

— BEST OF —  
**Adobe SUMMIT**

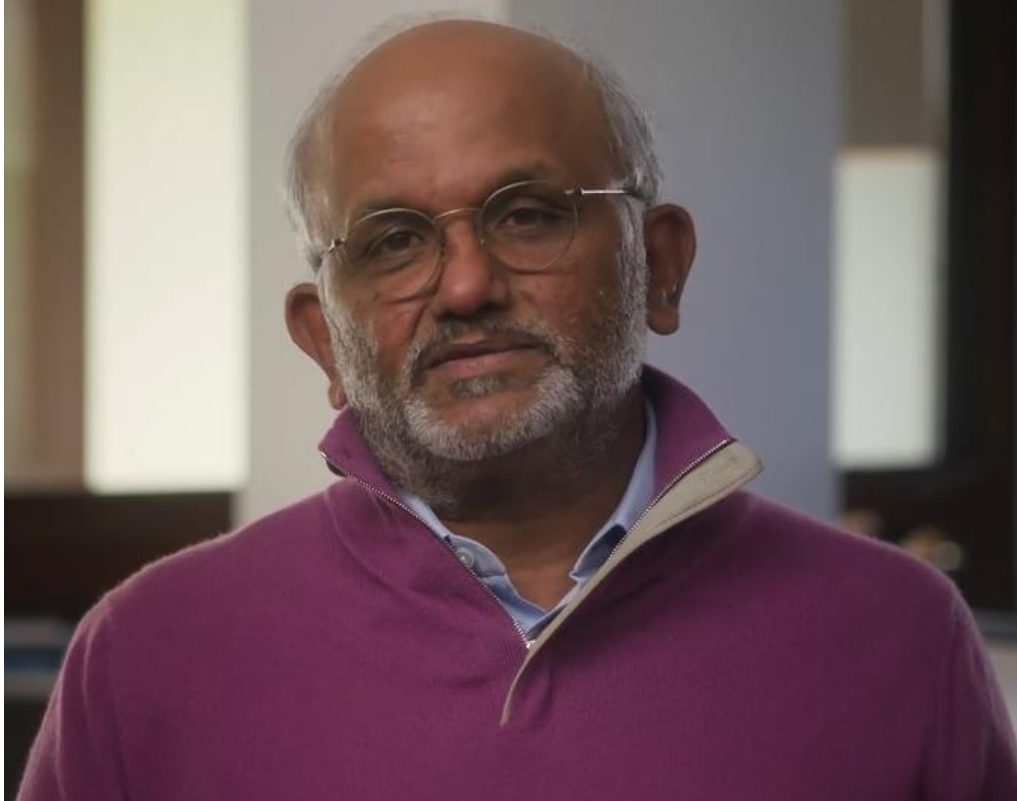
# Summit Highlights: the importance of experience and personalization

**Raffaele De Matteis**

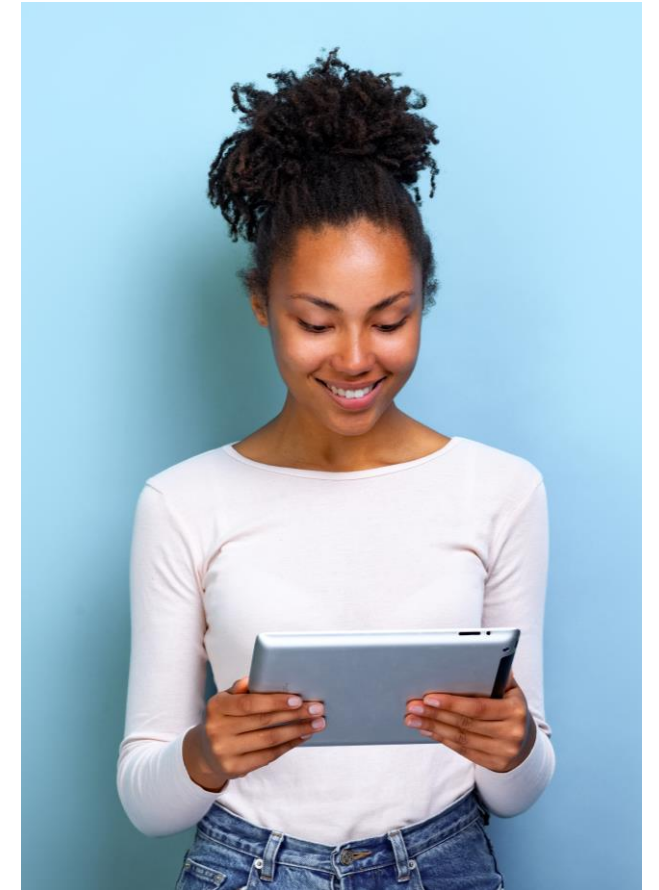
Solution Consulting Manager, Adobe



# “Make the digital economy personal”



## “it’s all about the experience”



# About the experience...



*It's not about the luxury car,  
it's about the overall  
experience.  
Before, during and after  
the purchase.*

**Jens Thiemer,  
SVP Customer and Brand - BMW**

# About the personalization...

*"There is no experience without personalization"*

*"30% of the sales are influenced by digital interactions"*

*"Machine Learning recommendation engine increases conversion rate by 50%"*

**PRADA**



**Lorenzo Bertelli**  
**Group Marketing Director, PRADA Group**

# Three Pillars of Personalization at Scale

## Personalization at Scale

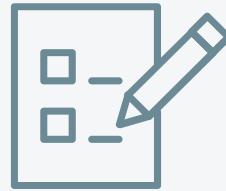
Delivering the right experience to every customer on every channel in the right context, in real time.

