



5 Ways SAP Commerce Cloud and Clouddinary Transform Your E-commerce Experiences

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Introduction

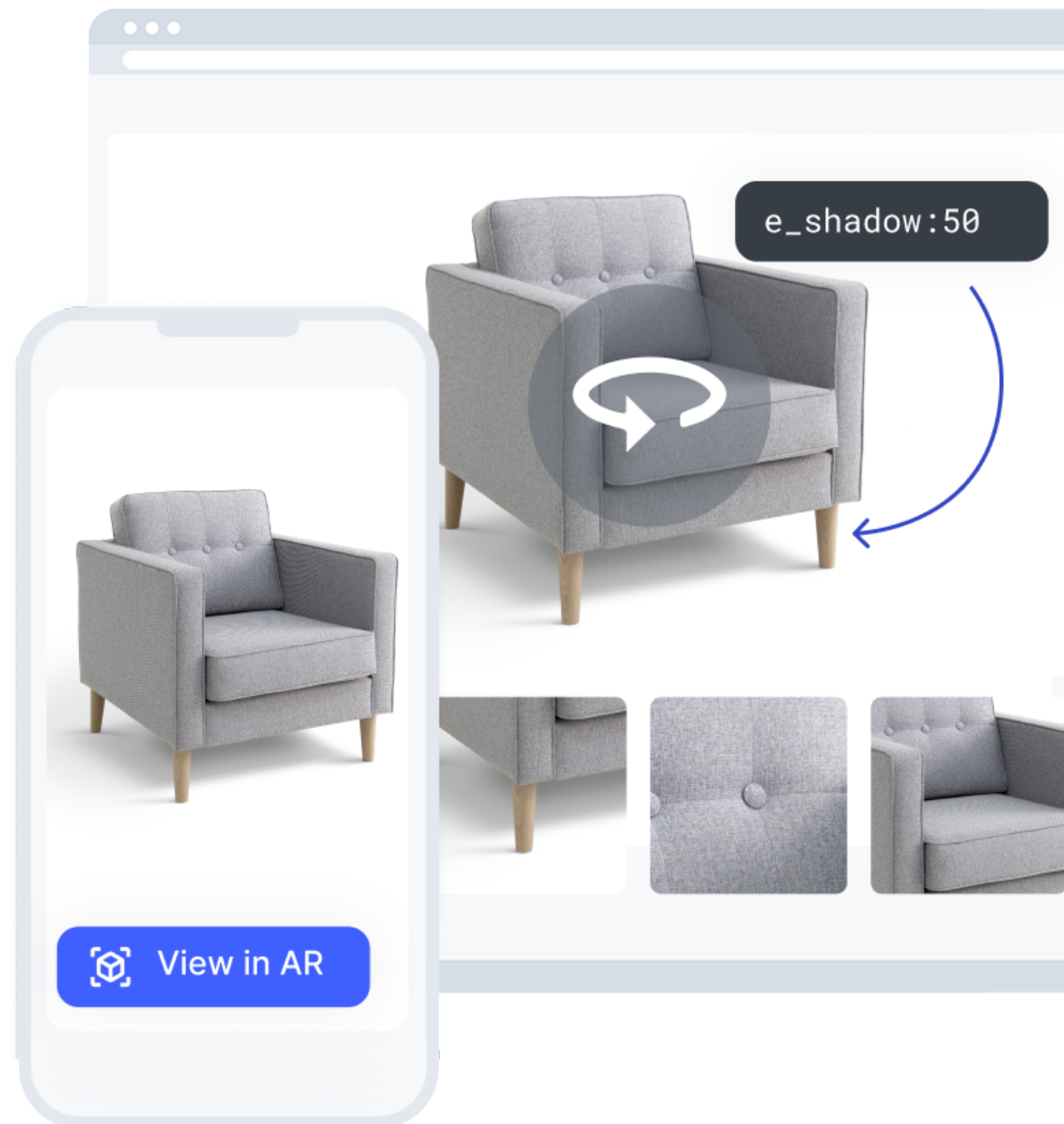
SAP Commerce Cloud is ideal for managing e-commerce operations, streamlining customer experiences, and facilitating seamless transactions. It's comprehensive, supports the unified buying experience, and, as a cloud-based solution, enables a business to scale operations.

When SAP Commerce Cloud users add Cloudinary to their tech stack, they gain access to an image and video platform that elevates visual experiences, increases revenue, and reduces operating costs by tapping into capabilities that complement and supplement their existing technologies.

Integrating Cloudinary with SAP Commerce Cloud ensures your brand is meeting the modern consumers' expectations of interacting with captivating images, enticing videos, 3D experiences, 360-degree spin sets, and more — all without having to replatform to a composable commerce solution.

Done right, these visuals can help your business:

- Build brand loyalty.
- Drive product purchases.
- Reduce the rate of returns.
- Enhance page performance.
- Increase organic traffic.
- Improve Google Core Web Vitals ranking.
- Boost ROI.
- Reduce operating costs.



