

GUIDE

Sitecore OrderCloud feature guide





Sitecore OrderCloud is an API-first, headless ecommerce platform

Built as a cloud-based, API-first, headless ecommerce platform, Sitecore® OrderCloud® offers nearly limitless customizations and endless freedom for growth. Wherever your business needs to go tomorrow, you're ready to lead the way.

API-first platform

Your ecommerce data and infrastructure are available in the cloud as building blocks via our RESTful API. Create best-of-breed commerce applications that easily integrate with your back-end systems and 3rd party microservices.

Headless architecture

With the front-end completely decoupled from the backend, you have limitless freedom to customize your ordering experiences without performance risk. Easily extend your ordering capabilities to new devices, channels, applications, and more, as your buyer preferences evolve over time.

World-class security

Sitecore OrderCloud® is annually audited for SOC 2 Type 2 with HIPAA controls, is compliant with GDPR and CCPA, and facilitates PCI compliance for its platform and all solutions.

Cloud-native infrastructure

Both software development and delivery are entirely cloud-based. Built for high performance, Sitecore OrderCloud scales automatically. Unlike on-premise solutions, server infrastructure and data security are taken care of for you. Start small and scale up only as your business usage grows.

Microservices and best-of-breed

Sitecore OrderCloud plays nicely with other similarly architected services. We are entering the age of microservices, where best-of-breed solutions are not built from scratch. Rather, they are assembled from the best parts. Our "part" is B2B ecommerce and order management, a complex domain in which we have been building and refining an incredibly rich and flexible data model since 1999.



Sitecore OrderCloud platform architecture

Sitecore OrderCloud documentation

[Sitecore OrderCloud®](#) documentation, is managed through the publishing of the OpenAPI or Swagger specification. This definition maps all resources and operations associated with the API. The Swagger specification is the basis of the public documentation and auto-generation of all development tools and SDKs.

Language agnostic

Sitecore OrderCloud enables developers to use their tech stack of choice. Releases are automatic and non-breaking while maintaining a clear, inherent boundary between our code and yours. Nearly all modern web and mobile front-end frameworks are designed to work well out.

Authentication

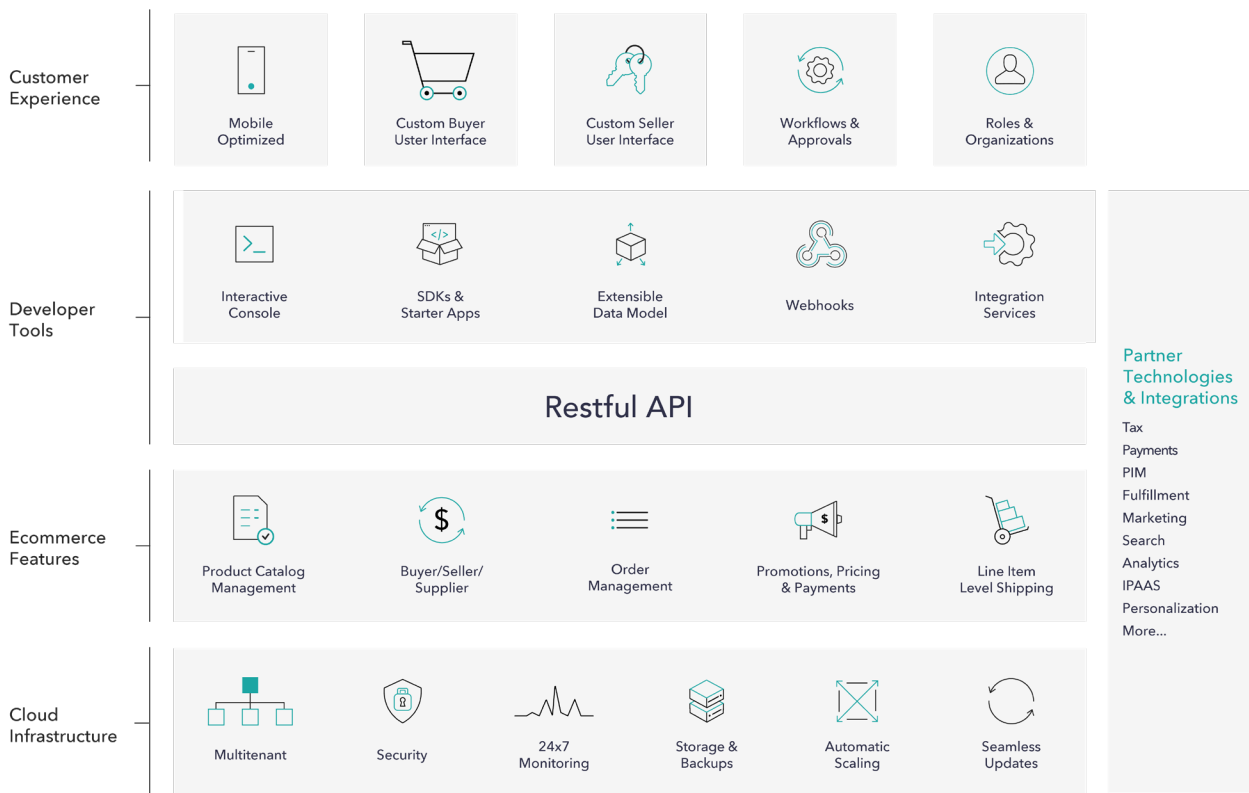
Sitecore OrderCloud's authentication system is built on top of an open authorization standard called [OAuth2](#) which is increasingly becoming an industry standard for security and permission-based application experiences. Additionally, Sitecore OrderCloud supports [OpenID Connect](#), an authorization standard built on top of OAuth2 for single-sign-on.

