Adobe Cloud Platform – At the Heart of Experience Cloud

Klaasjan Tukker | Dir. Product Management – Adobe Cloud Platform – Experience Cloud

#AdobeRemix
S1T2

Experience System of Record

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DATA

UNIFIED PROFILE

CONTENT

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Experience Cloud

Creative Cloud for Enterprise

Analytics Cloud

Advertising Cloud

Marketing Cloud

Document Cloud for Enterprise

ADOBE CLOUD PLATFORM

SEMANTICS & CONTROL

ACTION

CONTENT WORKFLOW

DATA

DATA PIPELINE

UNIFIED PROFILE

MACHINE LEARNING

CONTENT

CONTENT PIPELINE

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ADOBE CLOUD PLATFORM

DEVELOPER SERVICES

Adobe I/O

APIs • Console • Runtime • Events

INTELLIGENT SERVICES

Adobe Sensei

Sensei Services: Creative Intelligence • Content Intelligence • Experience Intelligence

Sensei Framework and Tools

PLATFORM SERVICES

Content

Sync • Search • Collaboration • XDM

Data

Ingestion • Profile • Governance • XDM

INFRASTRUCTURE

Cloud Foundation

Containers • Storage • Connectors

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Why Adobe Cloud Platform?

Innovation

Service Oriented Architecture

Integration

Centralized Data and Content

Ecosystem

APIs First, Platform as a Service

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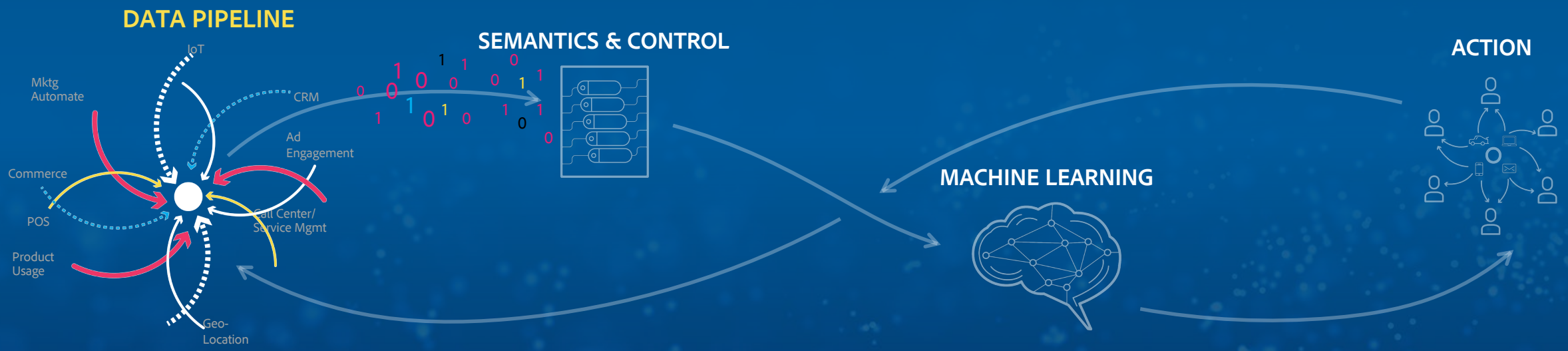

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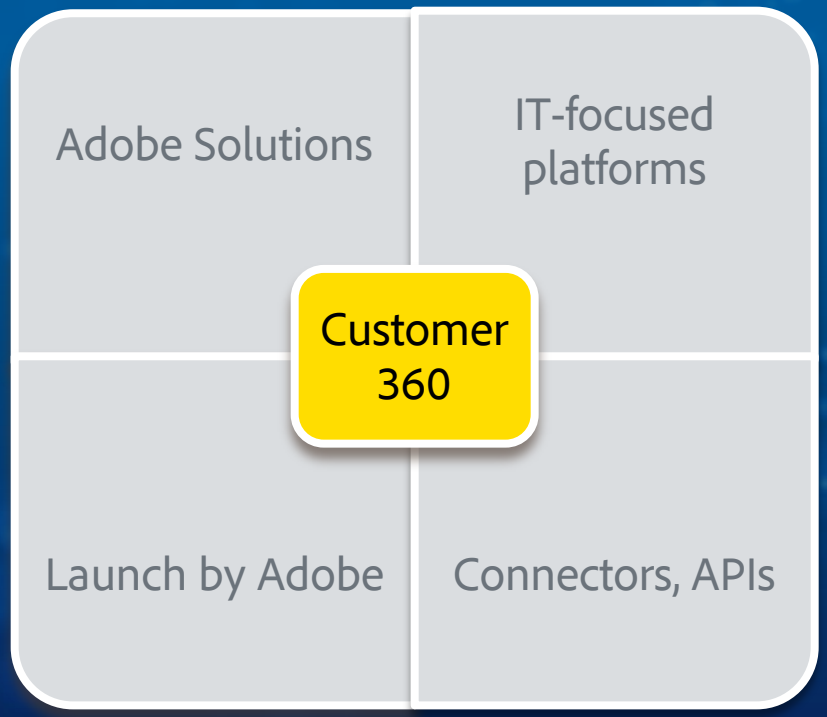
Data

