

SUMMIT

THE DIGITAL MARKETING CONFERENCE

March 20–24, 2016 | Las Vegas, Nevada

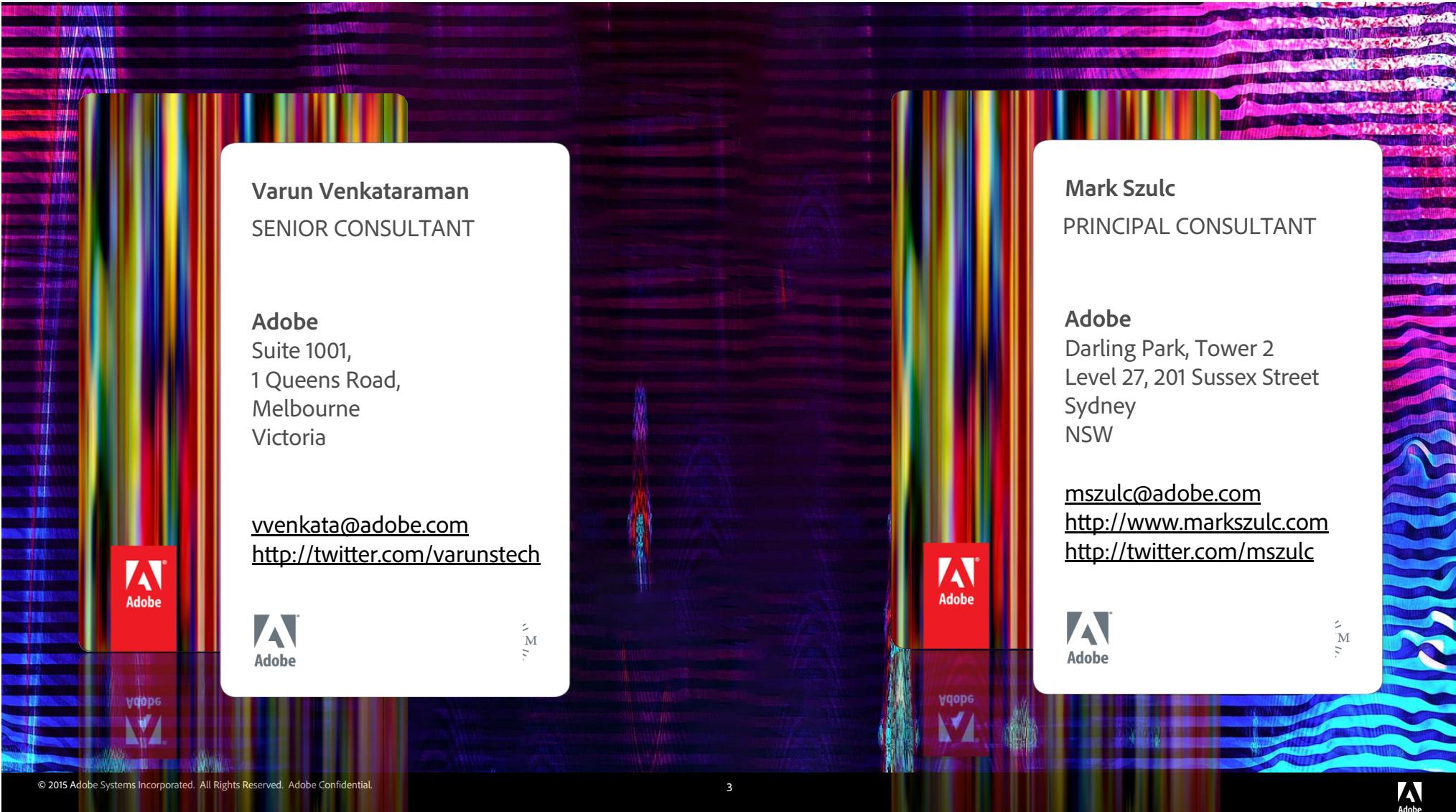


Adobe Experience Manager – Commerce Integration Framework – Omni
Channel Commerce

SUMMIT

THE DIGITAL MARKETING CONFERENCE

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Retoka



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<http://twitter.com/mszulc>



Agenda

- 1 | Welcome and Overview
- 2 | AEM Commerce Integration framework (CIF) - Overview
- 3 | AEM CIF Default Components, features and API - Overview
- 4 | AEM CIF & AEM Screens – Overview
- 5 | AEM CIF & AEM Mobile - Overview

Key Takeaways

1

Understand AEM
Commerce
Framework and what
is available by default.

2

Understand AEM
Commerce API and
Extention points.

3

How to leverage
Commerce framework
for In-Store experience
and Mobile
experience

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Adobe Marketing Cloud

SOLUTIONS



MEDIA
OPTIMIZER



CAMPAIGN



SOCIAL



EXPERIENCE
MANAGER



TARGET



ANALYTICS



PRIMETIME



AUDIENCE
MANAGER

CORE SERVICES



PROFILES &
AUDIENCES



ASSETS



ACTIVATION



MOBILE



EXCHANGE



COLLABORATION



USER
MANAGEMENT &
ADMINISTRATION

PLATFORM

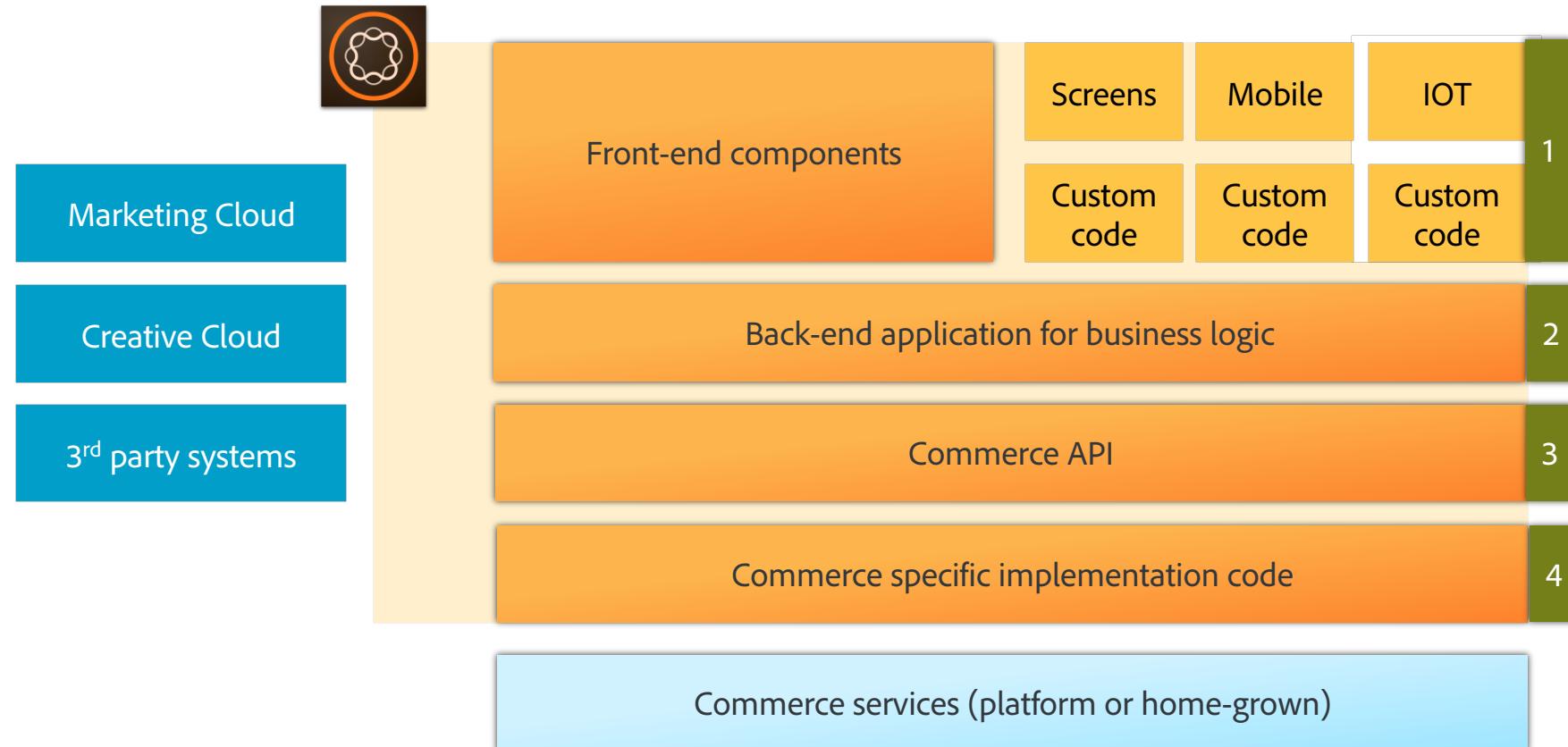


Data & Content

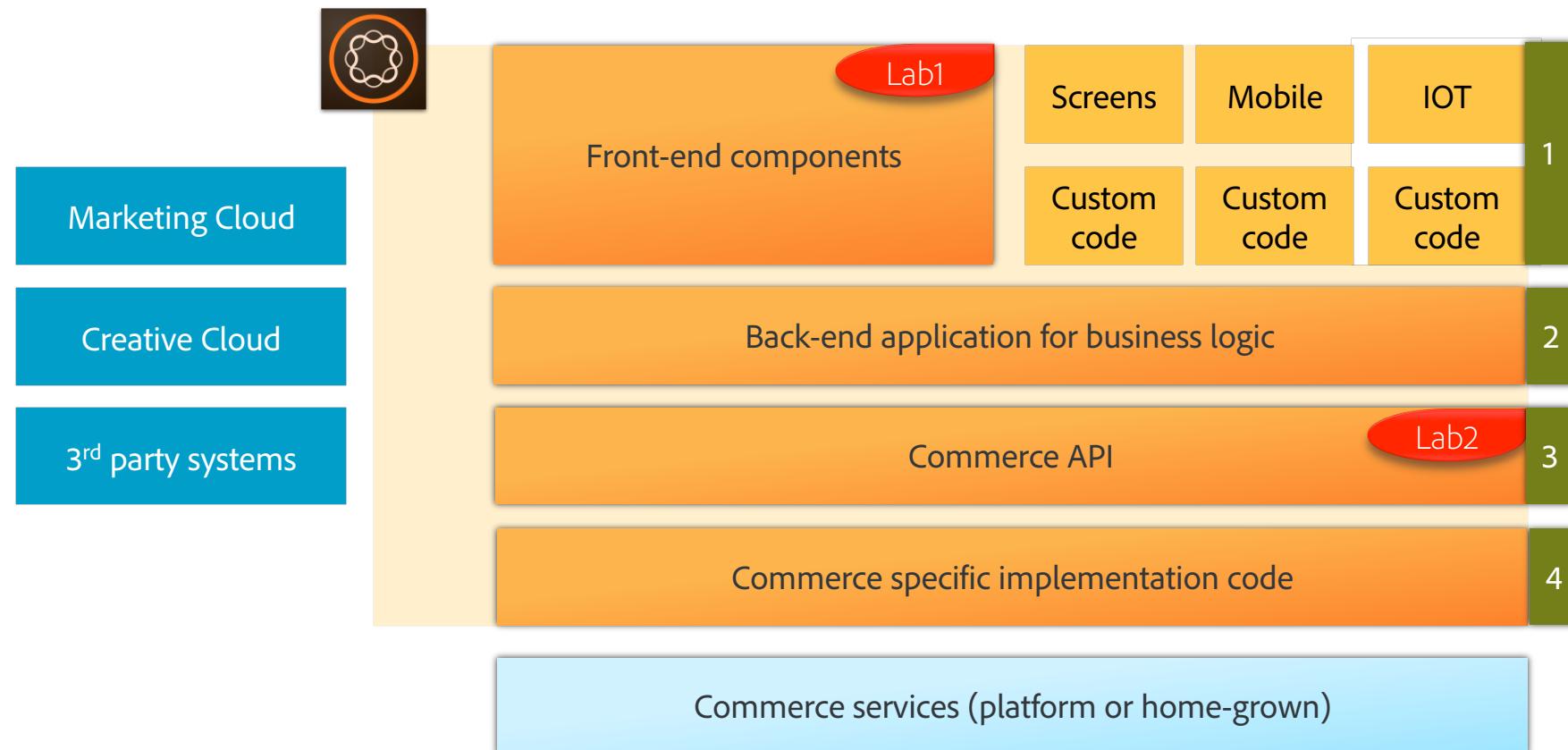
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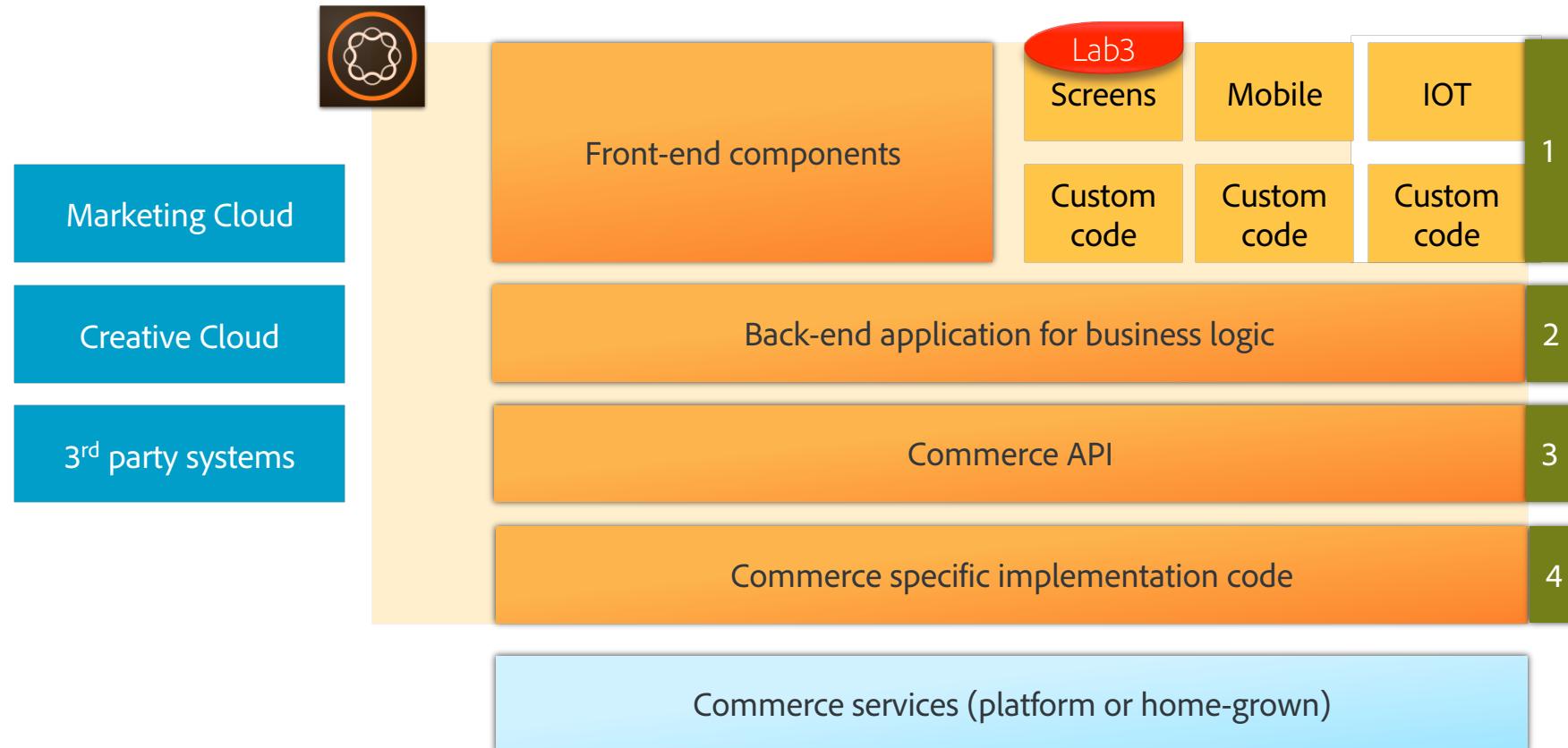
Architecture Commerce Integration Framework



