alokai

Building composable storefronts for SAP CC

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Dan Spencer, Strategic Partnerships EMEA

72% SAP CC users say that customer experience is a priority to improve in 2024

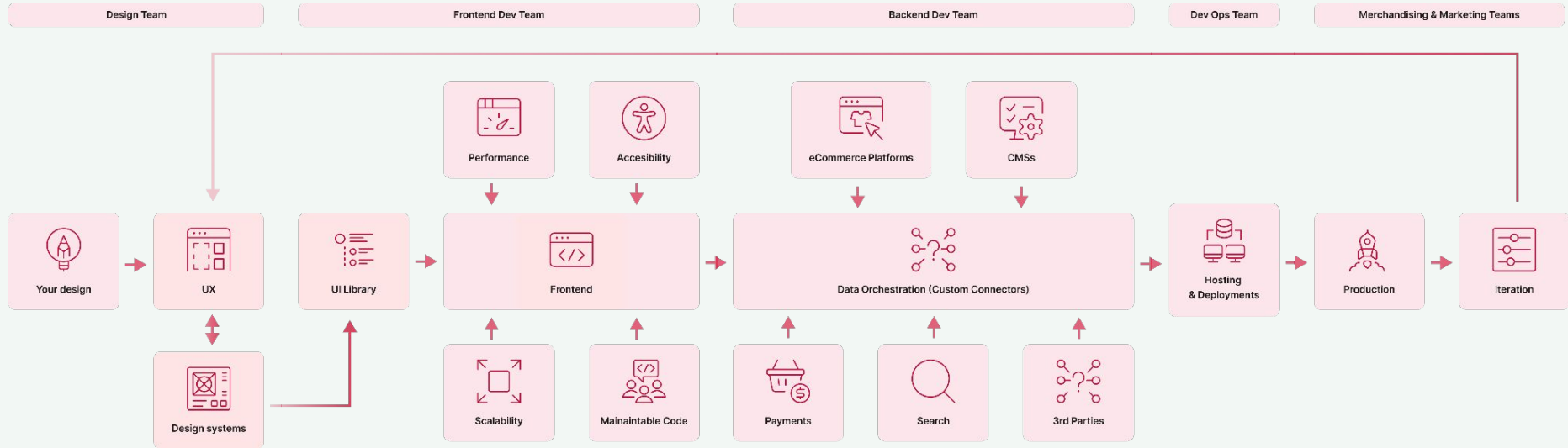# The market says "Going composable will fix all of your problems."

But is it actually that easy? As a business generating billions of dollars all over the world, with **millions spent on your current ecommerce tech stack?**

Meet Alokai: Your guide to composable commerce

Building a frontend is complex.

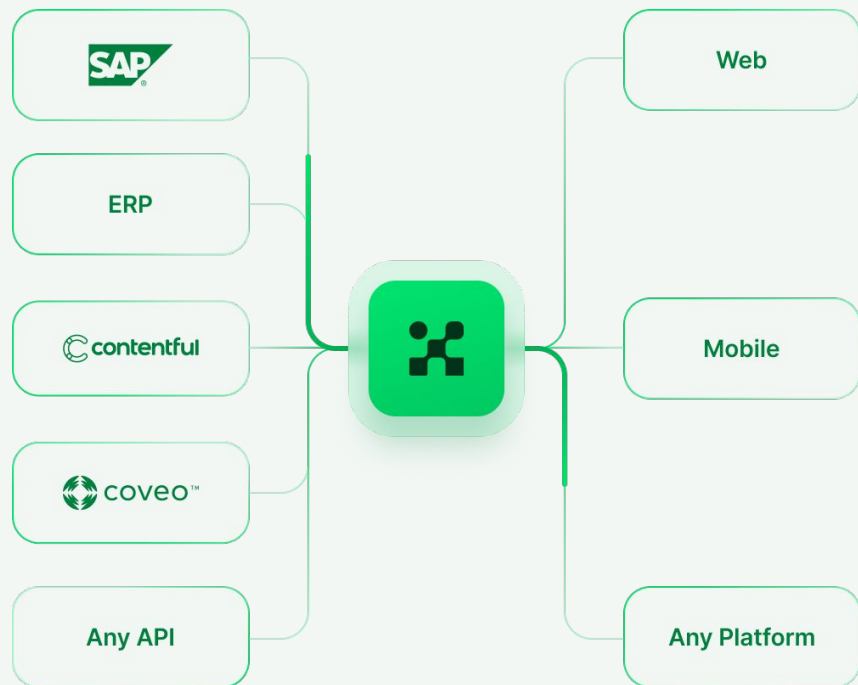With the Composable Architecture approach, the whole logic was pushed to the frontend.