Ingest, standardize, and persist customer data from across your enterprise

Automatically stream Adobe Solutions Data into platform
- *233 Trillion annual customer data transactions*

Flexible client-side data capture and integration into experience



Data Integration ecosystem
- *Informatica*
- *SnapLogic*
- *Unifi*

Enable flexible data architectures and various integration patterns
- *Ingest and egress APIs*

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Data Capture – Adobe Launch + Auditor

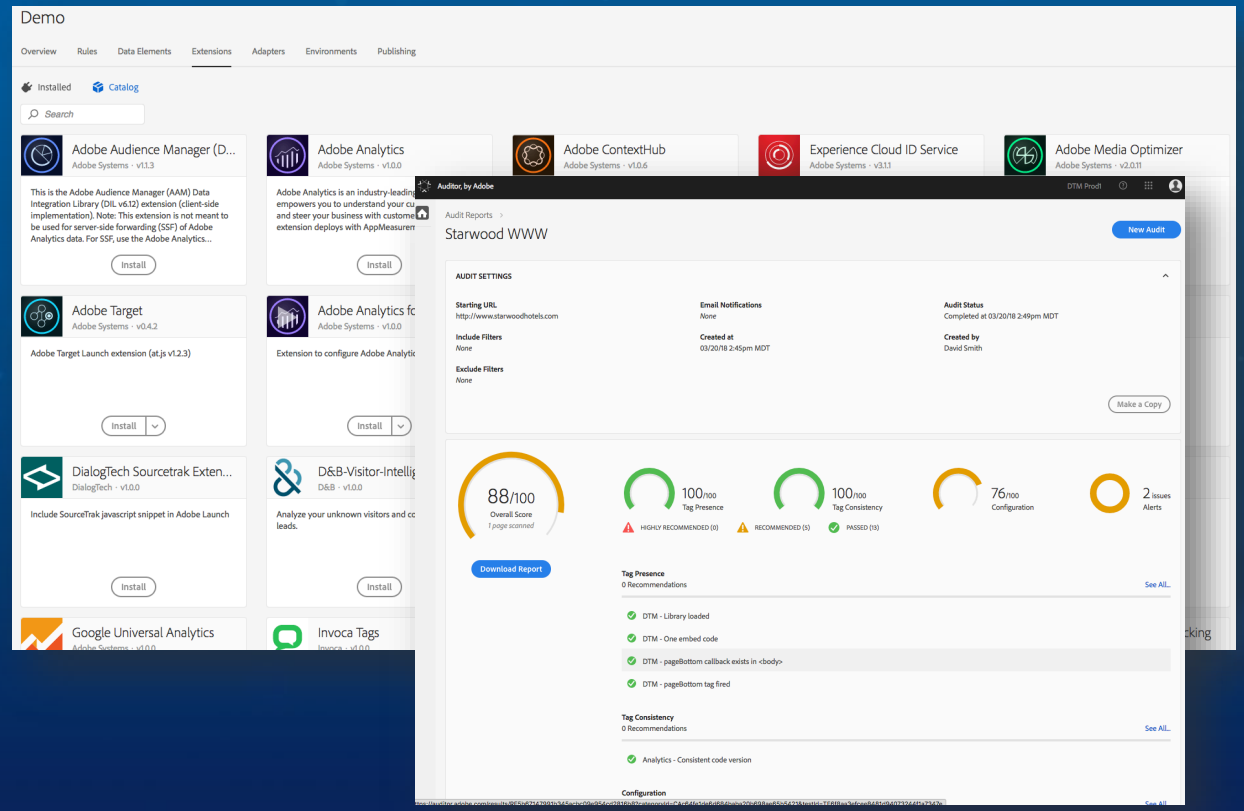
Launch by Adobe is simplifying the task of deploying Adobe Solutions and capturing event data