Webhooks

The Sitecore OrderCloud API supports user-defined HTTP callbacks, known as webhooks. Webhooks are easy to register for your entire organization or on an application-specific level. You can choose exactly which Sitecore OrderCloud API endpoints will trigger your hook, the roles to be passed onto the configured Base URL, and any additional configuration data Sitecore OrderCloud may need to authenticate into 3rd party systems.

Webhooks can only be triggered by Sitecore OrderCloud endpoints that write to the database (POST/PUT/PATCH/DELETE). The request body sent to the Sitecore OrderCloud endpoint (if any) will be passed along to the webhooks.

Sitecore OrderCloud architecture





Sitecore OrderCloud solutions

Modern, customizable B2B and B2C ecommerce, order management, and B2B marketplace solutions.

B2B ecommerce

For large, complex and highly distributed businesses who want to sell online and/or extend online selling capabilities across their supply chain, Sitecore delivers custom online commerce solutions that go far beyond a simple shopping cart. Whether you're selling B2C, B2B, or B2B2X, connect your products, services, and information to your infinite different buyer-types.

Order management

For businesses who manage complex, high volume ordering and need to take digital commerce beyond just selling, Sitecore delivers custom order management solutions. Manage multiple brands, sites, stores, warehouses and more, while automating and streamlining complicated orders.