### Data & Insights



Analytics / Profile / Governance /  
Collaboration / Activation

### Content & Collaboration



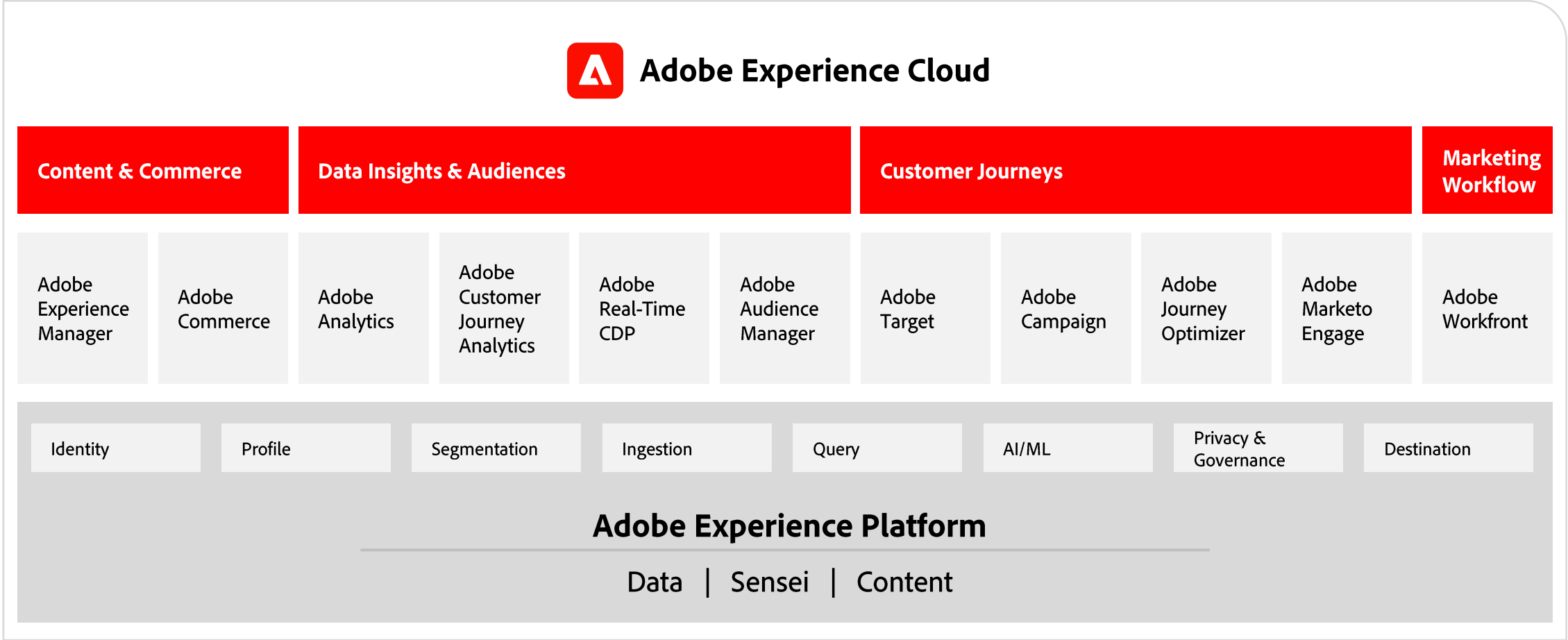
Creation / Asset Management /  
Workflows

### Journeys



Orchestration / Channels / Decisioning /  
Optimization / Omni-channel  
Commerce

# Adobe value proposition





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# Workfront & AEM - The next frontier of content and work management

**Riccardo Tammaro**

Solutions Consultant, Adobe Italia





# Marketing challenges are universal

## Internal alignment is elusive

As the market shifts, teams **need to** **replan** and align to initiatives on the fly

## Wasted time causes burnout

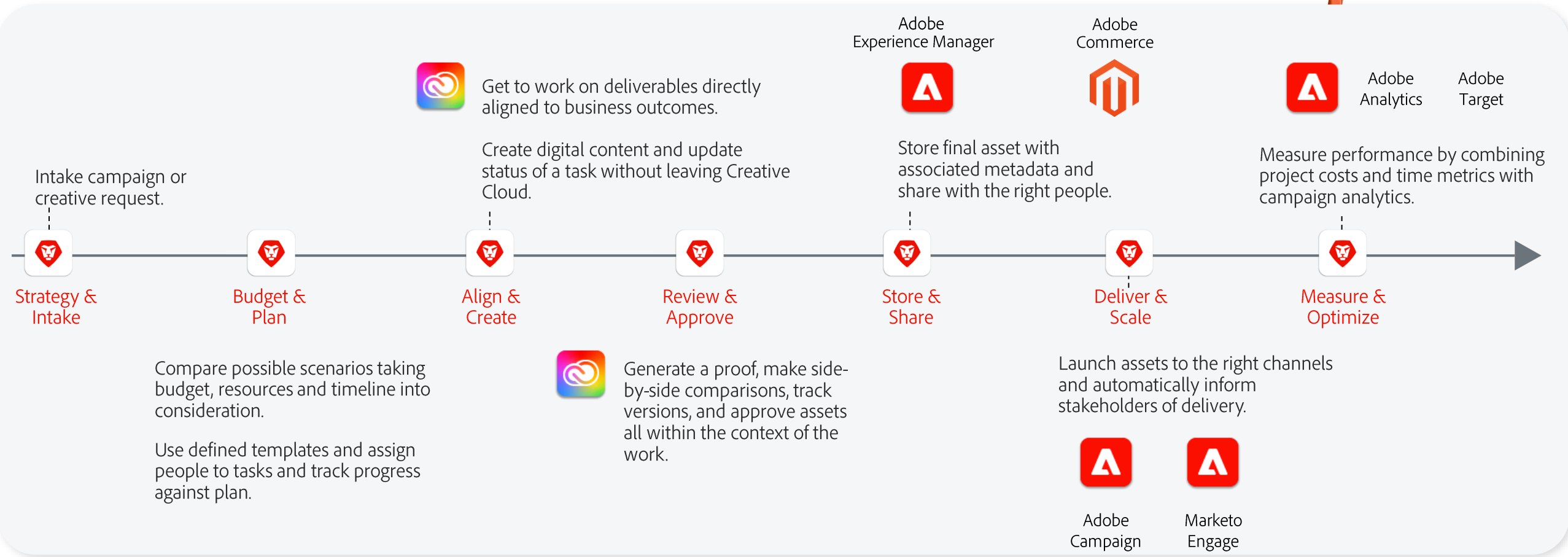
Manual processes and broken communication take time away from creative work execution

