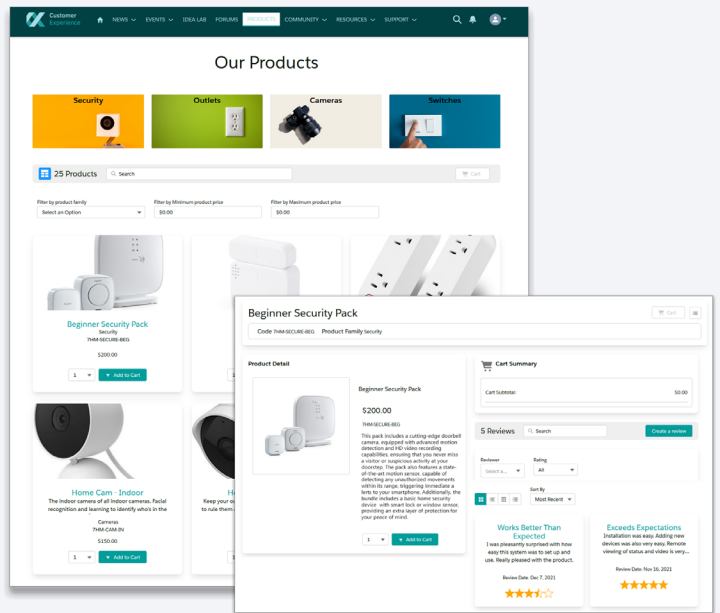


IBM Product Catalog for Salesforce

Showcase your products and enable basic e-commerce



[View the video](#) →

Today's customers are accustomed to being able to serve themselves when researching products and making purchases. They also expect an experience that is seamless and consistent across touchpoints, whether in the online storefront, in a member community, or talking to a customer support agent. At the same time, organizations are looking for ways to generate more revenue from their high touch channels, such as live customer service. Agents often lack in-context visibility into the products the customer has purchased and the associated opportunities for additional sales. Leveraging the same data across clouds and experiences can help streamline operations, improve customer service, and provide new revenue opportunities.

IBM Product Catalog for Salesforce is a basic e-commerce application that enables you to easily create a user-friendly experience that leverages standard Salesforce objects like products, price books, and orders. You can enable members of your Experience Cloud site to search, browse, and buy your products and services, and you can feature products most relevant to the customer, based on their profile.

You can also enable your Sales and Services personnel to have the same consumer-friendly experience with your catalog of products. Feature products to help salespeople focus their efforts, and provide visibility into what a customer has purchased, as well as associated cross- and up-sell opportunities. For more high-touch purchases, your employees can work directly with potential buyers, adding products to a cart on their behalf.

Key Features

- Enable browse, search and filter of products.
- Organize products in product families.
- Leverage standard objects: products, orders, price books.
- Add any quantity to cart.
- Use the Quick Order component for fast, simple ordering based on SKU and quantity.
- Add items to cart on behalf of the user.
- Display a Suggestion button to generate an email to the customer with the product suggestion.
- Support multiple currencies.
- Customize to support payment.
- Ensure a fully mobile-friendly, responsive experience
- Use in Experience Cloud or LEX.



Provide a consistent, seamless consumer-friendly experience for all users

Example use cases

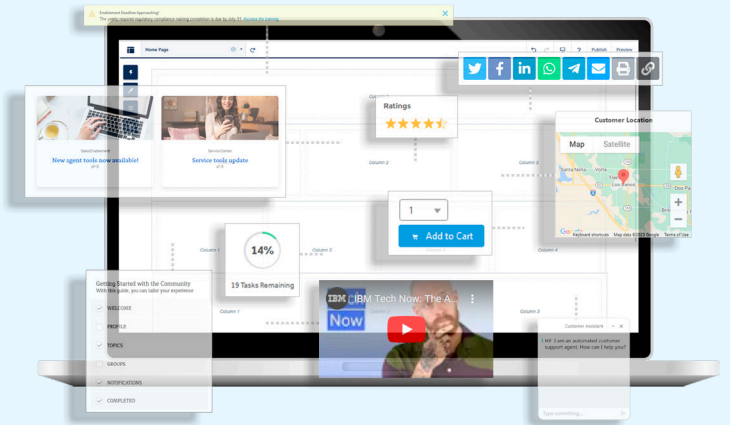
- Enable service agents to access product details while supporting customers.
- Give user community members access to product and pricing data in a user-friendly storefront.
- Empower sales teams with catalog and ordering capability to walk customers through making the right purchase.
- Provide a catalog of swag or merchandize for a loyalty point program.
- Customize the Product Catalog to automatically make cross-sell and up-sell recommendations based on the customer's history.

Benefits

- Quickly and easily set up an e-commerce experience.
- Leverage existing product/pricing data in a customer- or partner-facing site.
- Improve the product experience for Sales and Service personnel to better serve customers.
- Increase cross-sell and upsell opportunities, including from the Service channel.

Accelerate your Salesforce journey

IBM Accelerators for Salesforce provides pre-built components to simplify and accelerate the implementation of Salesforce with clicks not code. Drag, drop, and configure components for features like announcements, news, idea exchange, and learning paths to create an engaging, personalized experience that breaks free of the typical Salesforce look and feel.



The accelerators were developed with the expertise we gained through thousands of successful Salesforce services engagements. Now, these same products are available for you to purchase and use in your Salesforce projects.

[More IBM Accelerators for Salesforce →](#)