

# Commerce Accelerator

Tridion®

## It's no longer enough to provide a catalog-based online shopping experience

**Commerce needs to be an integral part of the overall customer experience. Successful commerce now relies on blending engaging marketing content with product content, promotions and transactional commerce capabilities.**

However, due to the siloed nature of web content, product information and commerce systems, creating and managing these blended experiences is usually difficult, time-consuming and expensive.

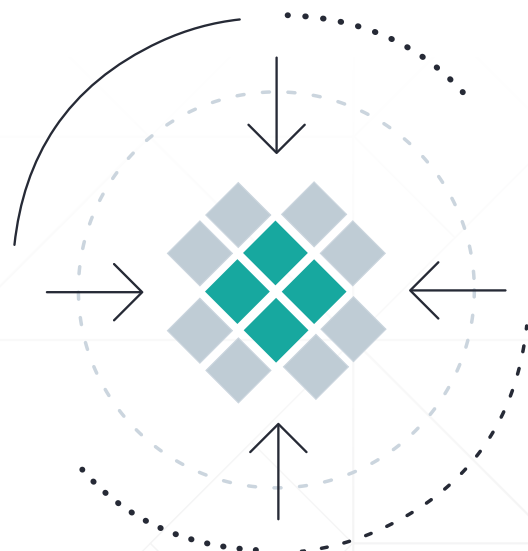
The Commerce Accelerator builds commerce capabilities on top of Tridion content management, personalization, integrated translation capabilities and microservices-based delivery architecture.

These capabilities combine the best of content and commerce in a single interface, solving the typical disconnect between these systems.

### Speed up online delivery of blended content and commerce experiences

The Commerce Accelerator fast-tracks integrations between commerce systems and a Tridion-managed digital experience.

You can use it out-of-the-box, decreasing implementation time dramatically, or extend and adapt it to suit your specific needs.



## Product features

With Commerce Accelerator, your content editors can create pages that dynamically render an entire family of products and all its subcategories based on business user controlled rules, such as product categories. This dynamic assembly eliminates the need to build individual pages.

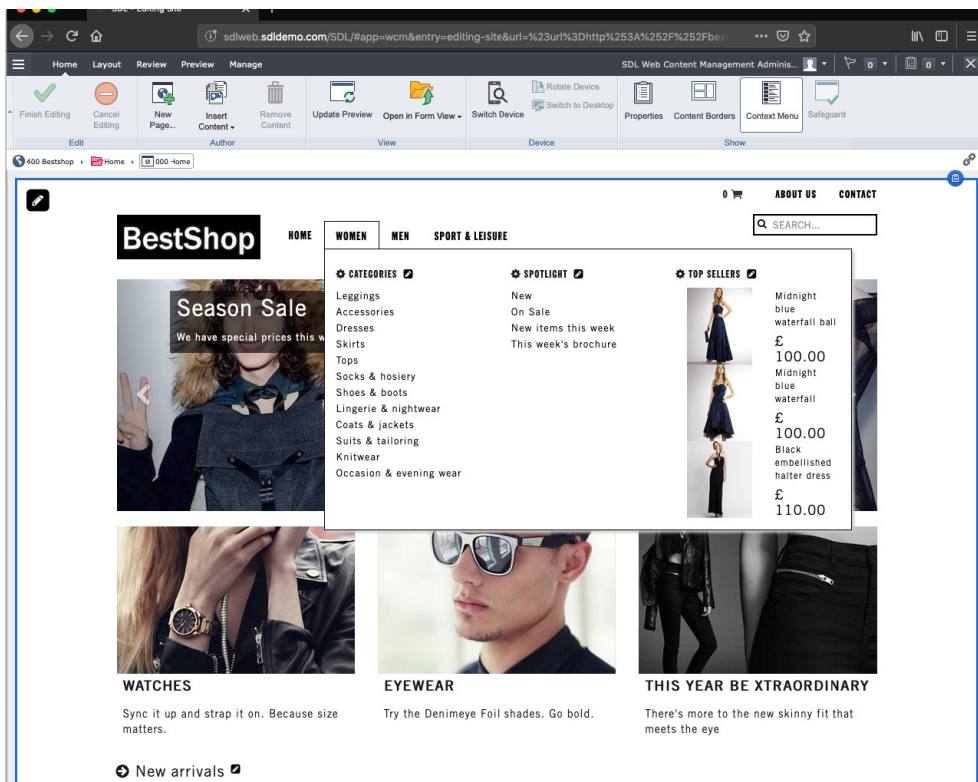
You also benefit from direct access to the commerce system from within the content management interface. Editors can browse through all the categories and products and enjoy full in-line WYSIWYG page editing.

### Additional features:

- **Mashups.** Create blended pages combining content managed in Tridion and your commerce system.
- **Navigation.** Control top-level navigation using defined product categories from your product catalog and existing subcategories.
- **Personalization.** Support personalized experiences within the commerce system, using Tridion, or as a combination, with behavioural data passed directly back to the commerce system.

