



The digital experience conference has gone digital.

Takeaways from Adobe Summit 2020

ABOUT THE SPEAKER



ALEXEY BULGAKOV

VP of Business Development at Axamit

- ✓ 8 years at Marketing and Business Development
- ✓ 17 years in IT
- ✓ McGill University
- ✓ Belorussian State University of Informatics and Radioelectronics

- Entrepreneurship in Emerging Economies, Harvard Business School
- Adobe Analytics: Sales Accreditation, Adobe
- Adobe Campaign: Partner Sales Accreditation, Adobe
- Adobe Experience Manager: Sales Accreditation, Adobe
- Oracle Database: Advanced PL/SQL, Oracle
- SAP NetWeaver, SAP

WHAT IS ADOBE SUMMIT?

Adobe Summit is the premier digital experience conference where attendees gather to see how design and data can come together to create unforgettable customer experience and where industry leaders and inspirational speakers share their ideas and best practices.

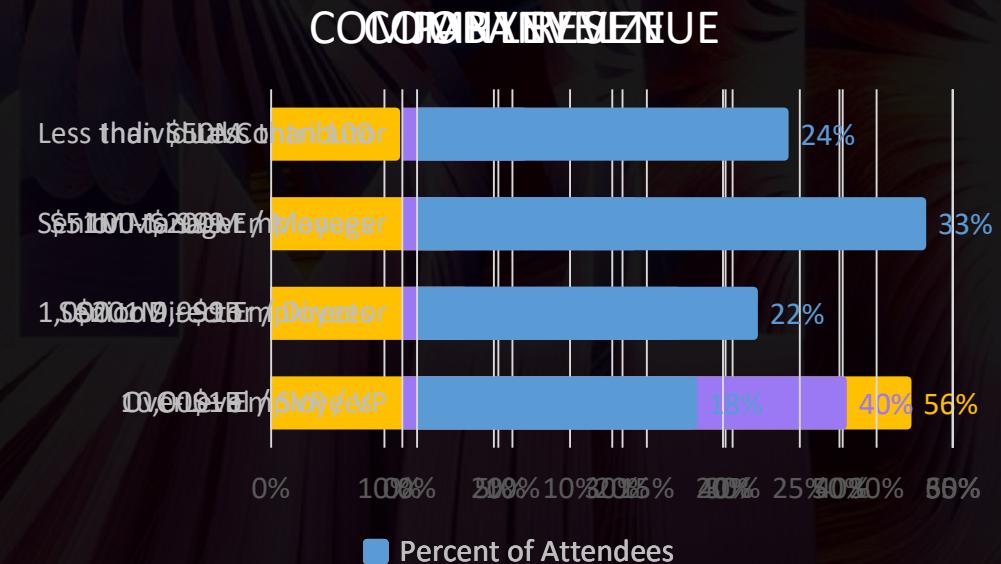
23,000+ attendees registered for 2020

20,000+ attendees from 60+ countries in 2019

16,000+ from 53 countries in 2018

12,000 from 42 countries in 2017

- Marketing executives
- Agencies & System integrators
- Commerce executives
- Analysts
- Advertisers & Publishers
- Content managers
- IT developers
- Cross channel marketers
- Social marketers
- Anyone who's eager to learn more about digital marketing





We are here!

Adobe SUMMIT 2020

Welcome to our global digital experience. All in your browser and on demand.

BEHIND THE SCENES: TAKING ADOBE SUMMIT FROM IN-PERSON TO DIGITAL IN 4 WEEKS

<https://theblog.adobe.com/behind-the-scenes-taking-adobe-summit-from-in-person-to-digital/>

ADOBE SUMMIT ON-DEMAND 140+ FREE BREAKOUT SESSIONS

<http://adobe.com/summit>

> 500,000 total visits to the online conference in April



15 mins
Welcome
Shantanu Narayen



10 mins
The CXM Playbook
Anil Chakravarthy



21 mins
Experience Cloud Strategy
Anil Chakravarthy



9 mins
Tom Brady's Playbook Extended Cut



11 mins
Digital Economy Index
John Copeland

INTRODUCTION

"Digital is revolutionizing how we interact with each other."

SHANTANU NARAYEN
Chairman, President and CEO At Adobe

- CX before COVID-19: it was about creating "delightful, personal, meaningful experiences in real-time."
- CX now: it is all about "supporting essential needs in an exclusively digital environment."

