Magento Commerce Product Vision

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In today's session...

- Adobe's vision for digital commerce

- Our product strategy

- Quick lookback: what's new in Magento?

- Coming soon: Magento 2.4!

- Our product roadmap

Changing the World Through Digital Experiences

Our Commerce Mission

In a future where customer experience is paramount, and all commerce is digital commerce, Adobe enables the *world's best brands* to deliver the *world's best commerce experiences*

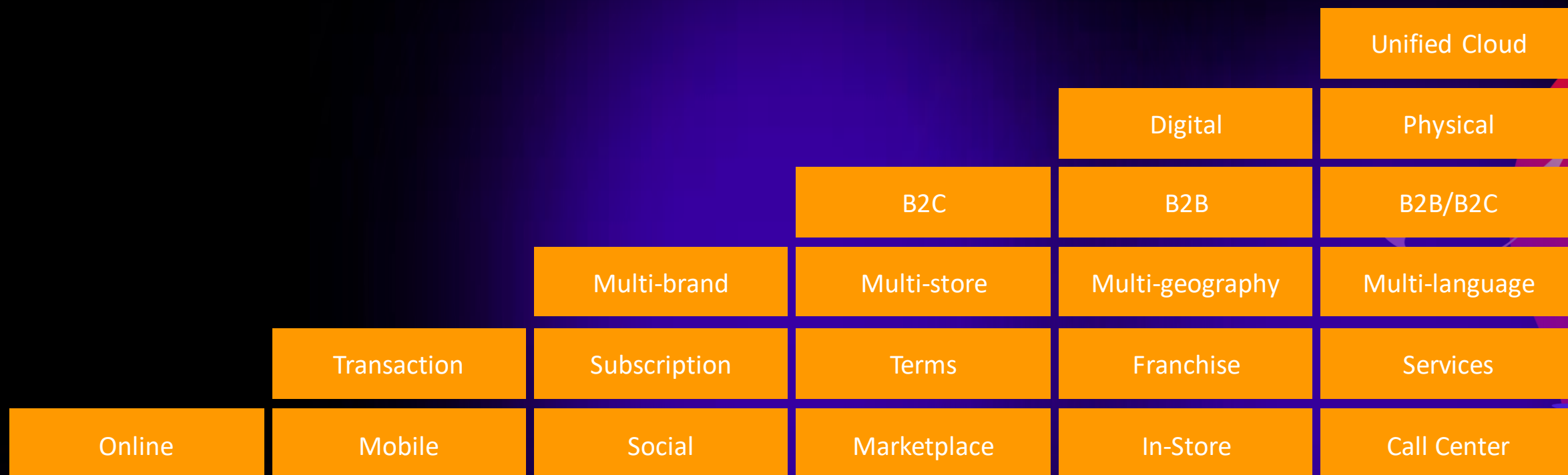# COVID-19 accelerates digital commerce transformation

- *Continued social distancing will bolster ecommerce globally*

- *Accelerated Ecommerce Transformation across categories with low digital sophistication*

- *Hardening new customer behaviors*

U.S. Ecommerce Penetration (% of Retail Sales)