Launch

- Client side platform
- Over 30 integrations
- Powerful and easy to use for tag (or any JS) deployment
- Working on Mobile SDK integration
- Available to all customers today!

Auditor

- Automated site scanning and scoring
- Rolling release has started!



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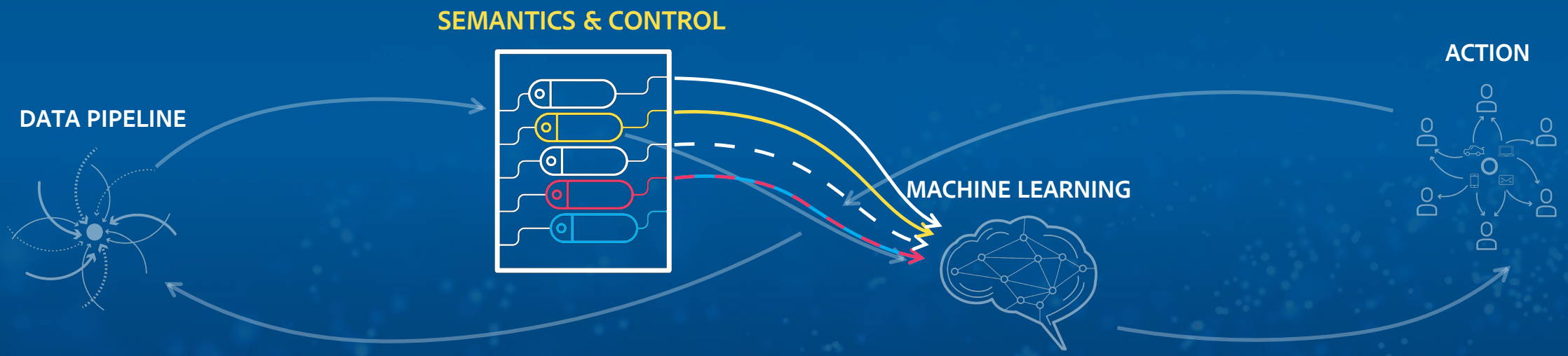

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Normalizing & Governing the Data