Today, customer experiences are much more than just delivering delightful and relevant experiences in real time, it is supporting the users' needs in an almost completely digital world. From e-commerce services bringing products to our door, to paperless contracts and virtual offices, or digital tools enabling students to continue with their education, "digital isn't only changing and reshaping our daily lives, it's driving the economy," says Narayen.



TAKEAWAYS

Identity Is Key to Balancing Privacy and Experience

- Identity
- Deep personalization
- Understanding the customer journey
- Retargeting
- Customer profiling and segmentation

VS

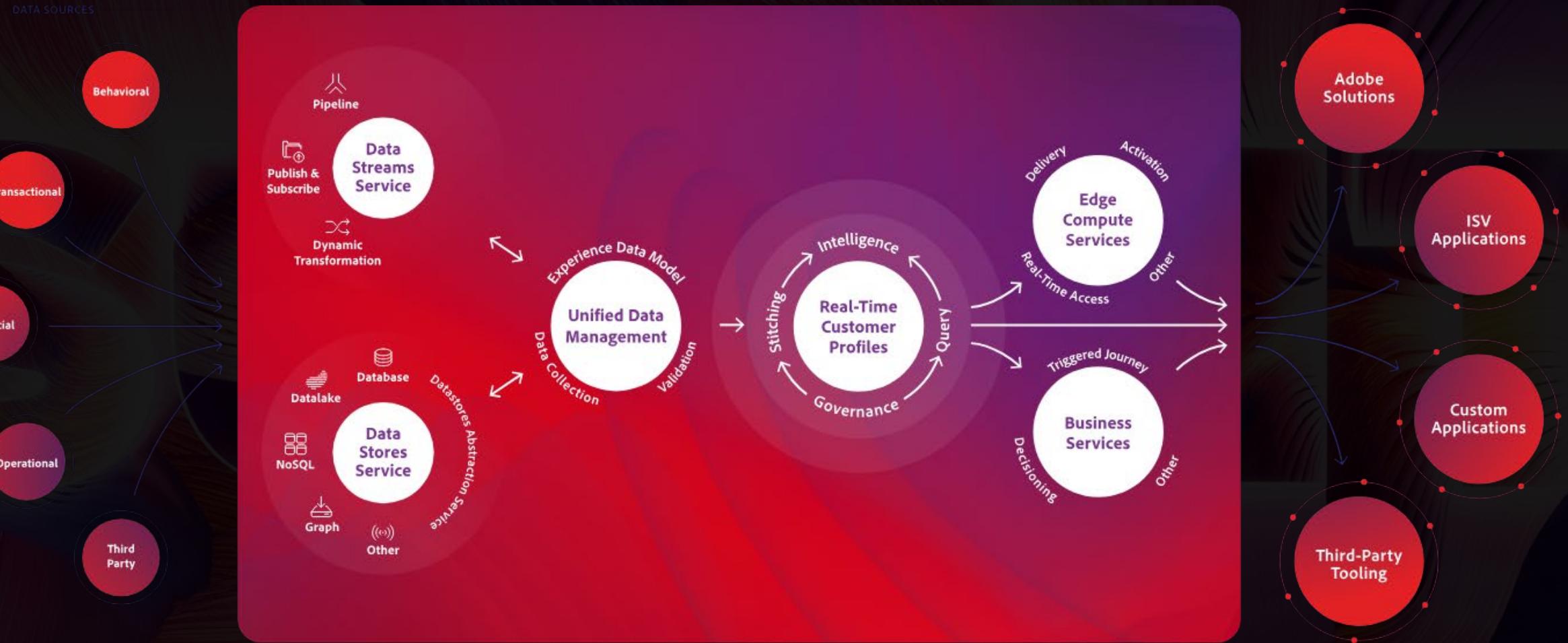
- General Data Protection Regulation (GDPR)
- California Consumer Privacy Act (CCPA)
- Intelligent Tracking Protection (ITP)



"Identity ties the behaviors, attributes, and keys that describe a person, household, or business. Identity helps marketers better understand entities in their entirety and communicate with them across all channels. Adobe helps customers leverage identity in a simple and flexible manner" — Brian Pong, Adobe

TAKEAWAYS

Adobe Experience Platform (AEP)



TAKEAWAYS

The Moment for Real-Time CX, Customers Expect Control All Across their Journey



You have mountains of customer data. And chances are, it's stored across different systems, making it hard to really understand your customers. Real-Time Customer Profile, a part of Adobe Experience Platform, and its unified, complete, and centrally accessible profile can help you start delivering the personalized experiences they expect.