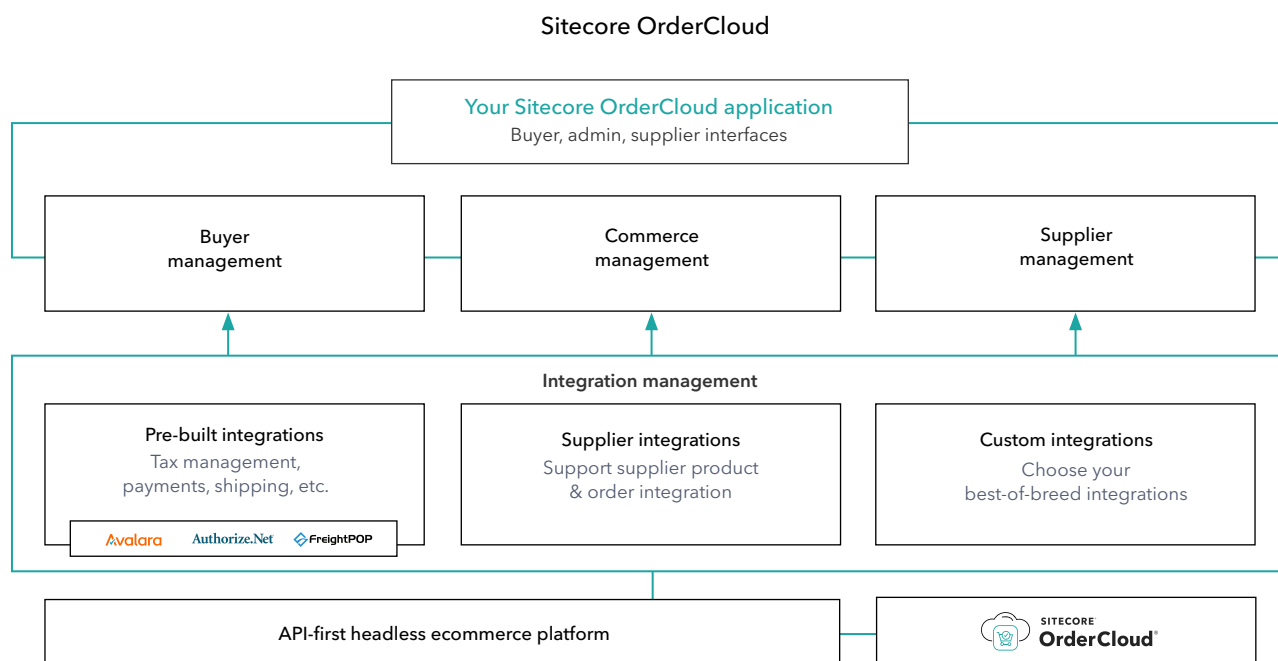
B2B marketplace

Whether you are a manufacturer that needs to digitally enable your distributor network, a distributor who needs a consolidated catalog of suppliers, a franchisor who needs to connect a franchise network, or a retailer looking to streamline store operations, Sitecore delivers streamlined, custom B2B marketplace solutions to support your unique requirements. Give your buyers the experience they expect with robust, B2B workflow automation, order and transaction management, and eProcurement features.

Sitecore OrderCloud development and implementation options

With Sitecore OrderCloud®, you have two options for development and implementation of your OrderCloud solution:

- 1. HeadStart:** Get ahead with Sitecore OrderCloud's HeadStart toolset, a selection of pre-configured components for your commerce management and your buyer and supplier experiences; pre-built integrations; middleware; and development tools that enable the creation of your solution on the Sitecore OrderCloud platform. Use our HeadStart multi-tenant SaaS and begin configuring your solution immediately or deploy our open source version and customize it to your needs.
- 2. Headless (custom solutions):** Start from scratch with our true, headless platform, developing your solution to spec, and utilizing our developer tools and resources.



1. Get a head start with Sitecore OrderCloud's Headstart toolset

For those looking to get to a best-in-class B2B ecommerce, order management, or marketplace experience faster, Sitecore OrderCloud's HeadStart approach will deliver.

A. Accelerate the delivery of your commerce management, and buyer and supplier interfaces with our pre-configured components for managing buyers, commerce, and suppliers