Normalizing

Governance

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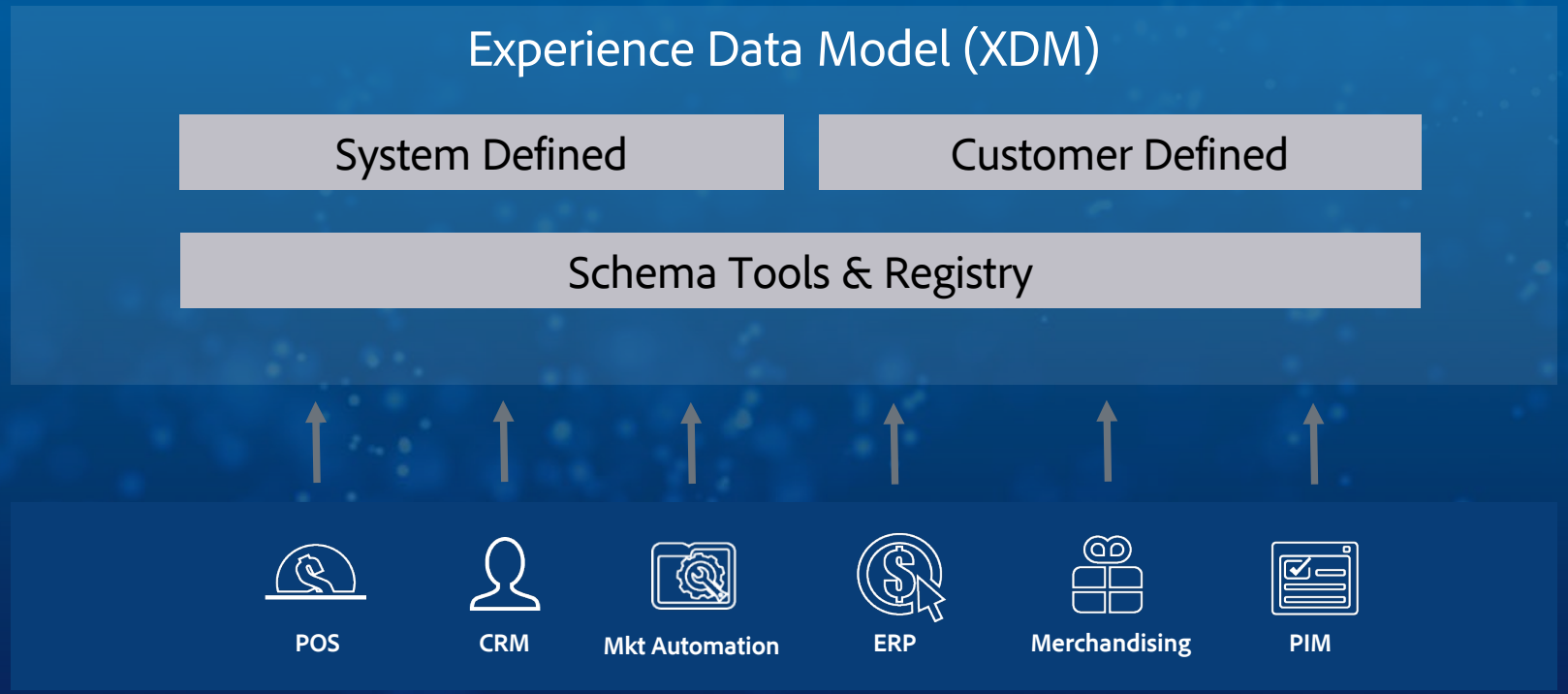
Experience Data Model: Normalize Cross-Channel Data

Standardized, extensible schema for representing all experience data to enable immediate semantic understanding of cross-channel data and foster an ecosystem of pre-built insights and services



Open

Extensible

Ecosystem

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Data Governance: Data Usage Labeling and Policy Framework

1

Labeling

Classify the datasets appropriately based on your legal and corporate guidelines

2

Policy Framework

Create data policies to ensure that data is used in accordance to legal and corporate guidelines

3

Marketer Workflow

At the time of marketing action, data policies take effect providing feedback and guidance

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Data, Semantics & Control Demo

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Analysis and Insights

Query Service

Data Science Workspace

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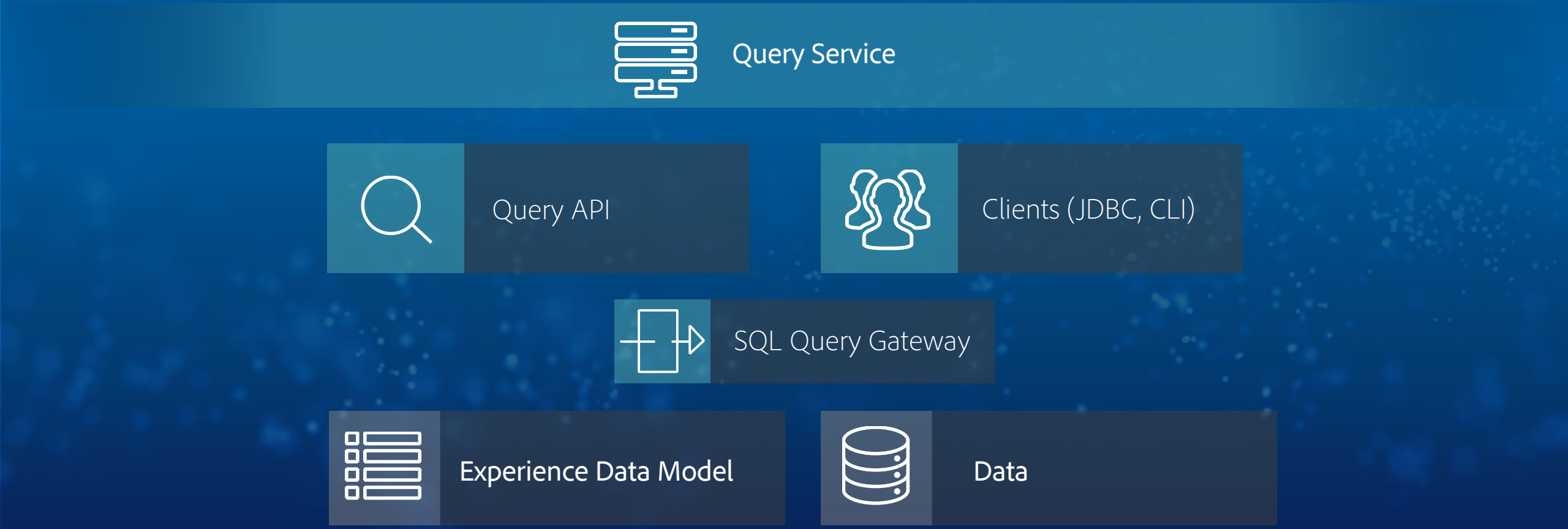
Query Service