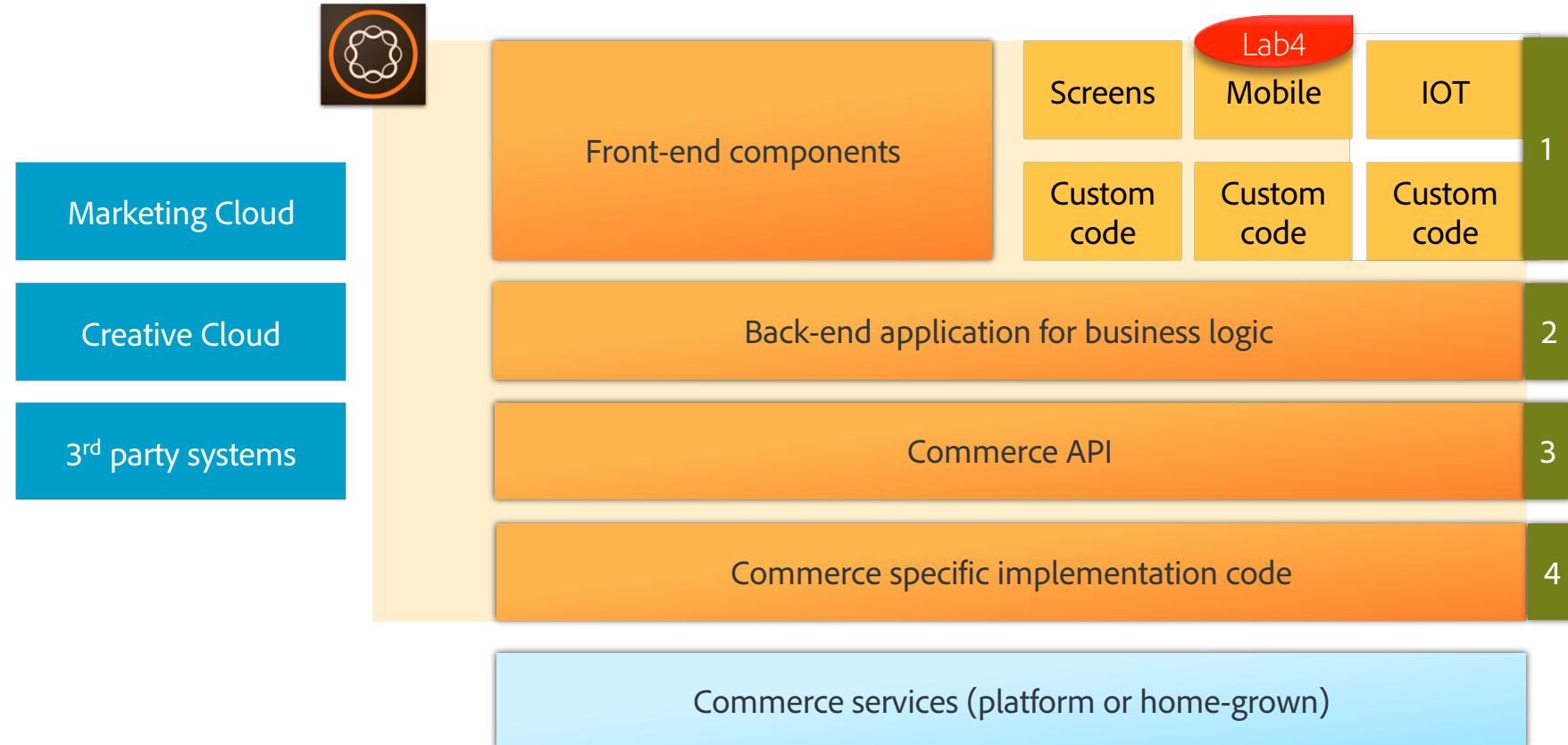
Architecture Commerce Integration Framework



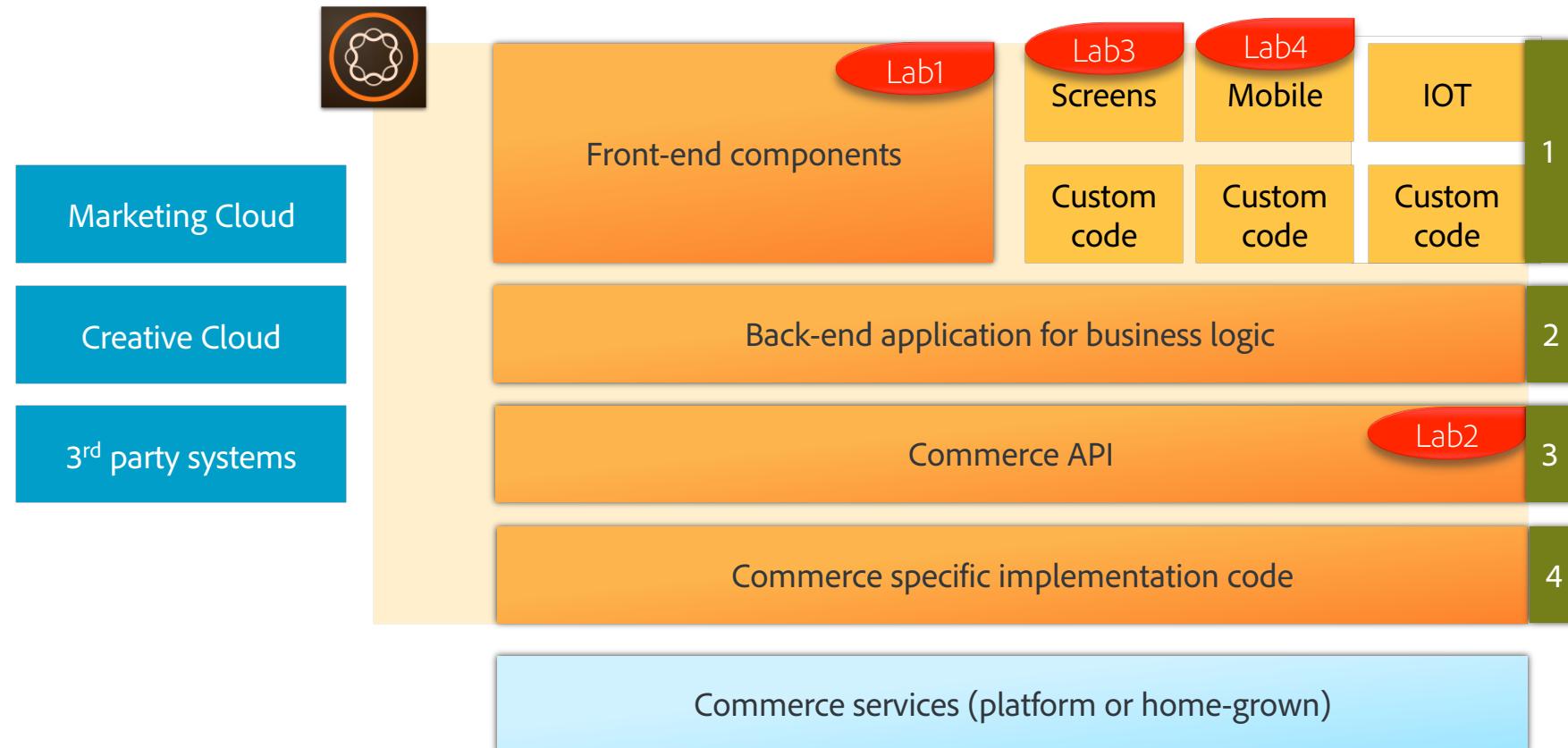
Architecture Commerce Integration Framework



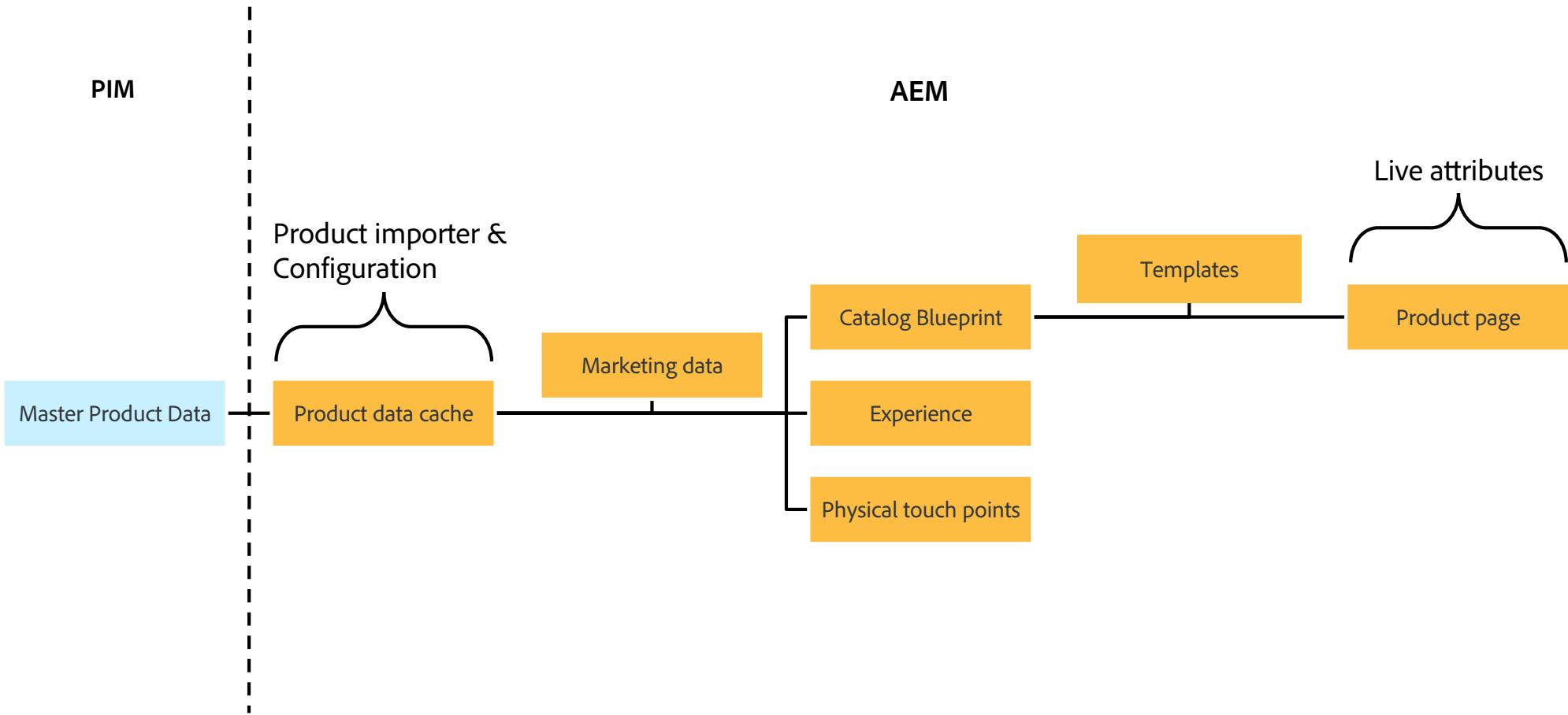
Architecture Commerce Integration Framework



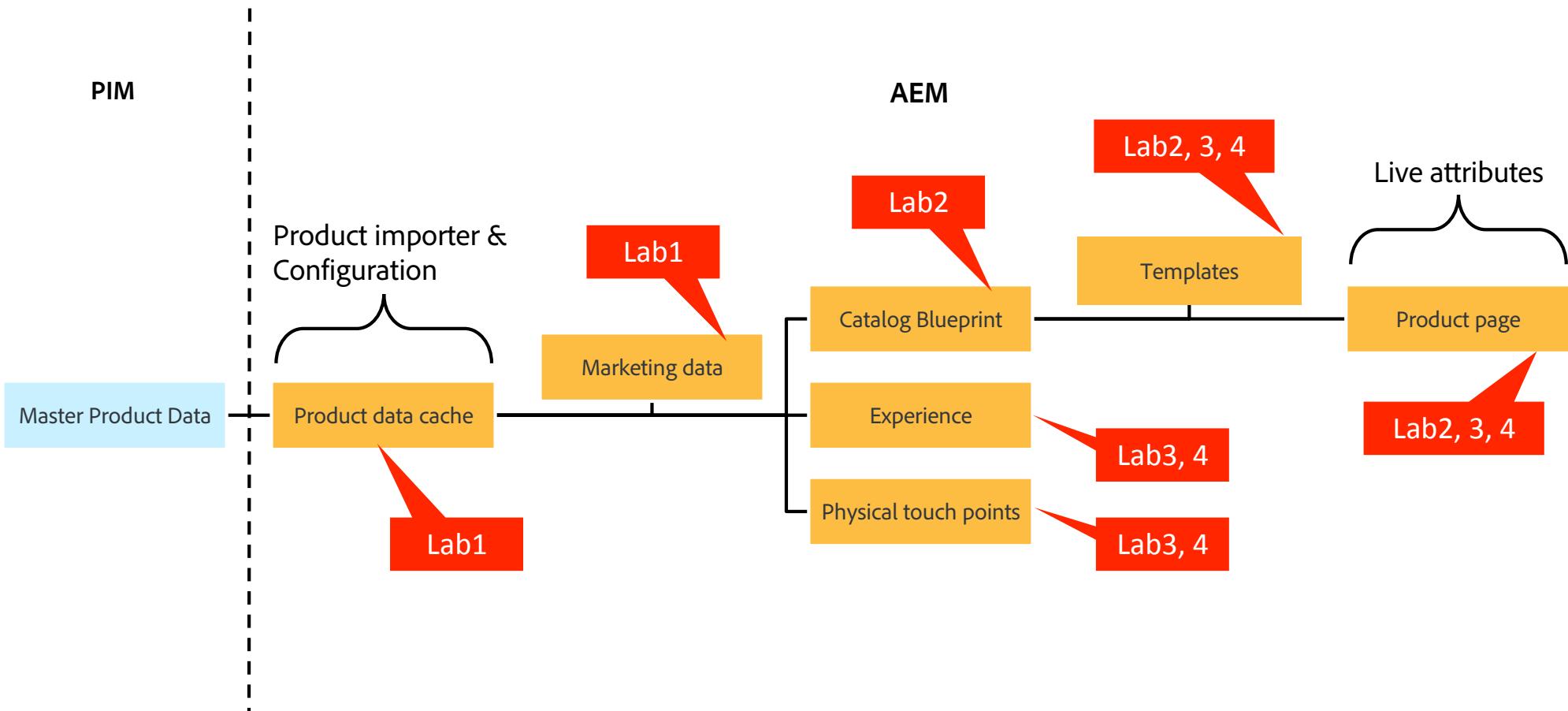
Architecture Commerce Integration Framework



Workflow – Creating Commerce Experiences



Workflow – Creating Commerce Experiences





AEM Commerce – Key Terms

AEM Commerce – Key Terms – Part 1/3

1. Product

- Basic item in the shop.
- **Example:** Apple iPhone 6S, Running shoe Nairobi, Coat Edmonton Winter, Honda Accord etc.

2. Variant Axis

- Attribute fine-grained property of a product can be implemented as a variant axis.
- Common variant axes : **Color** and **Size**
- **Example:** Apple iPhone 6S Space Grey, Apple iPhone 6S 64GB, Blue Nairobi running shoes, Nairobi running shoes size 10, Automatic Honda Accord, Red Honda Accord etc.

3. Variant

- A Type of product and has one or more variant axis specified. Generally a Stock keeping Unit (SKU)
- **Example:** Apple iPhone 6S Space Grey 64GB, Blue Nairobi Shoe of Size 10, Red Automatic Honda Accord etc.

AEM Commerce – Key Terms – Part 2/3

4. Shopping Cart

- When a commerce user intends to buy an item, he adds the product (variant) to the shopping cart.
- For each product, the quantity of items added to the cart is specified.

5. Checkout

- When a commerce user is done shopping, he proceeds to the **Checkout**.
- In the following steps, he can actually order the items in his shopping cart.

6. Promotion

- Promotions are discounts a commerce user receives when specific requirements are met.
- Example: it is also possible to create **Perfect Partner** promotions, where a discount is given if a user buy two specific products.

7. Voucher

- Vouchers are codes distributed to selected users which can be entered in the **checkout** process to receive a discount.

AEM Commerce – Key Terms – Part 3/3

8. Product Information Management Data (PIM)

- Product information is provided by a commerce engine.
- Contains all the product data required for the commerce application.
- PIM data is stored in /etc/commerce/products (for default implementations – Geometrixx, Hybris, ElasticPath)

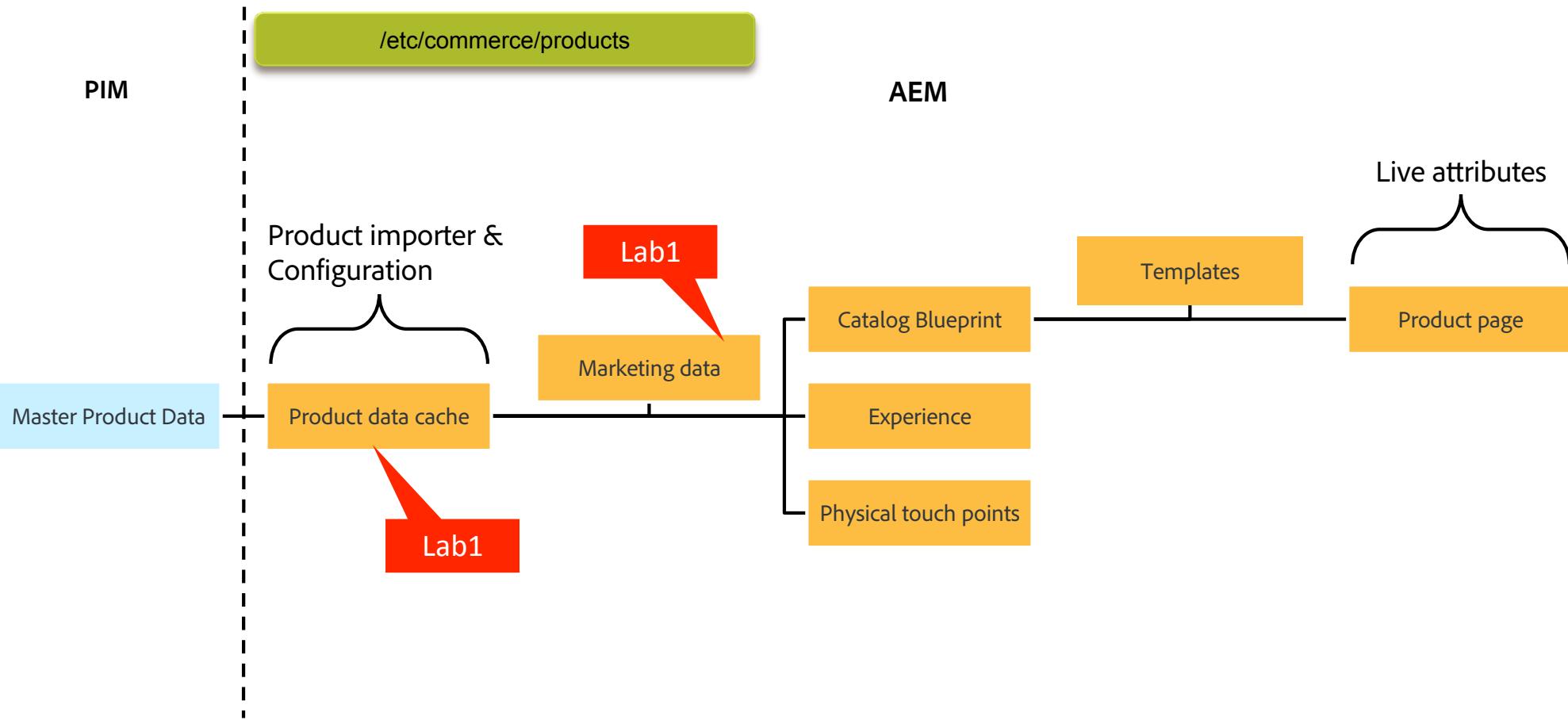
9. Catalog Blueprint

- When a commerce user is done shopping, he proceeds to the **Checkout**.
- In the following steps, he can actually order the items in his shopping cart.