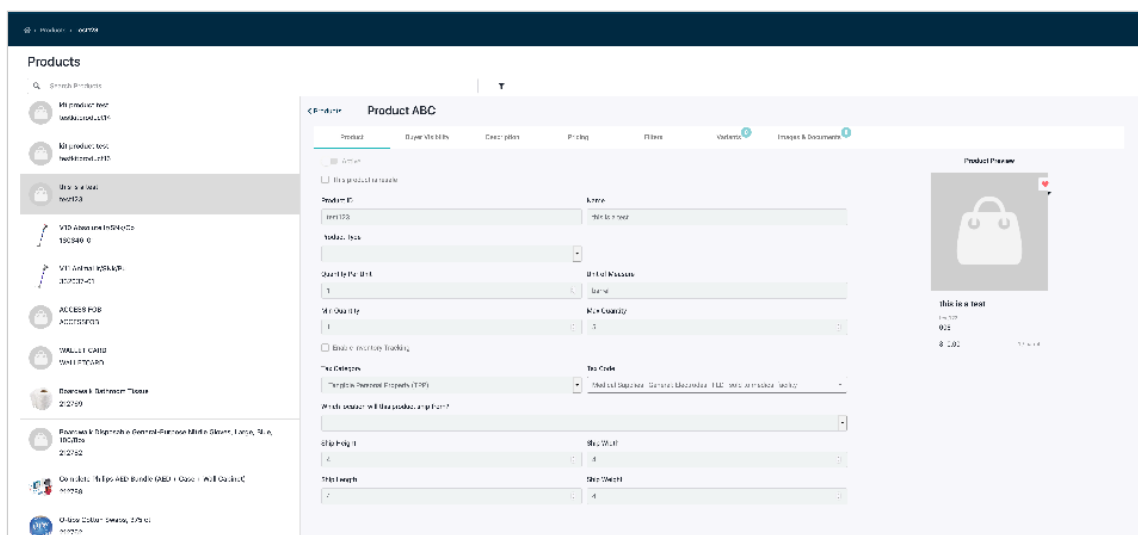
Commerce management

The Commerce Management experience is a pre-configured component and interface, primarily designed for the application owner (or marketplace initiator, in the case of a marketplace application) to configure products and organizations for their buyers to purchase goods provided by suppliers.

Here, the application owner can browse all supplier catalogs to configure their buyers' catalogs with pricing, availability and additional merchandising capabilities. The application owner also has the ability to order from suppliers either directly or on behalf of a buyer.

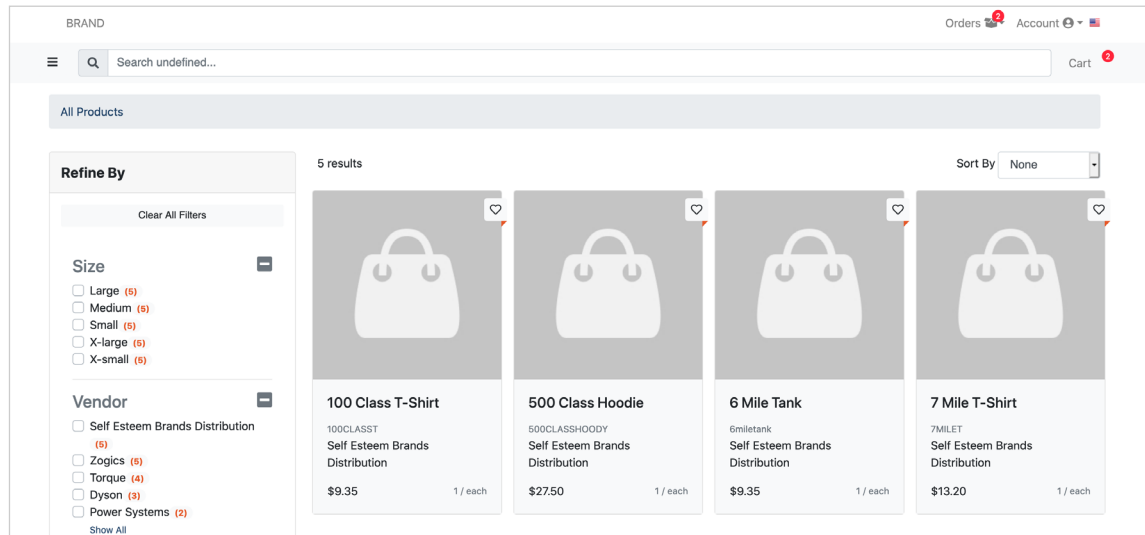
Commerce management features and capabilities include:

- Integrated Product Information Management (PIM) experience
 - Products, product types, & attributes
 - Product variants & options
 - Categories
 - Product images
- User Management
- Inventory management
- Pricing management
- Order Management
- Tax Management
- Promotions Management
- Shipping Management
- Payment Management
- Content Management



