



GET YOUR DX EDGE

## FirstSpirit and Salesforce Commerce Cloud - The StarterPackage

Dr. Max Möllers, e-Spirit

# The customer

## Short and Successful projects



# The implementation Partner

Knows eCommerce or  
FirstSpirit

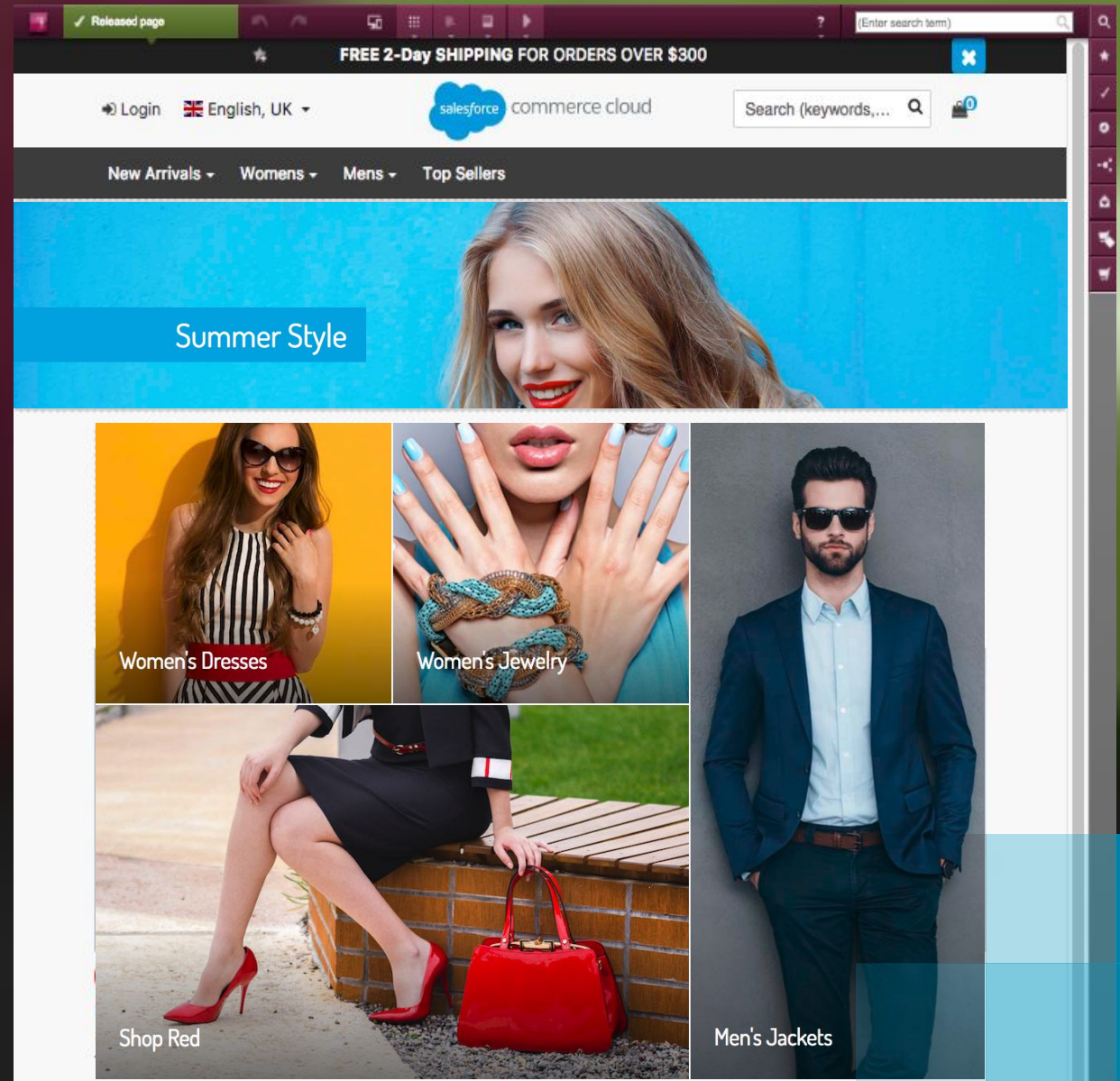
Seeks Guidance



# Not just parts - a full product!



- Different **Content Types**
- **Links** to SFCC catalog pages
- Release and Deployment **Workflows**
- **Blog** Capability
- Responsive Design
- Dynamic Content