10. Catalog

- The generated catalog is usually located in /content and is created as a CQ **live copy**.

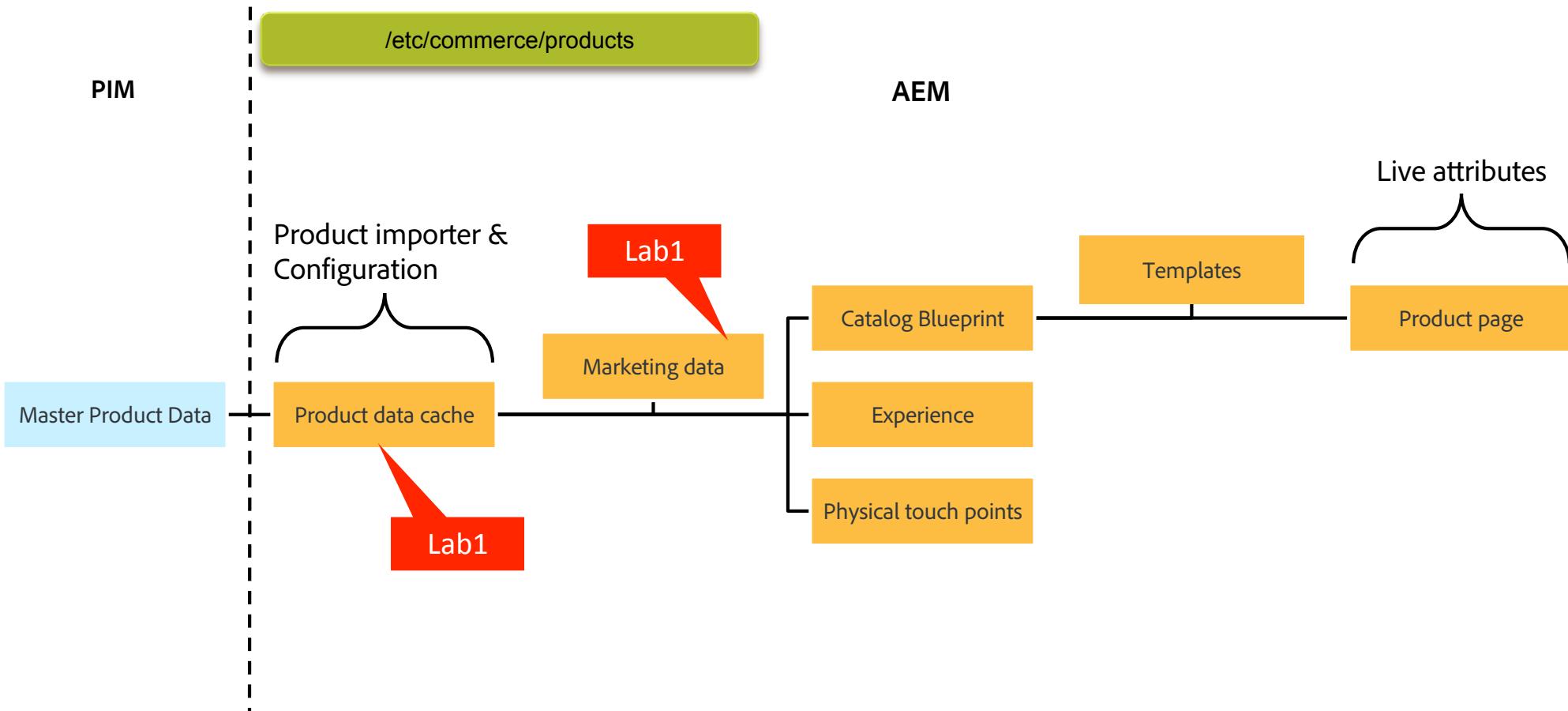
Workflow – Creating Commerce Experiences – Checkpoint - 1



Lab 1 – Summary and Key Takeaway

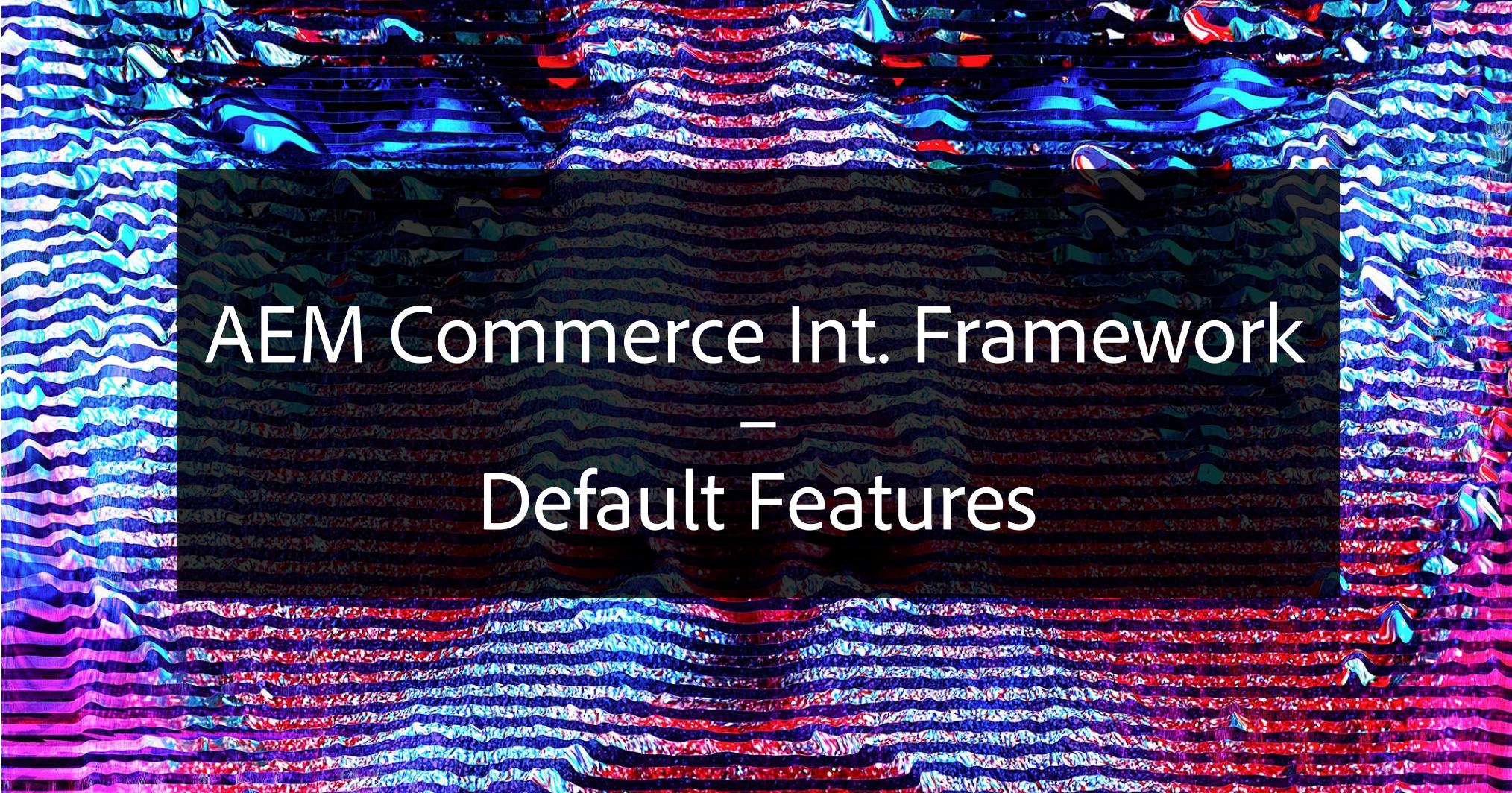
- Introduction to WeTelco Product Information Management Data
- Use Cases : As a user, I would like to enrich my products from a external PIM with marketing content in my content management system, so I will be able to use this information to present to my customers.
- Example :
 1. Product management.

Workflow – Creating Commerce Experiences – Checkpoint - 1



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AEM Commerce Int. Framework

–

Default Features

Overview out-of-the-box capabilities

Multi-lingual support		Smart list	New in 6.2
Product collections	Restore cart	Checkout component	> 100 improvements & bug fixes
Product change events	Address-book component	Cart component	
Product editor	Open orders / history comp.	Add-to-cart component	
Catalog blueprint	Order history trait	Commerce Context Hub Stores	
Product importer	Promotions & Vouchers	Product detail / category page	AEM Assets
Catalog management	Personalization	Shopping experience	Integrations
Commerce API			

AEM Commerce – Components – 1/2

Component	Comments
Call to Action	Setup of call to action components with images.
Image with Add to Cart Link	Annotate a image with Add to Cart buttons
Last-Viewed Call to Action	Tracking of the Call to action clicks
Navigation Product	A navigation list of products
Order History	History of the user's orders
Payment Methods	Available payment methods for user
Product	Display of the product
Recently Viewed Products	A list of products viewed by user tracked through ContextHub
Recommended Products	Related products which are recommended.
Search	Search the product data
Shipping Methods	Available shipping methods for the product

AEM Commerce – Components – 2/2

Component	Purpose
Products Display	Product component used in the product data (/etc/commerce) and in the catalog content. Product nodes in the catalog content reference the PIM product node with the productData property.
Shopping Cart	Component that allows to add, delete, modify and display items in the current users shopping cart.
Voucher	Text box to use vouchers and mange them

AEM Commerce – Templates

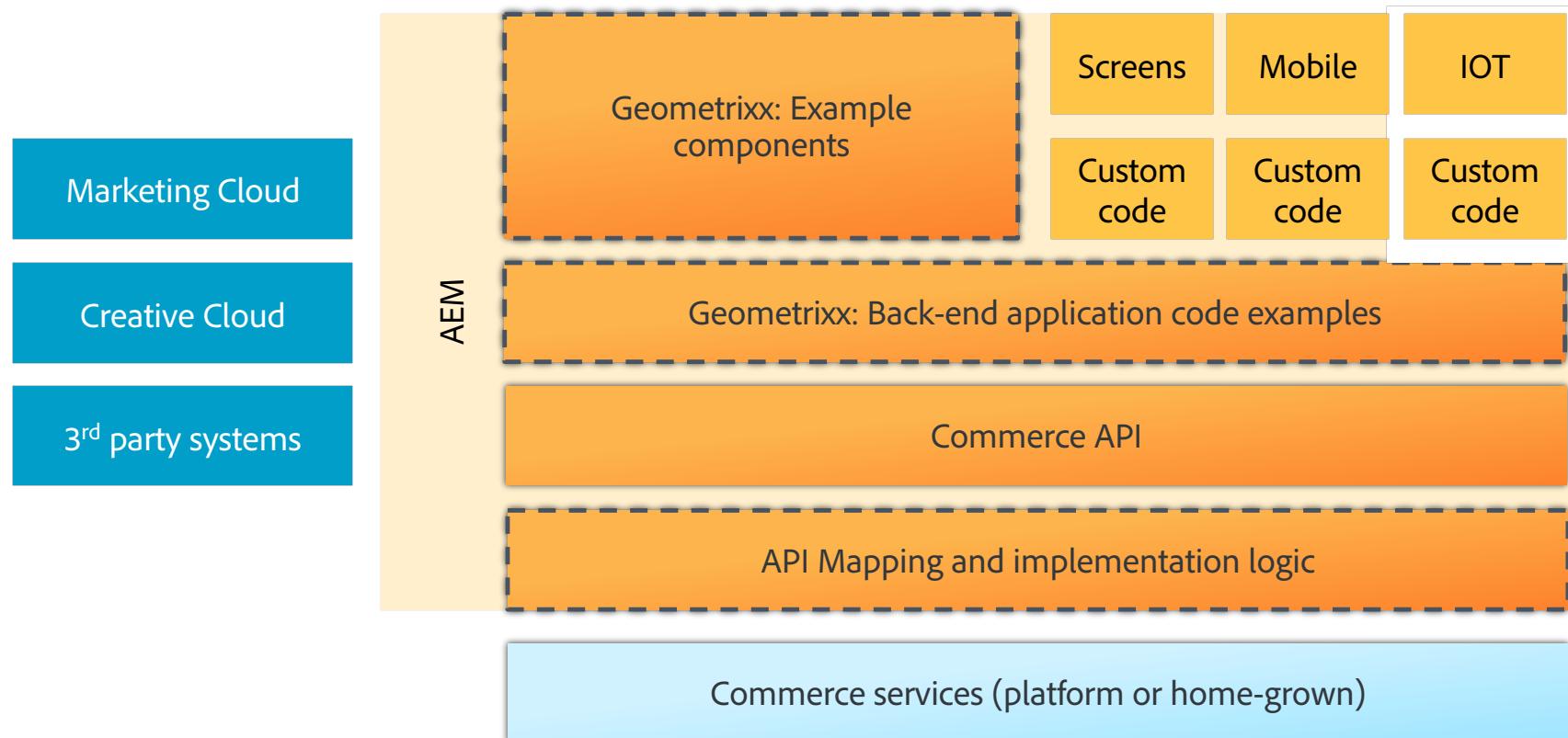
Template name	Description	Allowed/suggested location
catalog	Catalog blueprint to create a new catalog from product data	/content/catalog
section	Catalog section based on product data	/content/catalog
voucher	Voucher which can be redeemed for a discount on a shopping cart. Default voucher implementation uses a promotion to specify the actual discount.	
promotion	Promotion to give a discount based on the user segment or redeemed vouchers.	/content/campaigns



AEM Commerce – ClientContext and ContextHub Modules

Stores	Comments	Type
Recent Products	Records all products recently viewed. This can be used for personalization.	Store and Module
Related Products	Record related products for a given product.	Store and Module
Cart	Record what is in the cart in ContextHub	Store and Module
Abandoned Cart	Items added to cart which has been previously abandoned.	Store
Promotions	Promotions applicable based on campaign.	Module
Vouchers	Vouchers available to use for cart and user.	Module

Pre-packed integrations (Accelerators)



Overview integrations

By Adobe

hybris

Added 2015
IBM WebSphere

New in 2016
Demandware

By vendor

New in 2016
Elasticpath

Intershop

Added 2015 Digital
River

New in 2016
Amdocs (2016)

By system integrator

New in 2016
Oracle ATG

Magento
(InField Design)