### Key benefits

- Increase conversions through higher levels of engagement on your site
- Create and manage experiences from a single interface
- Support responsive and adaptive mobile experiences
- Publish marketing and product information on the same web page
- Improve search engine rankings through SEO-friendly URLs
- Connect to multiple back-end systems (e.g., search, PIM and transactional) simultaneously



## Use cases

### Visitor Experiences

- Blend marketing, product and commerce experiences
- Deliver rich and engaging shopping experiences including images and video
- Personalize experiences based on anonymous and explicit customer data
- Generate product lists, including pagination, breadcrumbs and promotions
- Create campaign landing pages with combined marketing and commerce content

### Search and navigation

- Highlight most relevant terms in ranked product search results
- Provide hybrid content and commerce navigation
- Optimize URLs for SEO

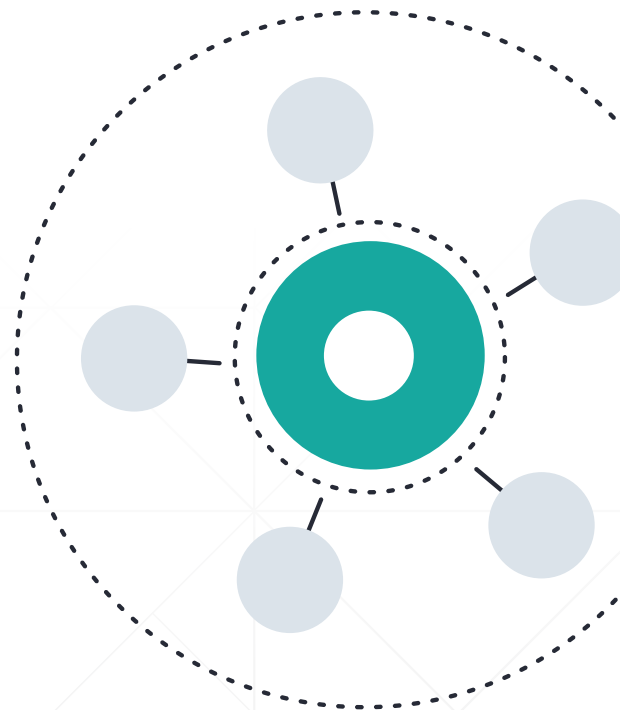
### Global content management

- Support for multiple languages and currencies
- Streamline translations using integrated translation management
- Support product set rendering tied to specific locales (including relevant availability, descriptions, texts, prices, etc.)

### Technology

The Commerce Accelerator provides standard connectors for SAP Commerce Cloud and Adobe Commerce Cloud.

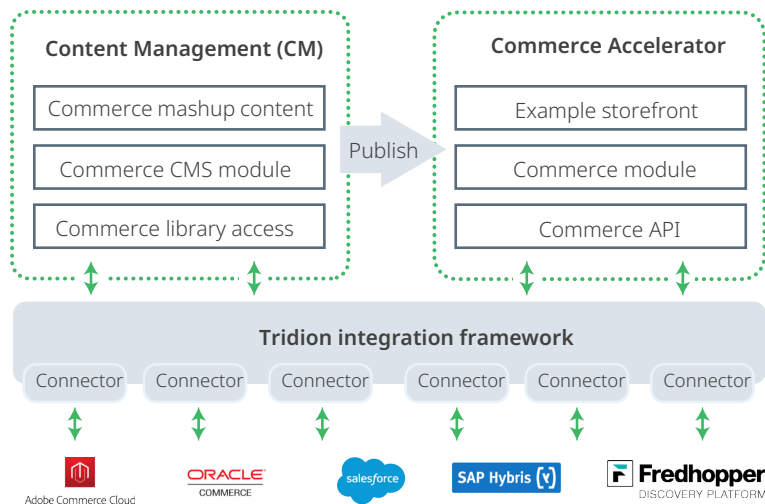
In addition, you can easily integrate with other commerce systems, such as Salesforce Commerce Cloud, IBM WebSphere Commerce and Oracle Commerce Cloud, using the Commerce Accelerator open framework and APIs.



### Architecture

The front-end web application pulls information from both Tridion and from underpinning commerce system(s). Commerce Accelerator connects to multiple back-end systems in a single implementation.

#### Commerce architecture



Commerce Accelerator architecture

#### Details

- Full integration with commerce systems in both the editorial environments and runtime website environment
- Generic RESTful service provides normalized commerce data in which the connectors for different commerce systems are plugged
- Customizable HTML and CSS design
- High-performance results using out-of-the-box in-memory caching or distributed Redis caching
- Available in both .NET and Java versions
- Built to easily support creation of new connectors
- Open Source framework

Find out more:  
[rws.com/tridion](https://rws.com/tridion)

#### About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: [www.rws.com](https://www.rws.com)

© All Rights Reserved. Information contained herein is deemed confidential and the proprietary information of RWS Group\*.

\*RWS Group shall mean RWS Holdings PLC for and on behalf of its affiliates and subsidiaries.