

Rapid Migration to Salesforce Next

Modernizing Commerce Cloud for AI, Data Cloud, and Composable Experiences

Overview

The highly accelerated Migration to Salesforce Next delivers a fast, low-risk modernization path from legacy Commerce Cloud to an AI-native, Data Cloud-ready, composable architecture. ETG's accelerators reduce technical debt, improve performance, and enable rapid adoption of Salesforce Next capabilities across commerce, data, and automation. This approach gives enterprises a future-proof foundation built for speed, scale, and continuous innovation.

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What is Salesforce Next – and Why Migrate?

Salesforce Next is a unified, AI-native platform that consolidates, modernizes, and simplifies the entire commerce ecosystem. It replaces legacy architectures with a single data model, one orchestration layer, and real-time autonomous customer engagement.

AI-Native + Agentforce

AI that performs work autonomously within Commerce with no manual triggers required.

Data Cloud at the Core

Unified data, real-time activation, and cross-cloud orchestration from a single source of truth.

Cross-Cloud Orchestration

One platform, one data model, one orchestration layer across every Salesforce cloud.

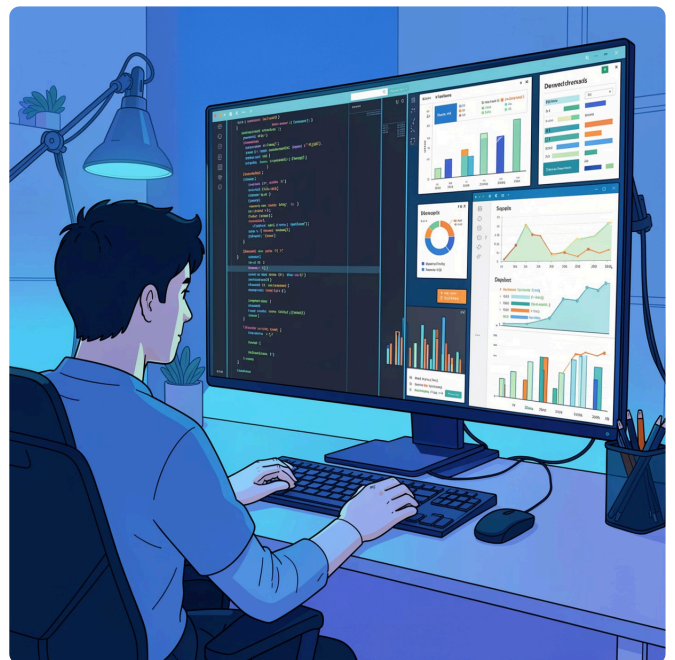
Real-Time Engagement

AI-driven, conversational customer engagement activated in real time at every touchpoint.

Why Leave Legacy Behind?

Legacy SFRA and Site Genesis impose hard ceilings on performance, scalability, and innovation velocity. The case for migration is clear:

- Legacy platforms limit performance and scalability
- AI personalization requires modern data architecture
- Data Cloud enables unified profiles and real-time segmentation
- Agentforce automates service and commerce workflows
- Composable Storefront delivers faster, more flexible experiences
- Migration reduces technical debt and accelerates roadmap velocity



Storefront Next — The Technical Foundation

Storefront Next is Salesforce's next-generation headless B2C Commerce storefront, deployed on Managed Runtime with a **99.99% uptime SLA**. Built on a modern stack that eliminates legacy constraints entirely.

Modern Stack

React 19, React Router 7, Vite, TypeScript, Tailwind CSS 4 — a fully modern, type-safe frontend foundation with significantly faster builds and hot module replacement vs. legacy Webpack.

Server-Side Security

All Commerce API calls run exclusively server-side. Credentials and tokens **never** reach the shopper browser — a fundamental security upgrade over legacy architectures.

Zero Platform Modification

Customizations live in the client/ folder and extension modules. Upgrades applied via version bump — no merge conflicts, no platform file changes required.