## Not going back

New way to be connected and collaborate



# Powering a Marketing System of Record



# Top 3 actions to unleash all your power

1

No longer waterfall models

2

More automation

3

Easier to share

# No longer waterfall models

*Quick Site Creation* features in AEM Sites enable you to go live within days

For Sales and Marketing and Customer Experience teams

Maximize performance & customer retention by delivering consistent, brand-aware, personalized, and highly engaging experience faster.



**Simplify the new site setup process**

Anyone should be able to initialize and scaffold a new site in AEM



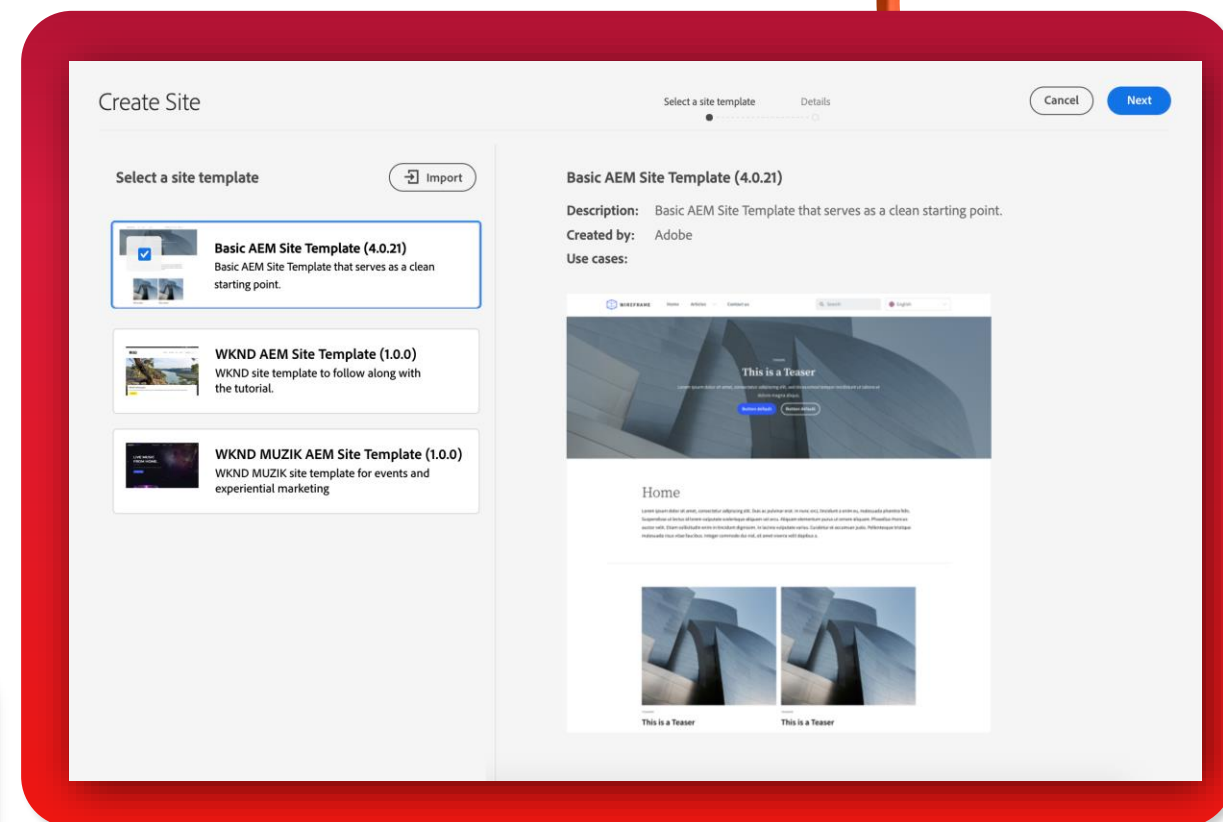
**Start with best practice site templates**

Get a head start with common site designs as a foundation to build upon



**Streamline front-end development**

Web development should require CSS and JS expertise only, AEM knowledge optional





# More automation in Forms

## Authoring Intelligence: *Automated Forms Conversion*

**Loan Application**  
For Home Loans, Investment Property Loans and Equity Loans  
Before you sign this form, please read the section titled 'Protection of your Privacy' shown in the Declarations and Authorities section on page 12 to 14.