By PIM vendor

Agility
Multichannel

Added 2015
inRiver



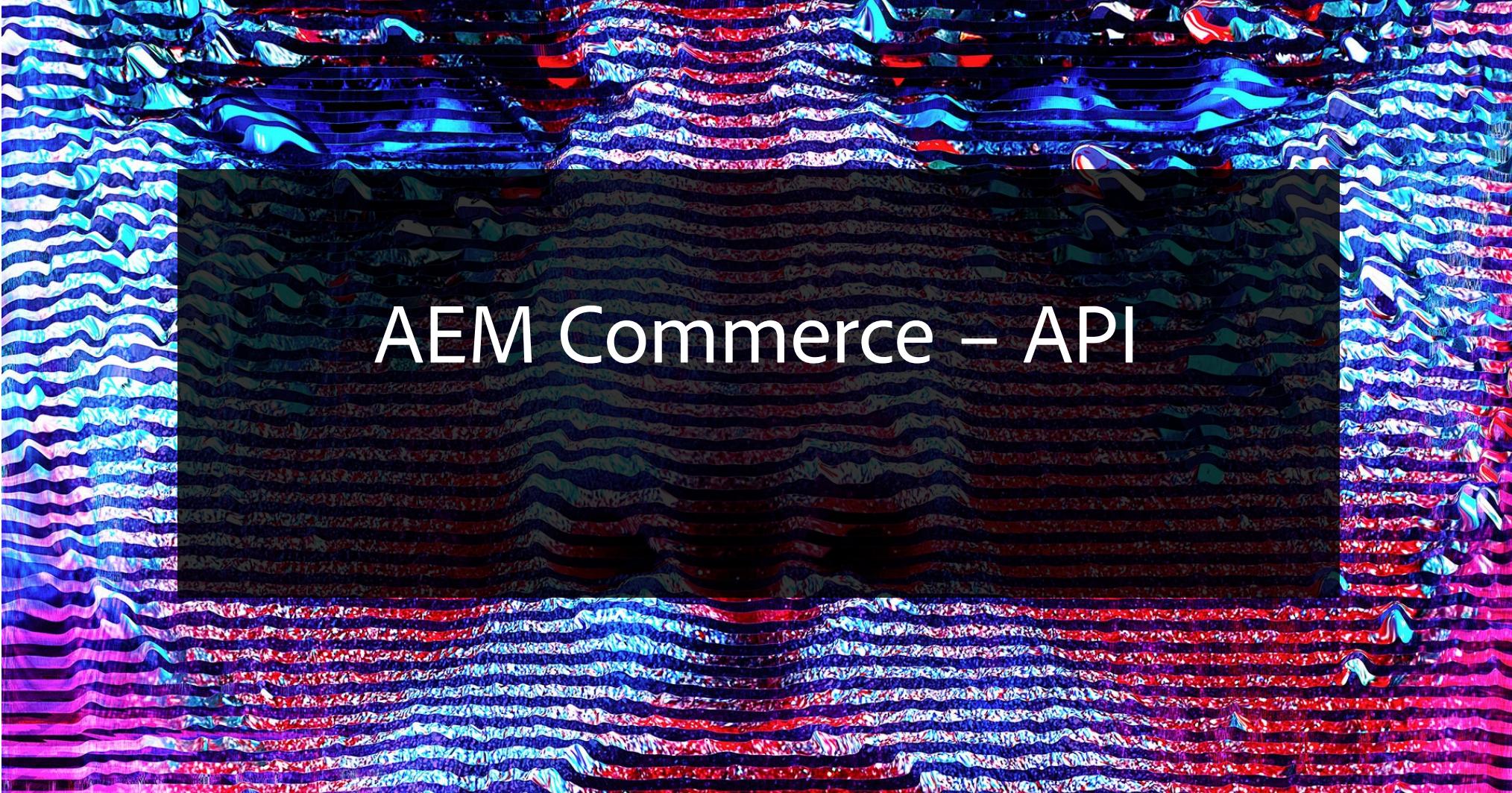
Release Notes AEM 6.2 Commerce - Integrations

IBM WebSphere

- Supports IBM Commerce 7.8
- *Catalog management*: Product importer configuration, full import
- *Shopping cart*: Add / remove items, guest + registered checkout, pop-up cart, shopping cart page
- *Promotions*: Redeem / Remove promotion code, Commerce driven promotions
- *Checkout*: AEM components, order overview with ID, open orders + history
- *Search*: WebSphere Commerce keyword search with faceted navigation
- *User Mgmt*: Basic authentication
- *Demo-Store*: Geometrix

hybris update

- Supports up to hybris 5.7
- OCC v2
- Fully restful and stateless interaction with Hybris without sessions
- Improved extensibility
- Using JSON for all OCCv2 Hybris responses
- Support for anonymous cart transfer and cart merging to registered user on login
- Anonymous checkout



AEM Commerce – API



AEM Commerce – Key Bundles

The following key bundles:

1. com.adobe.cq.commerce.cq-commerce-core
2. com.adobe.cq.commerce.cq-commerce-pim



AEM Commerce – Key Interface & Classes – Commerce Management

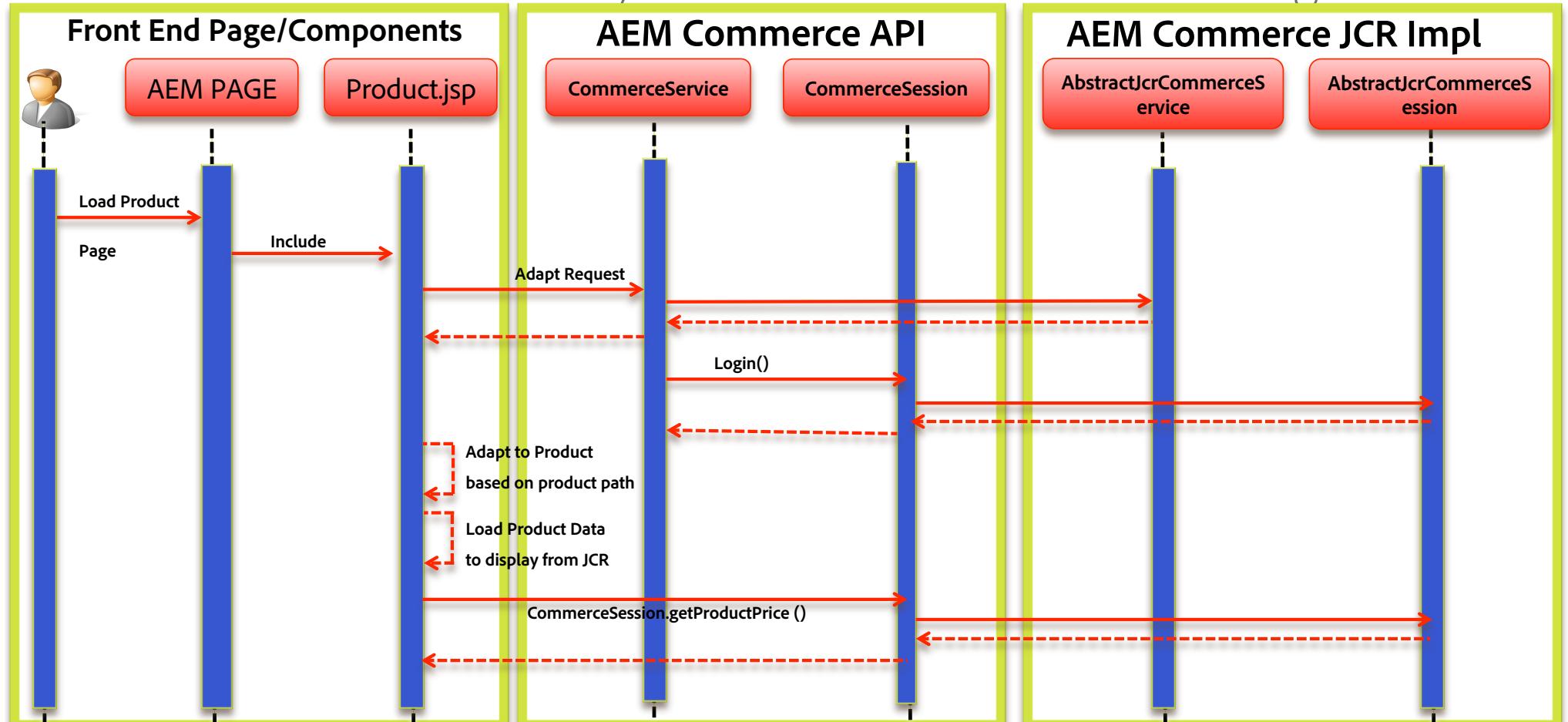
Class	Purpose
CommerceServiceFactory.	OSGi entry point into the commerce provider.
CommerceService	Root of the Commerce API; other classes are fetched through it.
CommerceSession	Represents a user's shopping session
CommerceSession.CartEntry	A CartEntry is a product with a given quantity in the user's shopping cart.



AEM Commerce – Key Classes and Interface – Product Management

Class	Purpose
PriceInfo	Provides information about prices for products and cart line items.
Product	Reflects resources that represent products and their variants. Class is adaptable from resources with sling:ResourceType commerce/components/product.

Adobe Commerce API – Key Classes Interaction – Product Page

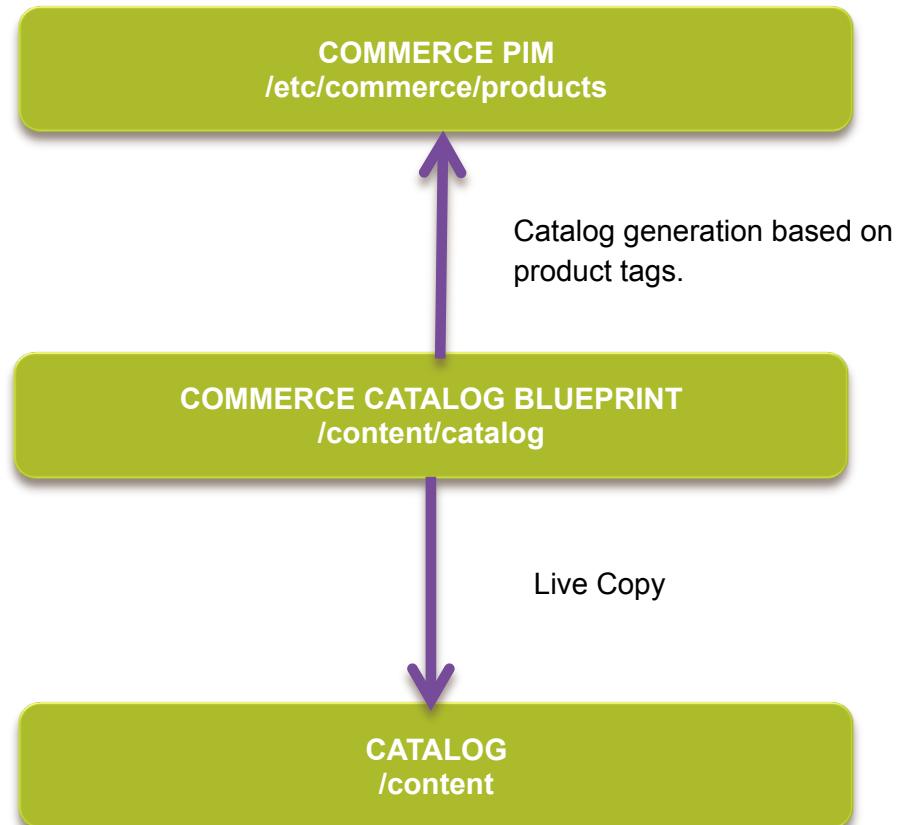




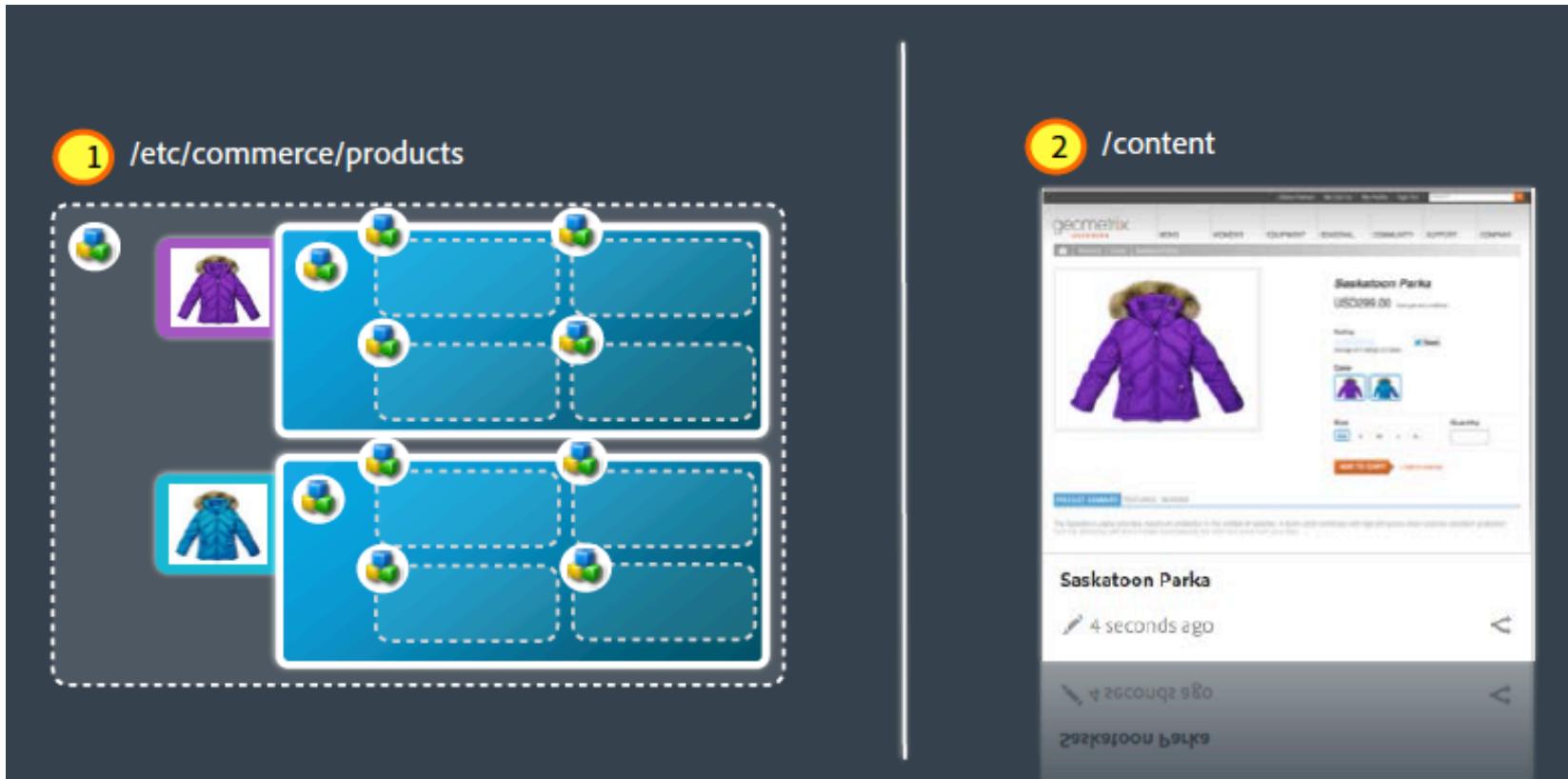
AEM Commerce – Catalog Management

AEM Commerce – Catalogue Management

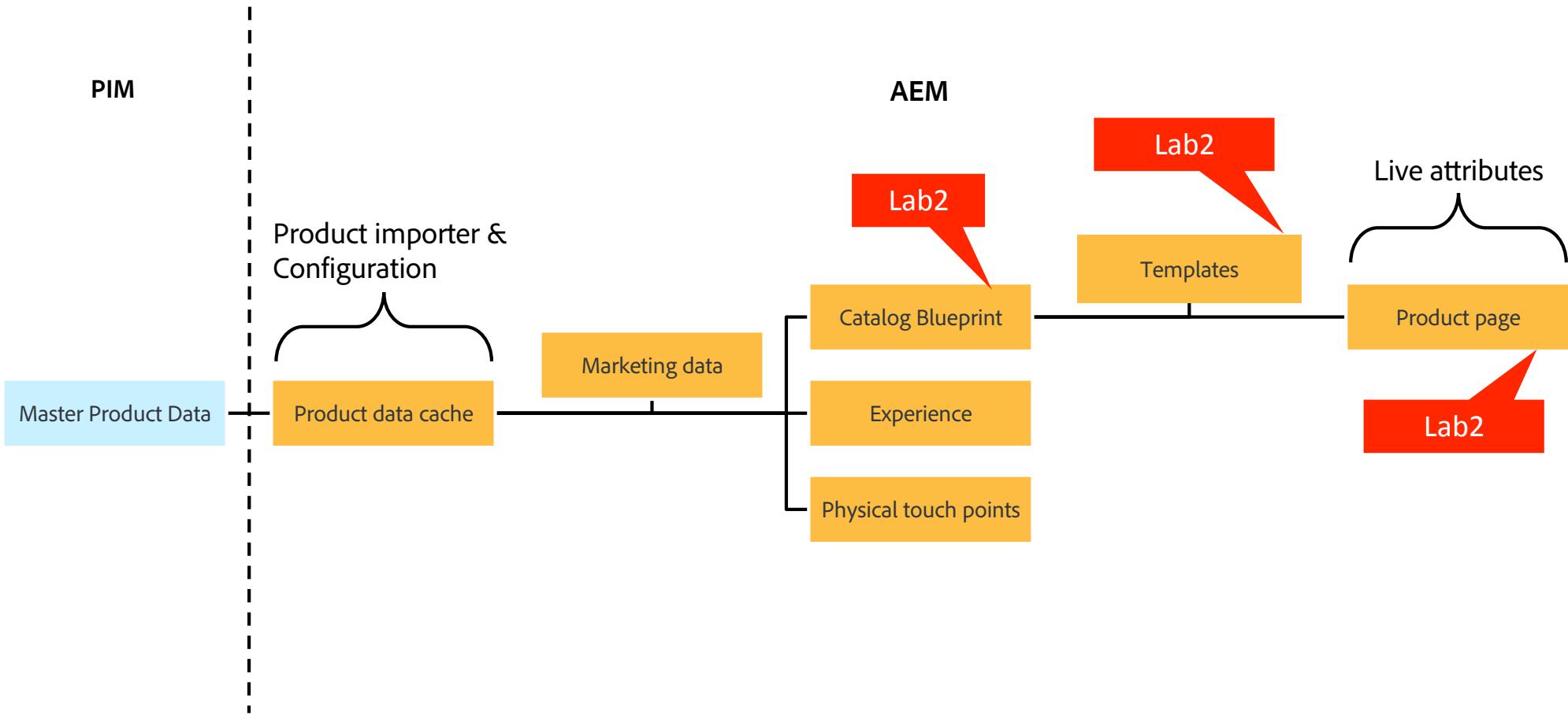
- Adobe AEM provides a default structure for catalog management.
- Applies to the implementations provided by Adobe (JCR, Hybris, ElasticPath, IBM Commerce etc.).