TAKEAWAYS

Get Ready for a Cookie-less Future



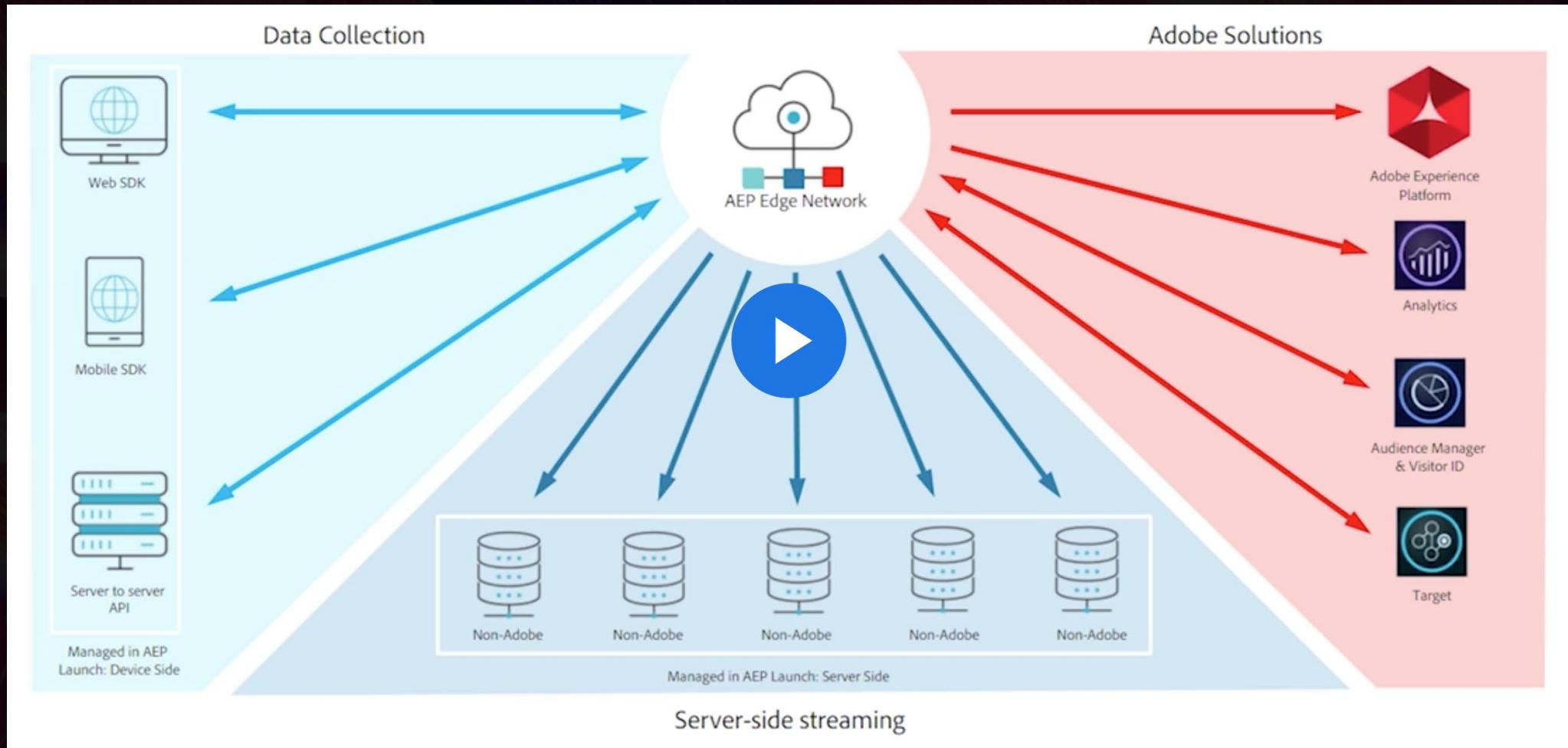
TAKEAWAYS

Machine Learning & Automation as a replacement for third-party data



TAKEAWAYS

A single library that enables a centralized data stream for all your data



TAKEAWAYS

Magento Commerce 2.4 Announced. The major focus on PWA and omni-channel

On Tuesday, July 28, Magento Commerce and Magento Commerce Open Source 2.4 will be released with General Availability. This release will include important updates to security, quality, and platform technologies along with several new capabilities.