**Personal Details - Person 1**

Title (eg Mr, Ms) Family name  
First name Middle name(s)  
Date of birth Gender Email Address  
M F  
Marital status  
☐ Single ☐ Married ☐ De facto ☐ Separated ☐ Divorced ☐ Widowed  
No. & age of dependants, excluding spouse  
Existing customer? If Yes, for how long? Provide any BSB/account no.  
Yes No  
My current residential address is:  
Postcode  
Country (if not Australia)  
Date moved there (specify month and year)  
My current residential status is:  
☐ I own my mortgage ☐ I have an mortgage ☐ I rent (Board) ☐ I own home ☐ I live with parents/relatives  
First home buyer? Yes No  
Resident of (if not Australia)  
Home phone number Mobile phone number

**Personal Details - Person 2**  
Guarantors must use application from Introducer Net (Forms Section)  
Title (eg Mr, Ms) Family name  
First name Middle name(s)  
Date of birth Gender Email Address  
M F  
Marital status  
☐ Single ☐ Married ☐ De facto ☐ Separated ☐ Divorced ☐ Widowed  
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Upload PDF



**Start Automated Form Conversion**

General Output

Automated Form Conversion Configuration

WWSC Demo Config

Template \*

/conf/ReferenceEditableTemplates/settings/wcm/templates/basic

Theme \*

/content/dam/formsanddocuments/themes/reference-themes/canvas-2-0

☒ Extract Fragments

Existing Fragments

Select Fragment Location

Cancel Start Conversion

Set up Configuration  
AI Conversion



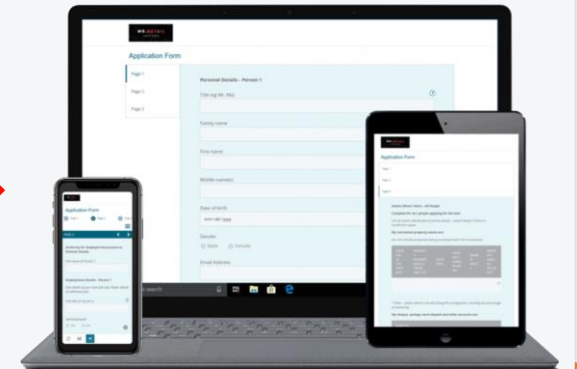
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Review & Adjust



Mobile-responsive  
Adaptive Form



Adobe Summit '22  
NEWS!!!

Microsoft Power  
Automate Integration  
was announced

Adobe & Microsoft stronger and united to transform the end-to-end experience

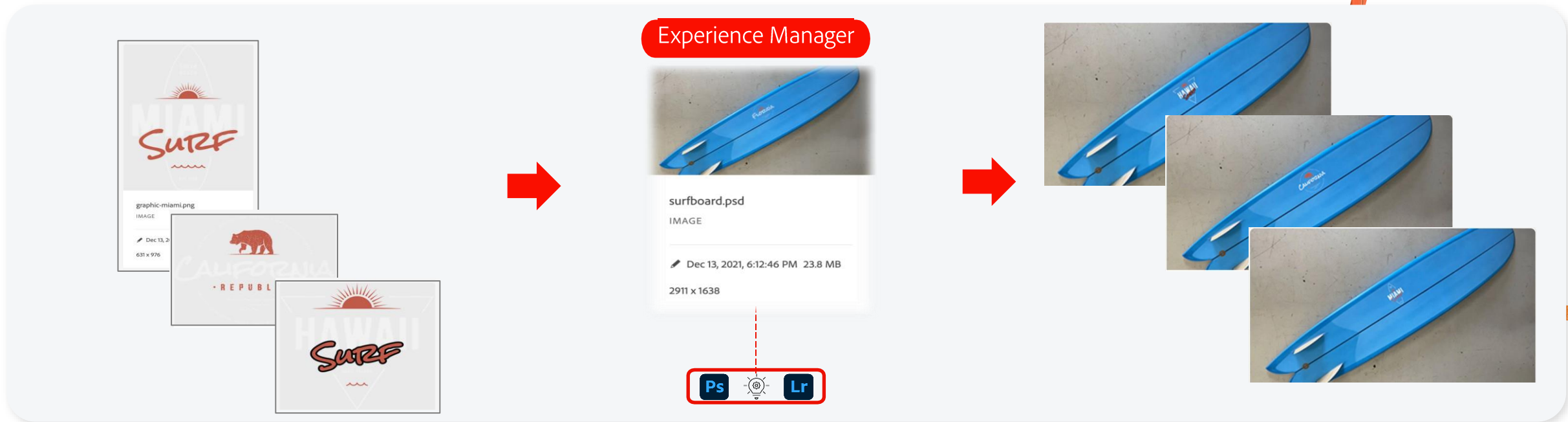


Power Automate



# More automation in Assets

*The Convent Engine* - New Adobe Photoshop and Lightroom APIs



**Adobe Summit '22  
NEWS!!!**

Azure Cognitive  
Services Face API  
Integration was  
announced

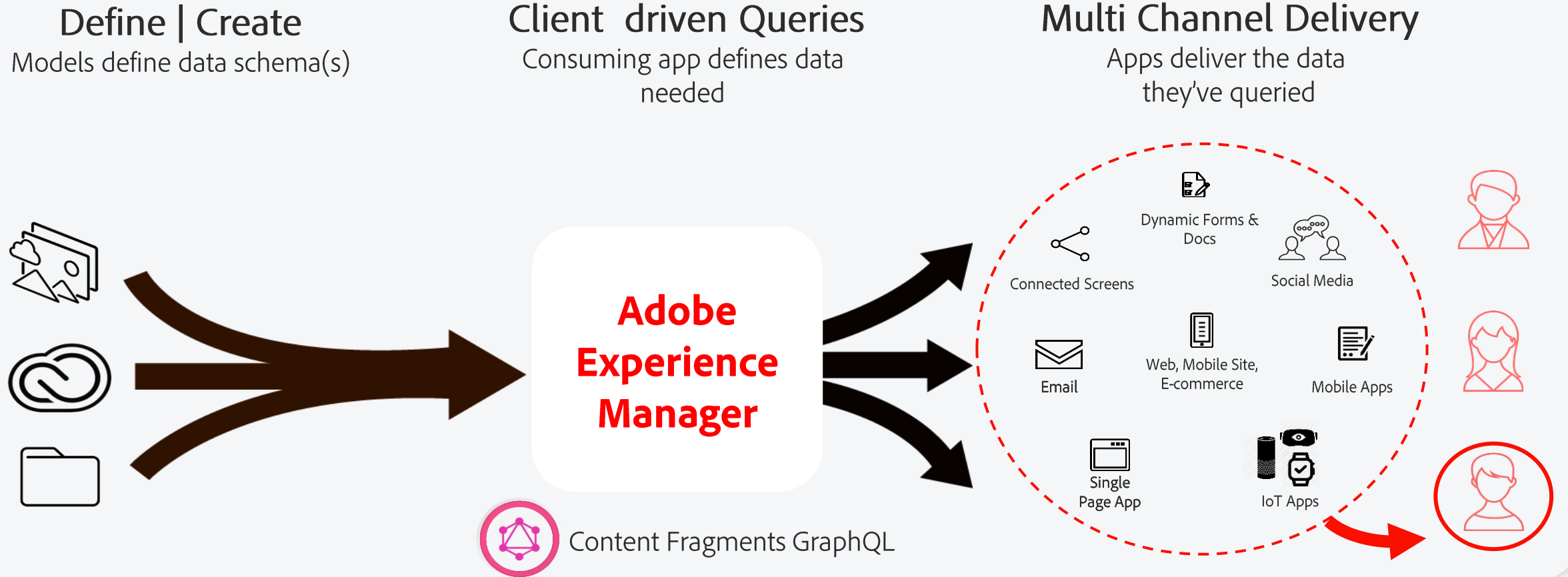
The content lifecycle is  
evolving quickly.  
Easily create content and  
experiences that will  
maximize conversion