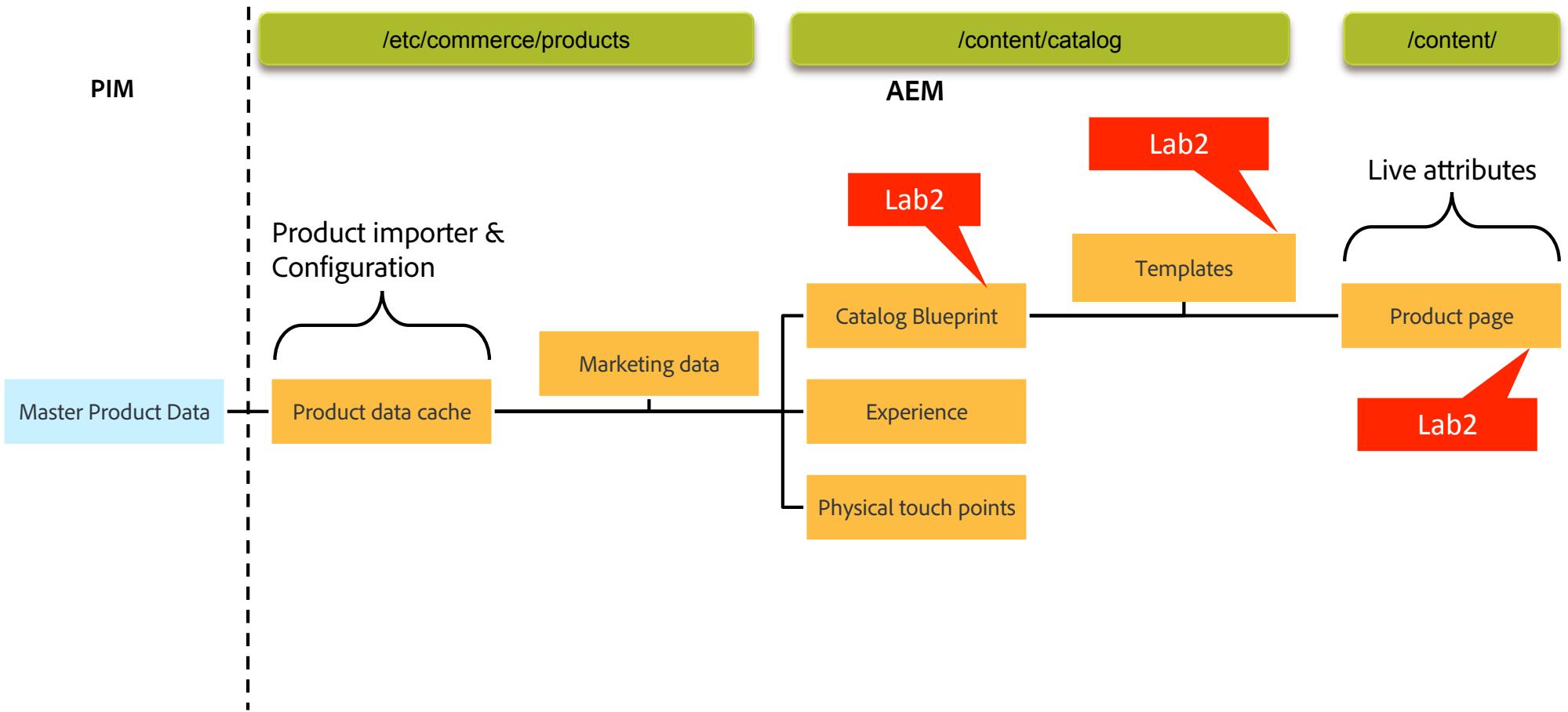
AEM Commerce – Commerce Management – AS A SNAPSHOT



Workflow – Creating Commerce Experiences – Checkpoint - 2



Workflow – Creating Commerce Experiences – Checkpoint - 2

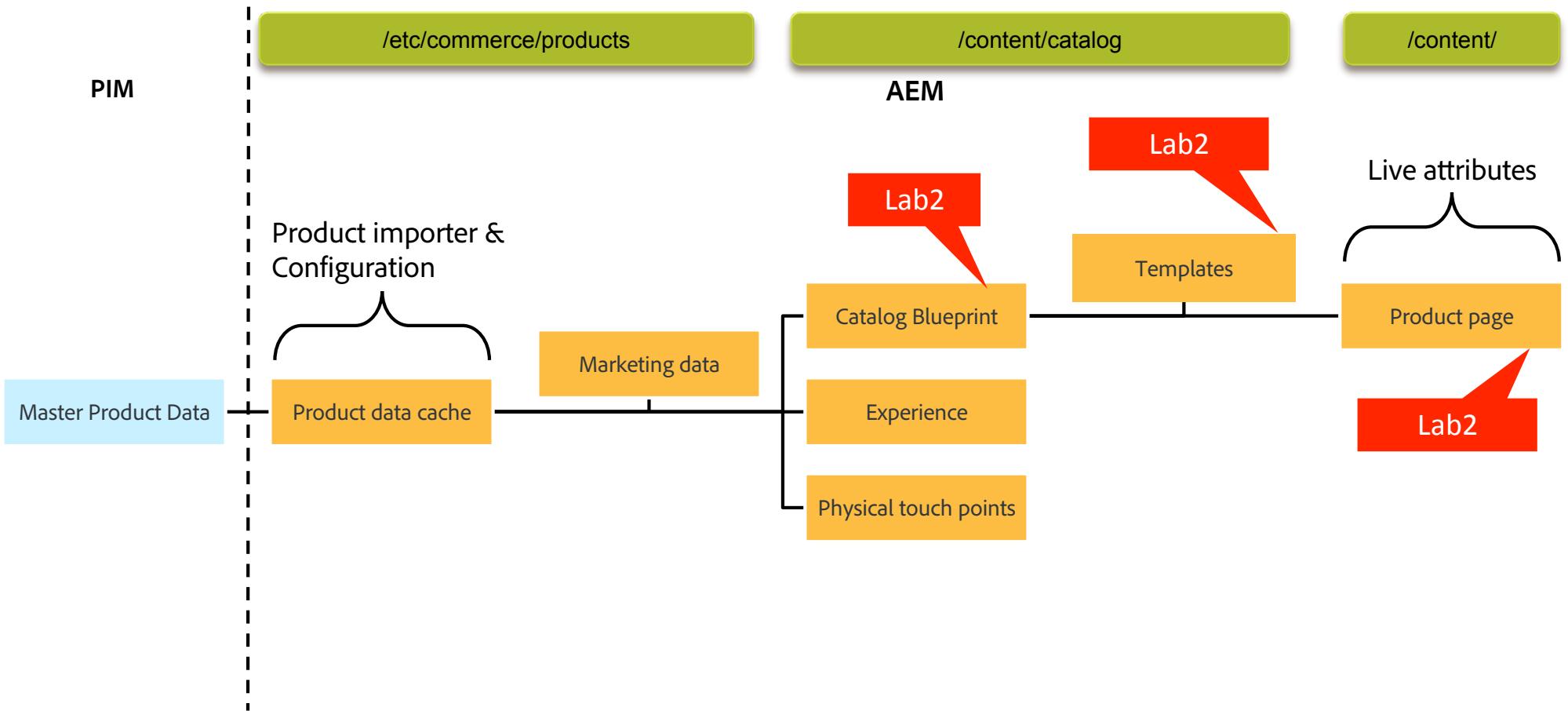


Lab 2 – Summary and Key Takeaway

The product data cache managed from Lab 1 is rolled out as pages using blueprints, templates and pages AEM Commerce Integration framework.

Use Cases : As a user, I would like to create consistent pages using blueprint template for product categories, sections and product pages, so I will be able to reduce effort in replicating page creation process for each page in authoring interface.

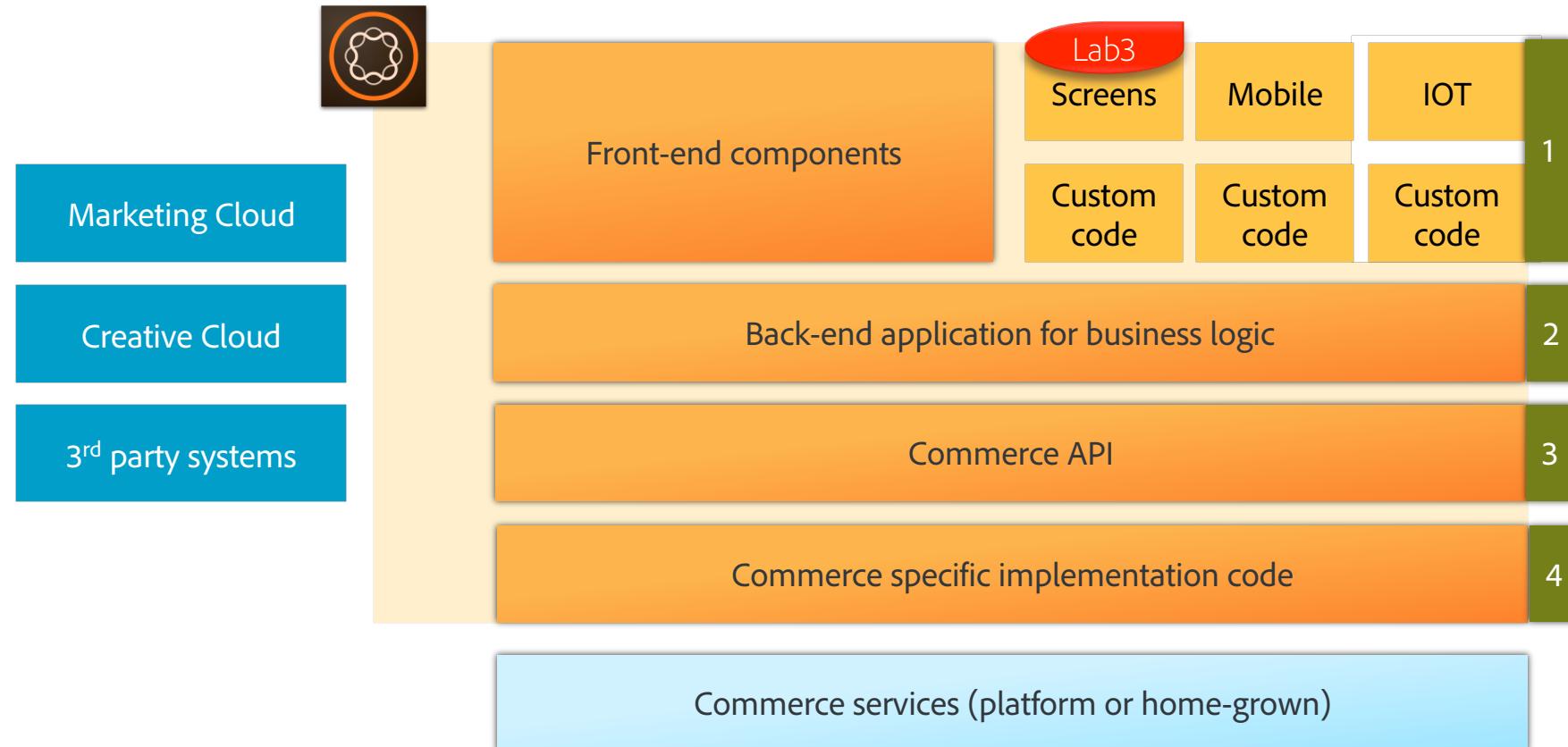
Workflow – Creating Commerce Experiences – Checkpoint - 2



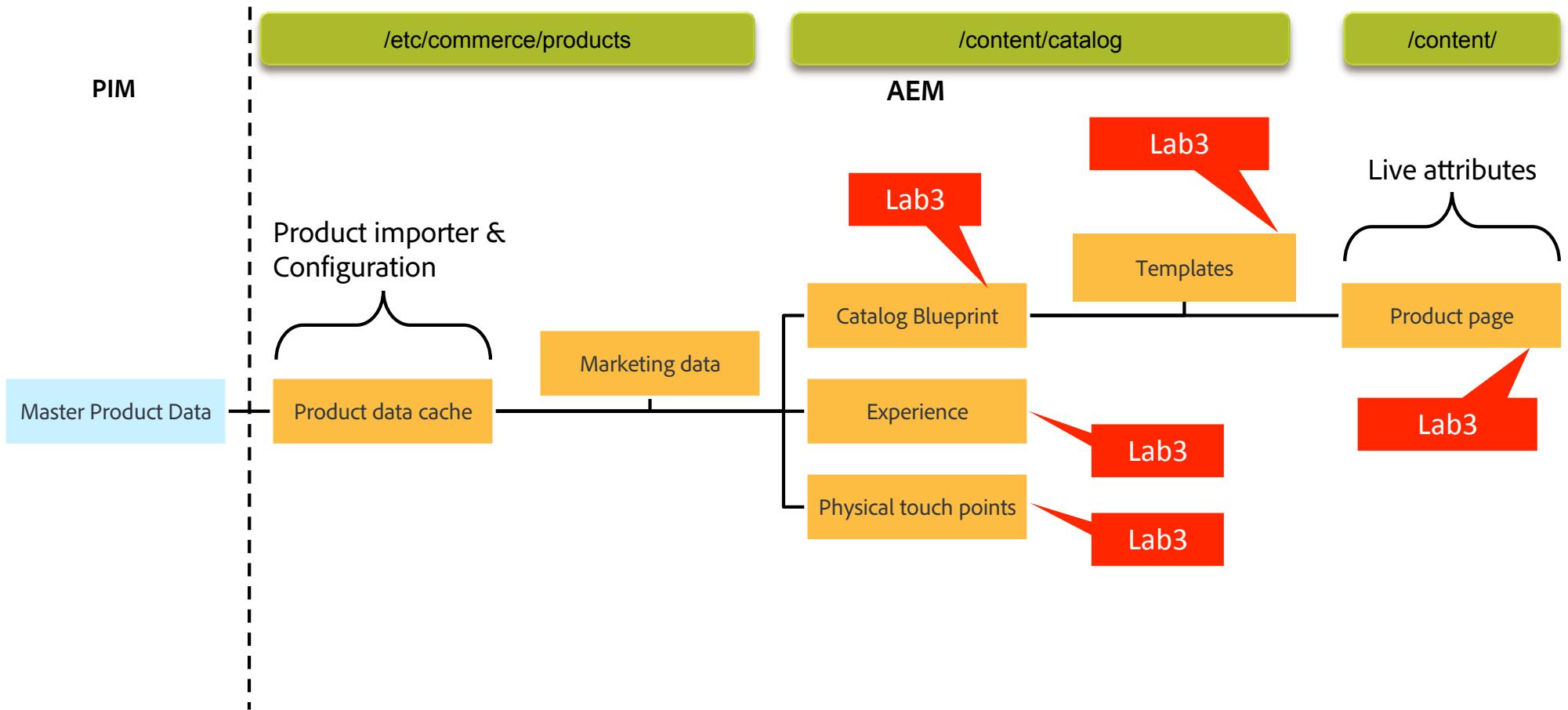
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Architecture Commerce Integration Framework



Workflow – Creating Commerce Experiences



AEM Screens

The image displays a composite view of the AEM Screens interface and a physical retail environment.

Left Side (AEM Screens Interface):

- Title Bar:** AEM Screens (in a browser window) and localhost:4502/screens.html/content/screens/geometrixx.
- Header:** Adobe Experience Manager.
- Section Header:** Geometrixx In-Store.
- Card View:** Four cards: Applications (1 month ago), Locations (1 month ago), Channels (1 month ago), and Devices (1 month ago).
- Right Panel:** A sidebar with a "Create" button and a "Cross-trainers" section showing product cards for "Cross-trainers" and "Training Shoes".

Right Side (Retail Environment):

- Setting:** A modern retail store interior.
- Display:** A large digital screen mounted on a wall, displaying the "geometrixx OUTDOOR" logo and a grid of clothing items under the heading "CATEGORIES". Categories shown include TOPWEAR, SHORTS, SHIRT, TROUSERS, SHIRT, and FOOTWEAR.
- Person:** A young man in a blue vest and plaid shirt is interacting with the digital display, pointing at the screen.
- Smartphone:** He is holding a smartphone in his left hand, which has a "GEO" app icon visible.

