

ACQUIA



commercetools

*Next generation commerce*

TAM DIGITAL



# COMMERCE FACTORY

Fully managed experiential commerce solution  
ready to launch in 90 days



# / Unlocking the Path To Experiential Commerce

Commerce Factory is the first-ever B2C and B2B e-commerce solution, powered by commercetools and Acquia. Our best-of-breed, fully composable solution is the only ready-to-deploy, best-fit, headless solution on the market that brings relevant customer experience across any touchpoint.



## No Additional IT Headcount Costs

With the efficiencies provided by the “ready-to-launch” solution your organization doesn’t need additional IT staff to deliver and support the website.

## Productivity Savings

Your digital marketing team can publish work faster because our system makes it easier to create and distribute content provided by the enterprise level CMS. With pre-build commerce components and page-builder marketers can create new pages without needing developers.

## Cost Savings

Realize the benefits of a fixed implementation cost designed to remove risk exposure and guarantee speed to market for a fully functional elastic commerce platform. The reduced time-to-deploy solution with our pre-packaged best-fit “ready-to-launch” offering dramatically reduces total-cost-of-ownership TCO by millions.

## API & Open Source Solution

Realize the benefits of an open-source community supported enterprise content management system (ECMS) system and the flexibility of an open-source headless API based commerce platform that allows extensibility into other channels. Our solutions provide complete ownership of the design, sites and code – there is no “black-box”.



## / Contextual Experience

Merchants obtain higher customer lifetime value by being customer centric. Having an open-source solution allows brands to own the experience and capture moments that matter with customers.

According to Forbes, 87% of customers who say they had a great experience will make another purchase from the company, compared to 18% of customers who had a very poor experience. With the every-changing customer journey merchants must have a platform that is touchpoint agnostic and provides an excellent end-to-end experience.

### Key Features:

- Clear Call-To-Action
- Customer Service Capability Included
- Full Width Design
- Hidden Global Navigation on Checkout
- Large Imagery
- Promotion Banners
- Ratings & Reviews
- SEO Friendly
- Sophisticated Typography
- Using TA Digital's Proprietary SearchBoost.ai Technology
- Visual Search Results



## / Mobile Optimized

Since Cyber Monday 2019, more than half of online shopping site visits come from mobile devices, with revenue from sales via smartphone alone reaching \$2 billion a year. The Commerce Factory is built for dual mode shopping. The Commerce Factory takes the complexity out for merchants wanting a Progressive Web App experience.

### Key Features:

- Cross-Platform Cart (Desktop & Mobile)
- Designed for Speed & Simplicity
- Enables Product Researching
- Progressive Web Application
- Quick Payment Methods



# / Advanced Commerce Features

The Commerce Factory provides all the commerce functionality needed for merchants to quickly adapt to the empowered customers' expectations.

## Key Features:

- Back-In-Stock Email notification
- Direct Discount Code at Checkout
- Fraud & Revenue Optimization
- Guest Checkout
- Guided Shopping
- Multi-catalog supported on single platform
- Multiple Payment Options
- Order Management
- PCI Compliant
- Price Synch
- Product Bundles
- Shipment & Ship Notifications
- Single Page Checkout
- Unified Single Platform for B2C & B2B
- User Account Management

# / Content Management

The Commerce Factory includes a free and open-source web content management framework written in PHP. Features include user account registration and maintenance, menu management, product feeds, taxonomy, page layout customization, and system administration to create, manage and display webpages.