Ensure creative and  
marketing teams are using  
the most up-to-date and  
highest performing assets

# Easier to share

## AEM Headless - Content Services



# Business Impact

1

## No longer waterfall models

Quick Site Creation

**66%**  
faster  
launching  
new  
websites

2

## More automation

Extended DAM features and availability

Automatic Forms Conversion

**75%**  
cost saved  
in creation  
tasks

3

## Easier to share

Headless CMS for scale

Share same assets across any touchpoints

**Reinforce  
authority  
and identity**

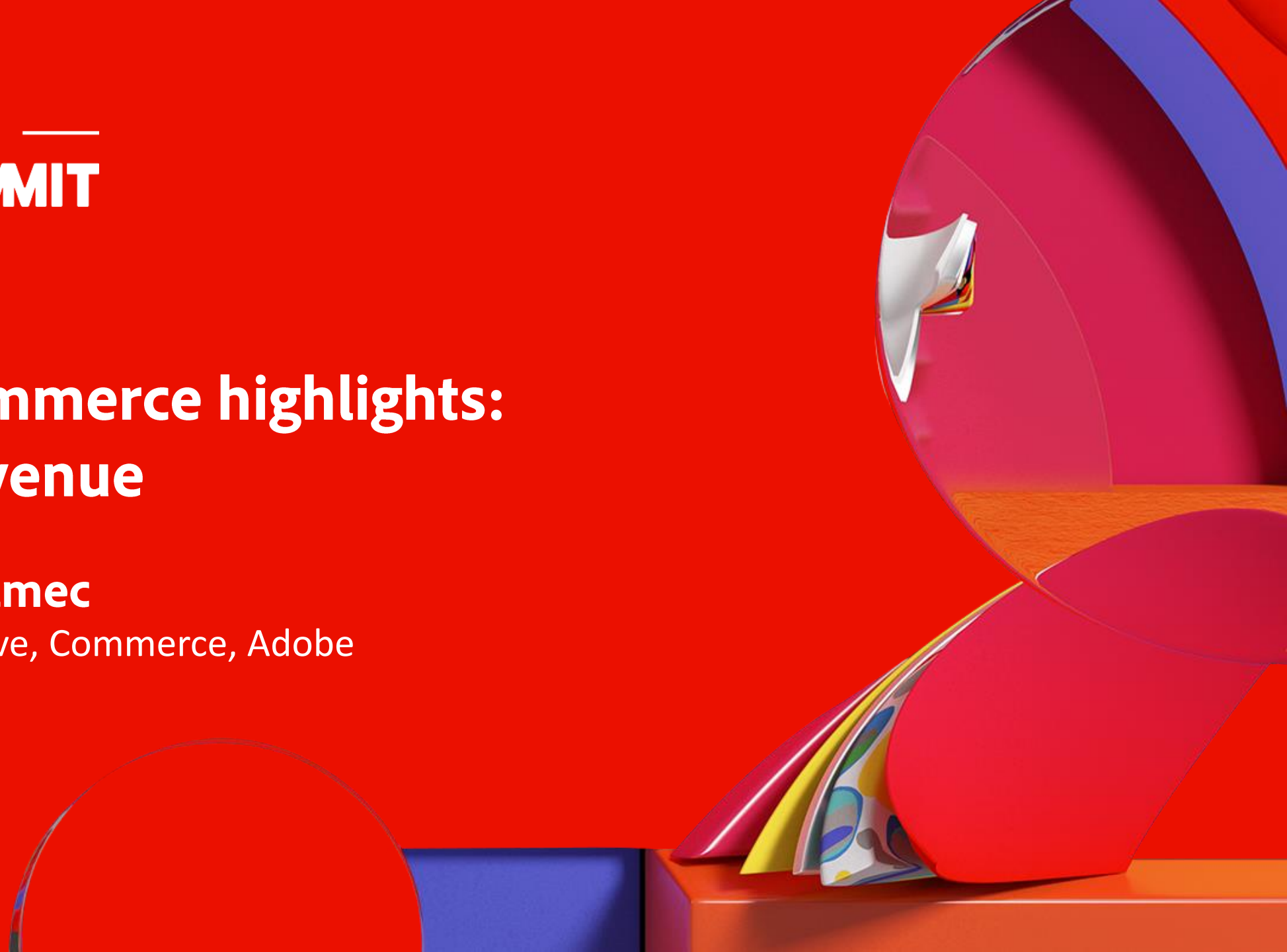


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# Adobe Commerce highlights: driving revenue