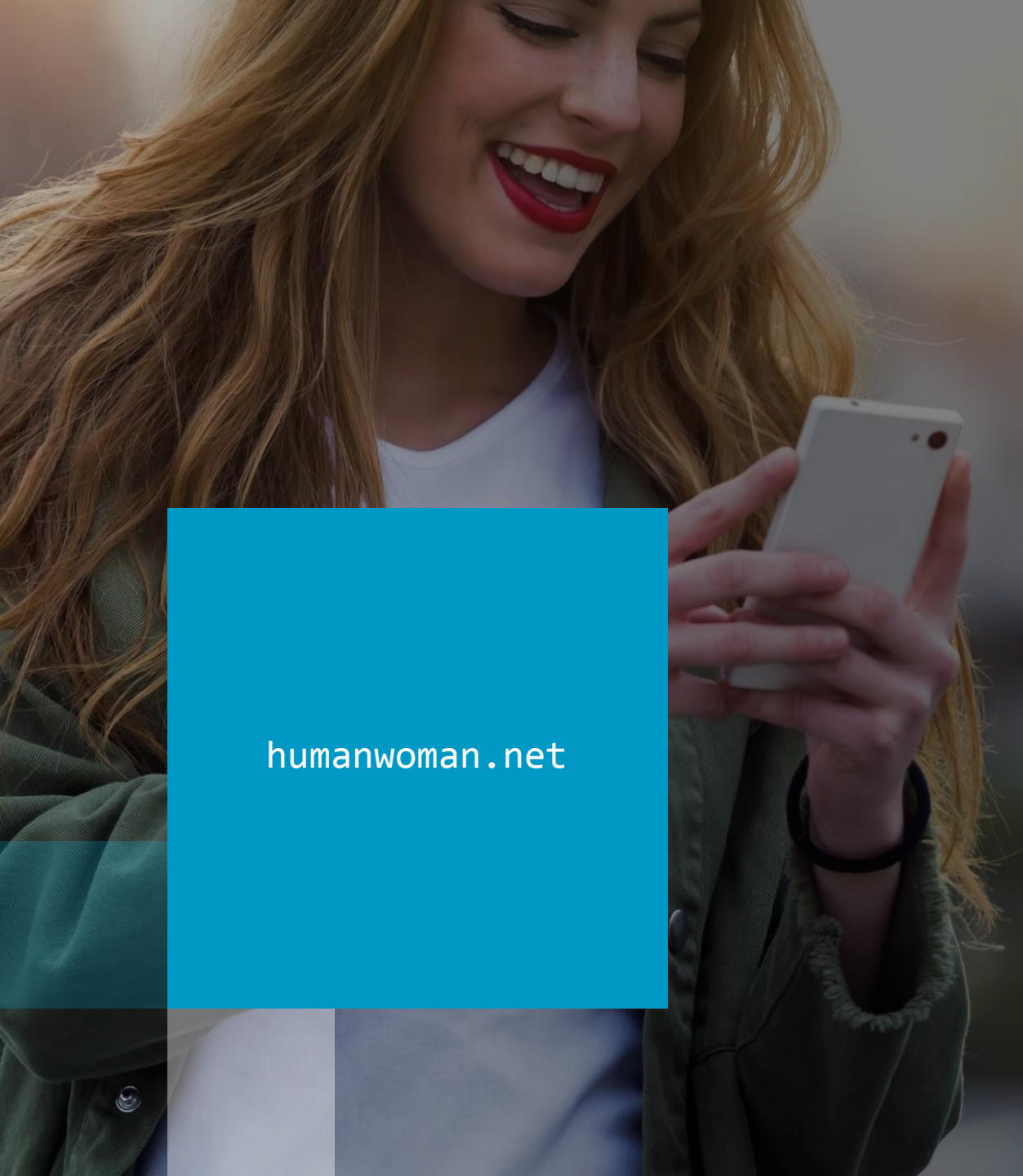


## CONTENT-DRIVEN COMMERCE



TSI HOLDINGS

- 35 subsidiary fashion, beauty and food brands
- **2 Brands** were part of the approval phase
- Implementation done in **Japan** in Jan/Feb 2018
- Net implementation effort: **Less than 4 weeks**



humanwoman.net

HUMAN WOMAN  
 HUMAN WOMAN 20TH ANNIVERSARY  
 大人になっても好きなもの  
 my favorite things forever and ever  
 vol.3

20TH ANNIVERSARY  
 大人になっても...

HUMAN WOMAN 20TH ANNIVERSARY  
 à fleurir  
 AVRIL 2018

20TH SPECIAL | 2018.03.26 09:00  
 人気スタイリストが厳選する、おしやほのトレンドアイテムを揃えた20周年記念の特別コレクション

20TH SPECIAL | 2018.03.26 09:00  
 4代目 CEO 岡本浩一 (オガムラヒロカチ)

20TH SPECIAL | 2018.03.26 09:00  
 最新のトレンドアイテムを揃えた、大人になっても好きなもの。

NEWS  
 Brand's News, Information And Features

オンラインショップ限定  
 2点以上で10%OFF  
 2018.4.13(Fri) ~ 22(Sun)

Hmembers  
 会員登録キャンペーン  
 4/13(Fri) ~ 22(Sun)

1000ポイントプレゼント  
 Hmembers  
 会員登録キャンペーン  
 4/13(Fri) ~ 22(Sun)