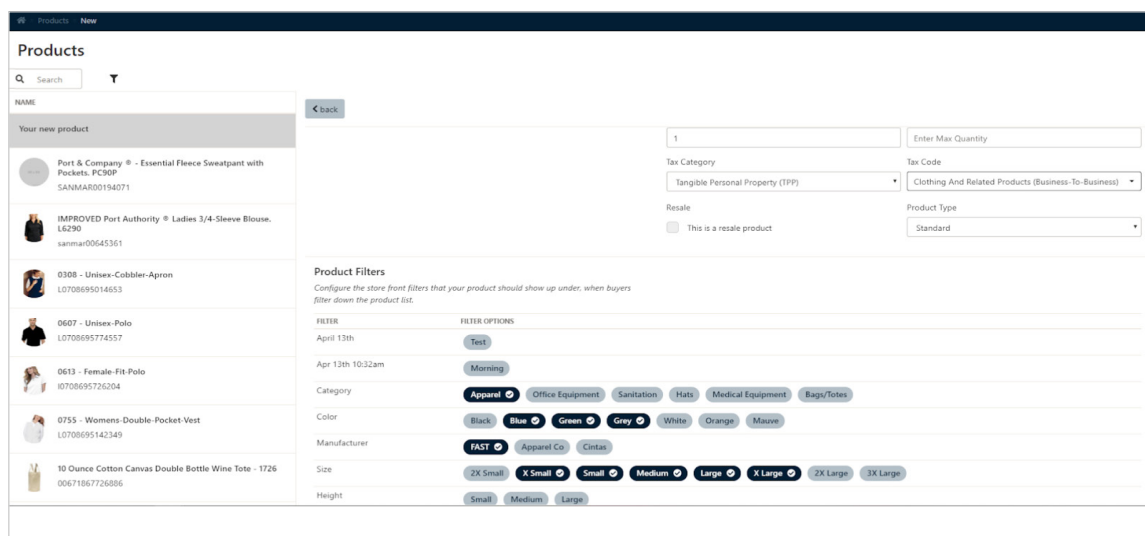
Buyer management

The buyer management experience is a pre-configured component and interface for buyers purchasing products configured by seller(s). This interface is designed with the primary focus on capturing orders, configuration of products for orders and merchandising to the various buyers.



Supplier management

Lastly, the supplier management experience is a pre-configured component and interface which gives your suppliers the capability to administer their catalog directly in the application, viewing their orders submitted for fulfillment, and generating other insights regarding their participation in the ecommerce network.



B. Integrations are powered by Sitecore OrderCloud's integration management framework

All solutions powered by the Sitecore OrderCloud platform require many levels of coordination and application of custom business logic. This is best performed in a managed environment referred to as middleware and exposed as an API. Examples may be receiving web hook triggers and performing follow up actions, or intercepting message senders to configure additional information to the email service.

Pre-built, best-in-class commerce integrations

Complex ecommerce applications have expectations of functionality outside of the scope of Sitecore OrderCloud's services. These actions may include publishing information to search engines or merchant services for product indexing, shipping estimation services, tax calculation services, content delivery networks for digital assets, and many others. Sitecore OrderCloud's integration layer allows third-party microservices to be integrated quickly, allowing you to utilize functionality you already have or to build a virtual suite of best-in-class functionality.

Supplier integration capabilities

Integrations with disparate suppliers require tremendous effort to maintain performance, consistency, and accuracy. To make this possible, Sitecore OrderCloud has a supplier-specific logic layer responsible for performing the tasks of synchronizing (or orchestrating) supplier product information and automating order information between the marketplace and the supplier.

Product orchestration: Suppliers are responsible for mapping data to a standard format that is defined by Sitecore and pushing that data to this service. Consistent product management tasks include:

- Data caching
- Intelligent Sitecore OrderCloud API usage
- Proper Sitecore OrderCloud object and assignment configurations

Order orchestration: Coordinates regular operations between the supplier and the application.

- Push the captured order to the supplier for fulfillment
- Provide better communication to the buyer on production, status, and shipment tracking

Custom integration capabilities

Leverage existing investments in back-end systems, or integrate other best-in-class applications that meet your business' unique needs. Sitecore OrderCloud's integrations middleware is designed to allow integrations to be created as independent functional components, reducing development time and ongoing maintenance while ensuring successful implementations.

C. Complex B2B ecommerce features are powered by the API-first, headless ecommerce platform

Delivered via the same API-first platform, flexibility, customizations, and extensibility are at the core of every application delivered. Pre-built features and functionality needed to power best-in-class B2B commerce experience are available via the API, including:

Product management features

- Segmented, multi-vendor catalog visibility
- Complex B2B pricing & shipping rules
- Promotions management

User management features

- Personalized buyer experiences for buyers, administrators, and suppliers
- Complex approval rules and permissions
- Consolidated billing
- Streamlined communications
- Reporting & analytics
- Premium search, filtering, and faceting capabilities
- Content management

Order management features

- Streamlined order management
- Bulk ordering and quote creation
- Advanced payment methods