**Cedric Le Palmec**

Account Executive, Commerce, Adobe

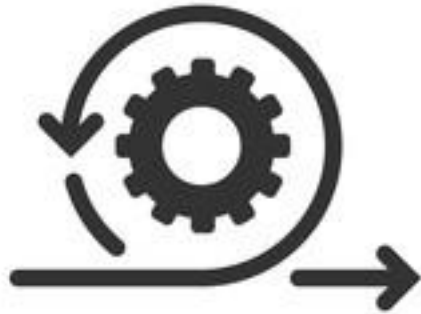




# What is Adobe Commerce



# What is Adobe Commerce



AGILE



APERTA



INNOVATIVA

# Top 3 actions to unleash Adobe Commerce power

1

More Intelligence

2

More Flexibility

3

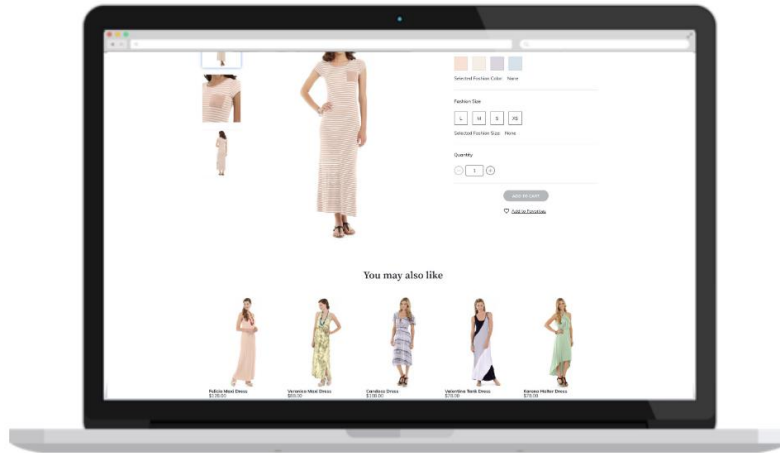
More Personalization

**More Intelligence**

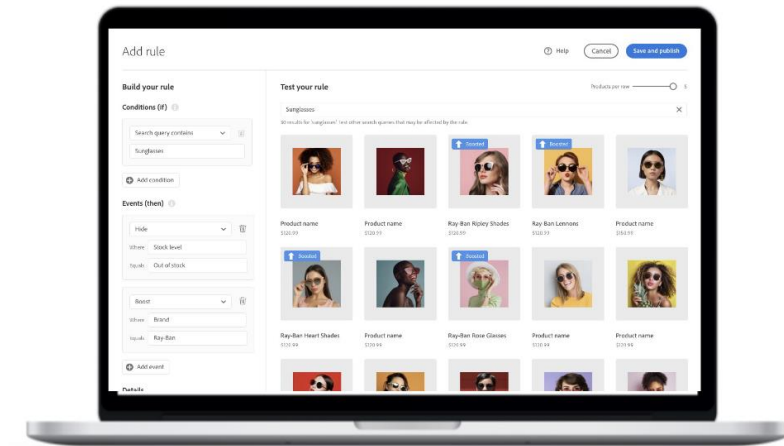


# Intelligent Commerce Powered by Adobe Sensei

Leverage artificial intelligence to understand and act on visitors' behavior to **personalize** the shopping experience and optimize business performance



**Product Recommendations**



**Live Search**



**More Flexibility**



# Adobe Commerce 2.4.4: Preparing Your Platform for Business Resilience

The innovations in this release set the direction for the next several years of Adobe investments to make sure your commerce business is resilient. Built on the newest version of PHP, 8.1, it enables customers to future-proof their digital commerce business.