Adobe Solutions, customers, and partners can access all relevant data within a single experience for deeper, faster insights and discoveries



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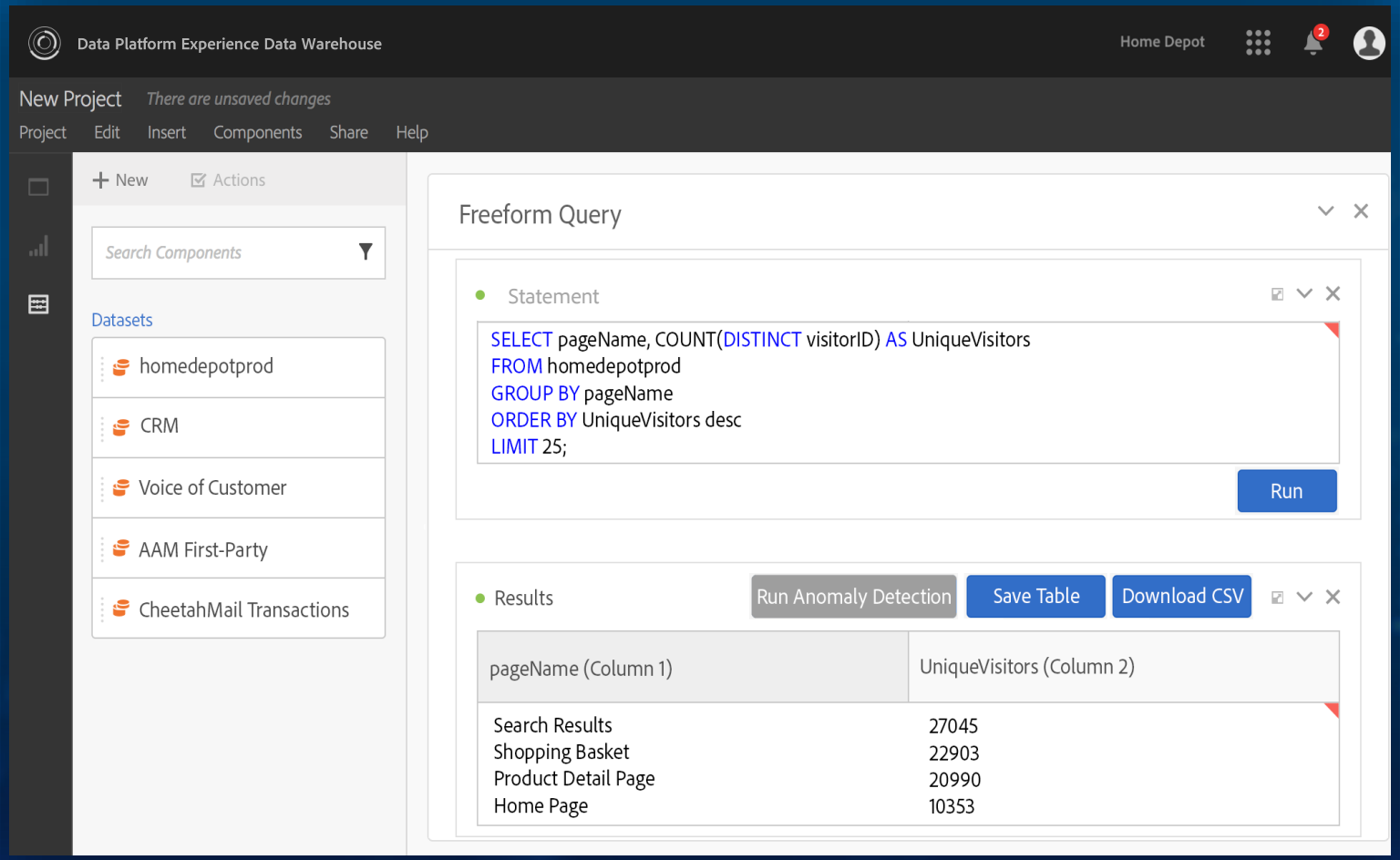
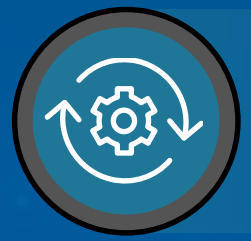
Query Service