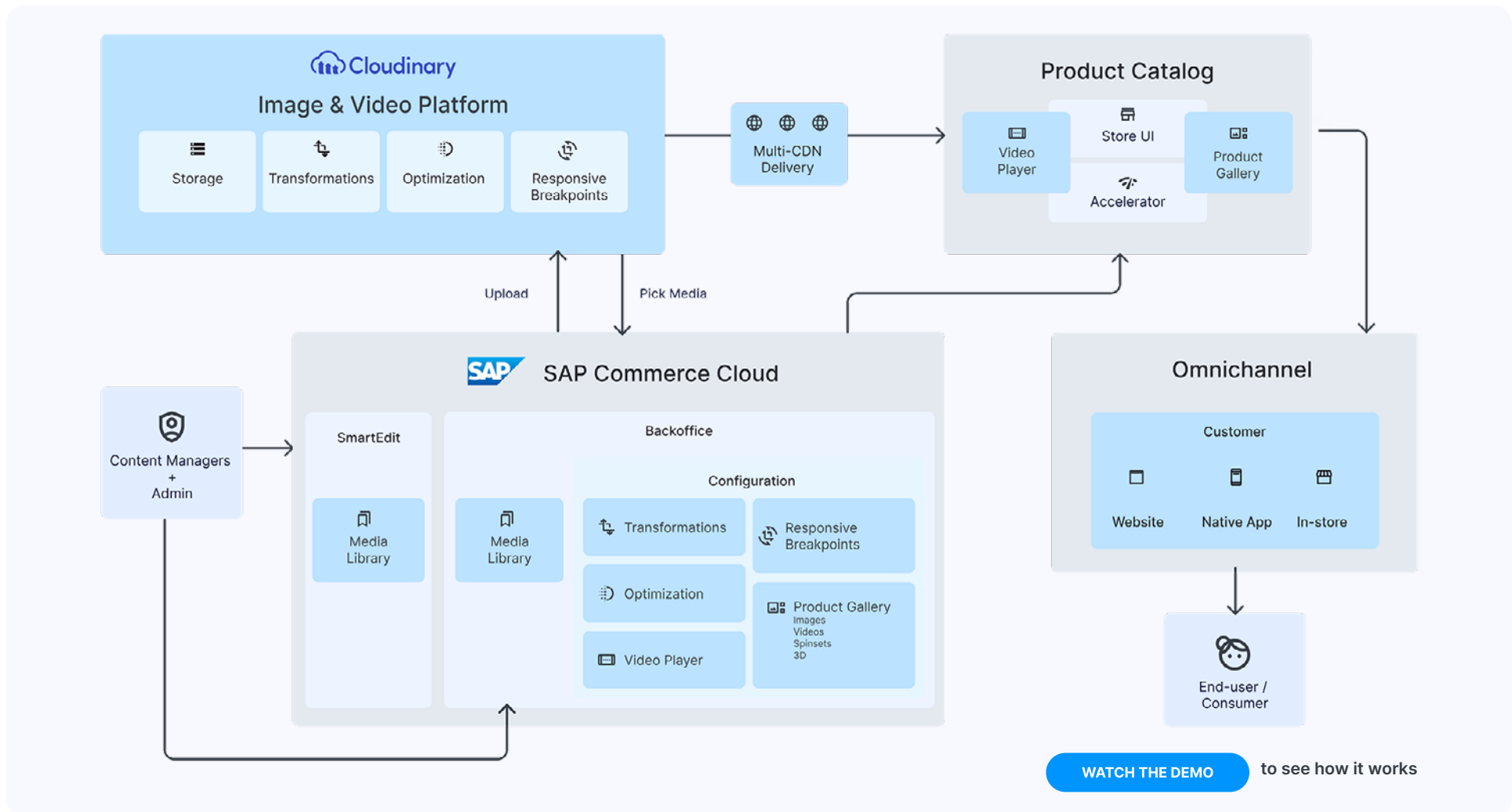
CHAPTER 1

Modern Visual Experiences Without Replatforming

Clouinary's prebuilt SAP Commerce Cloud integration and APIs make it fast and easy to add modern, intelligent, and automated visual experiences to your storefronts without replatforming to a composable commerce solution. Clouinary's advanced, AI-powered visual media capabilities deliver modern, performant PLPs and PDPs that increase conversions, reduce returns, and improve Google Core Web Vitals without the time, cost, and risk of replacing SAP Commerce Cloud.

How Cloudinary Integrates With SAP Commerce Cloud

1. Install the Cloudinary SAP Commerce Cloud extension.
2. Configure Cloudinary connection in SAP Commerce Cloud.
3. Set global optimization and transformation settings.
4. Upload or link media to Cloudinary.
5. Add custom transformations for products/categories.
6. Modify templates and deploy the Cloudinary-enabled store.



CHAPTER 2

A Single Source of Truth for Images and Videos

Brands strive for seamless omnichannel experiences, but creating these experiences typically involve many thousands of images and videos. Without a centralized system to manage these assets, teams struggle with clunky processes, collaboration roadblocks, and inconsistent delivery. Cloudinary solves this dilemma by becoming the single source for all visual media easily accessible from the solutions your teams use every day, including SAP Commerce Cloud.

Easy Integration and Streamlined Workflows

Cloudinary is a developer-first platform that adheres to the MACH principles of Microservices, API-first, Cloud-native SaaS, and Headless. It's easy to connect Cloudinary headlessly to SAP Commerce Cloud as well as your preferred CMS, PIM, hosting platforms, integration solutions, search, and analytics platforms with prebuilt integrations, APIs, SDKs, and widgets.

