

# COMMERCE FACTORY

Fully managed experiential commerce solution ready to launch in 90 days hosted on AWS.



# UNLOCKING THE PATH TO EXPERIENTIAL COMMERCE

According to The Forrester Wave™ B2C Commerce Suites, Q2 2020 Report merchants are opting to assemble a suite of best-fit solutions tailored to their needs to efficiently manage their digital businesses. The CommerceFactory by TA Digital is the only ready-to-deploy best-fit headless approach 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”.



## Elastic Path API-First Commerce Platform 7.6

- Headless, enterprise-scaled commerce platform built for contextual commerce with transactional capabilities into emerging channels such as social, chat-bot, voice-assistants, digital shopping walls, Internet of Things (IoT) as well as traditional ones like web and mobile.
- The CommerceFactory 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 Elastic Path Cloud Operations for Kubernetes Package. 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 CommerceFactory merchants can integrate to any payment, tax and ERP systems.



## Digital Experience with Drupal 8.8.6 (Drupal 9 Ready)

- 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.



## 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.

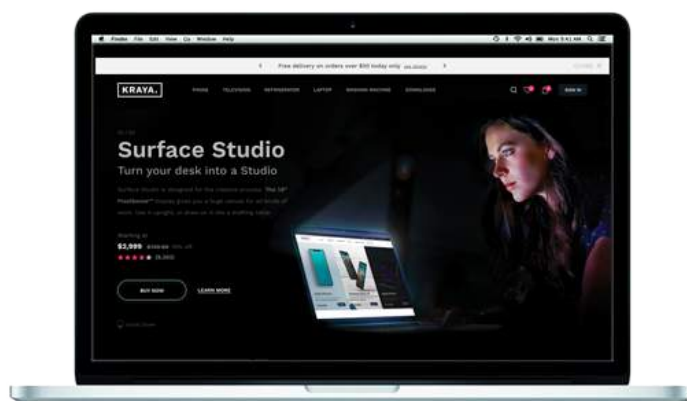


## CONTEXTUAL EXPERIENCE

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
- Visual Search Results



## MOBILE OPTIMIZED

On Cyber Monday 2019, for the first time, more than half of online shopping site visits came from mobile devices, and revenue from sales via smartphone alone reached \$2 billion. The CommerceFactory is built for dual mode shopping. The CommerceFactory takes the complexity out for merchants wanting a Progressive Web App experiences.

### Key Features:

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

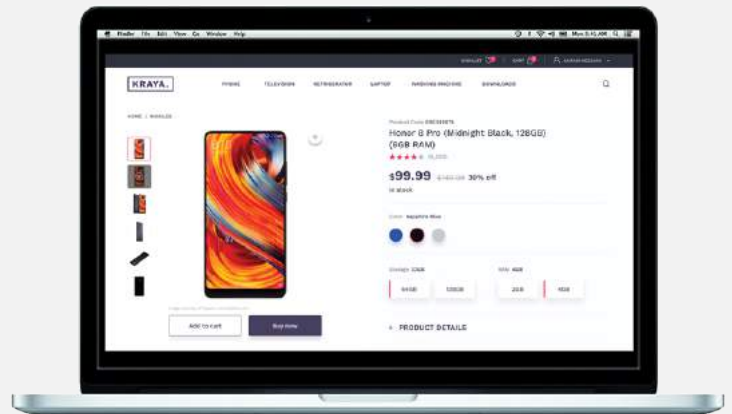


# ADVANCED COMMERCE FEATURES

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

## Key Features:

- Address Verification
- Advanced Promotion
- Back-In-Stock Email notification
- Bundling
- Catalog Syndication & Price Synch
- Direct Discount Code at Checkout
- Fraud & Revenue Optimization
- Google, Facebook, Instagram product data feed integrated
- Guest Checkout
- Guided Shopping
- Multi-catalog supported on single platform
- Multiple Payment Options (Includes PayPal & Alipay)
- Order Management
- PCI Compliant
- Product Bundles
- Shipment & Ship Notifications
- Single Page Checkout
- Subscription
- Unified Single Platform for B2C & B2B
- User Account Management



# CONTENT MANAGEMENT

The CommerceFactory 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

# ABOUT TA DIGITAL

TA Digital is the only global boutique agency that delivers the “best of both worlds” to clients seeking to achieve organizational success through digital transformation. Unlike smaller, regional agencies that lack the ability to scale or large organizations that succumb to a quantity-over-quality approach, we offer resource diversity while also providing meticulous attention to the details that enable strategic success.

Over the past 20 years, TA Digital has positioned clients to achieve digital maturity by focusing on data, customer-centricity and exponential return on investment; by melding exceptional user experience and data-driven methodologies with artificial intelligence and machine learning, we enable digital transformations that intelligently build upon the strategies we set into motion. We are known as a global leader that assists marketing and technology executives in understanding the digital ecosystem while identifying cultural and operational gaps within their business - ultimately ushering organizations toward a more mature model and profitable digital landscape.

Recognized in 2013, 2014, 2015, 2019, and 2020 Inc. 5000 list as one of the most successful technology companies in the United States, TA Digital is pleased also to share high-level strategic partnerships with world class digital experience platform companies like Adobe, SAP and Salesforce and possess global partnerships with industry leaders such as Sitecore, Episerver, Acquia, Elastic Path, BigCommerce, AWS, Azure and Coveo.

## BOOK AN APPOINTMENT WITH US TODAY TO SEE OUR COMMERCEFACTORY SOLUTION!



Contact our Commerce Specialist

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