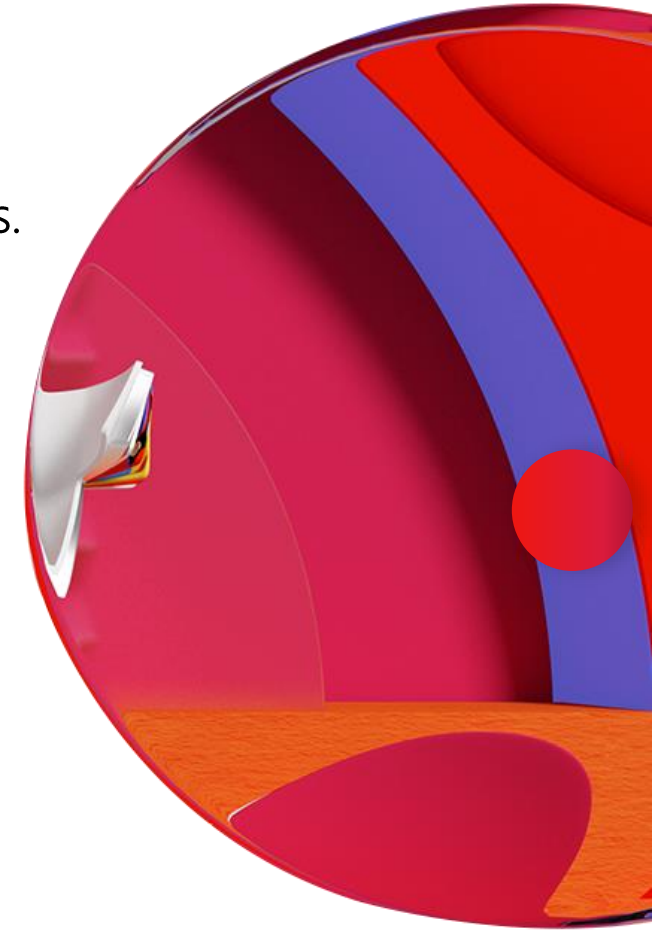
**Future-Proof**

**Mobile**








**Innovative**

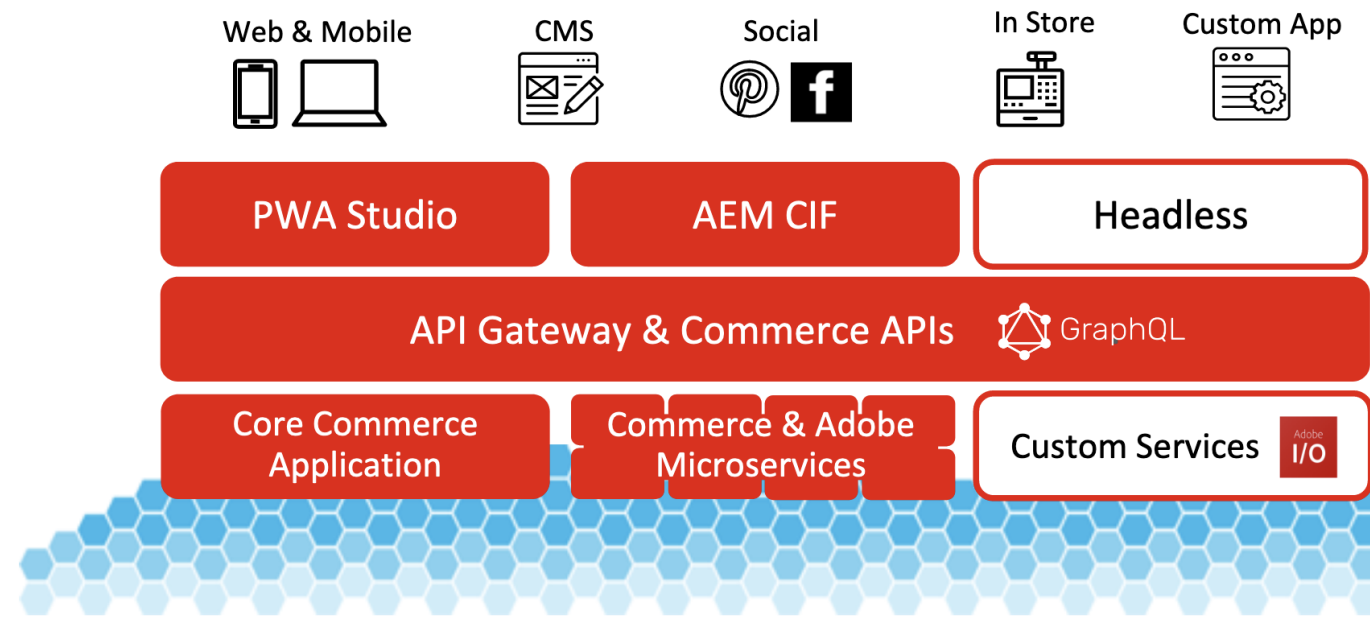
**Experience**



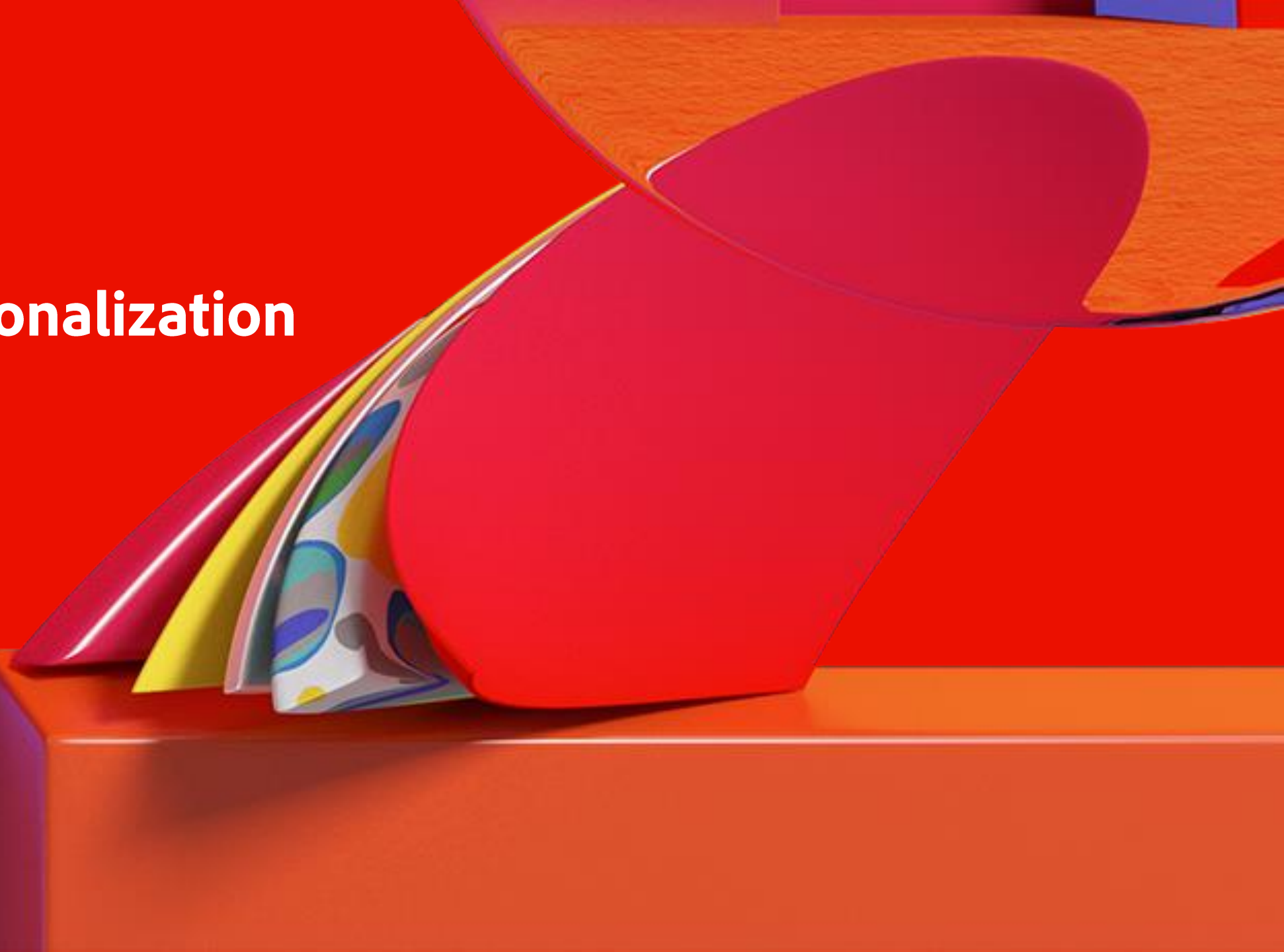
# Modern and Flexible Headless Commerce

Accelerate time to innovation and lower total cost of ownership while delivering unique experiences that drive business results

-  **PWA & Headless**
-  **API-first**
-  **Best-in-Class Extensibility**
-  **Powerful Developer Tools**
-  **Composable SaaS Services**



**More Personalization**



# Cross-channel Personalization Powered by the Adobe Experience Platform

Unlock the power of Commerce data