Styling Collection Spring 2018  
 最新のファス1コーディネート

2018 Onna ni Nattemo Fair  
 à fleurir  
 4.15

マリソル 5月号 掲載アイテム

2018 Onna ni Nattemo Fair  
 à fleurir  
 4.15

色づきはじめて季節スタイリングに新をそえて

色づきはじめて季節スタイリングに新をそえて

NEW ARRIVALS  
 shop now >

Spring 2018 Styling Collection

WEEKLY RANKING  
 shop now

SHOP BY CATEGORY

KNOT  
 shop now >

BLOUSE  
 shop now >

CUT & SEW  
 shop now >

OUTER  
 shop now >

BOTTOMS  
 shop now >

ACCESSORIES  
 shop now >

SHOP BLOG  
 Recommendations And News From Staffs

大人気商品 | 2018.04.17 (Thu)  
 「着たまま、ま、16時」までコーデ。

最新小物 | 2018.04.13 (Fri)  
 初夏の暑がりにも使える既製コート。

定番商品 | 2018.04.10 (Tue)  
 夏に向けて、アスチラル

BACK TO TOP

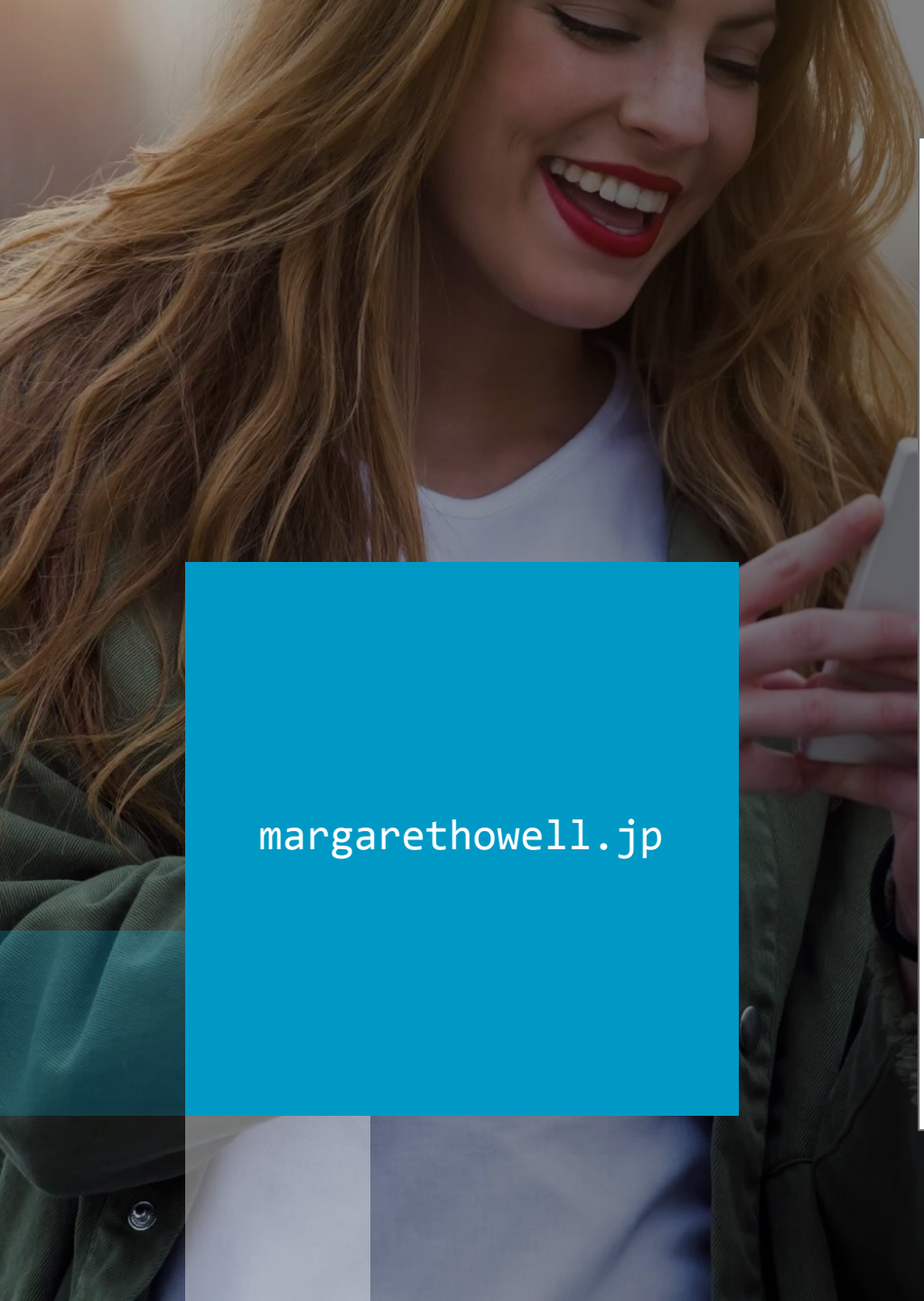
Hmembers  
 HUMAN WOMAN 20TH ANNIVERSARY  
 オンラインショップ限定  
 2点以上で10%OFF

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 プライバシーポリシー  
 送料について

ご利用規約  
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MARGARET HOWELL

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ABOUT  
NEWS  
SHOP LIST

ONLINE STORE | LOGIN

ORANGE AND ALMOND CAKE

PRE-ORDER

○ ○ ● ○ ○

LOOKBOOK

WOMEN MEN

HOWELL

SPRING SUMMER 2018

HOUSEHOLD GOODS

NEWS

UK 最新モデル  
FR 最新コレクション  
JP 最新コレクション  
最新コレクション  
最新コレクション

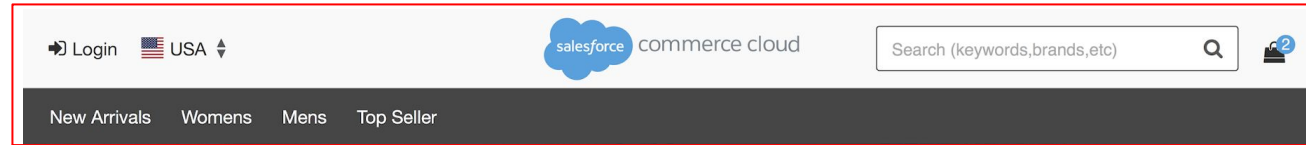
MY PAGE  
21 日本市場  
最新コレクション  
フライド・ポテト  
最新コレクション

© ANGLON / MARGARET HOWELL



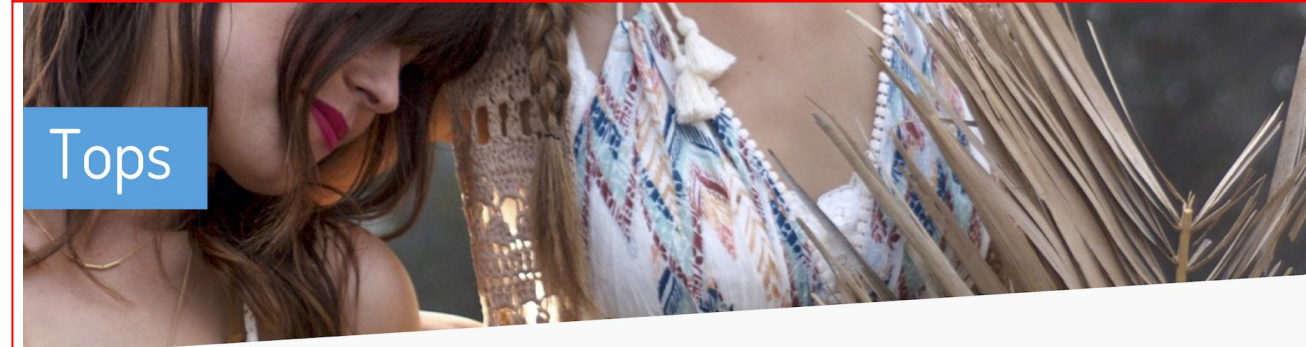
# Page Structure - business

Header

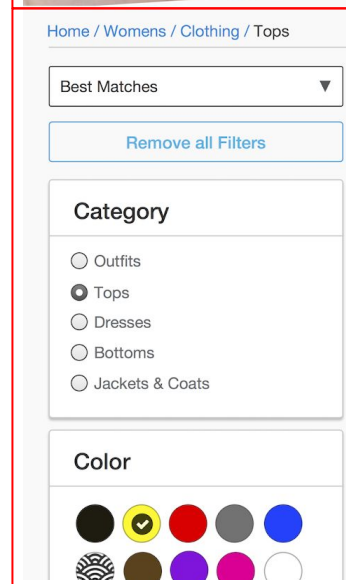


Header navigation bar containing: Login, USA flag, Salesforce Commerce Cloud logo, Search bar (keywords, brands, etc), and a shopping cart icon with a '2' notification.