FULLY MANAGED

POWERING ML

CUSTOMER 360 ANALYTICS

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Accelerating Time-to-Insights with ML & AI

Data Science Workspace

AI Service

Advanced Solution Algo's

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Supporting Multiple Personas to Accelerate Time-to-Insights

DATA SCIENTIST

- Empower Data Scientist to deliver custom insights
- Support for ecosystem and open source tooling
- End-to-end lifecycle management

CITIZEN DATA SCIENTIST/ANALYST

- Leverage pre-built models and services
- Self-service data preparation, templates, domain-specific tooling,
- Automated workflows

MARKETER

- Insights leveraged by Marketer for enhanced measurement, profile enrichment, and automation

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Machine Learning-Based Service Ecosystem

READY TO USE

- Developed by Adobe that do not require customer-specific configuration or training

CONFIGURABLE

- Developed by Adobe that enable customer-specific configuration and training

CUSTOM

- Developed by customer or partner

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Data Science Workspace: Derive New Insights

Data Exploration

- Self-service Data Preparation
- Feature XDM's
- Visualizations using JupyterLab

Authoring

- JupyterLab to create new ML/AI recipes
- Import your own Recipe
- Pre-built Adobe authored Recipes

Operationalization

- Auto deployment to Adobe I/O
- Edge deployment for real-time scoring
- Service Gallery

Experimentation

- Model tuning
- Model Efficacy Analytics
- Memory, Compute and storage infrastructure

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Data Science Workspace Demo

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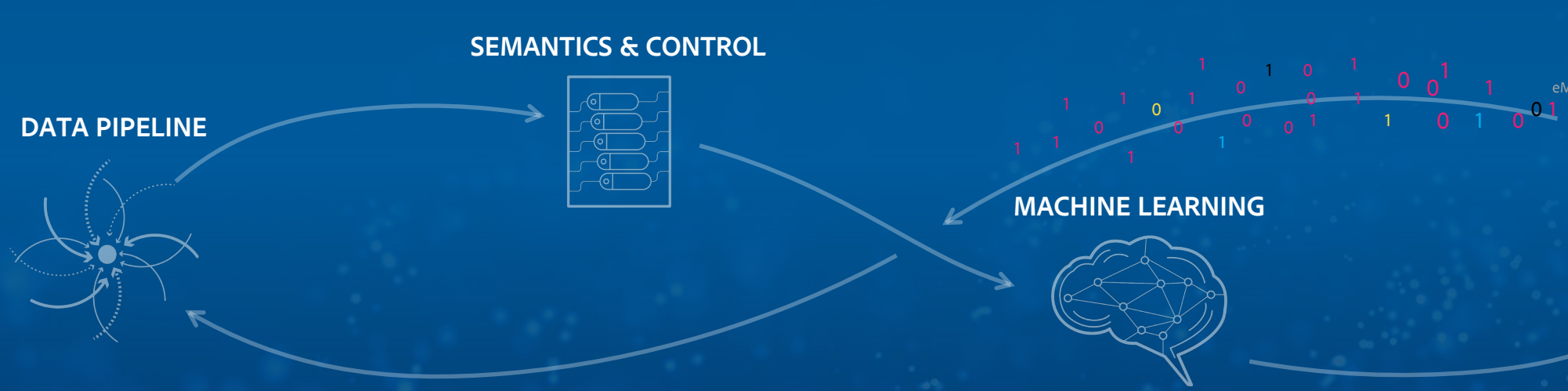