Cloudinary creates a single source of truth (SSOT) for all visual assets that is accessible directly from within the tools teams use every day. This ensures teams will be able to:

- Alleviate the pain points associated with scattered visual assets.
- Bid farewell to disjointed workflows across marketing, e-commerce, and creative teams.

- Orchestrate hundreds of thousands of assets for use in product and content catalogs.
- Normalize, localize, and optimize assets for any marketplace.

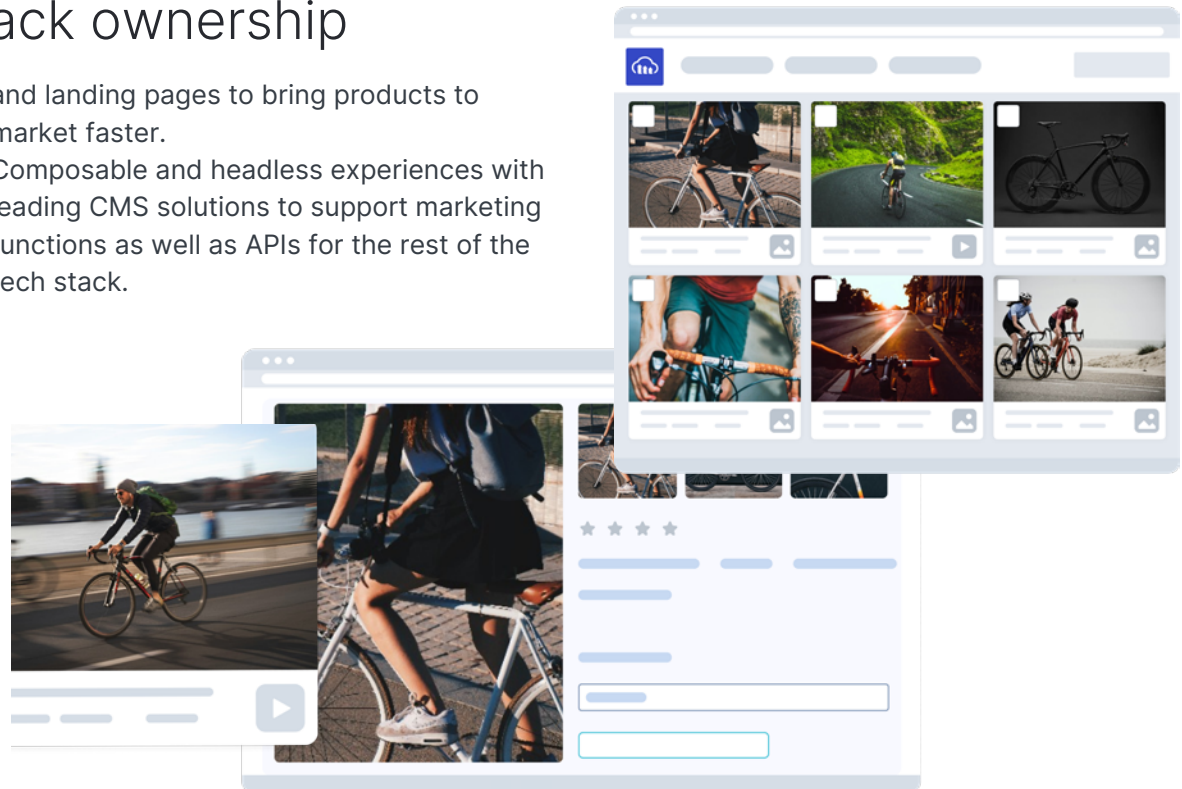
Collaboration becomes seamless, and teams can focus on delivering consistent shopping experiences on all digital touchpoints.