Source: Bank of America, U.S. Department of Commerce, ShawSpring Research

Ecommerce penetration has grown from 16% to 27% of total retail sales

https://www.marketplacepulse.com/stats/us-ecommerce/us-total-retail-sales-113
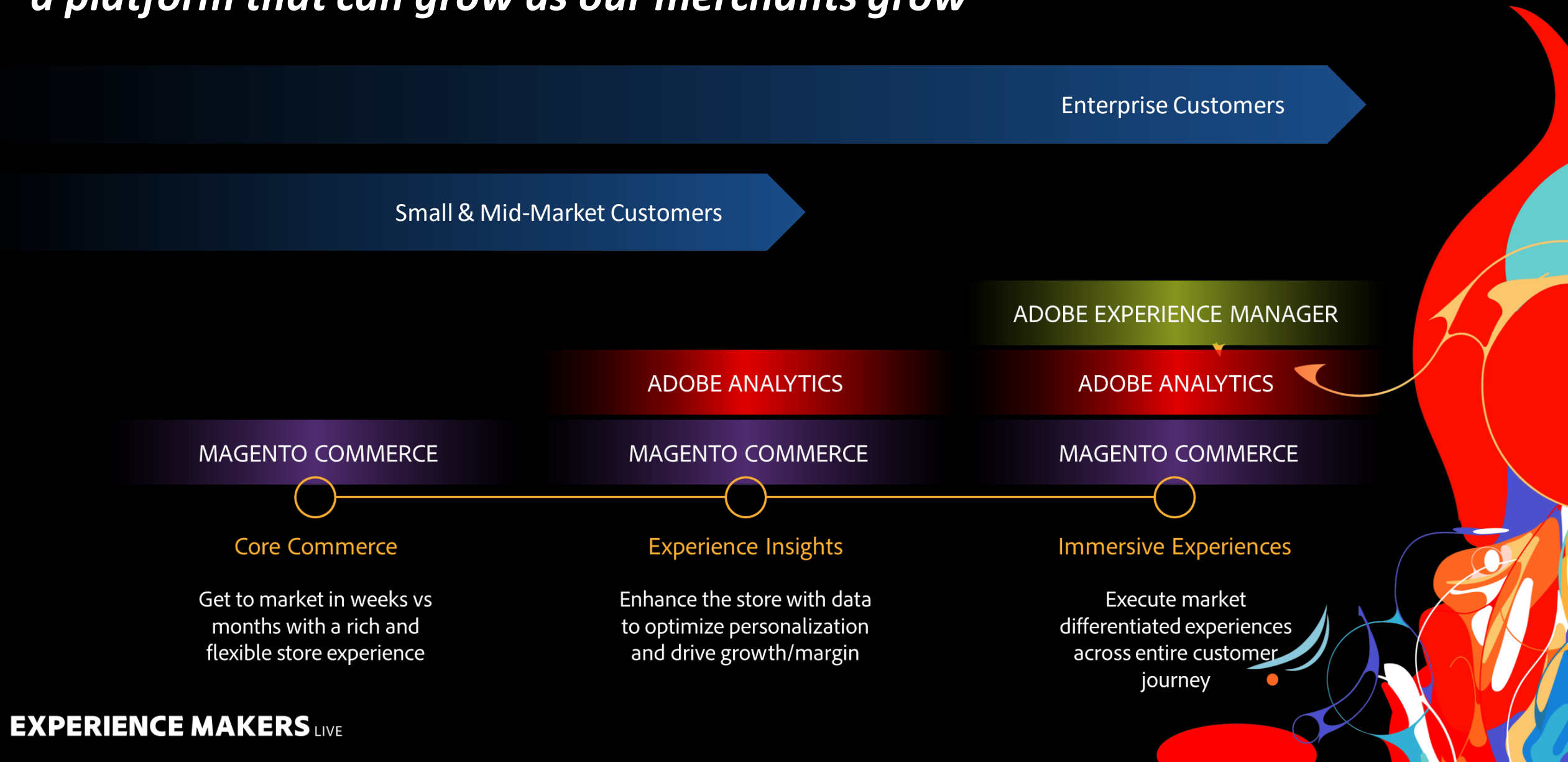
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Delivering the world's best commerce experiences requires
supporting every touch point, business model, and deployment scenario

An open platform to support your evolution

					Unified Cloud
				Digital	Physical
		B2C		B2B	B2B/B2C
		Multi-brand	Multi-store	Multi-geography	Multi-language
	Transaction	Subscription	Terms	Franchise	Services
Online	Mobile	Social	Marketplace	In-Store	Call Center

Multiple Industries

Delivering the world's best commerce experiences requires
a platform that can grow as our merchants grow

Enterprise Customers

Small & Mid-Market Customers

ADOBE EXPERIENCE MANAGER

ADOBE ANALYTICS

ADOBE ANALYTICS

MAGENTO COMMERCE

MAGENTO COMMERCE

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Core Commerce

Get to market in weeks vs months with a rich and flexible store experience

Experience Insights

Enhance the store with data to optimize personalization and drive growth/margin

Immersive Experiences

Execute market differentiated experiences across entire customer journey

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Delivering the world's best commerce experiences requires *constant innovation*

Superior Shopping Experiences

Deliver best in class B2C and B2B shopping experiences that accelerate sales in every channel

Intelligent Commerce

Optimize business outcomes with intelligent experiences, processes, and insights

Business Agility

Provide the flexibility to sell everywhere, deliver anywhere, and support the widest range of digital business models and channels