Banner

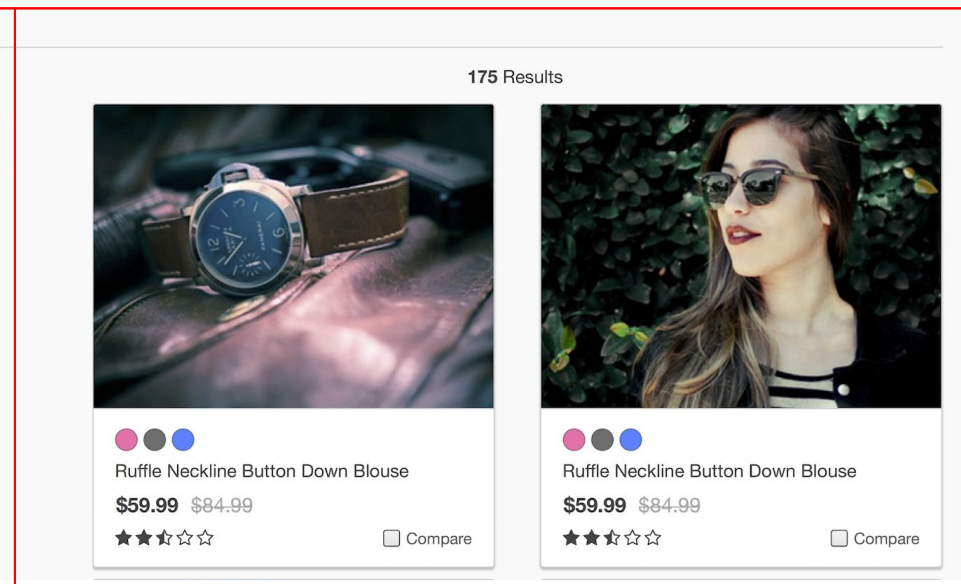


Filters



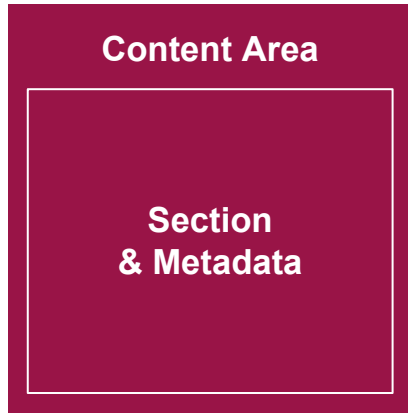
Filter sidebar containing: Breadcrumbs (Home / Womens / Clothing / Tops), Sort dropdown (Best Matches), Remove all Filters button, Category section with radio buttons for Outfits, Tops (selected), Dresses, Bottoms, and Jackets & Coats, and Color section with color swatches.

Products

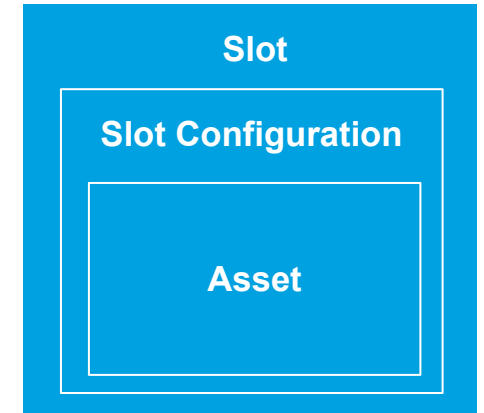


Product grid showing 175 Results. Two product cards are visible, each for a 'Ruffle Neckline Button Down Blouse' priced at \$59.99 (original \$84.99) with a 4.5-star rating and a Compare button.

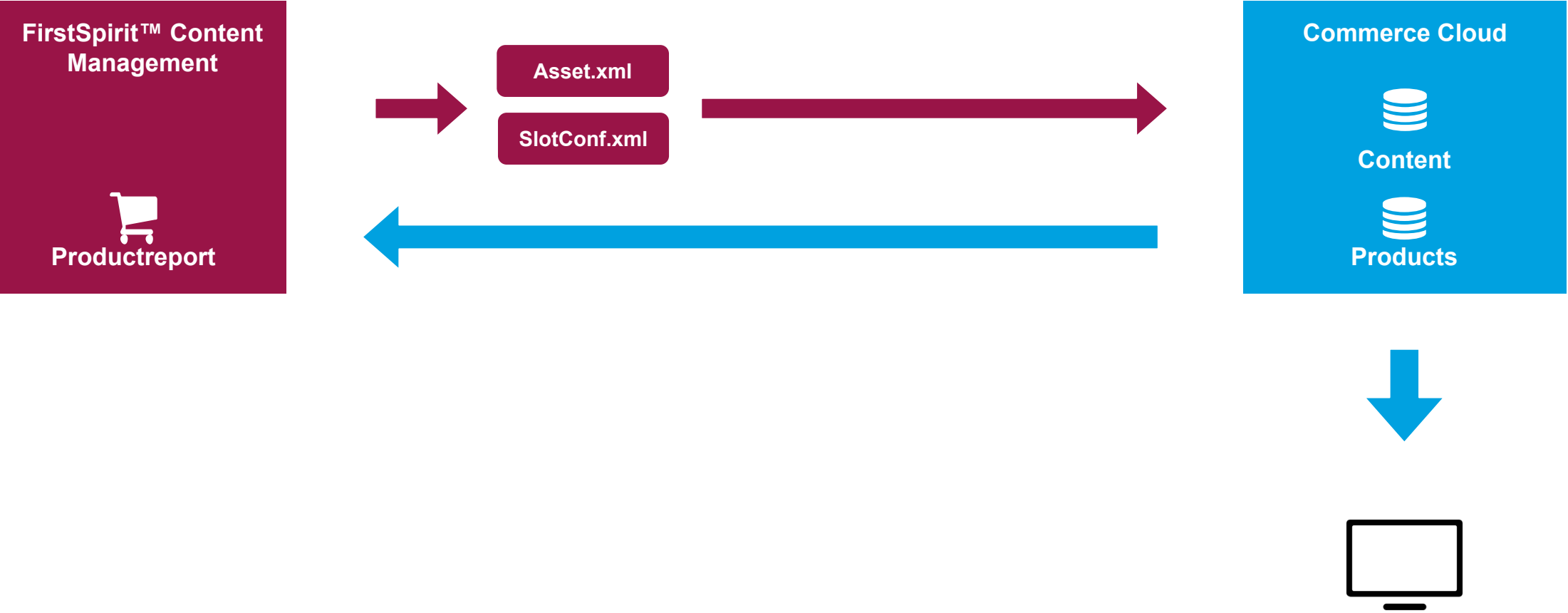
# Page Structure - technical



The screenshot shows a product page for "Tops" on a Salesforce Commerce Cloud storefront. At the top, there is a navigation bar with "Login", "USA", "salesforce commerce cloud", and a search bar. Below the navigation is a category menu with "New Arrivals", "Womens", "Mens", and "Top Seller". The main banner features a woman in a patterned top with the word "Tops" overlaid. Below the banner is a breadcrumb trail: "Home / Womens / Clothing / Tops". A filter sidebar on the left includes "Best Matches", "Remove all Filters", "Category" (with "Tops" selected), and "Color" (with a yellow circle selected). The main content area displays "175 Results" and two product cards for "Ruffle Neckline Button Down Blouse". Each card shows a product image, color swatches, price (\$59.99 / \$84.99), a star rating, and a "Compare" button.