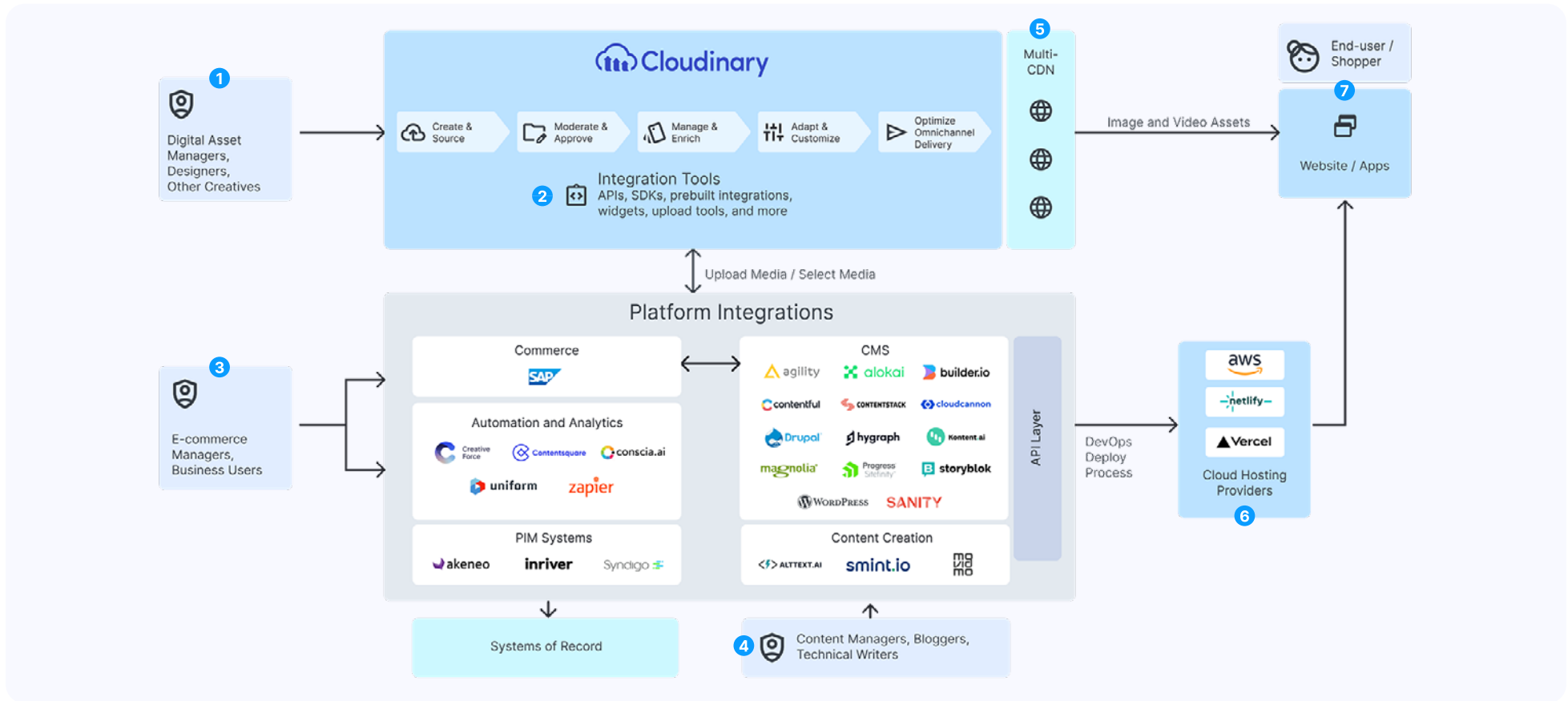
Improve total cost of tech stack ownership

- Prebuilt integrations and APIs that save on developer time and budget.
- A single visual media tool used across the tech stack to create economies of scale.
- Prebuilt UI components to easily drop new images and videos on PLPs, PDPs,

and landing pages to bring products to market faster.

- Composable and headless experiences with leading CMS solutions to support marketing functions as well as APIs for the rest of the tech stack.





How Cloudinary Integrates Across the Tech Stack

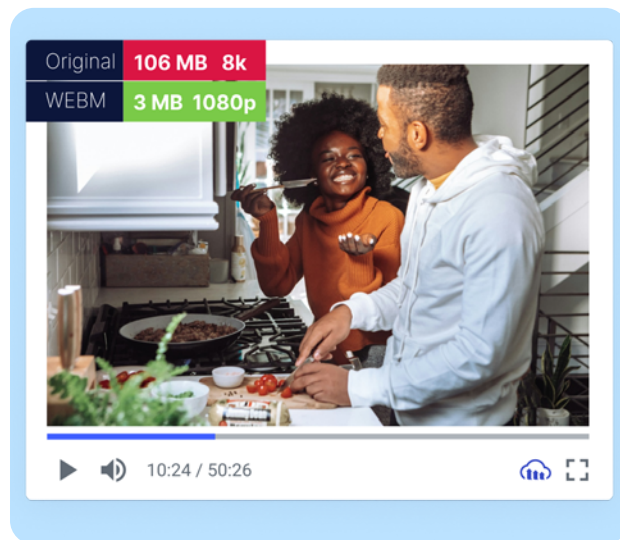
- Asset managers, designers, and creatives add visual media to Cloudinary through UI components while developers add visual media through APIs. The entire media workflow is managed in Cloudinary.
- If a prebuilt connector doesn't exist, developers can build custom website integrations with Cloudinary APIs and deploy it to their stack.
- E-commerce and business users access visual media directly from within SAP Commerce Cloud via the pre-built integration or a custom solution built by the Cloudinary API layer.
- Content managers, bloggers, and technical writers access Cloudinary images and videos directly from within the CMS to create webpages, videos, blogs, and more.
- Enterprise customers have access to Cloudinary's multi-CDN capabilities to deliver optimized assets quickly to end-users.
- Easily host websites with Cloudinary partners Vercel, Netlify, and AWS. Also, host on other providers like Azure and Google Cloud.
- HTML, CSS, Javascript are set up and delivered by the hosting provider and Cloudinary delivers images and videos to every customer touchpoint.

CHAPTER 3

AI-Powered Visual Experiences

It takes effort and time to deliver customized visual experiences at scale. Just think of all the various touchpoints in the customer journey and how many different image and video versions must be created from an original asset to deliver the right size, format, and crop. Cloudinary bring [the power of AI](#) and new [generative AI](#) capabilities to automate, transform, and customize visual experiences, so businesses can provide the best customer experience possible.