with a single 360° view of the customer to deliver powerful omni-channel personalization & boost customer lifetime value

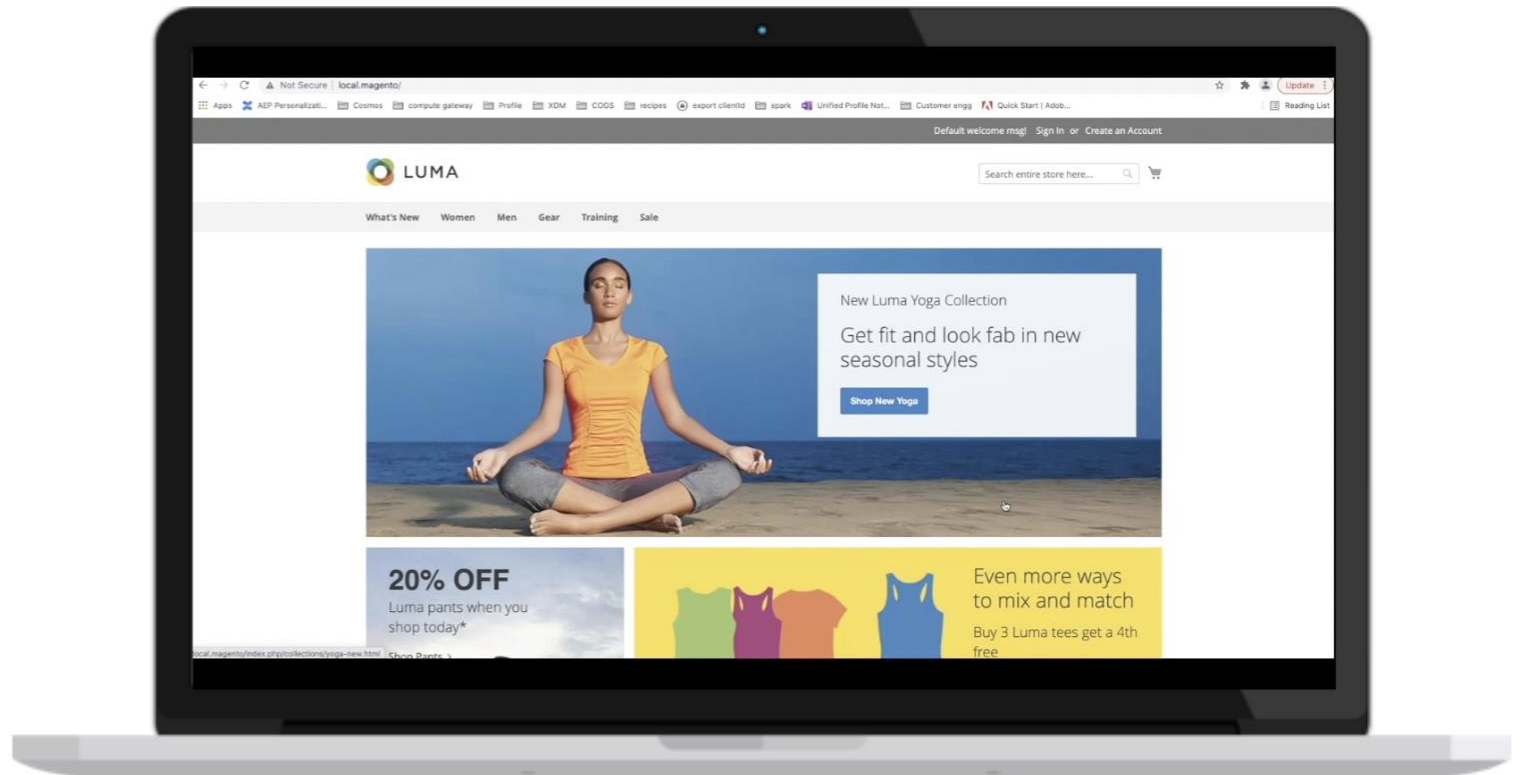
Triggered Journeys and Messaging

Unified Profile and Segmentation

Personalized Experience Delivery

Intelligent Decisioning

Analytics and Insights



**Adobe Commerce + Adobe Journey Optimizer**



# Business Impact

1

## Adobe Sensei

AI – Machine Learning

20%

AOV  
Growth

2

## Personalization at scale

Adobe Experience platform

70%

Consumer  
Demand

Highly contextual and  
personalized experiences

3

## Scalable Commerce

Adobe Commerce

60k

Order / hour