# ContentConnect Integration



# Generated Output

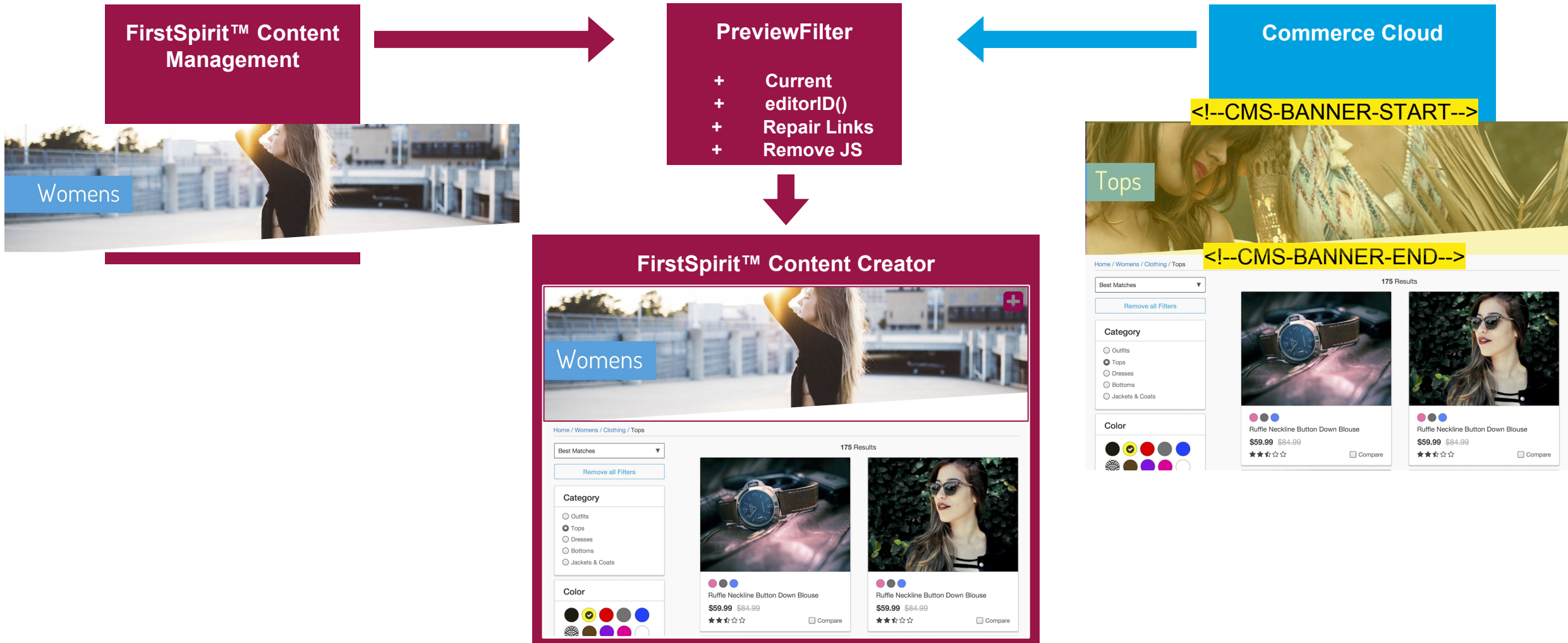
## SlotConf.xml

```
<slot-configuration assigned-to-site="true" configuration-id="fs_slot_configuration_301721" context="global" default="true" slot-id="home-main">
  <template>slots/content/contentassetbody.isml</template>
  <enabled-flag>true</enabled-flag>
  <content>
    <content-assets>
      <content-asset content-id="fs-homepage-301721"/>
    </content-assets>
  </content>
  <custom-attributes>
    <custom-attribute attribute-id="fsGenerationTime">1511885933274</custom-attribute>
  </custom-attributes>
</slot-configuration>
```

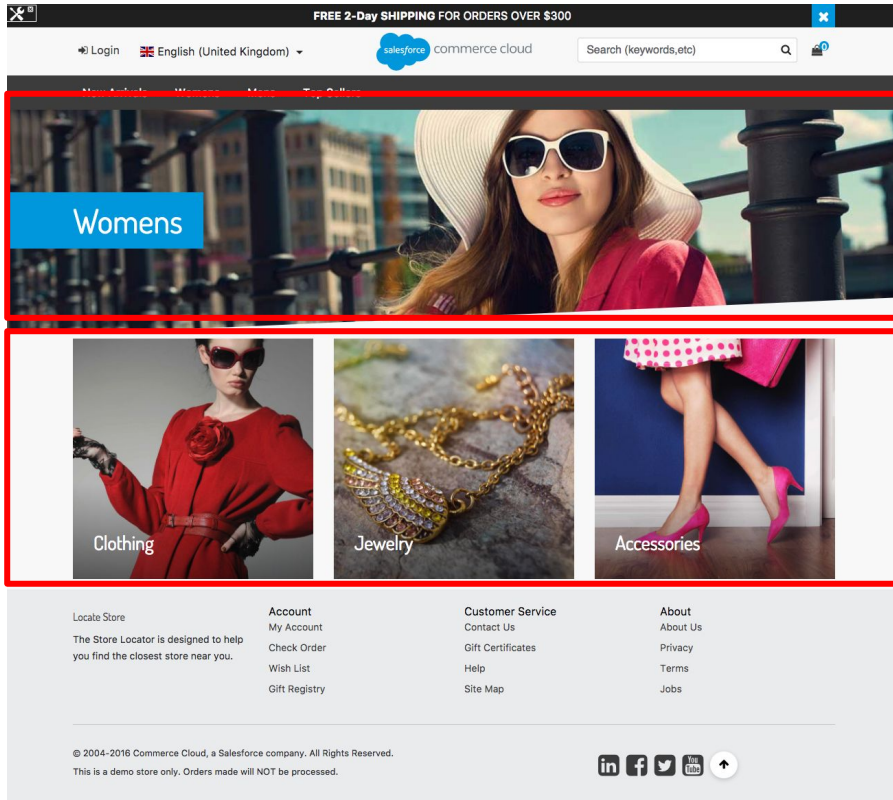
## Asset.xml

```
<content content-id="fs-homepage-301721">
  <display-name xml:lang="x-default">Homepage</display-name>
  <online-flag>true</online-flag>
  <searchable-flag>true</searchable-flag>
  <custom-attributes>
    <custom-attribute attribute-id="fsGenerationTime">1511885933264</custom-attribute>
    <custom-attribute attribute-id="body" xml:lang="x-default">
      <![CDATA[ <!-- HTML SNIPPET generated by FirstSpirit --> ]]>
    </custom-attribute>
  </custom-attributes>
  <folder-links>
    <classification-link folder-id="fs-global"/>
  </folder-links>
</content>
```