Design Team | Frontend Dev Team | Backend Dev Team | Dev Ops Team | Merchandising & Marketing Teams

Performance · Accesibility · eCommerce Platforms · CMSs

Your design → UX → UI Library → Frontend → Data Orchestration (Custom Connectors) → Hosting & Deployments → Production → Iteration

Design systems

Scalability · Mainaintable Code · Payments · Search · 3rd Parties

We've built an agnostic, composable frontend and orchestration layer to work with SAP CC

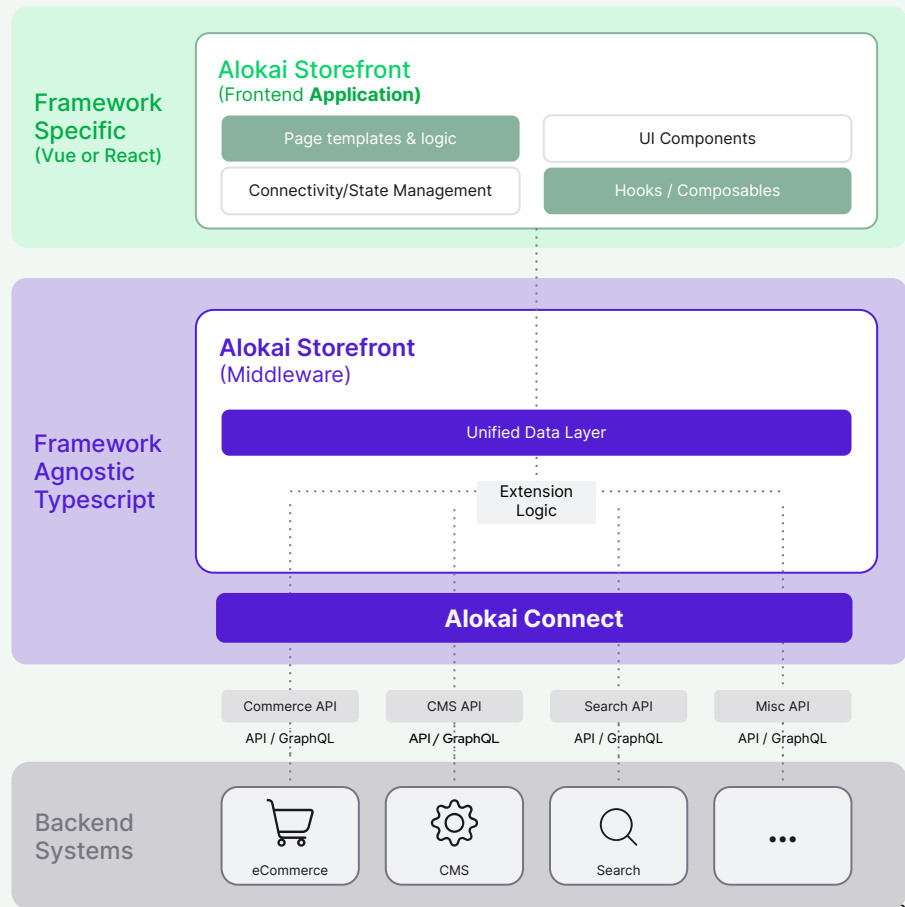# How Alokai integrates
with SAP CC?