## Key Features:

- 15 Page Elements and Product Blocks (e.g. Related Product, Commerce Banner)
- Blog (includes filters and blog recommendation)
- Content Workflow
- Drag & Drop Content
- Dynamic Image Scaling
- Multi-Language
- Personalization
- Security
- Templates
- Visual Page Builder (ability to create pages without coding)
- WYSIWYG Editor



## Future proof commerce: build a best-in-breed composable commerce site in 90 days

↻ **500%**

Increase in conversions

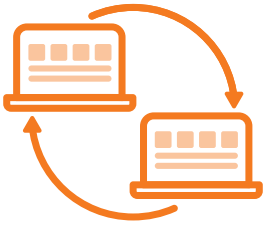
\$ **2000%**

increase in revenue

📱 **50%**

Increase in mobile sales

A global manufacturer needed to enhance the online commerce experience of its U.S. website and launch similar commerce websites in other countries around the world (Canada, Mexico, Brazil and Germany). The company wanted to utilize the same architecture and platform for all sites with minimal customization.



## Digital Experience with Drupal on Acquia

- Best-in-class CMS backed by a large open-source community to build sophisticated digital experiences.
- Content creation functions such as templating, workflow and change management to manage modules, templates, and assets for all marketing initiatives.
- Pre-Established development, staging, and production environments.
- Guaranteed 99.95% site and infrastructure uptime, with 24x7x365 infrastructure monitoring and support.
- Quickly manage resources to meet demand peaks with managed costs.
- Includes industry's highest and strict security best practices, with regular audits to demonstrate the security of the infrastructure.



## commercetools API-First Commerce Platform

- Commercetools is the world's leading commerce platform built on modern MACH principles (Microservice-based, API-first, Cloud-native and Headless), allowing you to work with, not around, your commerce solution to tailor experiences to the exact needs of your business and its customers.
- The Commerce Factory offering provides all the features to transact with an integrated solution including payments, tax, and shipping accelerators. The solution is a Progressive Web Application designed for an enhanced content driven commerce experience.
- 100% hosted environment using Kubernetes Packages for the microservices integrating with Commercetools cloud. Can be hosted on AWS, Azure, Google, or Private Hosted.
- Secured & hardened infrastructure with Auto Scaling and Elastic Load Balancing, your application can scale up or down based on demand. PCI compliant. Integrates to back-office systems including PIM and ERP. With Commerce Factory merchants can integrate to any payment, tax and ERP systems.



## TA Digital Care-Free Implementation

- 90-Day implementation period designed to guarantee speed-to-market to realize quicker ROI.
- Best-in-class implementation technologist owning the implementation regardless of back-office systems. You are getting the commitment of the whole firm.
- Minimizes risk and maximizes value for your organization. Provides the implementation team with the greatest incentive for efficient and economical performance to meet your requirements. You pay for the deliverable, not the hours.

In most cases, our solution gets you live quicker than it takes to negotiate a contract with a larger monolith platform that comes with complex confusing pricing models and hidden fees.

# Book an Appointment with Us Today to See Our Commerce Factory Solution

Contact TA Digital to launch Commerce Factory, an easy to use, best-of-breed, composable commerce solution that enables organizations to go live with a personalized D2C or B2B experience in as little as 90 days.

[Contact Us](#)

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## ACQUIA

Acquia empowers the world's most ambitious brands to create digital customer experiences that matter. With open source Drupal at its core, the Acquia Digital Experience Platform (DXP) enables marketers, developers, and IT operations teams at thousands of global organizations to rapidly compose and deploy digital products and services that engage customers, enhance conversions, and help businesses stand out.



The inventor of headless commerce, commercetools is an innovative technology disruptor that has established itself as an industry-leading eCommerce software provider. Today, some of the world's most iconic brands and growth-focused businesses trust commercetools' powerful, flexible, scalable solutions to support their ever-evolving digital commerce needs. As the visionaries leading the modern MACH (Microservices-based, API-first, Cloud-native and Headless) architecture movement, commercetools provides customers with the agility to innovate and iterate on the fly, merge on and off-line channels, drive higher revenue, and future-proof their eCommerce business.



At TA Digital, we humanize the digital world. As an end-to-end consultancy within Omnicom Precision Marketing Group, we envision and create authentic experiences that address our clients' business challenges and delight their customers. Recognized on the Inc. 5000 list as one of the fastest-growing companies in the U.S. in six of the past nine years — including 2019, 2020, and 2021.



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