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Digital In-store Engagement

Challenge

&

Solution

In-store experience/offers are disconnected from site/app



Combined experience management for cost efficient updates

Decentralized customer profiles



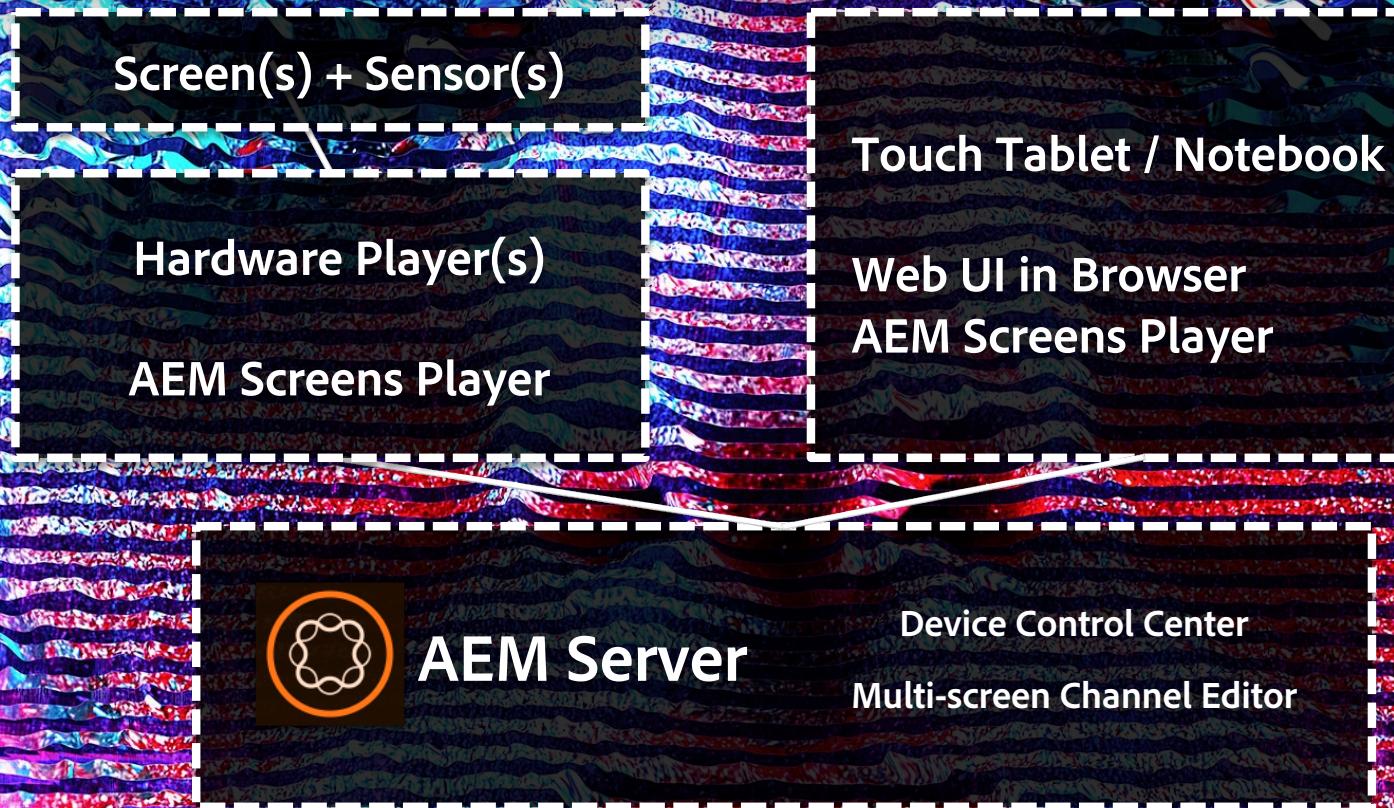
Access unified profile with opt-in of customer to better experience

Competing KPIs for online and channels

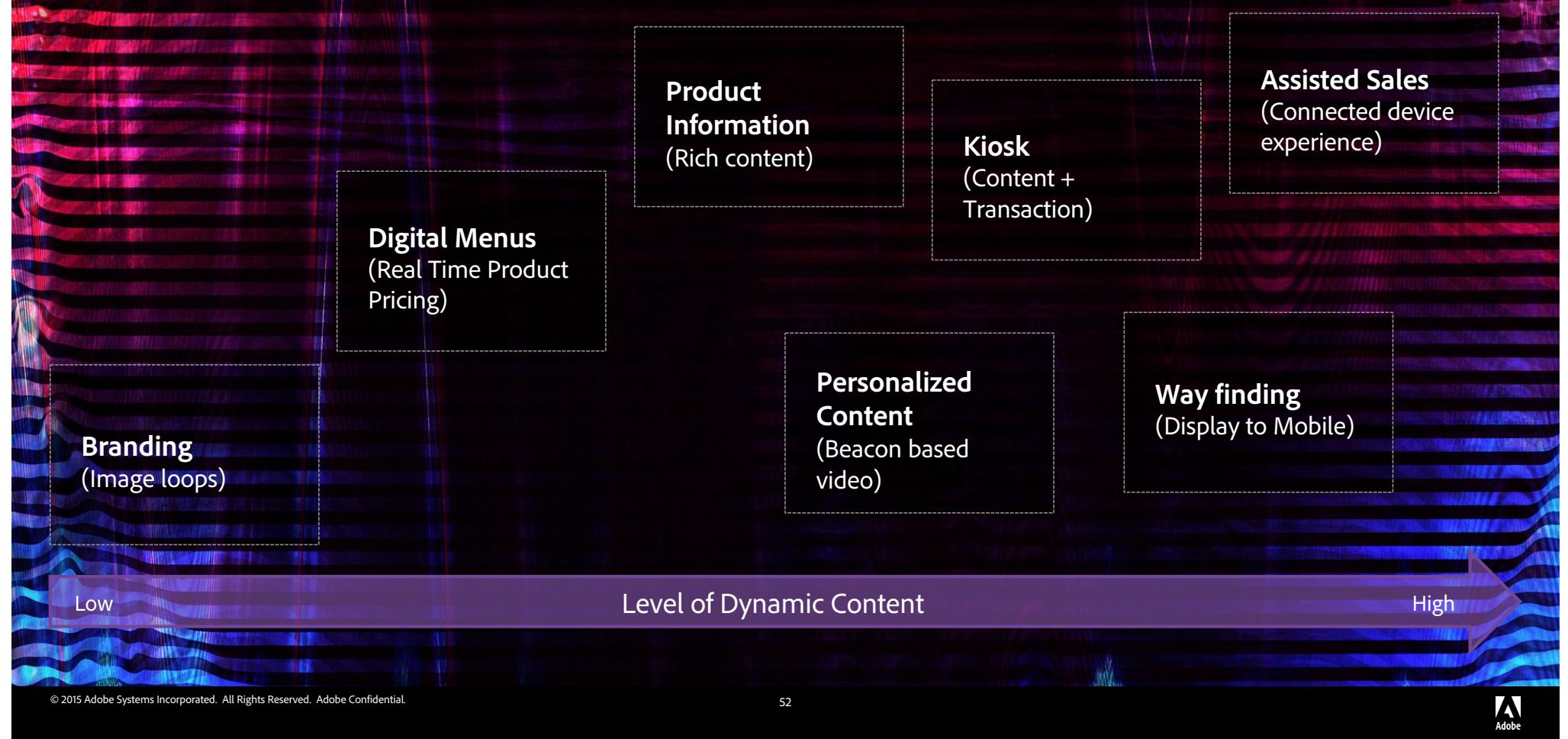


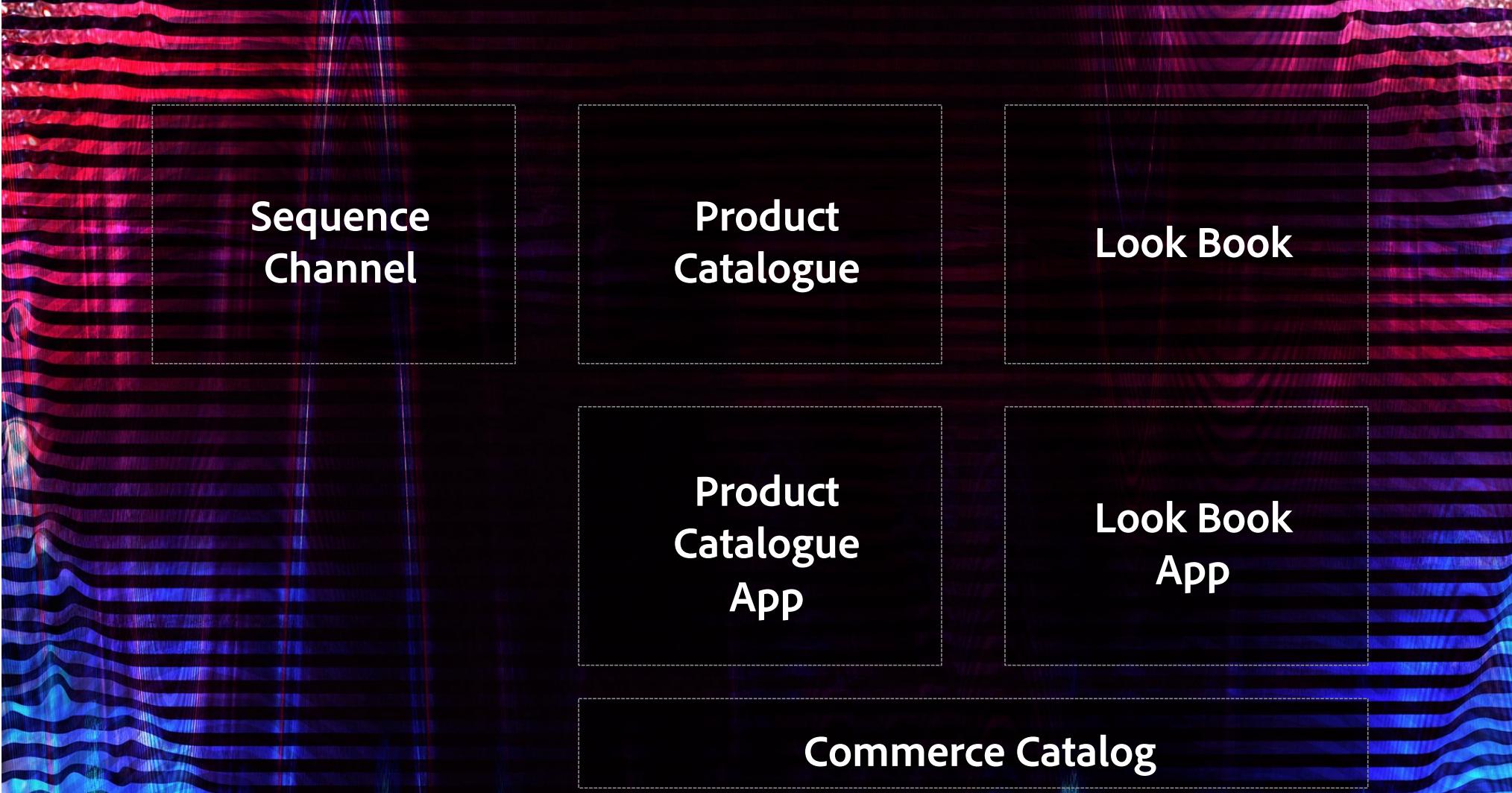
Create unified goals and channel attribution with unified experience

AEM Screens Architecture



Varied degrees of Display Interactivity & Dynamics





**Sequence
Channel**

**Product
Catalogue**

Look Book

**Product
Catalogue
App**

**Look Book
App**

Commerce Catalog

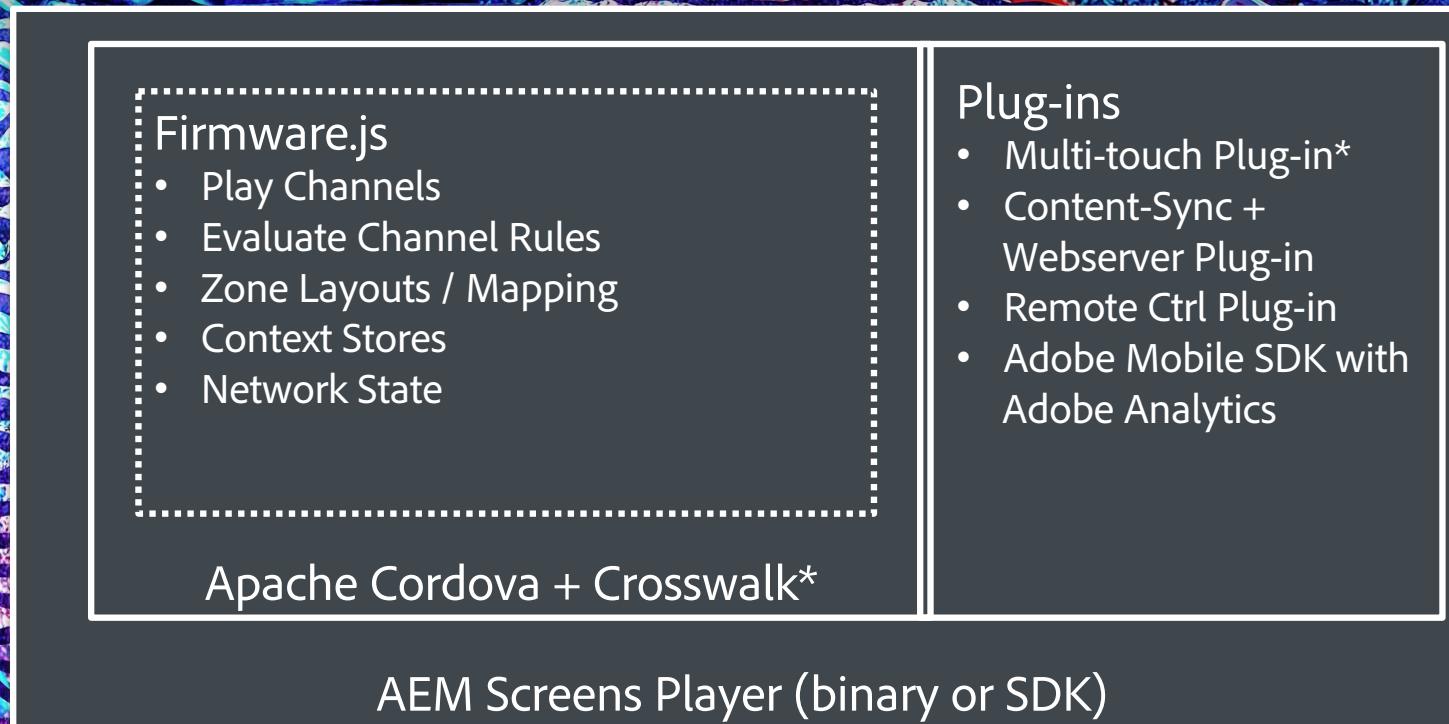
Types of supported Players

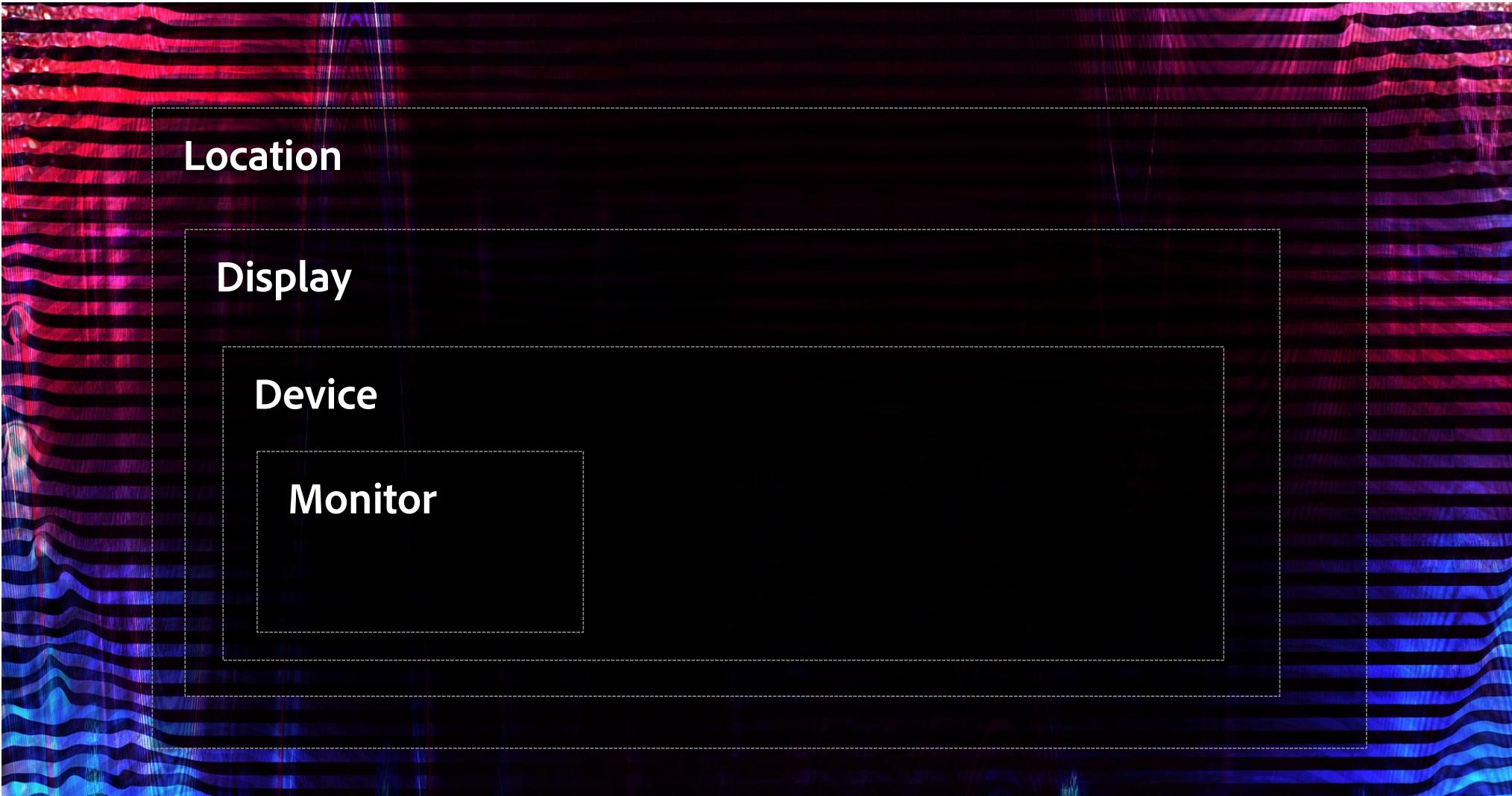


Supported Player OS

- OSX
- iOS
- Android

AEM Player Architecture





Location

Display

Device

Monitor

Location – weTelco : Shop 201 Fashion Show Mall, Las Vegas

Display Branding (Passive)