Optimize and Transform Visual Experiences With AI-Powered Features



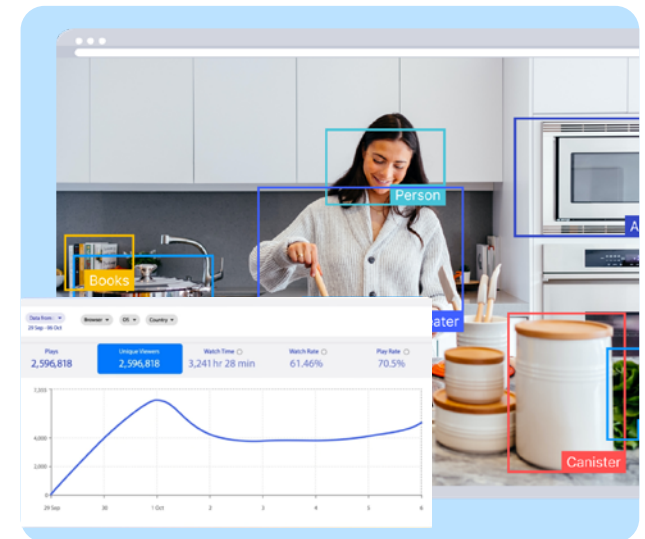
Optimize and Deliver at Scale

Improve web and app experiences with smart crop, auto-format, and auto-quality for best fidelity at the smallest file size of an original asset. Dynamically create SEO-friendly URLs and leverage multi-CDN delivery for the perfect user experience on any device.



Edit and Transform for Deeper Engagement

Customize visual experiences for every channel and end manual image and video editing with powerful AI-powered features like background removal, smart crop, automatic video previews, text and image overlays, zoom pan image animation, 2D images from 3D models, 3D to 2D, and filter effects.



Manage and Analyze

Access automated image and video management capabilities including search, smart tagging, media analysis, object detection, moderation, auditing, reporting, dashboards, and more.

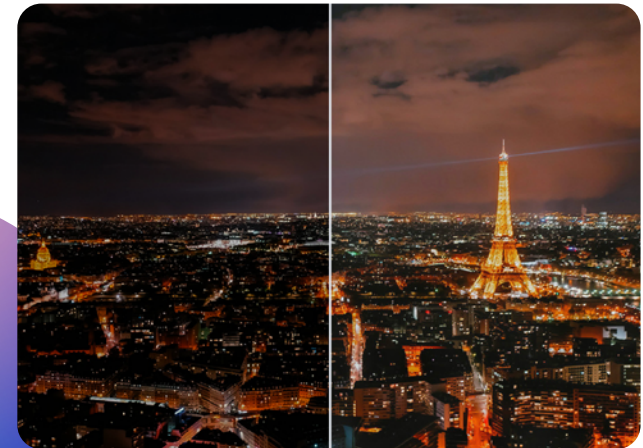
The Latest Generative AI Features

Cloudinary's powerful new generative AI features open up a world of creative possibilities.

Generative AI features, including [Generative Fill](#), [Remove](#), [Replace](#), [Restore](#), [Recolor](#), and [Enhance](#), allow teams to generate unique image and video variations without manual manipulation, streamlining the image adaptation process and increasing productivity. The latest addition to the AI-powered feature set is [Image Captioning](#), which generates accurate and descriptive captions that streamline metadata management, improve SEO and ensure accessibility for all users.

Cloudinary offers a ChatGPT-backed natural language interface. Users can interact with the platform using ordinary language. This groundbreaking integration simplifies complex tasks, making visual asset management more intuitive and user-friendly.

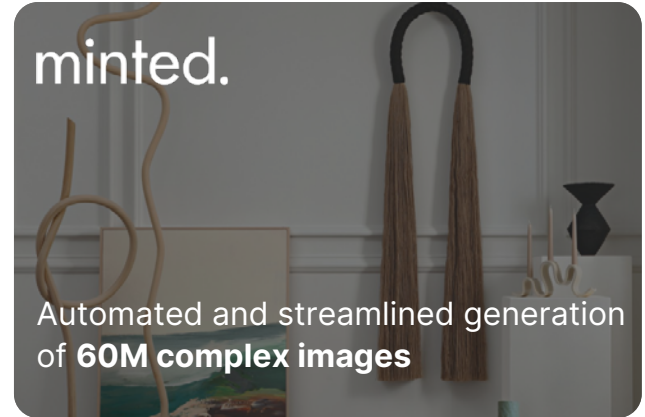
[See Cloudinary's latest generative AI features.](#)



Clouinary Customer Stories



2,000+ working hours saved via automated image upload process



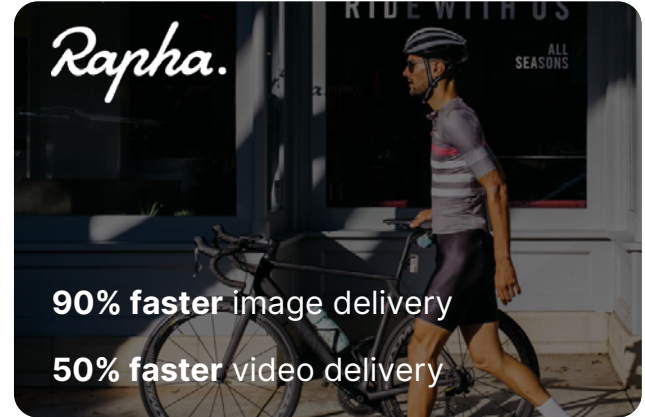
Automated and streamlined generation of **60M complex images**