Open & Scalable

Innovate and grow at a lower TCO with a highly scalable, reliable, and secure platform enhanced by the industry's most robust ecosystem

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Quick lookback: new innovations just delivered

Superior Shopping Experiences

- Page Builder Content Templates & PWA
- AEM-Integration: Core B2C Shopping
- Adobe Stock integration

Intelligent Commerce

- Product Recommendations powered by Sensei
- Adobe Launch & Analytics integrations

Business Agility

- Significant PWA & Headless GraphQL expansion
- Amazon Sales Channel (NA, UK)
- Magento Order Management scalability

Open & Scalable

- Magento Cloud on Azure
- 2-tier cloud architecture & horizontal scaling
- Improved Local Dev Environments for Cloud

Adobe is the Leader in B2C and B2B Commerce Suites

What Forrester said about Adobe:

"The solution shines in its simple business user tooling to support critical functions like promotions and personalization. It is above par in harder-to-find functionality like subscription billing and is strong in fundamentals like order management."

"Adobe is actively marrying its renowned creativity tools with Magento Commerce, which creates a unique benefit to digital business users."

"PWA Studio is positioned to lower the cost and complexity of adopting Progressive Web App experiences."

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THE FORRESTER WAVE™
B2C Commerce Suites
Q2 2020

THE FORRESTER WAVE™
B2B Commerce Suites
Q2 2020
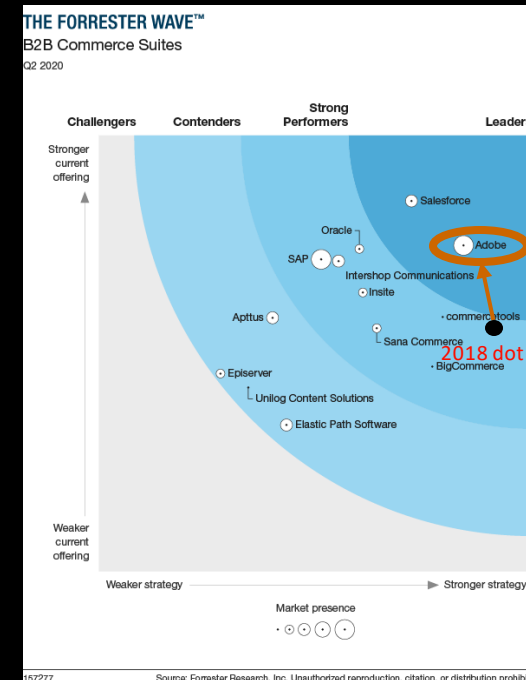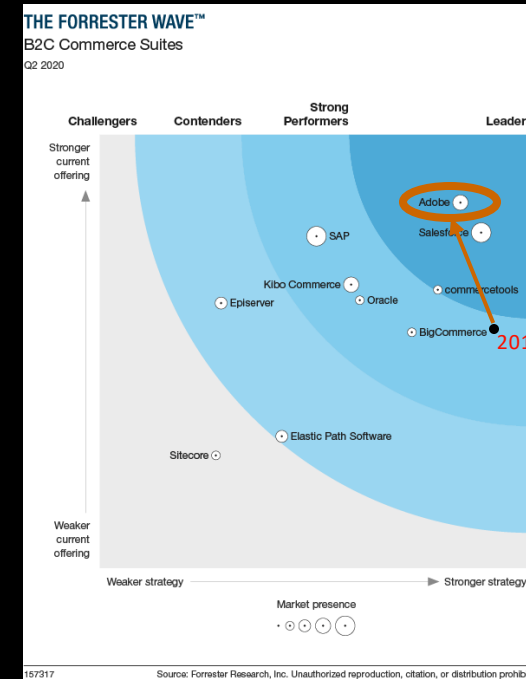
Looking Ahead:
Magento 2.4 and Roadmap

Coming July 28 – Magento 2.4

- *New B2B capabilities*

- *Expanded support for headless and omnichannel*

- *Intelligent commerce improvements*

- *More power for merchants to create great shopping experiences*

- *Security and performance improvements*

- Beta <u>now available</u> for SI & Tech partners

Login as Customer

Order Approvals (B2B)