# ContentConnect ContentPreview



# Content Slot Rendering



Page w/ Content

```

<isdecorate template="common/layout/page">

<isscript>
  var assets = require('*/cartridge/scripts/assets');
  assets.addCss('/css/search.css');
</isscript>

<!-- CMS-CAT-LANDING-BANNER-START -->
<isslot
  id="cat-landing-slotbanner" context="category"
  description="Banner at the top of Category Landing Pages"
  context-object="{pdict.category}"
/>
<!-- CMS-CAT-LANDING-BANNER-END -->

<div class="container">
  <div class="secondary-content">

    <!-- CMS-MESSAGE-START -->
    <!-- CMS-MESSAGE-END -->

    <!-- CMS-CAT-LANDING-SLOT-BOTTOM-START -->
    <isslot
      id="cat-landing-slotbottom" context="category"
      description="First slot below the Category Banner"
      context-object="{pdict.category}"
    />
    <!-- CMS-CAT-LANDING-SLOT-BOTTOM-END -->

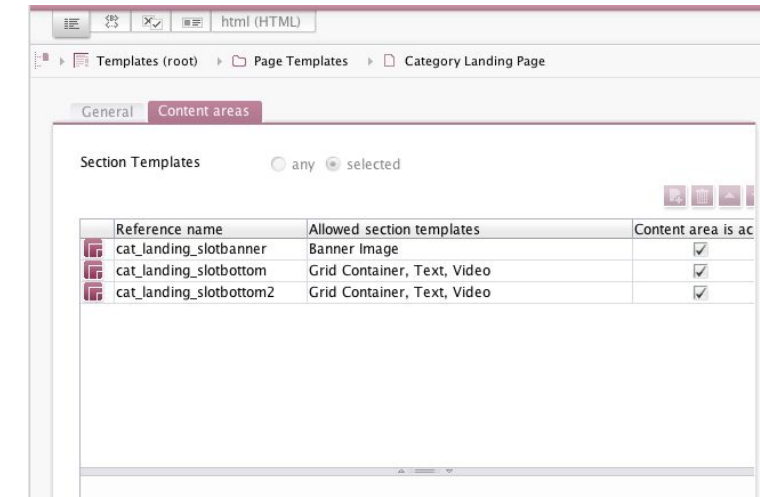
    <!-- CMS-CAT-LANDING-SLOT-BOTTOM2-START -->
    <isslot
      id="cat-landing-slotbottom2" context="category"
      description="Second slot below the Category Banner"
      context-object="{pdict.category}"
    />
    <!-- CMS-CAT-LANDING-SLOT-BOTTOM2-END -->

  </div>
</div>

<!-- CMS-CAT-LANDING-OVERRIDE-START -->

