

# Digital Experience Optimization for SAP Commerce Cloud

Optimize, protect and monitor your SAP Commerce Cloud storefront with edge acceleration - 'Instant On' page loading, control of 3rd-party apps, and protection against bots and DDoS attacks. The result: 30-40% faster page load times and up to 20% lift in conversion rate providing incremental revenue.

As customer expectations grow exponentially, and maintaining multiple eCommerce sites get more complex daily, SAP Commerce 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.

It has been assumed that the solution lies in scaling your eCommerce site by configuring a content delivery network (CDN) on top of your SAP Commerce Cloud. But content delivery network's (CDNs) were built for the static website era or Web 1.0 and often have low cache hit rates for a dynamic, personalized eCommerce storefront. They also don't have security protection built-in and often require dedicated resources. With YOTTAA, SAP Commerce retailers can simplify and accelerate their current infrastructure and gain more control and flexibility of their third-party tech stack with a simple DNS change.

## Benefits

### Optimize conversion rates up to 20%

Improve your shoppers' experience by reducing load times and minimizing wait times for third-party apps with our eCommerce acceleration solution. Designed to integrate seamlessly with SAP Commerce Cloud, this purpose-built solution enables fast and efficient interaction with your storefront.

### Monitor your store & third-party apps

Get insights on community benchmarks, monitor store performance, analyze impact of 3rd-party apps on conversions & Google Core Web Vitals scores. Spot service-level violations, JS errors, and slow-loading 3rd-party content to optimize website functionality and improve user experience.

### Protect against malicious traffic

Detect and block malicious traffic before it takes down your storefront with a comprehensive multi-layer Web Application Firewall (WAF) and client-side security. Additional advanced security capabilities and robust bot detection and remediation stop threats and SQL/JavaScript injection issues, among over 1,000 attack vectors provided by OWASP and Yottaa proprietary rules which are inspected on every request with no added latency.

## Key Features:



### Multi-CDN & WAF with Bot Mitigation

Comprehensive multi-layer (including network and application) Web Application Firewall (WAF) security controls to limit the performance impact from malicious traffic and bots with customizable rulesets that can include IP, geography, cookies, HTTP headers and user agents which protect against DDoS. Multiple CDN providers can be leveraged by region to minimize disruption to the storefront if one provider is offline.



### App Sequencing

Provides rulesets to manage all third-party apps, whether they are loaded via a tag manager or website source, accelerating the time to shopper interaction. Sequencing also can optimize third-party feature loading in the most efficient way along with other resources such as JavaScript and CSS files.



### InstantOn

Traditional CDNs cache static content. When a user requests the page, content is served from the closest geographic location vs going direct to the SAP Cloud origin. YOTTAA's approach works for static content and storefront pages, that are dynamically generated and include personalized information.



### Image Optimization

Automated methods to optimize images include resizing, compression and transcoding of images, dynamic and selective caching, image resizing, and advanced lazy loading.

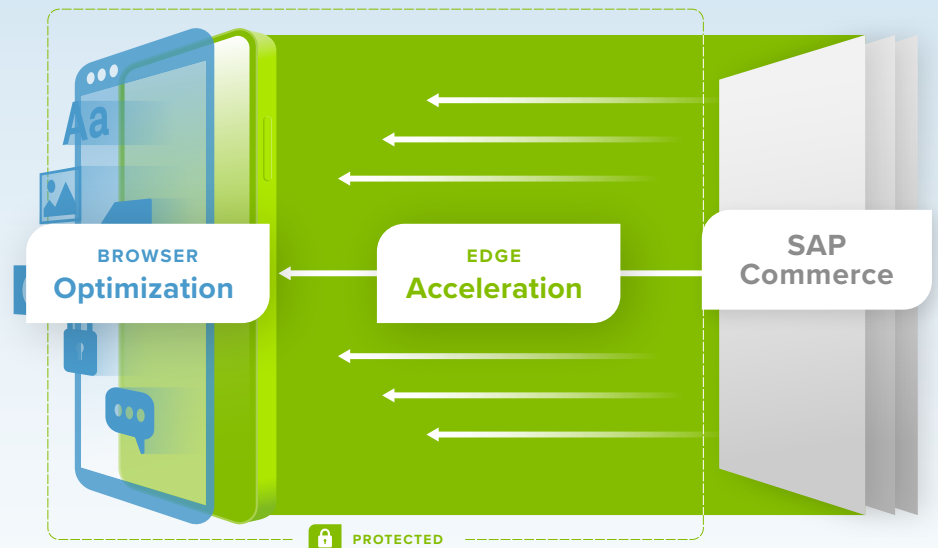


### AI-Anomaly Alerts / Real User Monitoring

Built-in real-user monitoring (RUM) analytics power an AI-anomaly engine that monitors all web pages and digital elements across entire eCommerce sites alerting when performance thresholds are exceeded.