- Substantial security enhancements (include the enablement of two-factor authentication in the Admin by default, etc.)
- Platform upgrades (support for PHP 7.4, Elasticsearch 7.6.x, and MySQL 8.0, **MariaDB 10.4 support, Migration of dependencies on Zend Framework, etc.**)
- Infrastructure improvements (**Removal of core integration of third-party payment methods, Support for partial-word search for Elasticsearch, PayPal JavaScript SDK upgrade, etc.**)
- Performance improvements (**Redis performance, Improved caching, Improvement of up to 25-30% to Quick Order, etc.**)
- Adobe Stock Integration v2.0
- Inventory Management
- GraphQL
- B2B Improvements
- Etc., <https://devdocs.magento.com/guides/v2.4/release-notes/release-notes-2-4-0-commerce.html>

TAKEAWAYS

Adobe Sensei Powers Magento Product Recommendations

integration of Adobe Sensei and Magento Commerce will bring the power of creating and managing intelligent product recommendations to its feature toolbox.

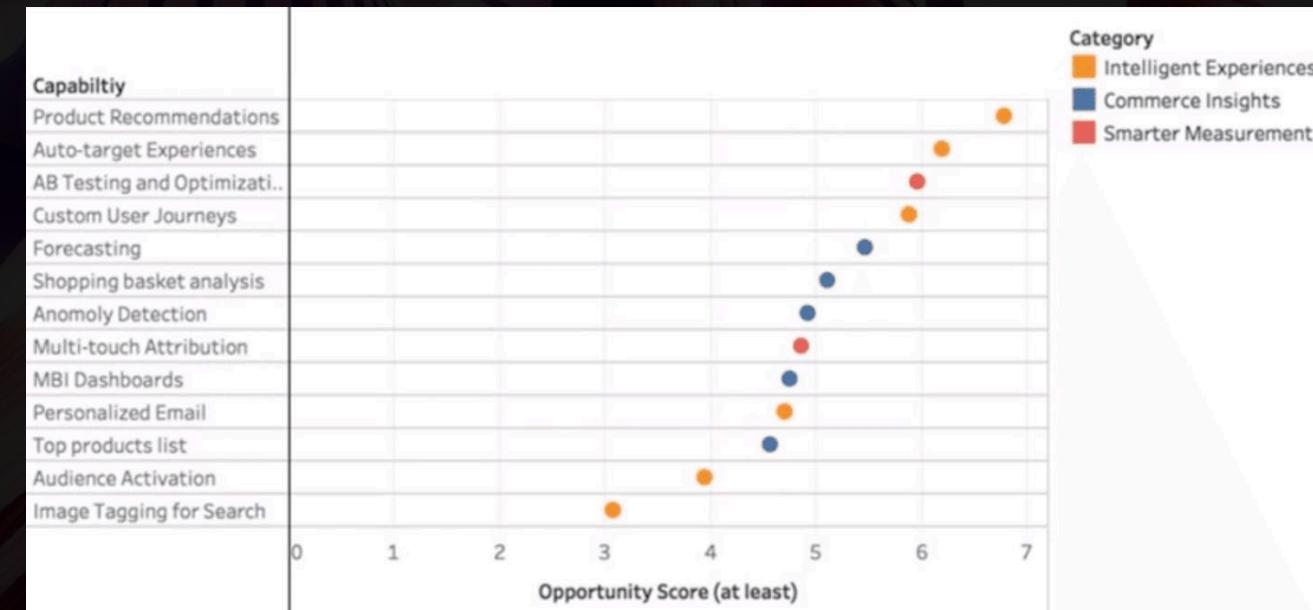
Giving the stats, he proves that product recommendation is the tool to boost conversion, revenue, and shopper engagement:

[Netflix](#) – 75% of all watched content was recommended

[Amazon](#) – recommendations drive 35% of their revenue

[Youtube](#) – 70% of what people watch is recommended

84% of online shoppers refer to at least one time for recommendations before shopping online



TAKEAWAYS

Digital Economic Index

- Help consumers discover when it is the best time to buy goods
- Help retailers identify local and regional patterns and predict emerging developments that affect when and how people buy goods
- Allow the government and other officials recognize what is really going on in the world economy so that they can prepare effectively.

ADOBE DIGITAL ECONOMY INDEX

A dynamic measure of online commerce among the products and services consumers are buying online

Make plans to join us in 2021.

March 14–18 | Las Vegas

Join the leaders in marketing automation, analytics, advertising, and commerce and see how to deliver and manage remarkable customer experiences.



QUESTIONS?



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