```

.isml Template



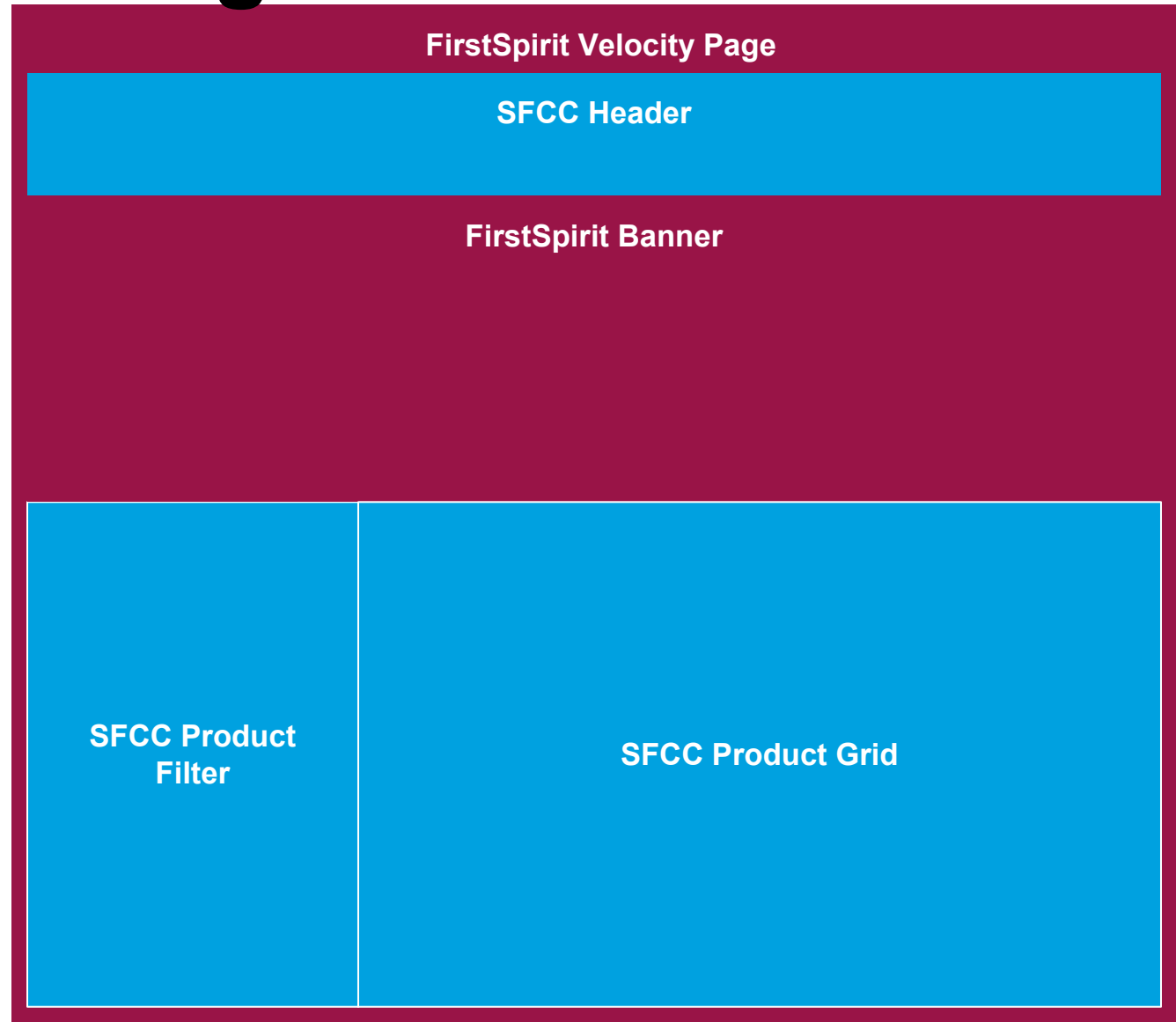
FirstSpirit-Pagetemplate

# Page Templates /w Slot Rendering

Reference name	Allowed section templates	Content area is ac...
cat_landing_slotbanner	Banner Image	<input checked="" type="checkbox"/>
cat_landing_slotbottom	Grid Container, Text, Video	<input checked="" type="checkbox"/>
cat_landing_slotbottom2	Grid Container, Text, Video	<input checked="" type="checkbox"/>

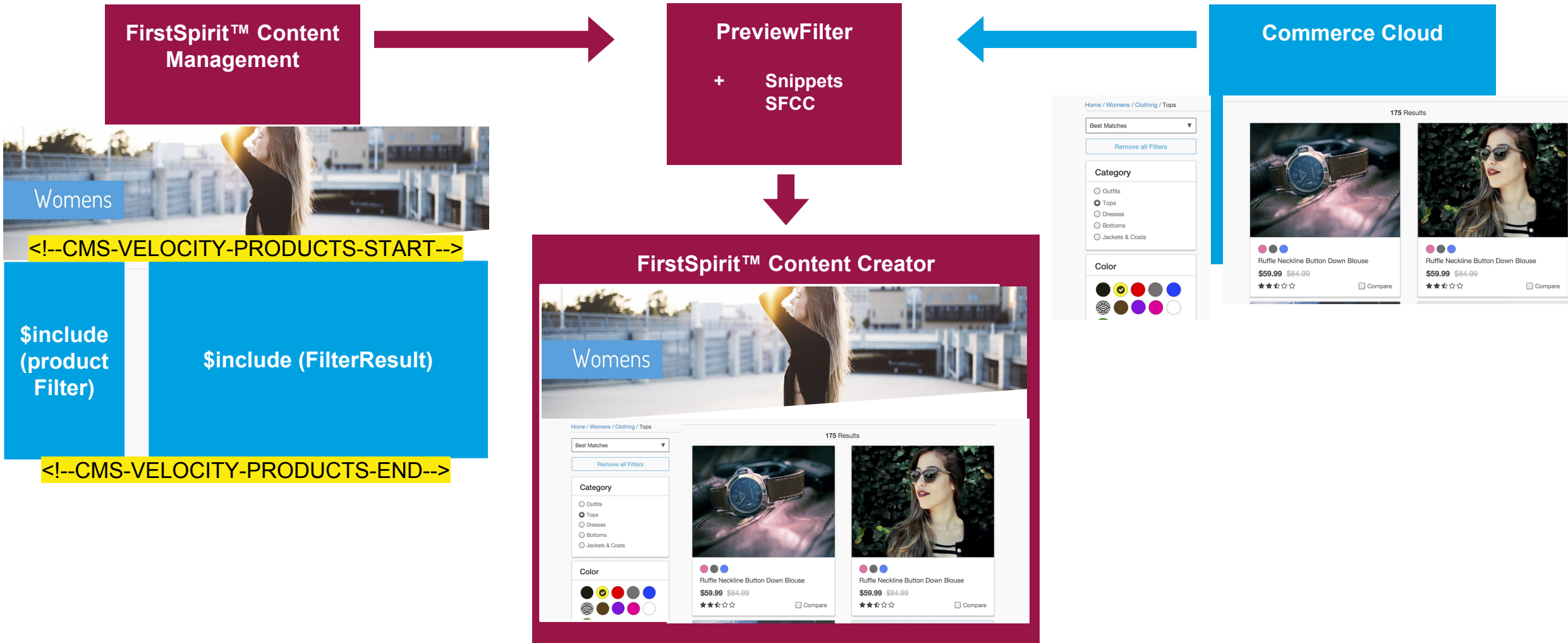
```
Templates (root) > Page Templates > Category Landing Page
1 $CMS_RENDER(template:"language_mapping")$
2
3 $CMS_IF(!#global.preview && !#global.page.isTranslated || pt_storefrontUrlContextId.isEmpty)$
4   $CMS_SET(#global.stopGenerate, true)$
5 $CMS_END_IF$
6
7 $CMS_SET(set_parent_id,pt_sfcc_parentFolder)$
8
9 $CMS_IF(!pt_storefrontUrlContextId.isEmpty)$
10
11 <!-- CMS-CAT-LANDING-BANNER-START -->
12   $CMS_VALUE(#global.page.body("cat_landing_slotbanner"))$
13   $CMS_RENDER(template:"empty_content_slot",label:"Category Landing Banner",body:"cat_landing_slotbanner")$
14 <!-- CMS-CAT-LANDING-BANNER-END -->
15
16 <!-- CMS-CAT-LANDING-SLOT-BOTTOM-START -->
17   $CMS_VALUE(#global.page.body("cat_landing_slotbottom"))$
18   $CMS_RENDER(template:"empty_content_slot",label:"Category Landing Slot Bottom",body:"cat_landing_slotbottom")$
19 <!-- CMS-CAT-LANDING-SLOT-BOTTOM-END -->
20
21 <!-- CMS-CAT-LANDING-SLOT-BOTTOM2-START -->
22   $CMS_VALUE(#global.page.body("cat_landing_slotbottom2"))$
23   $CMS_RENDER(template:"empty_content_slot",label:"Category Landing Slot Bottom2",body:"cat_landing_slotbottom2")$
24 <!-- CMS-CAT-LANDING-SLOT-BOTTOM2-END -->
25
26 $CMS_IF(#global.preview)$
27   <!-- CMS-CAT-LANDING-OVERRIDE-START -->
28     $CMS_RENDER(template:"cc_createsectionwe_api")$
29   <!-- CMS-CAT-LANDING-OVERRIDE-END -->
30 $CMS_END_IF$
31 $CMS_ELSE$
32 <!-- CMS-MESSAGE-START -->
33   <div style="text-align:center"><h2>This page is currently not managed by FirstSpirit</h2></div>
34 <!-- CMS-MESSAGE-END -->
35 $CMS_END_IF$
36
37
38 $CMS_RENDER(template:"preview_generation")$
```