Operating in the browser and at the edge also allows YOTTAA to further accelerate the customer experience and 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 magecart 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

SAP Commerce Cloud does not include a content delivery network (eCDN) or Web Application Firewall (WAF). As an SAP Partner, Yottaa has designed its Digital Experience Optimization solution to be easily added through a configuration in your web layer provided by SAP. Patented edge accelerate techniques are then applied to create an "Instant On" type experience for your web shoppers.

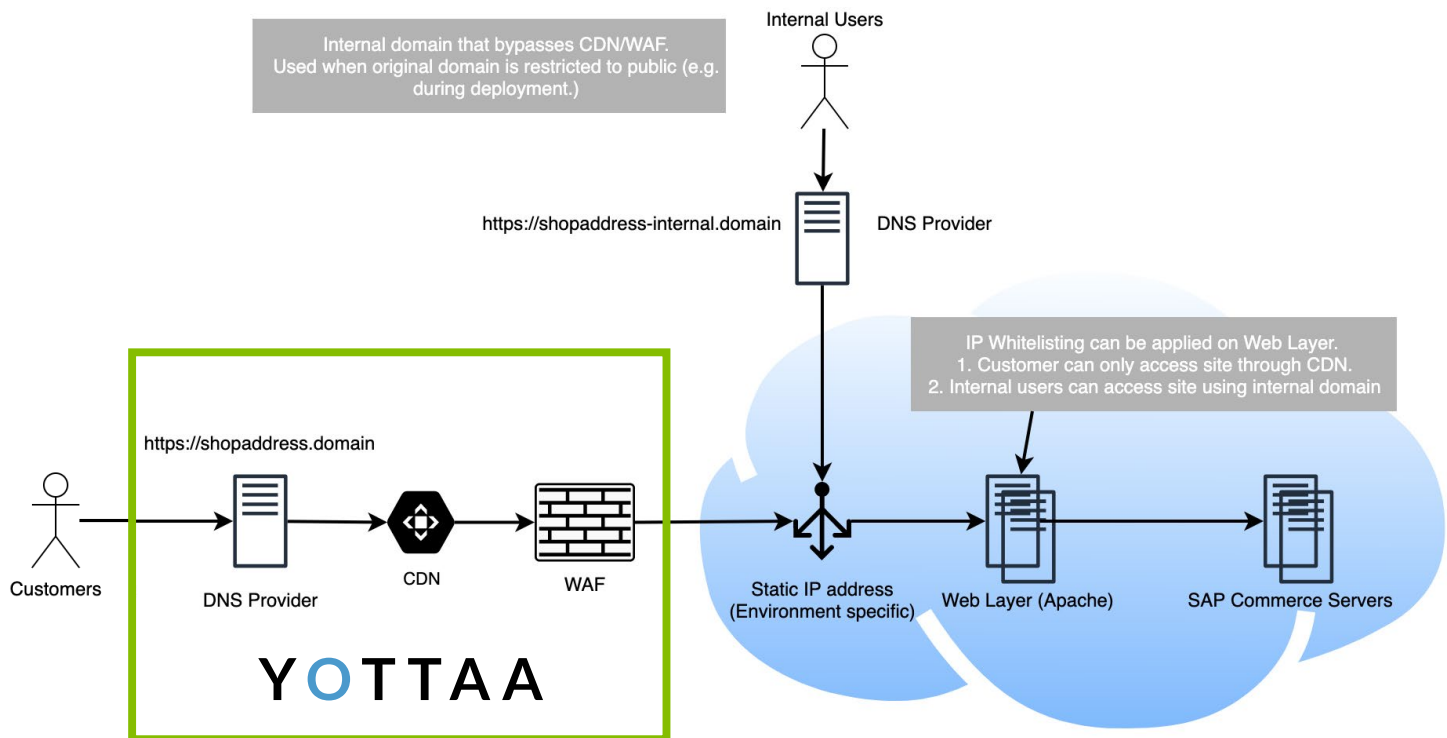


Image source: [https://www.sap.com/cxworks/article/2589633462/sap\\_commerce\\_cloud\\_architecture\\_web\\_and\\_network\\_layers](https://www.sap.com/cxworks/article/2589633462/sap_commerce_cloud_architecture_web_and_network_layers)

### SAP Commerce Cloud Architecture - Web and Network Layers

Yottaa offers an all-in-one solution that combines a Content Delivery Network (CDN), Web Application Firewall (WAF), and eCommerce storefront acceleration features. By seamlessly integrating with your SAP Commerce Cloud, Yottaa enhances the performance of your online store. This integration is effortlessly achieved through a straightforward configuration of your DNS settings, where your domains are directed first to Yottaa and then to the SAP Commerce Cloud, ensuring optimized delivery and protection for your web content.

YOTTAA can optimize your site performance with InstantOn type of loading and improve image optimization, which includes automated lazy loading and the optimization of specific images rather than on/off all type constraints of traditional CDNs. YOTTAA protects sites with more advanced web application firewall rules, bot protection, 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.

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