Extension Toggle System

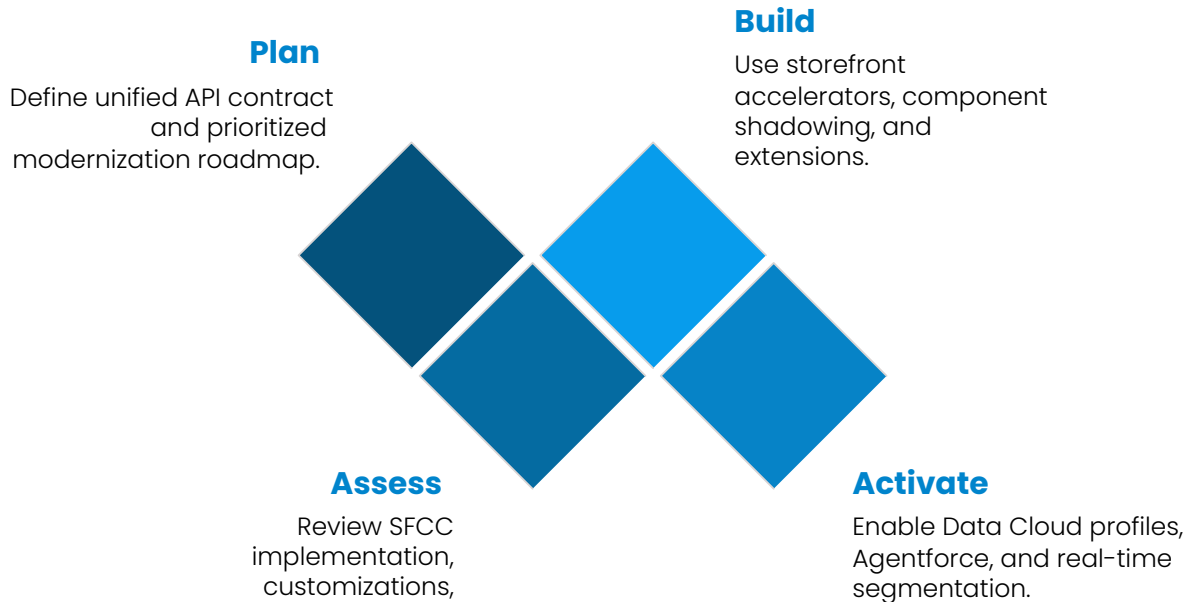
Self-contained feature modules — Stripe Payments, Add-to-Bag Modal, PLP Filters — independently enabled or disabled without touching platform code.

Component Shadowing

16+ pre-built shadowed components enable brand and UX overrides with zero platform file modification. Multi-Locale i18n Support serves US, UK, AU, and Italian markets from a single unified codebase.

ETG's Rapid Migration Framework & What It Delivers

A low risk path to Salesforce Next — ETG accelerators reduce technical debt, boost performance, and speed adoption across commerce, data, and automation.



Migration Assessment Includes

- Review of the current SFCC build and customizations
- Unified API contract generation to simplify migration
- Blocker, dependency, and integration gap identification
- Modernization plan prioritized by business impact

Accelerators Provided

- Storefront rebuild accelerators and component library
- ERP, OMS, tax, and payments integration accelerators
- Stripe Payments extension with PCI-compliant tokenization
- MuleSoft connectivity to reduce custom code



Modern Architecture

Move from SFRA/Site Genesis to Composable Storefront. Get faster loads, reusable components, and TypeScript-first safety.




AI & Data Activation

Data Cloud unifies customer profiles for real-time segmentation. Agentforce automates service and commerce workflows.



Integration Modernization

Rebuild ERP, OMS, tax, and payment integrations on MuleSoft. Stripe replaces legacy card forms with secure tokenization.

 **Ready to modernize?** Contact ETG Digital at sales@etg.digital or visit www.etg.digital to start your Salesforce Next migration assessment.