- Direct integration through OCC REST, built & maintained by Alokai
- Ability to connect any custom API to Alokai orchestration layer
- Ready Alokai Storefront, supporting both B2C & B2B customers journeys

SAP

ERP

contentful

coveo™

Any API

Web

Mobile

Any Platform

How Alokai integrates
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Meet Alokai: Your guide to composable commerce

Framework Specific (Vue or React)

Alokai Storefront (Frontend **Application**)
- Page templates & logic
- UI Components
- Connectivity/State Management
- Hooks / Composables

Framework Agnostic Typescript

Alokai Storefront (Middleware)
- Unified Data Layer
- Extension Logic

Alokai Connect

Commerce API — API / GraphQL
CMS API — API / GraphQL
Search API — API / GraphQL
Misc API — API / GraphQL

Backend Systems
- eCommerce
- CMS
- Search
- ...

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Value of Alokai for SAP CC customers

Protect current investments

- Retain all the SAP CC customizations and investments
- Connect your PIM, ERP and other custom 3rd party tools to the new composable stack
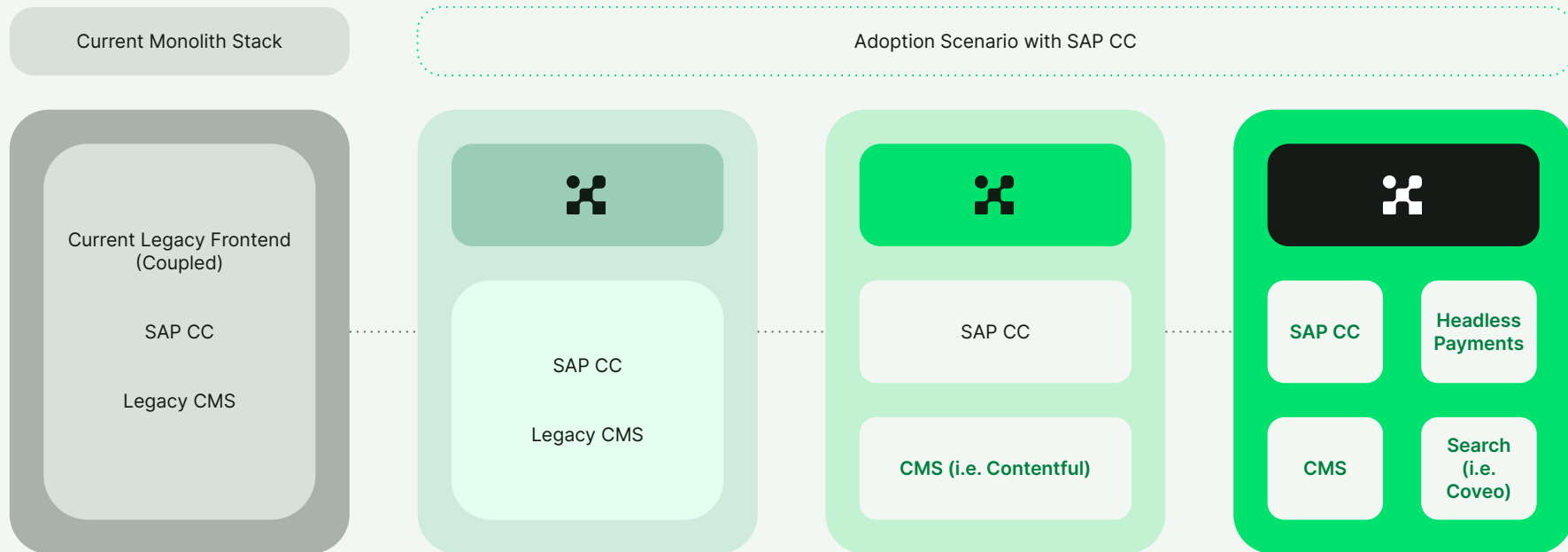
Go composable step-by-step