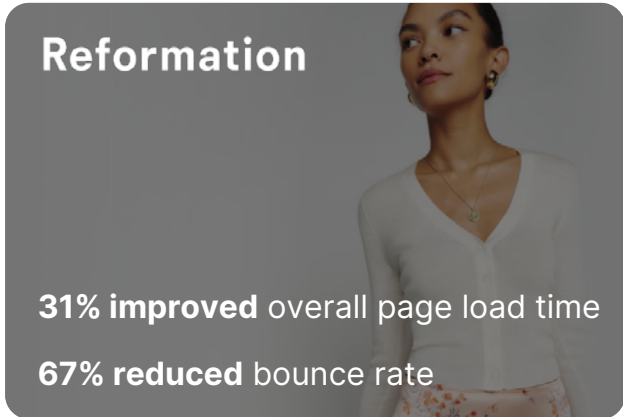
75% reduction in time spent managing image assets
3X faster page load times



40% reduction in asset management costs



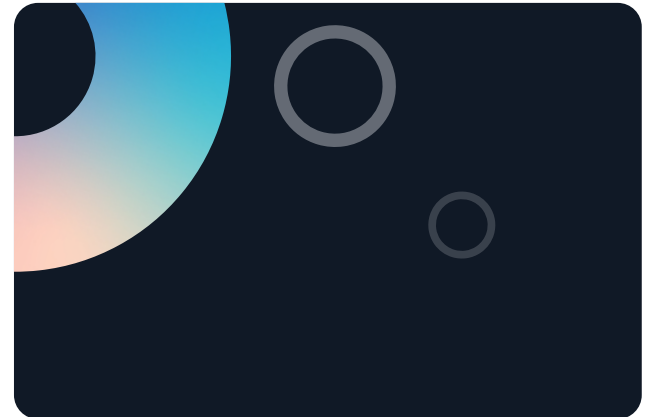
90% faster image delivery
50% faster video delivery



31% improved overall page load time
67% reduced bounce rate



Image correction process time **reduced by up to 75%**



CHAPTER 4

High-Performing Video Experiences at Scale

The numbers tell the story:

65%

see video as critical for market awareness.

54%

view video as key for driving purchases and conversions.

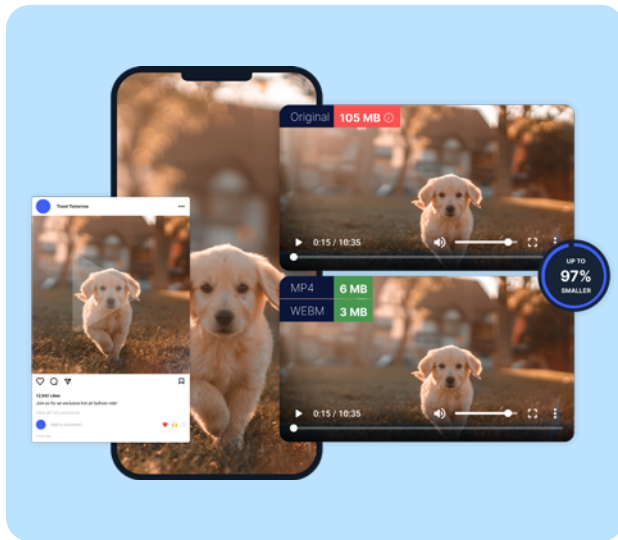
78%

rely on video to build trust and confidence.

81%

plan to expand use of video across websites and apps.

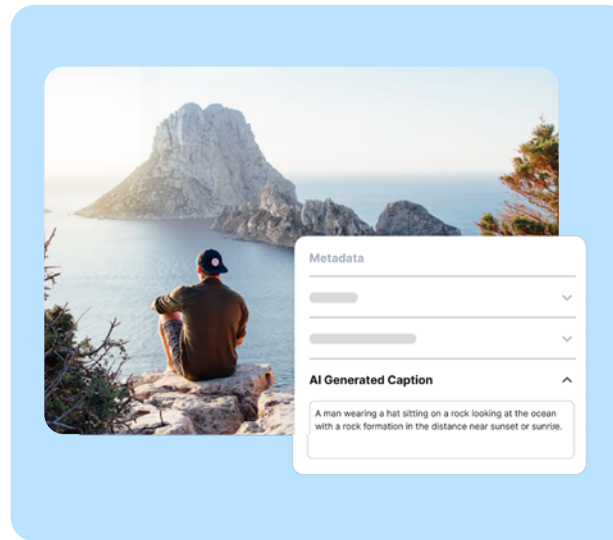
Create and Deliver Video in Minutes With AI-Driven Automation



Boost Conversion With Fast, High-Quality Video

Drive higher engagement with video that automatically adapts to any device, browser, and network condition.