Device
Alta Via

Monitor
(Samsung)

Device
Alta Via

Monitor
(Samsung)

Display Sales (Interactive)

Device - Mac

Monitor (Samsung Touch)

Monitor (Samsung Touch)

AEM Screens - Overview

Device Control Center

- Manage Locations
- Status of connected screens
- Control screen content
- On-boarding and Testing

AEM Screens Player

- Cross-platform player with minimal foot-print
- Single-/multi Display support with sync
- Support for Touch-overlays
- Plug-ins for sensors
- Pre-load Content
- Remote Management

Channel Authoring

- Manage apps
- Manage channels
- Manage sequences

AEM Screens – Use Cases

Brand to Consumer

- In-location Promotions
- Information Screens
- Menu Boards
- Booth Presentations
- ~~Acrylic~~ Digital backlit box
- Advertising Bill-boards

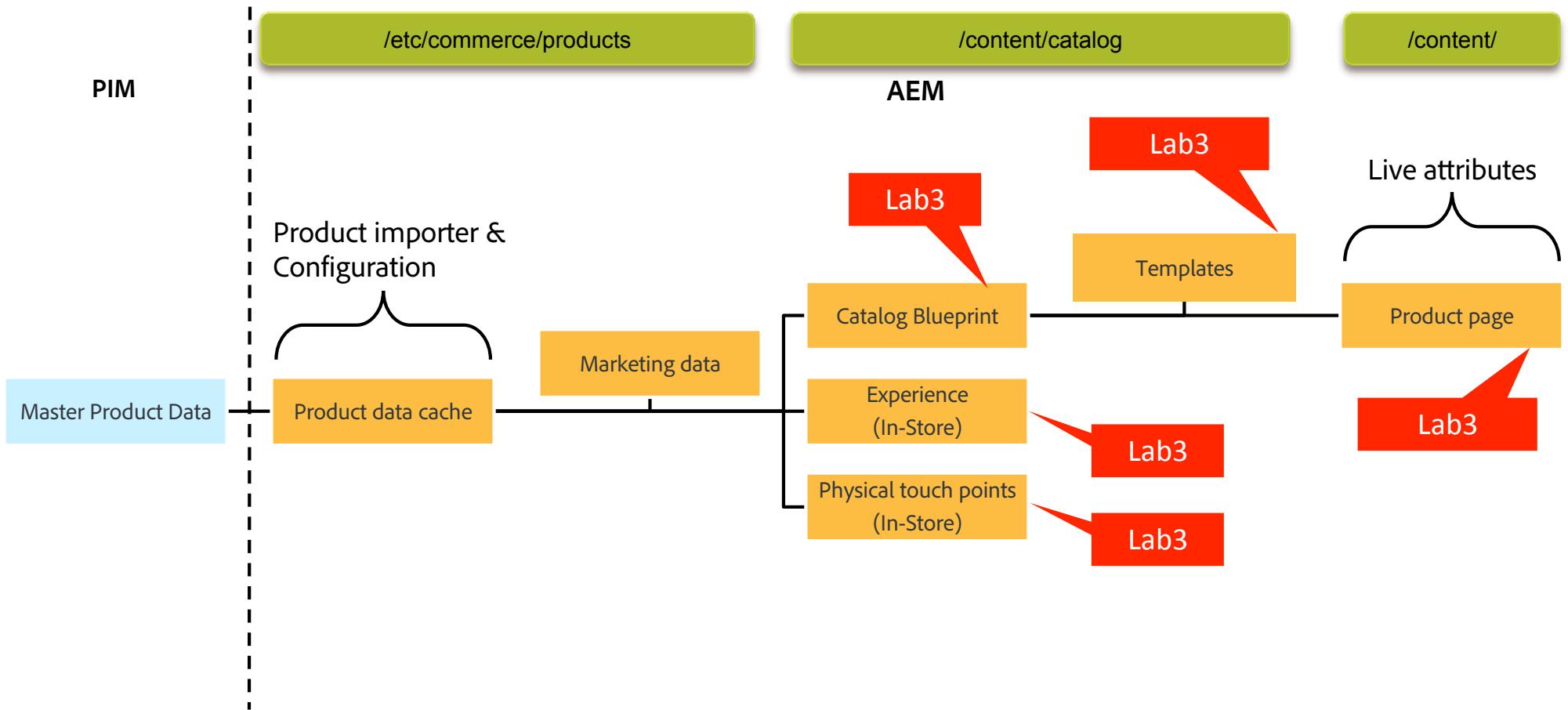
Self-service / Interaction

- Kiosks / Vending / ATM
- Way-finding
- Shopping Advisor
- Product Customization

Group Meeting

- Design Decisions
- Allocations

Workflow – Creating Commerce Experiences

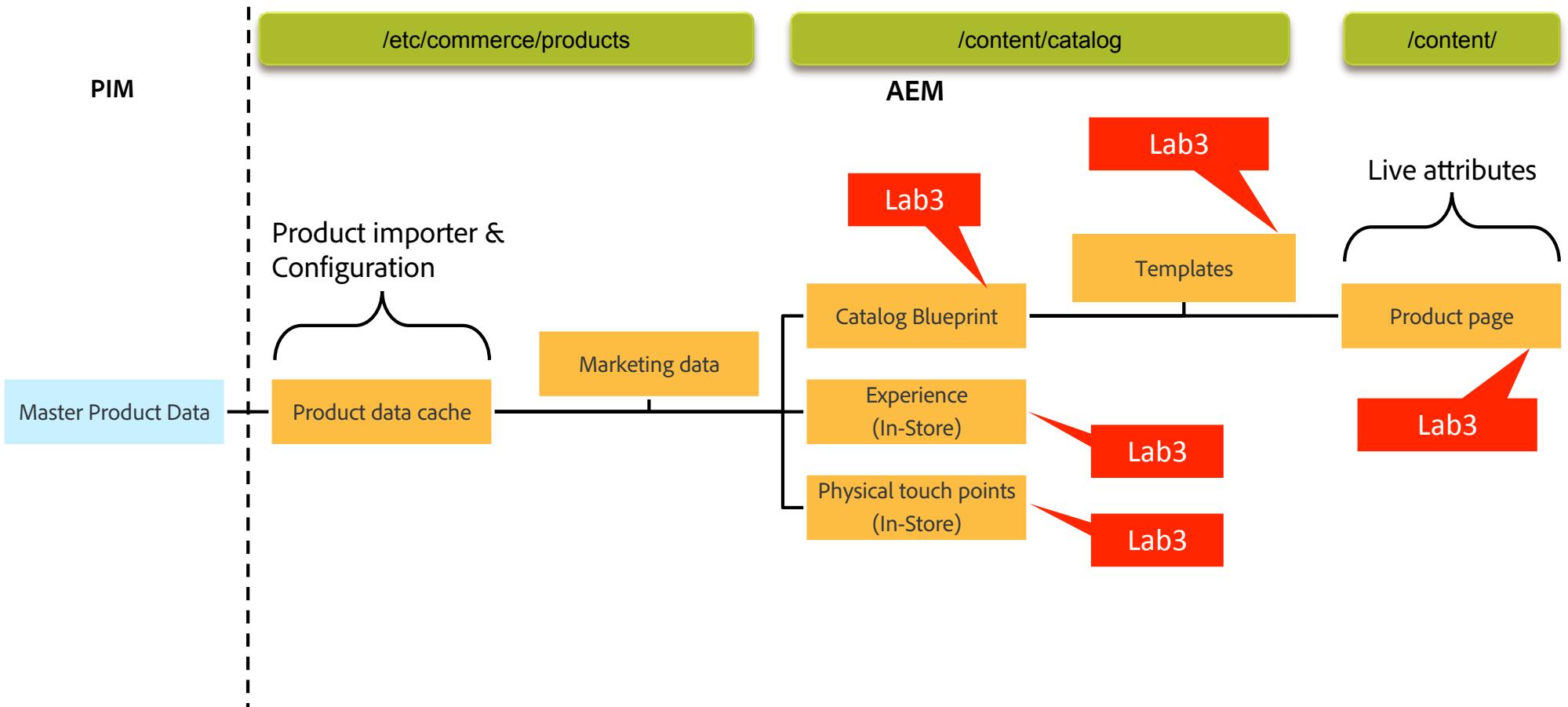


Lab 3 – Summary and Key Takeaway

The product data cache managed from Lab 1 is rolled out as pages using blueprints, templates and pages AEM Commerce Integration framework to create a in-store screens experience.

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Mobile – Facts - 1

“Through 2017, the market demand for mobile app development services will grow at least five times faster than internal IT organizations capacity to deliver them.”

Source: Gartner

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Mobile – Facts - 2

Mobile apps in the enterprise are exactly where websites were in the enterprise 5-10 years ago.

Source: Gartner

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Mobile – Facts - 3

And it's expensive

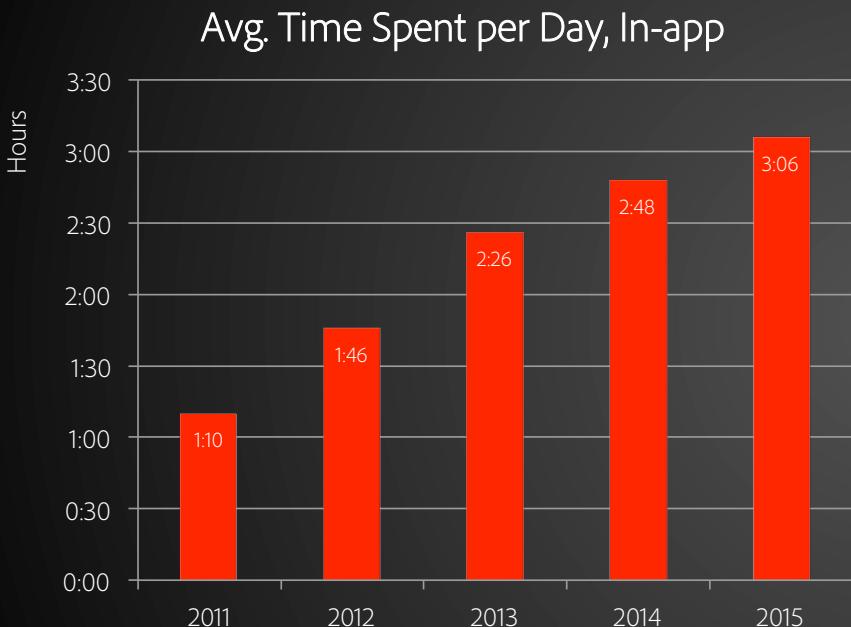
IT spends more than of its **2X** tech budget on Apps than Websites



And spends more than **\$13.5B** annually on contractors to keep up with building and maintaining apps.

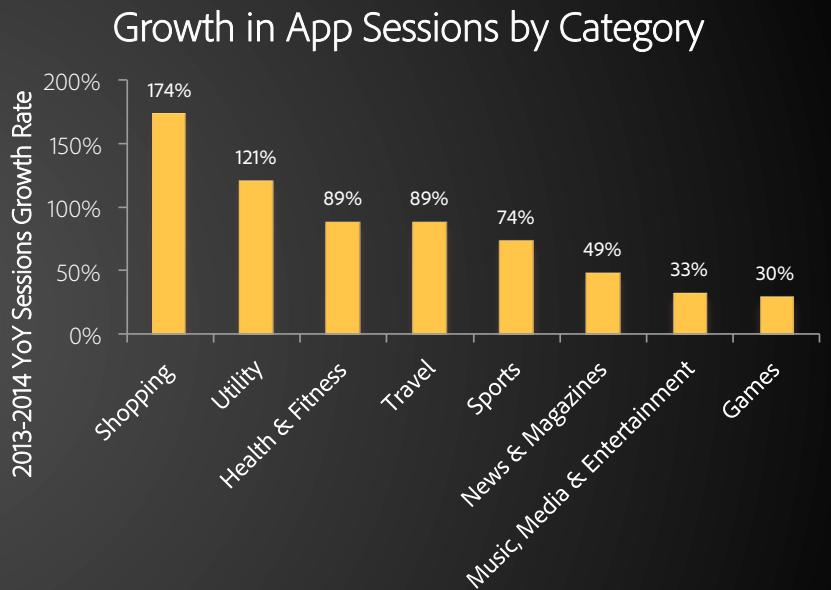


Mobile – Facts - 4



Average time Spent per day in an app continues to rise every year

Source: US Time Spent in Media eMarketer, May 2015, p.5 | <http://techcrunch.com/2015/01/06/app-usage-grew-76-in-2014-with-shopping-apps-leading-the-way/>

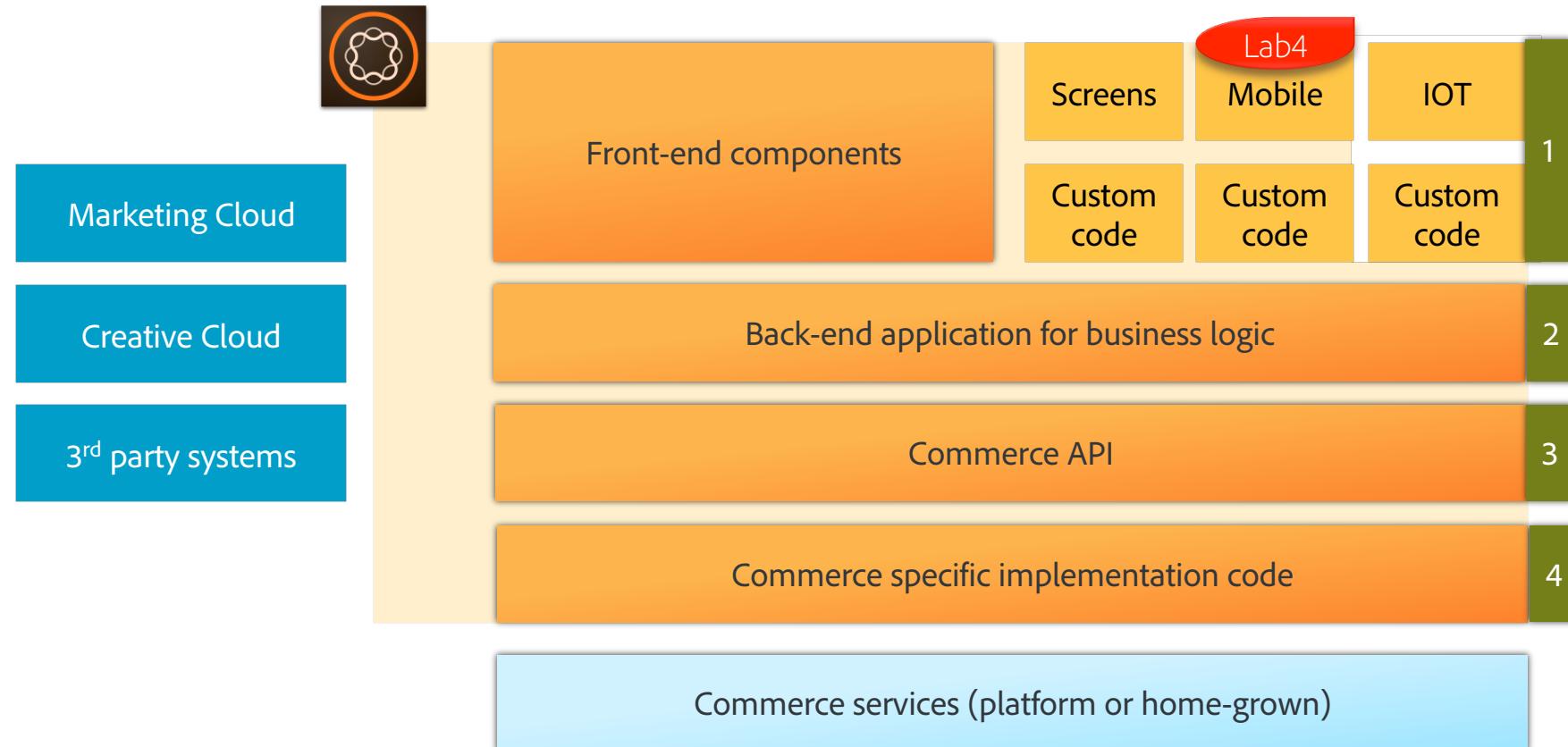


Apps are becoming dominant in categories where consumers regularly engage with the brand