Adobe Stock 2.0

In-store pickup

GraphQL+PWA+Venia *NEW*
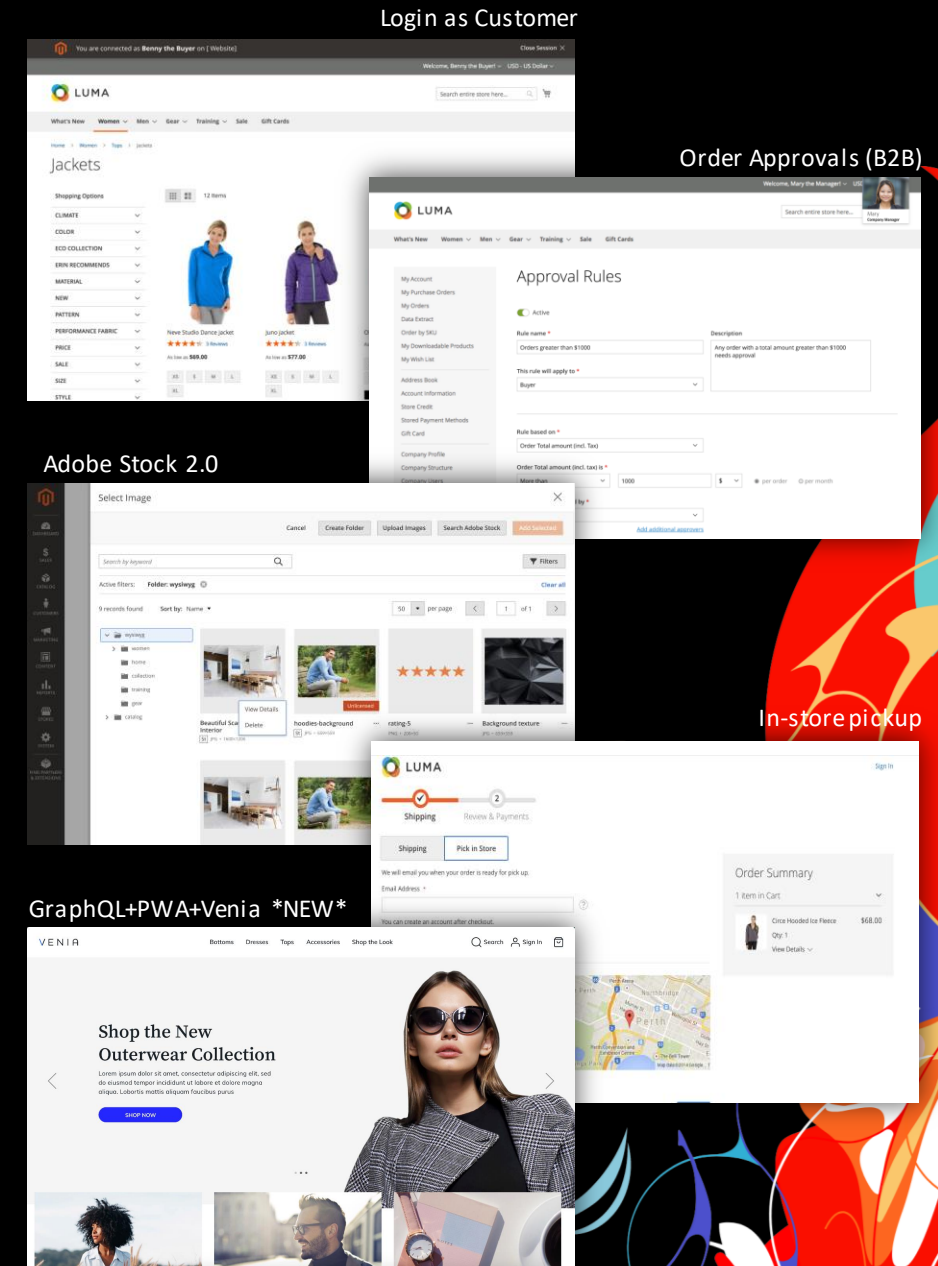
New and Enhanced B2B Capabilities

Order approvals in storefront

- *Allow managers of buying organizations to configure approval rules for their buyers*