- There's no need for "big bang" transition and lengthy implementations
- SAP CC customers who decide to use Alokai as their frontend and composable orchestration go live even 50% faster
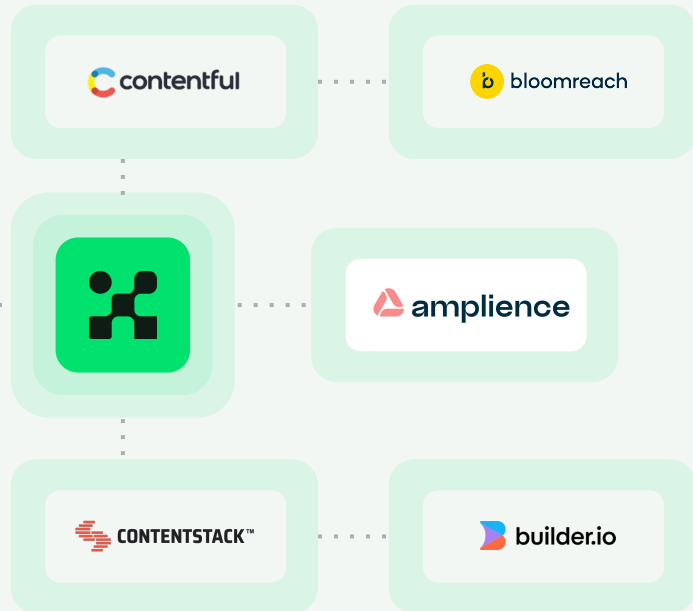
Regain business agility

- Unlock your marketing team to work independently to IT
- Connect and experiment with modern tools, like AI recommendation system, in days, not months
- **Multi-geo & multi-brand**

Modernize SAP CC

Alokai heavily de-risks the transformation to composable and allows you leverage the power of your current stack. Get to the market and value faster. Start with customer experience - your frontend
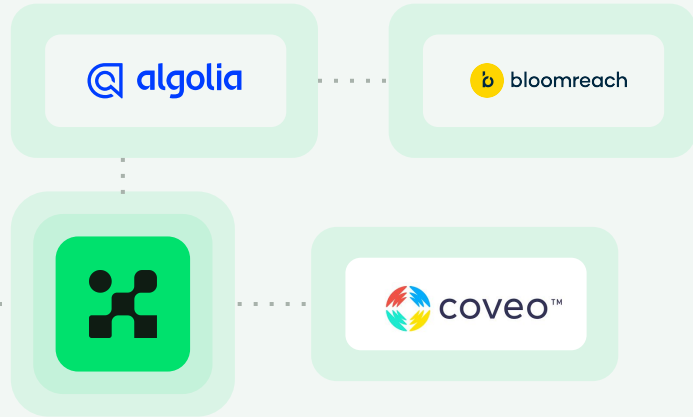
Current Monolith Stack

Adoption Scenario with SAP CC

Current Legacy Frontend (Coupled)

SAP CC

Legacy CMS

SAP CC

Legacy CMS

SAP CC

CMS (i.e. Contentful)

SAP CC

Headless Payments

CMS

Search (i.e. Coveo)

Meet Alokai: Your guide to composable commerce

Connect SAP CC with any composable CMS through Alokai

Unlock your marketing team to work independently from IT on discounts, promotions and content.

- Alokai offers ready integrations with CMSs (including pre-made Content Types, Live Preview mode and more)

- Test different solutions and how they fit your tech stack during the Proof of Concept

Connect SAP CC with any search system through Alokai

Enrich your data and improve personalization for customers with modern AI search & recommendation systems.

- Alokai offers ready integrations with the most popular search solutions

- Leverage Alokai's Data Orchestration Layer, that allows you to integrate data from multiple sources and enrich your search experience with one request

