



# FirstSpirit and SAP Commerce Cloud

## Content-Driven Experience for a Digital Commerce Edge

### Turn your customers into lifelong fans with content-driven commerce experiences.

The FirstSpirit hybrid (headless+) content management system (CMS) extends SAP Commerce Cloud's online store functionality by empowering e-commerce and marketing teams to easily create content-rich, personalized digital experiences anytime, anywhere to support your global B2C and B2B commerce strategies.

#### Create exceptional content-driven commerce experiences.

- Enrich product content with shoppable videos, images, text, illustrations, and more to tell stories that make your product catalog come alive.
- Create, review and *edit* channel experiences at every touchpoint for complete control of the delivery of personalized customer experiences
- Deliver omnichannel content to the right visitor at the right time with AI-powered personalization and real-time targeting.
- Easily maintain a consistent brand globally while translating and localizing content for consumers wherever they may be.
- Gain insights into visitor behavior using real-time, AI-powered analytics and enable better experiences.

#### Make managing commerce content radically simple.

- Create and manage all of your commerce content with easy drag and drop from one simple and intuitive user interface—no coding required!
- Achieve productivity gains using FirstSpirit's advanced workflow, permissions and versioning capabilities.
- Use SAP Commerce Cloud for e-commerce and product information management, and use FirstSpirit to manage product content and digital experiences for increased revenues.
- House content in a central repository where it can be located and re-used across multiple channels with ease.
- Master the challenges associated with multi-brand, multi-language and multi-channel content distribution and greatly reduce time to market.

### CASE STUDY

GROHE—the world's leading supplier of sanitary fittings—uses the FirstSpirit Digital Experience Platform and SAP Commerce Cloud to deliver exceptional content-driven commerce experiences for more than 60 B2C and B2B websites and their respective channels—mobile apps, social media and display ads—in 80 countries and languages globally.

*"We wanted to build a digital experience platform to suit our company's global business needs, and FirstSpirit helped us accomplish that. The modular nature of the platform gave us the flexibility we needed to build a DX platform that greatly reduces development time while accelerating time to value. Content managers love it for its usability. More importantly, it helped us deliver the exceptional experiences that GROHE products are known for—now in the digital world as well."*

*Carlos Carvalho, Global Head of Websites for GROHE*





## Act now for a true competitive advantage.

**Certified SAP Commerce Cloud Integration.** It's a proven partnership that the world's largest B2C, B2B and B2B2C brands use to solve their biggest digital marketing challenges.

**SAP Spartacus Integration.** FirstSpirit CMS to integrate with the SAP Spartacus storefront, a progressive web application (PWA), for creating content-driven shopping experiences code free and at speed.

**Choose your delivery option.** Choose FirstSpirit Cloud, or opt for our On-Premises solution.

**Dramatically reduce costs.** FirstSpirit's hybrid CMS uses a decoupled and headless architecture, all-in-one. That means SAP Commerce Cloud's proven delivery infrastructure is used for delivering FirstSpirit content so there's no need for extra servers; and, FirstSpirit's headless CMS capabilities, with in-context preview and editing, enables support of any channel.

**Accelerate time to market.** Integrate FirstSpirit with your SAP Commerce Cloud and PIM instances in a matter of days not months saving valuable time.

**Future-proof your digital experience ecosystem.** FirstSpirit serves as the foundation of your digital experience ecosystem allowing you to easily add new 3rd party marketing tools to your technology mix with greater ease and in a fraction of the time due to its inherent interoperability and headless architecture.

## Get a content-driven commerce digital experience edge.

**Empowerment.** Easy to use tools and an intuitive UI that empower nontechnical users to intuitively create and deliver personalized, content-driven experiences that inspire customers to action wherever they may be—without using HTML.

**Intelligence.** Use our AI-powered personalization, A/B testing, predictive analytics, and optimized automation to deliver data-driven and contextualized omnichannel experiences at scale for greater engagement and revenue.

**Agility.** FirstSpirit has a high degree of interoperability with adjacent technologies, services and data sources combined with proven integrations and a flexible API-driven microservices architecture for faster time to value.



## About e-Spirit

e-Spirit's SaaS-based FirstSpirit Digital Experience Platform helps businesses engage customers and increase revenue with personalized, content-rich digital experiences anytime, anywhere. Savvy digital marketers across all industry sectors rely on the FirstSpirit platform—which includes a hybrid (headless+) CMS, AI-driven personalization and omnichannel marketing capabilities—for individualized and synchronized content delivery across all channels to differentiate their companies and turn customers into lifelong fans.

e-Spirit, founded in 1999, is part of the adesso Group and has offices in 16 locations in the US, Germany, Great Britain, the Netherlands, Switzerland, Austria and Asia Pacific. Customers include international brands and corporations such as L'Oréal, Lancôme, Commerzbank, BASF, Bosch, Belk, Urban Decay, Olympus, Santander Bank, Carter's, Sterling Jewelers and many others. For more information, go to [www.e-Spirit.com](http://www.e-Spirit.com)

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