- *Configurable by each account directly in the storefront*

- *Adjust buying permissions by role and set thresholds for purchasing*

- *Supports multiple required approvers*

- *Status tracking and email notification*

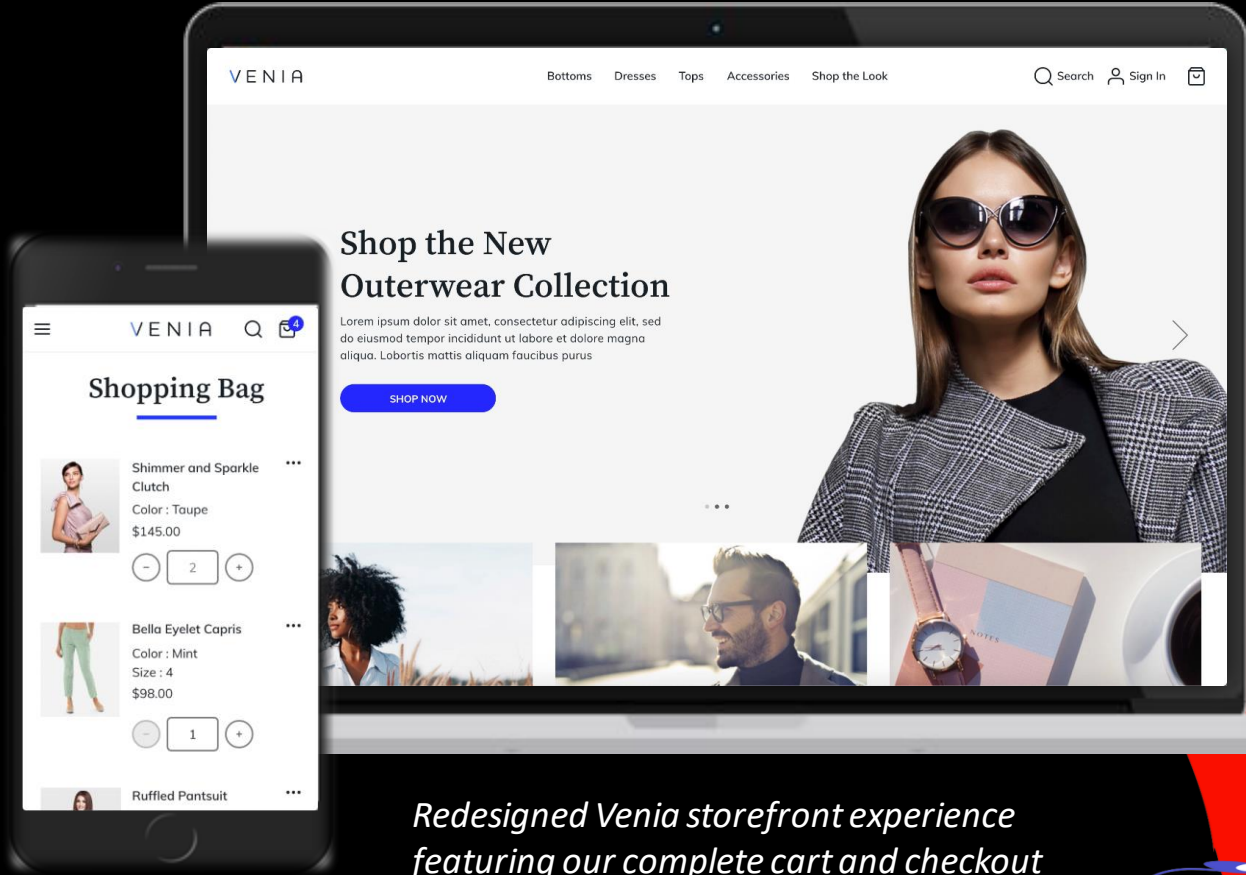# Increased Headless Commerce Agility

Saatva Mattress: Custom React-based storefront built on Magento Commerce in the cloud
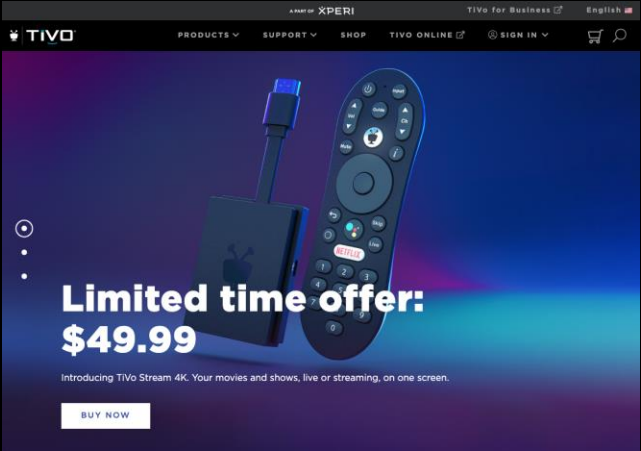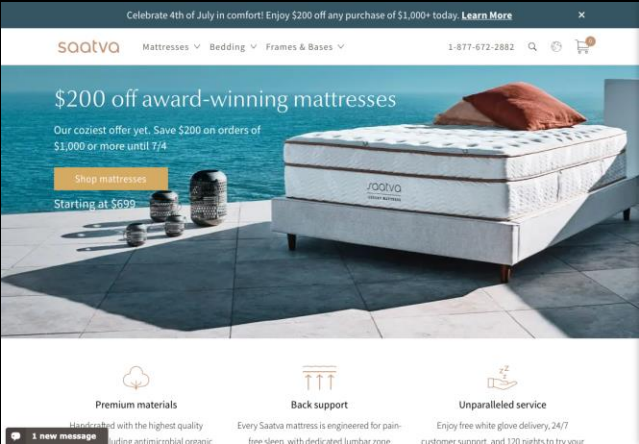
TIVO: AEM-Powered customer experience utilizing Venia components from PWA Studio

Redesigned Venia storefront experience featuring our complete cart and checkout workflow

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More Intelligent Commerce

New A.I. Powered Site Search

- *Lighting fast search results for shoppers, including search-as-you-type results*