2. Start from scratch with Sitecore OrderCloud's true headless approach

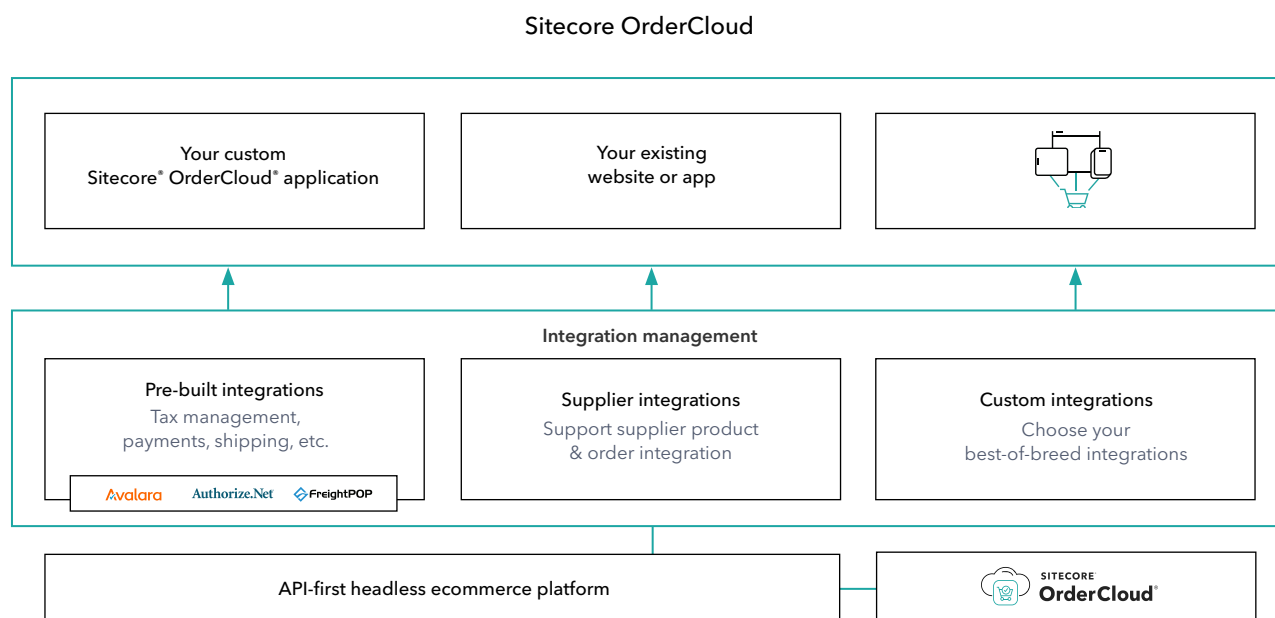
For those looking to get to a best-in-class B2B ecommerce, order management, or marketplace experience faster, Sitecore OrderCloud's HeadStart approach will deliver.

Your custom front-end is powered by Sitecore OrderCloud's API-first platform

Whether you're looking to create a brand new front-end experience, tap into your existing website or application, or extend to IoT, Sitecore OrderCloud's API-first platform can support you.

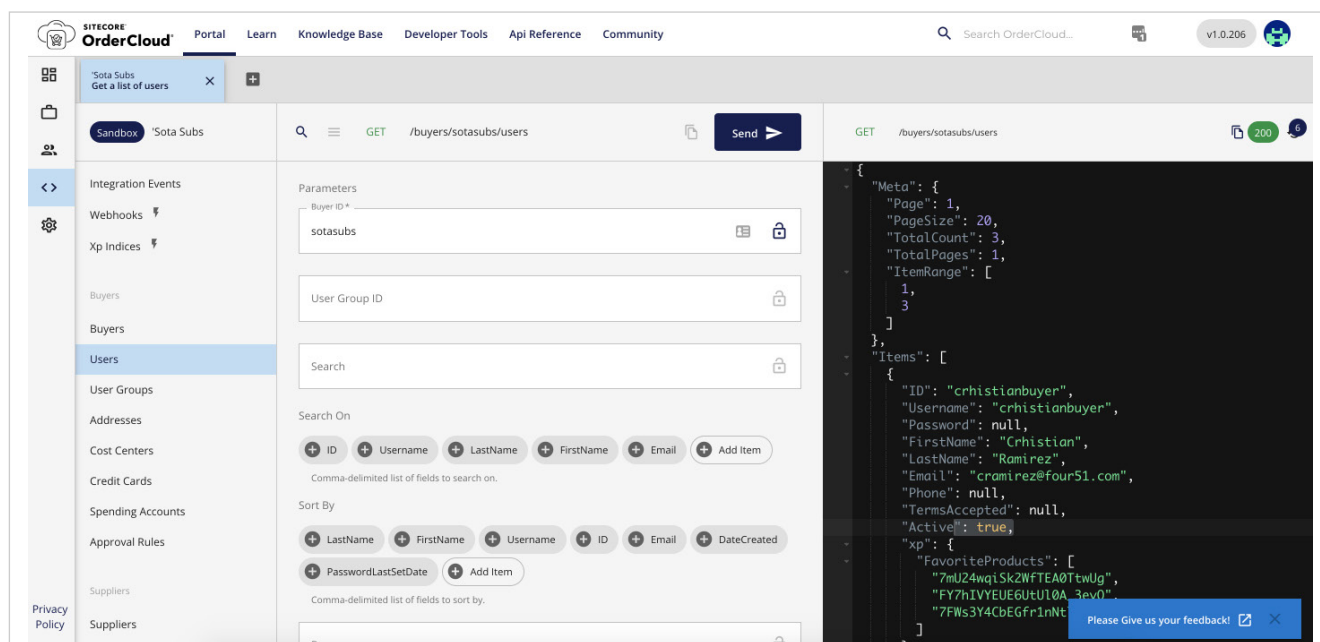
Robust developer tools & SDKs are available for enterprise development teams:

Sitecore OrderCloud offers the most advanced ecommerce API. Everything that you need to build ecommerce sites and applications is powered through our REST API. Use any programming language or framework to write ecommerce applications for any device and channel.



Sitecore OrderCloud developer portal

Think [Postman](#) but on steroids. This thin UI layer is custom built for the Sitecore OrderCloud API and enables users to directly and easily interface with the API via familiar form-based inputs with validation - making it easy for even non-technical users to use. The portal is autogenerated alongside any API release so any new API endpoint is automatically available to use in the portal.



Experience the portal at OrderCloud.io



Cloud-hosting and security

Cloud-hosting and service

With Sitecore OrderCloud®, both software development and delivery are exclusively cloud-native. Sitecore OrderCloud is built to handle high performance and scales automatically to guarantee availability.

It runs on Microsoft Azure – one of the most advanced, safe, and secure platforms available, in some of the most secure data centers around the world, so all data and processes maintain the highest levels of safety and security.

With the ability to scale up, diversify, and backup data to multiple facilities data is protected and reliability high. As of July 2019, Azure's core compute services have run at a 99.995% average across its global infrastructure.

Cloud

- Multi-tenant platform
- Continuous delivery
- Global Infrastructure
- Fast response times

DevOps

- Used for deployments and version management
- Continuous delivery with little or no downtime
- Automated testing

Diagnostics

- Monitors all Azure services for performance
- Assists with errors and reliability issues

Redundancy

- Built-in backup for all resources and services
- Geolocation available for all services and databases

Security

- Security Center provides notifications and recommendations for security issues
- AT&T Cybersecurity\AlienVault for the Security Information and Event Management System (SIEM).

Compliance

- With Azure and Sitecore OrderCloud best practices, your application can be compliant with top security standards like:
 - PCI Compliance (Payment Card Industry) - PCI standards are set to ensure businesses keep cardholders data safe.
 - SOC2 TYPE2 with HIPAA controls- A key security audit in the technology space that ensures data security and compliance. To be SOC 2 Type 2 certified, Sitecore OrderCloud is audited yearly by a third-party vendor to confirm its availability, security, privacy, and system controls.
 - GDPR (General Data Protection Regulation) - This regulation requires businesses to protect European Union citizen data for transactions that occur within the EU, even if they are placed online.
 - CCPA (The California Consumer Privacy Act) - This gives California residents more control over what data businesses can collect and what is done with that data.



About Sitecore

Sitecore delivers a digital experience platform that empowers the world's smartest brands to build lifelong relationships with their customers. A highly decorated industry leader, Sitecore is the only company bringing together content, commerce, and data into one connected platform that delivers millions of digital experiences every day. Leading companies including American Express, ASOS, Kimberly-Clark, L'Oréal, and Volvo Cars rely on Sitecore to provide more engaging, personalized experiences for their customers.

Learn more at [Sitecore.com](https://www.sitecore.com).