# Full Page Control with Velocity

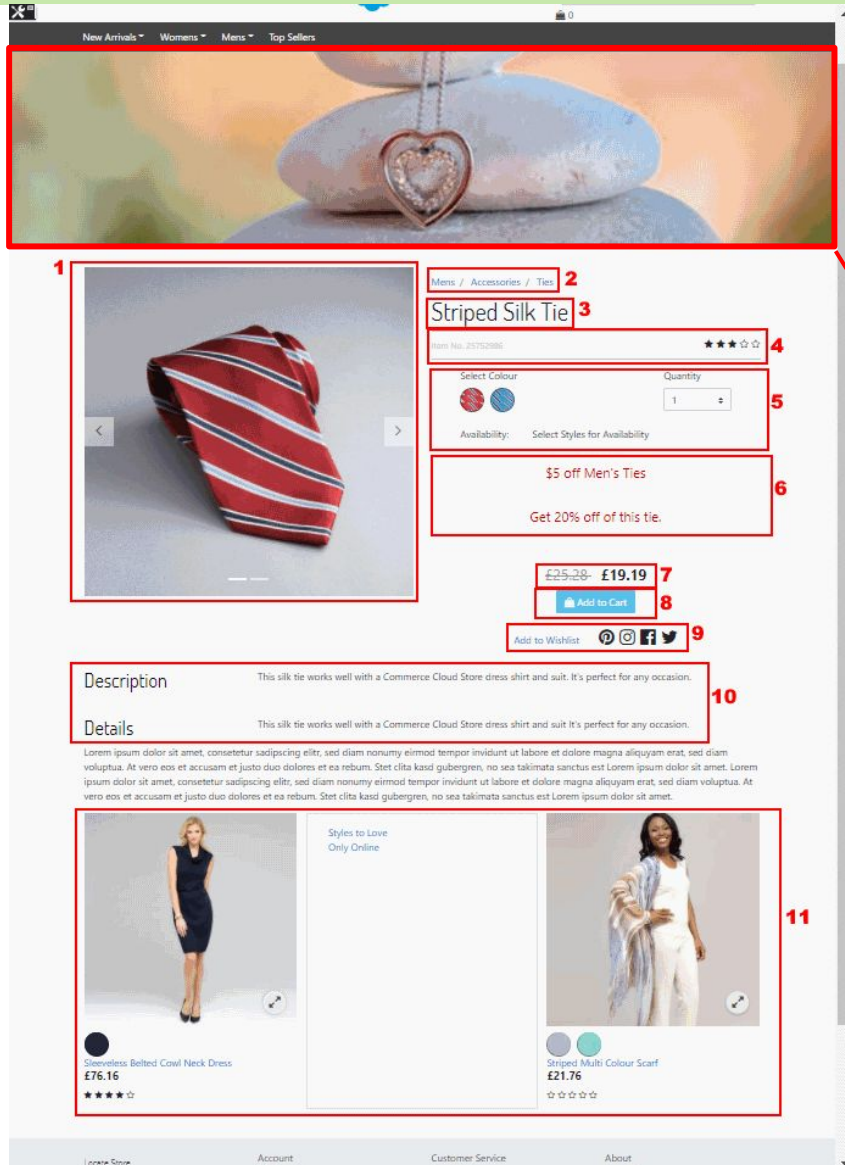




# ContentConnect ContentPreview - Velocity



# Generated Velocity Template



```

<html lang="en">
  <head>
    <!-- CMS-VELOCITY-HTML_HEAD-START -->
    $include.widget('Common-HtmlHead')
    <link rel="stylesheet" href="$include.staticURL('/css/product/detail.css')"/>
    <!-- CMS-VELOCITY-HTML_HEAD-END -->
  </head>
  <body>
    <!-- CMS-VELOCITY-PAGE_ATTRIBUTES-START -->
    <div class="page" #if($action)data-action="$action"#end #if($querystring)data-avervstring="$querystring"#end>
    <!-- CMS-VELOCITY-PAGE_ATTRIBUTES-END -->
    <!-- CMS-VELOCITY-PAGE_HEADER-START -->
    $include.widget('Common-PageHeader')
    <!-- CMS-VELOCITY-PAGE_HEADER-END -->
    <style type="text/css" title="text/css" media="screen">
    @import url(/firstspirit/media/technical_media_assets/css/general.css?$staticlink$);
    </style>
    <div class="hero searchBanner bannerLeft" style="background-image: url(/firstspirit/media/pictures/accessories_BANNER.jpg?$staticlink$)"></div>
    <div class="container product-detail product-wrapper" data-pid="82936941" itemscope itemtype="http://schema.org/Product">
      <div class="row">
        <div class="col-12">
          <div class="product-breadcrumb d-md-none">
            <!-- CMS-VELOCITY-PAGE_BREADCRUMBS_TOP-START -->
            $include.widget('Product-WrapProductTemplate', 'pid', $product.id, 'productTemplate', 'components/breadcrumbs/pageBreadcrumbs')
            <!-- CMS-VELOCITY-PAGE_BREADCRUMBS_TOP-END -->
          </div>
          <div class="row">
            <!-- CMS-VELOCITY-PRODUCTNAME_SMALL_START -->
            <div class="d-md-none col-sm-12">
              <h1 class="product-name">$product.productName</h1>
            </div>
            <!-- CMS-VELOCITY-PRODUCTNAME_SMALL_END -->
          </div>
        </div>
      </div>
    </div>
  </body>
</html>

```



**THANK YOU**

**[moellers@e-spirit.com](mailto:moellers@e-spirit.com)**