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Experience Cloud Profile

Whole person view

- Centrally accessible source for Experience Cloud solutions
- Rich history of behavioral and interaction data to power machine learning & Sensei
- Third-party/CRM extensibility

Focus on consumer privacy & security

- Help business meet GDPR and other applicable privacy law obligations
- Powerful, intuitive data usage, labeling and enforcement

Single, integrated segmentation experience

- Consolidates disparate segmentation workflows
- Provides a common segment definition language
- Reduces confusion and learning curves for customers

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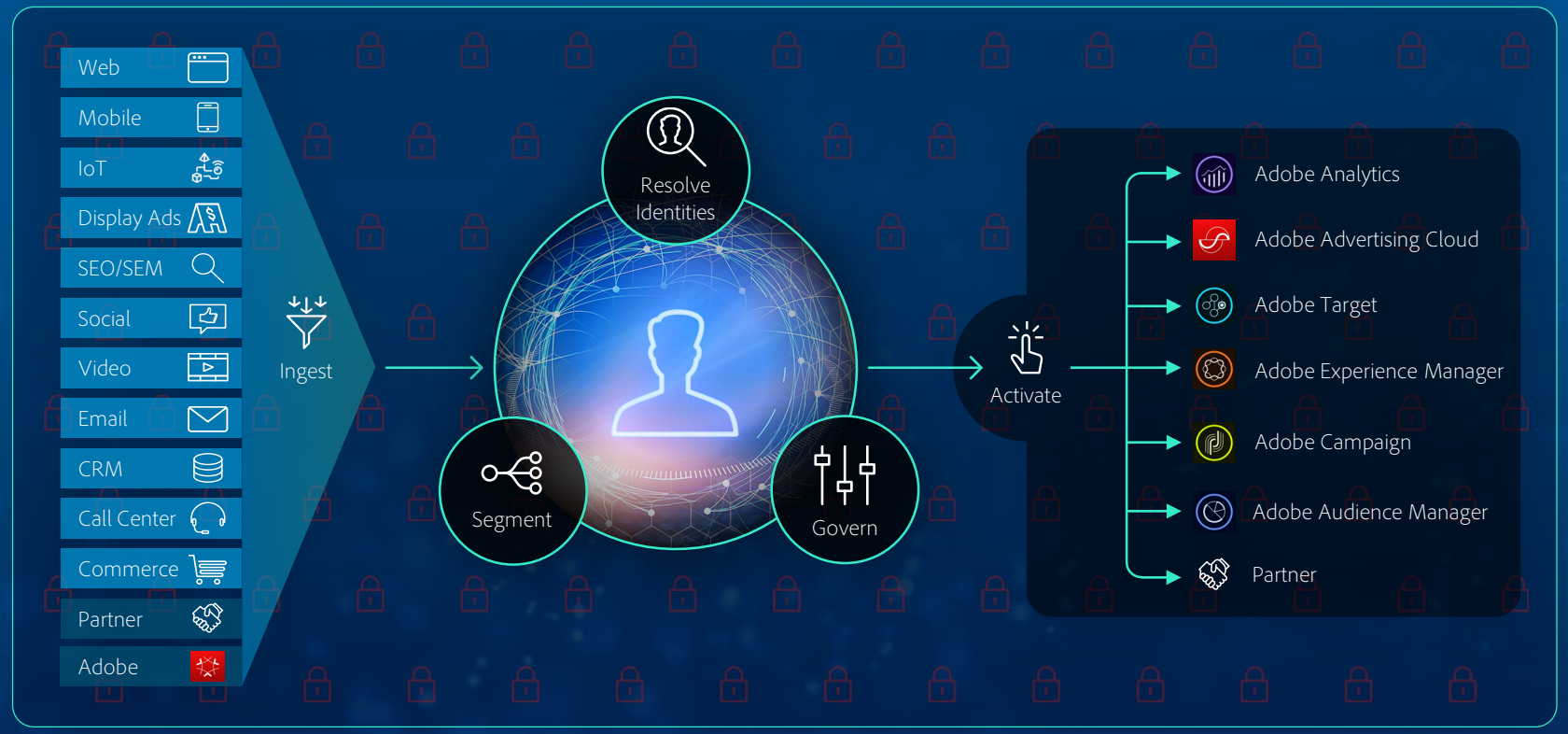
Experience Cloud Profile