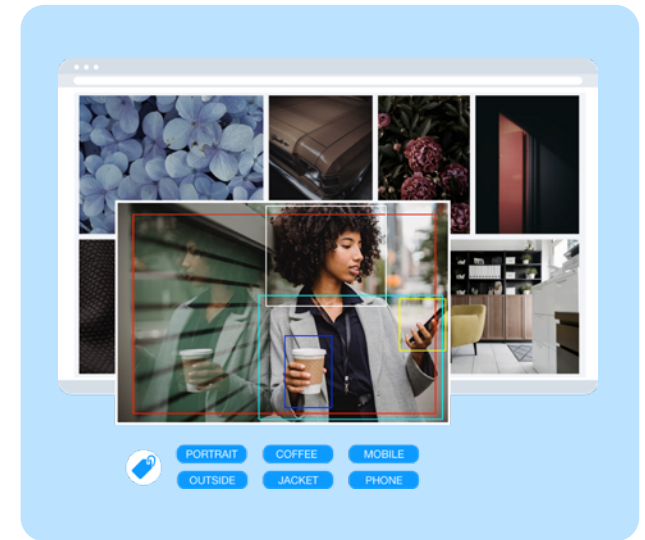
- Industry-leading video optimization.
- Cutting-edge codecs and stream protocols.
- Fast, reliable global CDN coverage.



Reduce Time to Market to Scale to Any Channel

Get developers up and running faster by leveraging APIs and AI-powered video editing capabilities to create video variants at scale.

- APIs to resize and customize by channel.
- AI summarization and crop for mobile and social.
- Easily customizable player and mobile SDKs.

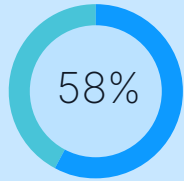


Reduce Costs to Manage Assets

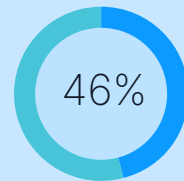
Save time on manual work with our AI capabilities to quickly and accurately tag your video assets to improve search performance, and automation to streamline the content moderation process.

- Connect image and video across systems.
- Improve search with AI-tagging.
- Automate normalization and moderation.

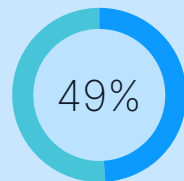
Clouinary's Global Video Survey Shows



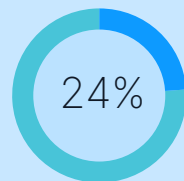
58% cite time and skills needed to edit and ready videos for various channels and devices as their top challenges.



46% cite video asset creation as the biggest barrier.



49% of respondents who reported being able to publish videos in "less than an hour" said they were "completely likely" to expand their use of video compared to



24% of brands whose videos took "days" to publish.

Source: Clouinary Global Video Survey

Clouinary Customer Stories

eventPower

reduced asset management costs **by 60%**.

[Read Case Study →](#)

Rapha.

launches e-commerce video experiences **50% faster**.

[Read Case Study →](#)

B-R

reduced time to deliver video highlights from hours to minutes.

[Read Case Study →](#)

CELTICS TRADE KEMBA TO OKC

Paul Smith

realized 45% increase in video-enabled sales.

[Read Case Study →](#)

VORWERK

delivers how-to video recipes to **4M+ users globally**.

[Read Case Study →](#)

CHAPTER 5

Boost Organic Traffic and Google Rankings

Modern shoppers demand immediate, accurate information and imagery. Web pages that don't load fast enough won't rank, killing organic traffic and revenue. By optimizing images and videos for every device, browser, and bandwidth, you'll reduce page load times and increase organic traffic, your Google rankings, and conversions.

The Impact of Page Load Times on Google Rankings

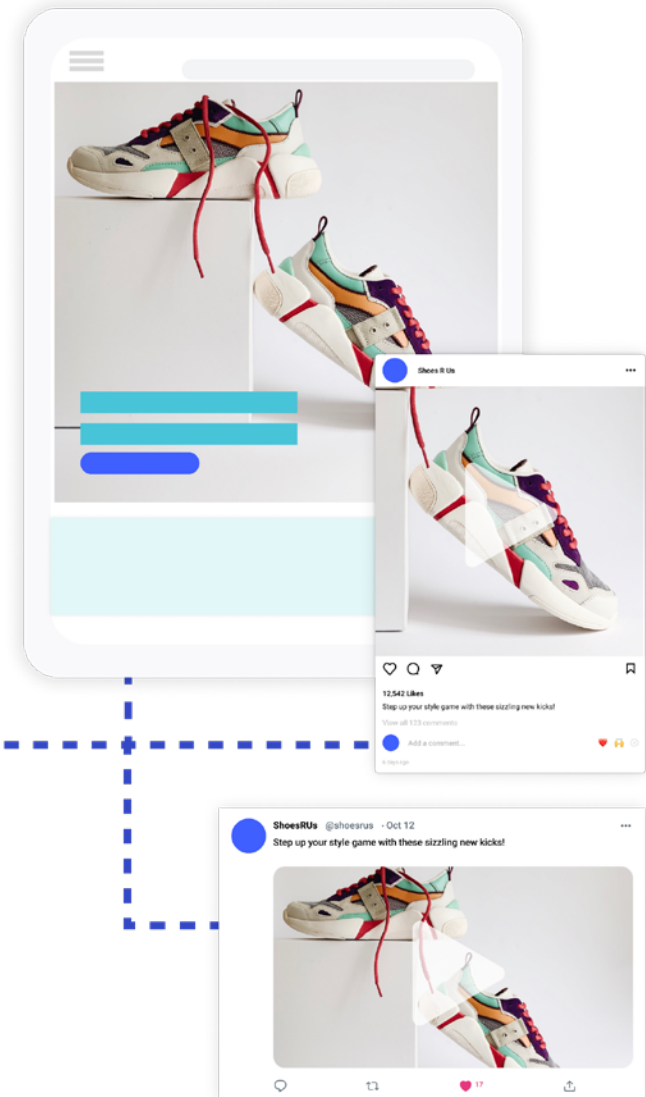
Page load times have a direct impact on user experience and can significantly influence website performance. Pages that load within two seconds have an average bounce rate of 9%, and pages that load in five seconds see their bounce rates skyrocket to 38%.