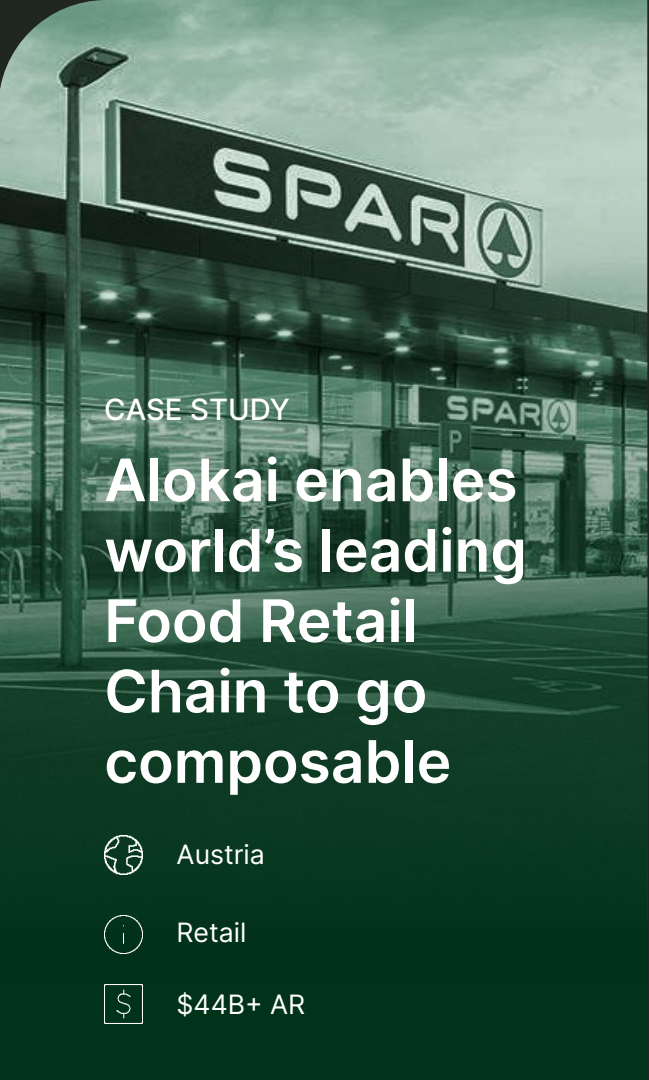# Key SIs across Europe are ready to work with Alokai & SAP CC implementations

KPS

Brave Bison

<epam>

Grid Dynamics

VML

Alokai enables world's leading Food Retail Chain to go composable

🌐 Austria

ⓘ Retail

$ $44B+ AR

Challenge

- **They were looking for a fully composable solutions, allowing to** connect with the tools they want to work with.
- **Complexity** of their previous architecture was a struggle for the dev team.
- Lagging performance hindered desired expansion into new ecommerce markets.

Old stack:

SAP   **SPARTACUS**

SmartEdit

Solution

- **Modernise:** switch to a much more flexible solution (Alokai) that also allows them to improve performance and connect 3rd party tools.
- **Adopt a modern CMS** and accelerate the development with ready connector from Alokai.

New composable stack:

SAP   **alokai**

CONTENTSTACK

Multinational packaging and paper group with SAP CC

🌐 Austria, United Kingdom

ⓘ Packaging and paper

$ $10B+ AR

Challenge

- They were looking for a composable tool that will allow to **connect many vendors without additional complexity.**

- **Specific B2B needs,** like Assisted Service Mode, various B2B units, product lists uploads via CVS and more

- **Frontend performance issues** with **multistore** implementation

Old stack:

SAP **SPARTACUS**

SmartEdit

Solution

- **Modernise:** use Alokai as the frontend and leverage ready integration with SAP and extra modules supporting B2B use cases

- Use Alokai's Data Orchestration to connect a modern CMS and all custom third-party services easier

New composable stack:

SAP **alokai**

builder.io

Distributor of vehicle spare parts with SAP CC

🌐 Netherlands

ⓘ Automotive

$ $3B+ AR

winparts

ALLIANCE AUTOMOTIVE GROUP

Challenge

■ **Technical debt and issue with legacy technology** and spaghetti code developed by external agency

■ Wanted to fix CX without a complete platform overhaul

■ Were looking for faster time to value than replatforming

■ **Performance is key -** very high Lighthouse score expected

Old stack:

SAP

Solution

■ **Modernise:** use Alokai as the frontend and leverage ready integration with SAP CC

■ Phased the development, prioritizing customer experience

■ First store released in April 2024, more to be released

New composable stack:

SAP   **alokai**   **ⓑ storyblok**

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alokai
previously Vue Storefront

Thank you
for your time!

Scan the QR code to download the
executive report about SAP CC trends.