WHOLE PERSON VIEW

FOCUS ON CONSUMER PRIVACY & SECURITY

SINGLE, INTEGRATED SEGMENTATION EXPERIENCE

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Experience Cloud Profile Demo

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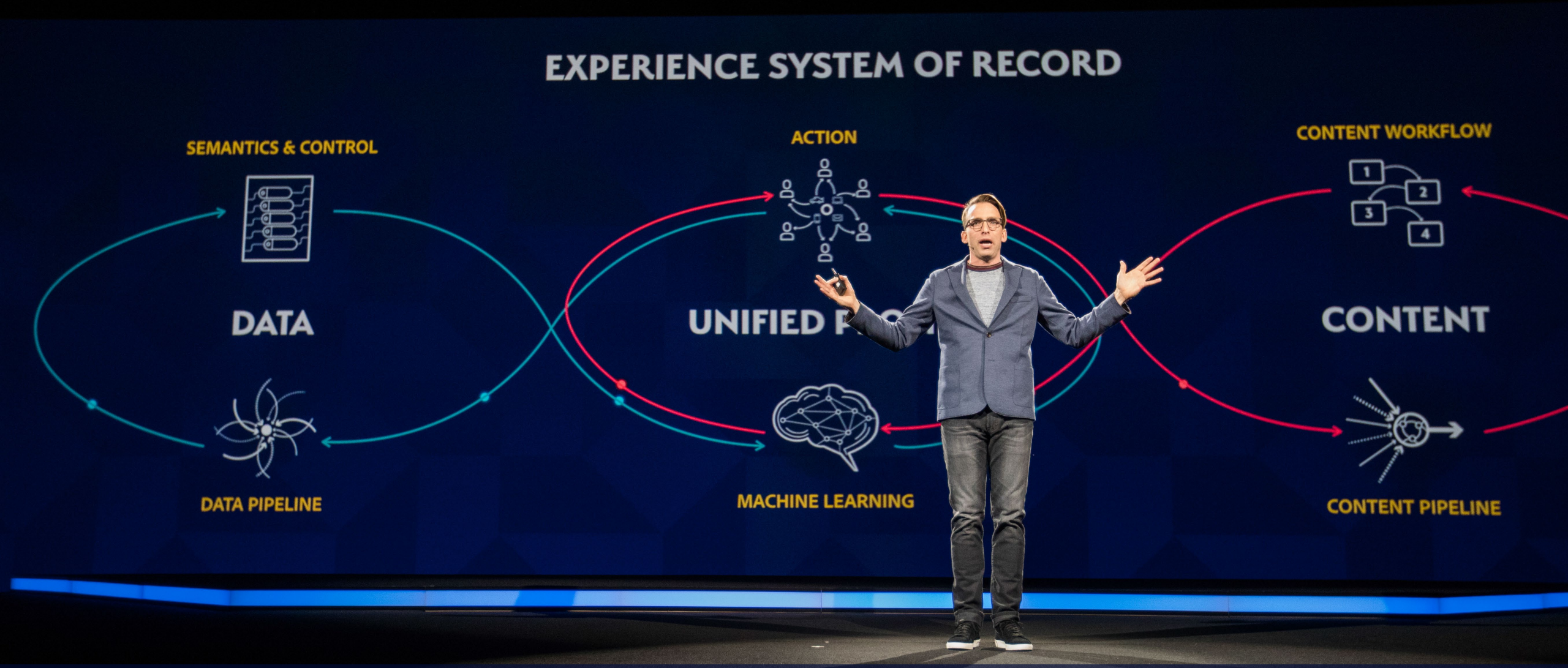

"An Experience System of Record doesn't only enable your ability to use Adobe solutions, but it creates an Open Ecosystem for developers and partners to extend your experiences to wherever your customers are connecting."

Brad Rencher, EVP of Digital Experience

Adobe Cloud Platform and Developers

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Roadmap for Adobe Cloud Platform – Data Services

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