Google's Core Web Vitals, a set of user-centered metrics introduced by Google, has emerged as the key factor in assessing the overall user experience. Today's search engines now prioritize websites that offer fast-loading, informative, pages. These metrics measures website performance based on:

- **Largest Contentful Paint.** Measures the loading time of the largest element visible within the viewport of a web page. It indicates how quickly the main content becomes visible to users, providing insights into the page's perceived loading speed and overall user experience.
- **Interaction to Next Paint.** Measures the responsiveness of a web page by capturing the maximum time it took the browser to respond to any user interaction (such as a button click or link tap). It quantifies how responsive (or unresponsive) a page feels throughout the entire time a given user is using it and is crucial for evaluating the user experience.

- **Cumulative Layout Shift.** Quantifies the visual stability of a web page during its loading process. It measures the amount of unexpected layout shifts that occur as content loads, ensuring a smooth and stable user experience by minimizing elements shifting unexpectedly, which could lead to accidental clicks or frustrating interactions for users.

Cloudinary's adaptive image delivery ensures that the right version of an image is delivered, taking into account device type, screen resolution, and network conditions. This eliminates unnecessary data transfer and improves Google Core Web Vitals metrics.



Cloudinary Customers Boost Core Web Vitals



hydrow

Hydrow Improves Core Web Vitals by 75%

“We went from lagging in our segment to leading it,” says Kabel. “When we look at our benchmarks, we’ve seen massive improvements. Obviously, when we throw more assets on a page, it weighs down the page, now we manage against that. Cloudinary really solved a lot of that concern for us.”

– Reuben Kabel, SVP of Engineering, Hydrow

[Read Case Study →](#)



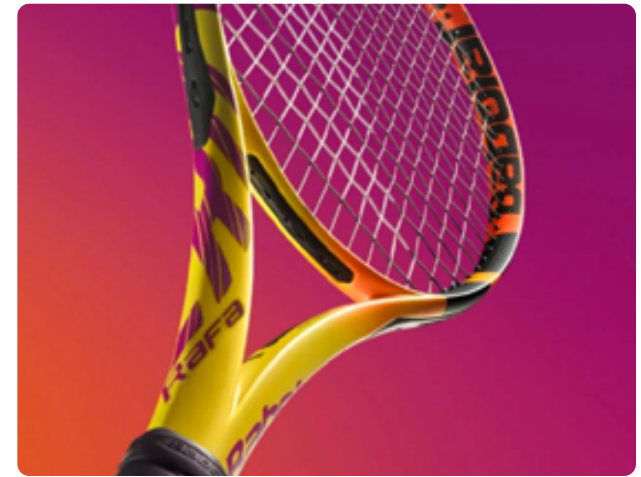
Reformation

Reformation Improves Google PageSpeed Score by 26%

“By switching to Cloudinary, we saw significant improvements in online store performance, particularly across mobile browsers. Our page load time is now 31% faster and bounce rate is now 67% lower. This resulted in a 26% higher Google PageSpeed score, which directly impacts our SEO ranking.”

– Jessica Chappell, Director of Product Management, Reformation

[Read Case Study →](#)



Babolat Improves Average Performance to 94% in Google PageSpeed Insights

With more than 5,000 product assets delivered as high-performing, responsive experiences, the benefits of Cloudinary are indisputable. Babolat has improved its average performance to 94% in Google PageSpeed Insights with successful audits of media formats and delivery times.

[Read Case Study →](#)



Ready to Learn More About Cloudinary?

Discover how Cloudinary can help you deliver a better visual experience. Contact us for a free demo of our next-gen, AI-powered image and video technology platform.

[Contact Us →](#)



Cloudinary is the image and video technology platform that enables the world's most engaging brands to deliver transformative visual experiences at global scale. More than 1.5 million users and 10,000 customers, including Apartment Therapy, Bleacher Report, Bombas, Grubhub, Hinge, NBC, Mediavine, Minted, Paul Smith and Peloton, rely on Cloudinary to bring their campaigns, apps and sites to life. With the world's most powerful image and video APIs backed by industry-leading artificial intelligence and patented technology, Cloudinary offers a single source of truth for brands to manage, transform, optimize, and deliver visual experiences at scale. As a result, the most engaging brands across all industries are seeing [up to a 203% ROI](#) using Cloudinary with benefits including faster time to market, higher user satisfaction and increased engagement and conversions.

For more information, [visit \[www.cloudinary.com\]\(https://www.cloudinary.com\)](https://www.cloudinary.com).

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