7 global support. Teams can enable commerce governance and always up-to-date buyer experiences, ensuring that your eCommerce system remains the single source of truth for all product information, promotions, and shopping cart management, while the workflow and content for your digital storefront experience is governed and managed by Acquia Commerce Manager.

Take advantage of performance that scales

By running experiences in the cloud, the burden and risk of managing dedicated, on-premise systems is removed, allowing for commerce experiences to scale on demand. Acquia's best-in-class, high-performing cloud can scale to support global enterprise companies with hundreds of brands and contributors across regions. It can easily support huge traffic spikes like on Black Friday, large numbers of transactions, extensive product catalogs containing thousands of SKUs, and highly structured content. Cloud performance scales with spikes in traffic, and protects the eCommerce system from internet traffic for increased performance of that system.

Leverage Acquia's speed and flexibility for headless commerce

Acquia Commerce Manager for headless commerce powered by Drupal at the center offers flexible content and delivery of your commerce experience. With Acquia Commerce Manager, you can drive maximum business value from your digital experience, while your commerce system's backend tools manage products, promotions, orders, and fulfilment.

You can use structured content to create your digital storefront, with increased agility and more flexibility from your eCommerce system. Content can be delivered to all relevant technologies with Drupal's extensible APIs and used to power your entire digital storefront across any device or channel – from web to mobile to digital signage and beyond. Internet traffic to the eCommerce system can be limited to the Acquia Commerce Manager and your other integrations, enhancing the performance and security of your eCommerce system.

Additionally, you can take an open marketing platform to facilitate better agility for your marketers by keeping marketing technologies loosely coupled. Using an open marketing approach, you can tap into the community of freely available modules that have already been created for the vast majority of solutions. Rich APIs are provided to allow bi-directional server-to-server updates to occur for true omnichannel integration that may or may not involve the browser or the web channel. With a headless commerce experience, you will be able to innovate faster and build for now and for the future – ensuring that you have the flexibility to meet current and future business demands.

Leveraging Drupal, Acquia and Magento, Wilson is able to integrate content and commerce to provide customers with an engaging shopping journey.

- Revenue has improved by 10 percent on site and by 44 percent on mobile

- eCommerce conversion has improved by 14 percent on site and by 39 percent on mobile

- Average session duration has increased by 3 percent

Extend access to solutions of the Acquia Platform

Create rich, personalized content and experiences for your buyers throughout the journey to drive engagement, conversions and lifetime value. Acquia Commerce Manager is platform-ready and extends access to all solutions of the Acquia Platform including Acquia Lift for personalization, Acquia Journey for customer journey orchestration, Acquia DAM for digital asset management, and Acquia Cloud Edge for additional security protections.

- **Acquia Lift** allows merchandisers and digital marketing teams to easily create, discover, test, and recommend personalized content to help influence purchase decisions and drive engagement. Audience segments can be targeted with contextual and personalized promotional content based on customer attributes, purchase history, or cart quantity. You'll gain a holistic picture of buyer interests and behaviors by consolidating content and customer data across systems like marketing automation or customer loyalty management. Dashboards and analytics will help you monitor and identify patterns so you can predict the type of content your buyers will expect to accelerate the buying process.

- **Acquia Journey** enables commerce and marketing teams to map customer journeys, connect all of their marketing technology, unify all customer profile data in one place, trigger and deliver real-time personalization at every touchpoint, and measure and improve the outcomes over time. You can define the KPIs and desired outcomes for every step of the customer journey, and measure and monitor the outcomes in real time so you can take action.

- **Acquia DAM** is a cloud-based digital asset management solution that makes it easier to streamline common tasks and clear the way for your brand to deliver impactful customer experiences at scale. With Acquia DAM, commerce, marketing, and creative teams can reduce production costs while increasing efficiencies, and improving brand consistency through the use of rich-media file assets. Acquia DAM helps teams centralize, organize, and find assets throughout your organization – simplifying workflows and taking control over digital assets.

- **Acquia Cloud Edge** extends the security and performance advantages of the Acquia Platform to the edge of the distribution network to mitigate distributed denial of service and web application attacks before they reach your sites. It can also speed global delivery of your digital experiences, by distributing content across the web through a global content delivery network. Acquia Cloud Edge automatically optimizes the delivery of your web pages and experiences so your visitors get the fastest page load times and best performance from wherever they are around the world, ensuring the best experience for your brand.
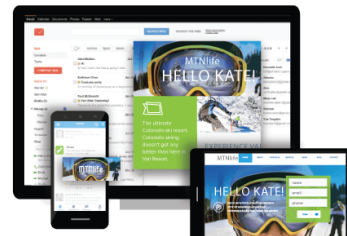
Contact us today

No matter how large or complex your commerce ecosystem is, Acquia can help you create a commerce experience that will delight and engage your buyers, and drive more business value for your brand.

For more information, please visit www.acquia.com/commerce or contact us directly at 888.922.7842 or sales@acquia.com to learn more or see a demo.

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