

SOLUTION SHEET

YOTTAA for Salesforce Commerce Cloud

As customer expectations grow exponentially, and maintaining multiple eCommerce sites get more complex daily, Salesforce B2C Commerce Cloud customers are constantly looking for ways to drive more value from their platform. Optimizing site speed to convert more existing traffic, while protecting against the increasing number of bad actors, bots and malware are top priorities. While existing solutions such as modernizing the storefront or layering additional site performance acceleration or security technologies have helped, there are just too many external challenges.

The solution lies in scaling your eCommerce site by extending the value of the Salesforce B2C Commerce platform through YOTTAA. With YOTTAA, Salesforce B2C Commerce Cloud retailers can simplify and accelerate their current infrastructure and gain more control and flexibility of their third-party tech stack.

YOTTAA offers Salesforce B2C Commerce Cloud retailers' better performance, control, visibility, and security on top of your existing platform so you can best optimize, protect, and monitor your eCommerce sites.

Some of the many ways that YOTTAA can help:



Application Sequencing

YOTTAA optimally schedules the load of third parties and other assets on your site to ensure the fastest time to shopper interaction



InstantOn

Accelerates the performance of dynamic pages and content, resulting in significantly faster page load times



Image Optimization

Optimize beyond the out of the box "Basic" and "Basic+" configuration to all images on your site, including those delivered by third parties, through transcoding, image compression, image resizing, advanced lazy loading, and caching



Traffic Management

Real-time visibility, including specific global location, device type, browser, and error codes that can be used for routing rules and even catching 404 errors and rerouting traffic to a relevant page



Additional Layer of Defense

Comprehensive multi-layer Web Application Firewall (WAF) security controls to limit the performance impact from malicious traffic with customizable rulesets that can include IP and geography



Bot Detection & Mitigation

Detect and block malicious bot traffic before it can reach a targeted site to combat DDoS attacks and SQL Javascript injection issues

Operating in the browser and at the edge also allows YOTTAA to protect your site from various form field type attacks and even give you more control on how browser extensions interact with your site.

Here is how YOTTAA helps you do both:

Browser

YOTTAA's patented Application Sequencing technology optimally sequences how third-parties are loaded, which drastically reduces page load times and improves conversion rates. Beyond optimizing third party

apps, YOTTAA protects against magedcart style attacks, and monitors the real-user experience of the site providing diagnostic level insight on Google Core Web Vitals and service-level insights on all third parties.

Edge

Salesforce B2C Commerce includes an embedded content delivery network (eCDN), designed to accelerate content delivery. The eCDN works well for those retailers that have lower traffic and basic storefronts. But many companies have an increasing amount of malicious traffic and have rich personalized sites with content driven from multiple other solutions that the eCDN doesn't address. YOTTAA is an officially licensed Salesforce partner that provides Salesforce B2C Commerce retailers with those added abilities when they stack YOTTAA's edge solution on top of the existing eCDN.

YOTTAA protects sites with more advanced web application firewall rules, bot protection (not included in an eCDN), and additional protection against specific IP and geographic attackers.

At the edge, YOTTAA provides more visibility in site traffic by monitoring real-user engagement and showing you the problems with pages that are not loading. This level of insight does not exist alone within Salesforce Commerce Cloud today.

YOTTAA can optimize your site performance with InstantOn type of loading and improve out-of-the-box image optimization that comes with an eCDN, which includes automated lazy loading and the optimization of specific images rather than an on/off all type constraint of the eCDN.

For customers looking for an even faster, more efficient digital experience, YOTTAA enables retailers and brands on Salesforce B2C Commerce Cloud the ability to optimize your shoppers' digital experience and better optimize, protect, and monitor all of your eCommerce sites.