- *Powerful admin-based searchandising controls for merchants*

- *Flexible APIs, SDKs and toolsets for developers*
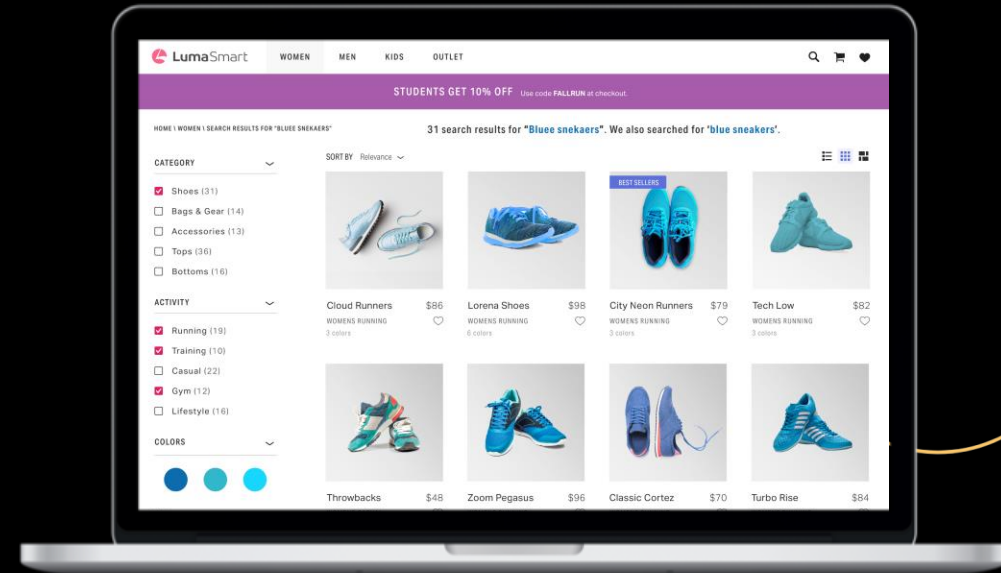
Powered by Artificial Intelligence
Cloud-based SaaS service automatically analyzes data to deliver hyper-relevant search results

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Upcoming Product Innovations

Superior Shopping Experiences

- Page Builder Mobile Optimization
- Significant PWA & Headless GraphQL expansion
- Adobe Assets Integration

Intelligent Commerce

- A.I. powered Site Search
- Visual A.I. for Product Recommendations

Business Agility

- GraphQL & PWA Studio coverage for B2B
- Expanded B2B capabilities

Open & Scalable

- Safe Upgrade Tool
- Site-Wide Analysis Tool
- Enhanced Security Scanner