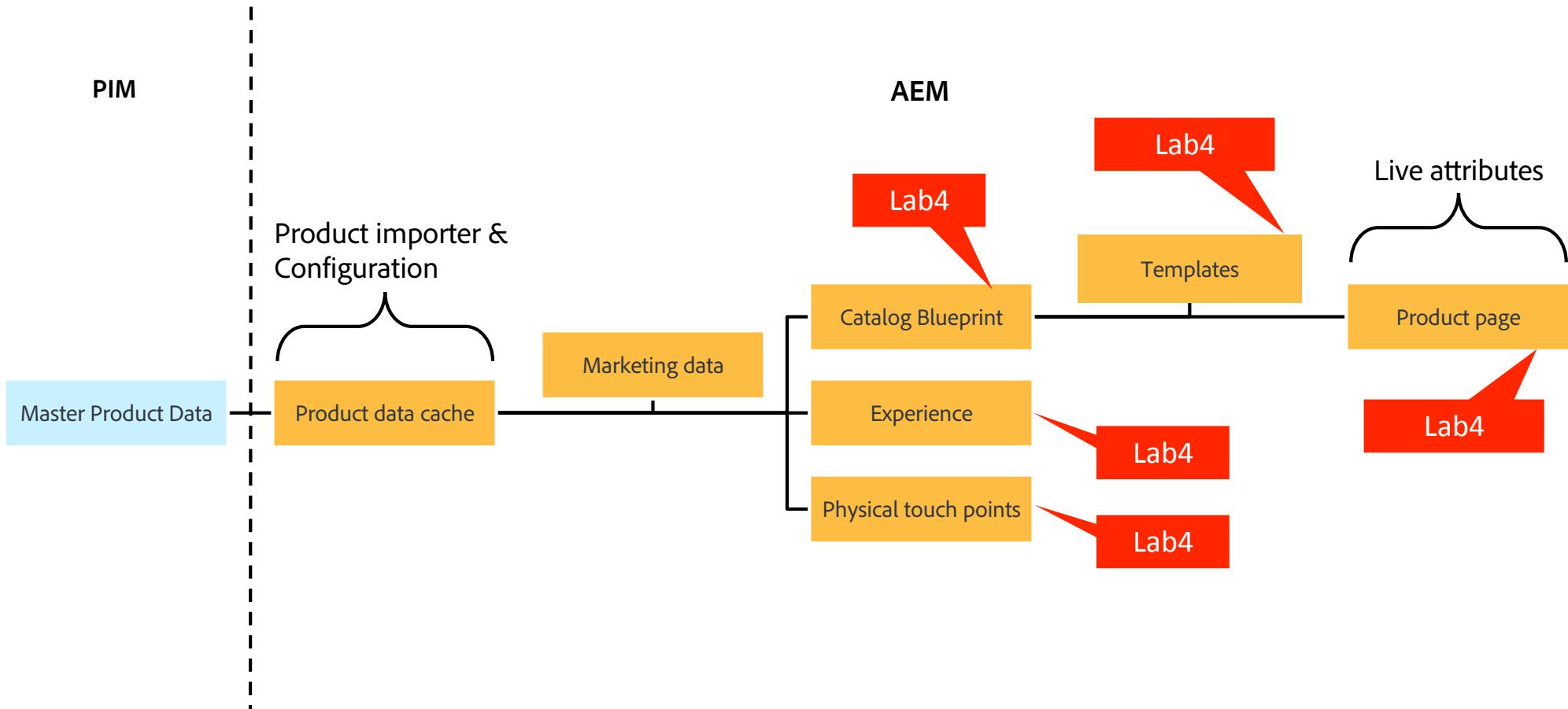
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Architecture Commerce Integration Framework



Workflow – Creating Commerce Experiences



Adobe Experience Manager Mobile



Time to market with business critical apps

Leverage Adobe Experience Manager for new mobile channel

Custom workflows and app extensibility to solve enterprise requirements

Centrally manage all apps in the enterprise

Integrated Adobe Marketing Cloud solutions alleviating need to purchase point products

AEM Mobile – Deliver Experiences that drive Engagement, Loyalty and Conversion



Engage to Convert

Deliver relevant and engaging content to the right audience at the right time



Loyalty with Cross-Channel

Leverage AEM to deliver consistent and seamless experiences across apps and web



Activate Use in Moment

Analyze, acquire and convert in the moment through built-in mobile marketing services

Engage to Convert: Centrally Manage All Apps Across the Enterprise



Adobe Experience Manager

Mobile

Create

AEMScreensPlayer	Geometrixx Unlimited App	WeTelco AEM Mobile On Demand App	Geometrixx	weTelco
Modified By Administrator 2 years ago	Modified By Administrator 9 months ago	Modified By Administrator 21 days ago	Modified By Administrator 2 years ago	Modified By Administrator 2 years ago

Cordova Screens Webview

Adobe Mobile On Demand App

Ionicframework

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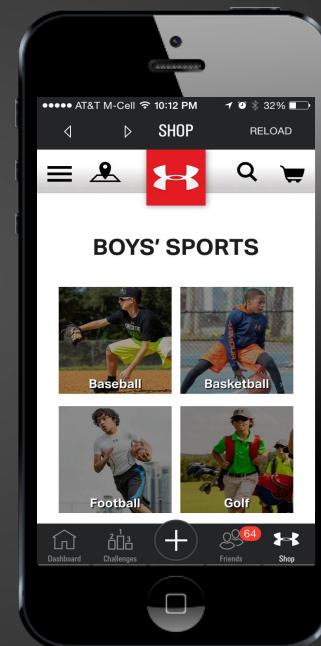
- Centralized dashboard to manage all branded apps and reduce time to market for key content updates, marketing campaigns etc that increase engagement
- Deliver app experiences externally across devices and mobile platforms (iOS, Android, Microsoft etc) to increase your audience reach and reduce costs
- Distribute to app stores or internally via PhoneGap Build



Engage to Convert: Deliver Engaging and Relevant Content

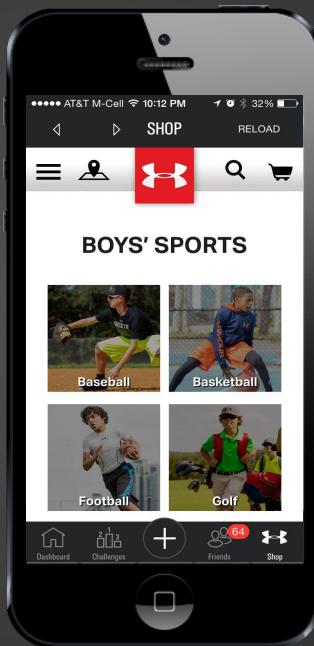
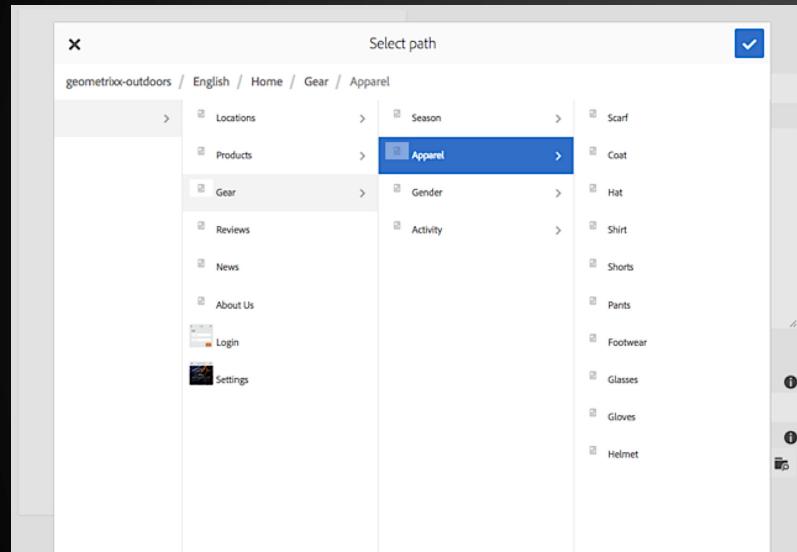


The screenshot shows the Adobe Marketing Cloud Experience Manager interface. On the left is a sidebar with navigation links: Projects, Sites, Apps, UA DPS Apps, Publications, Forms, Assets, Screens, Personalization, Communities, Commerce, and Tools. The main area displays a grid of digital assets under a 'FW16' project. The assets include various images and video thumbnails categorized into sections like 'Created', 'Youth', 'Womens', 'Team', 'Athlete-Services', 'Outdoor-Performance', 'MFO', 'Hunt-Fish-Tactical', 'Men's', 'Hoops', and 'Performance'. A specific asset titled 'Thumbnail.jpg' is selected at the bottom, showing its file details: 17.3 kB and 16 days ago.



- Create new app screens using easy drag-and-drop interface for delivering promotional or business critical content that increases user engagement
- Add or update content on app screens based on target customer segments

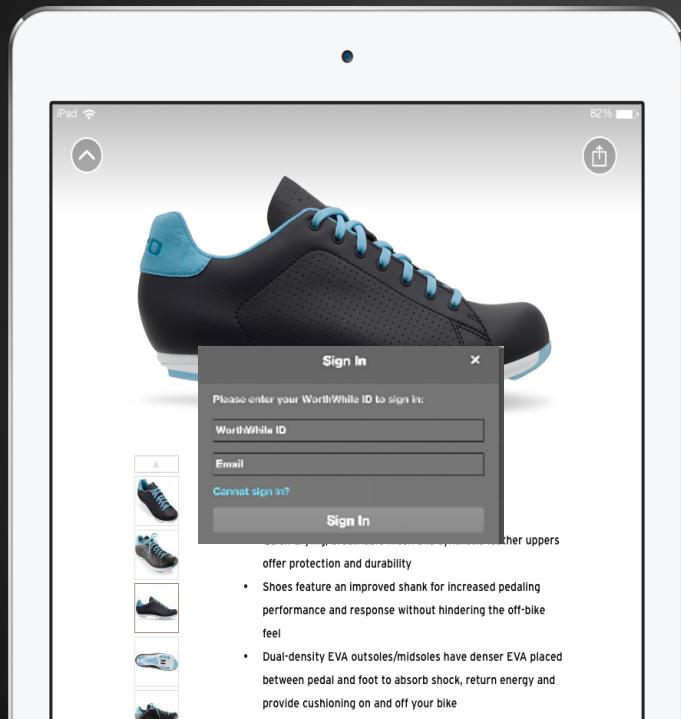
Engage to Convert: Enable High-Touch and Intuitive Experience



- Group content such as articles, videos and images into collections of similarly themed topics for easy access to desired content
- Optimize navigation within the app using drag-and-drop interface to enable faster search, add-to-cart or checkout and increase page conversion rates

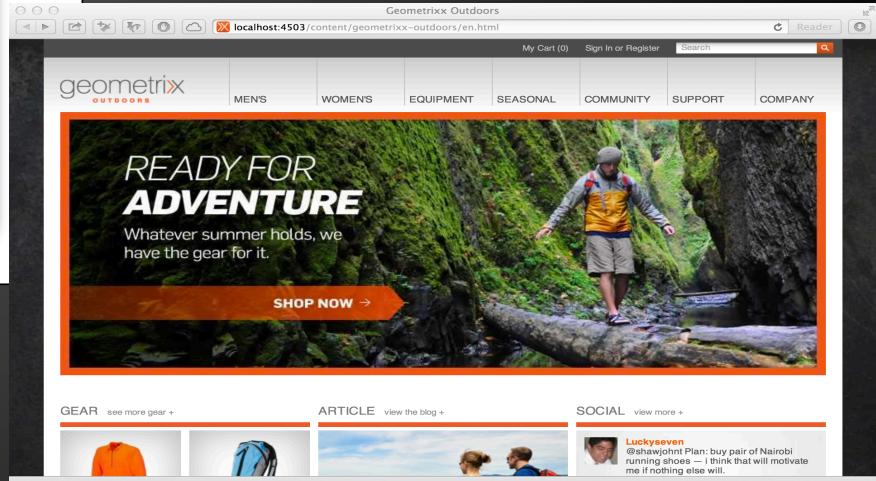
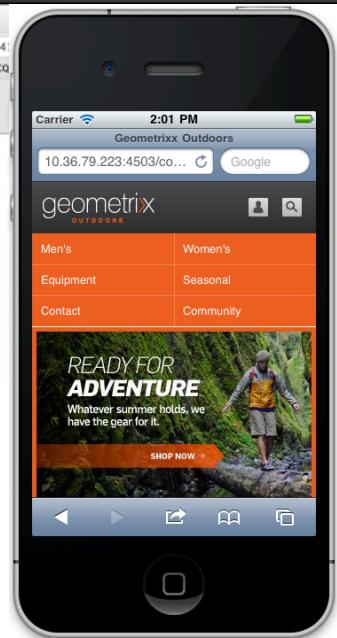
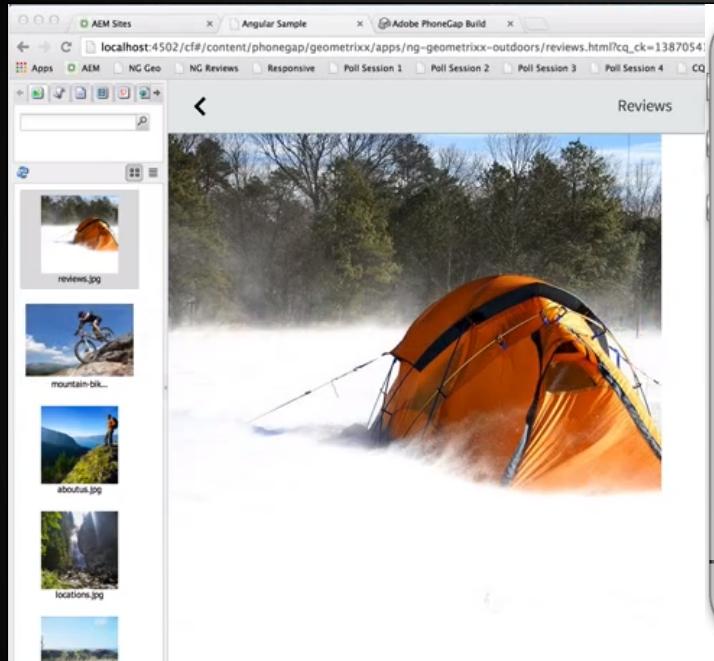


Engage to Convert: Flexible Publishing and Restricted Distribution



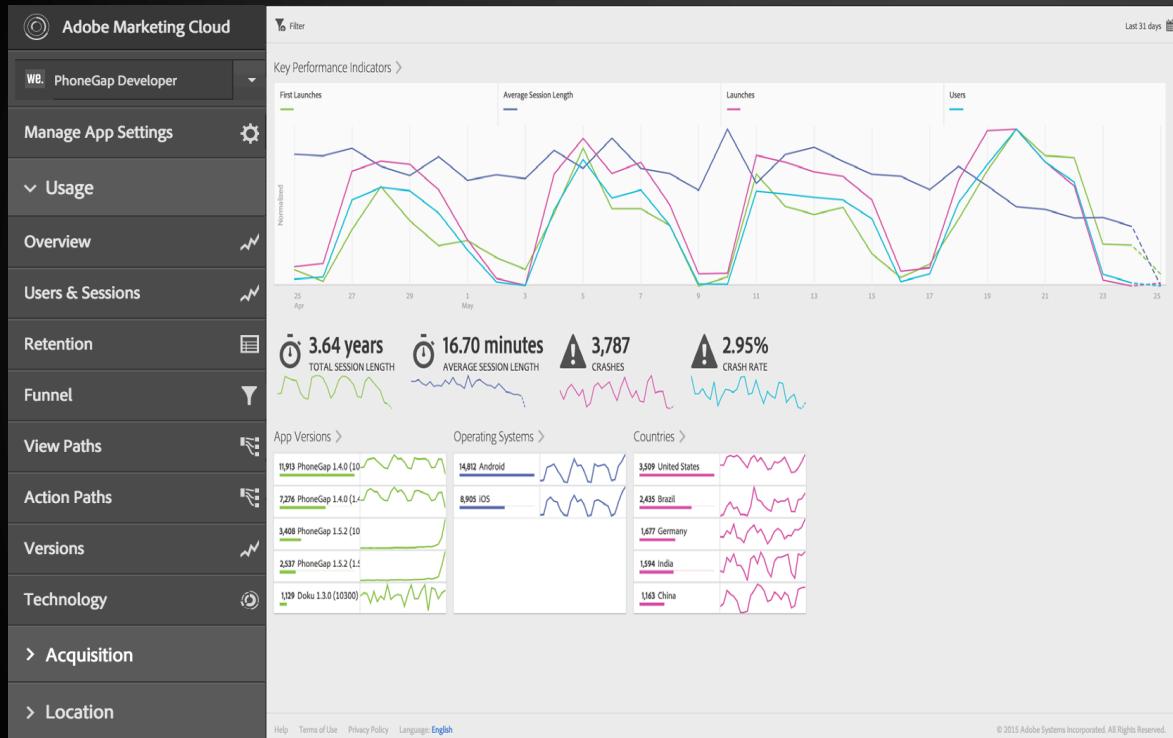
- Continuously publish updates without requiring app store approval to drive frequent visits into the app
- Restrict access to customized content based on user role, geography, loyalty program credentials etc

Loyalty with Cross-Channel: Seamless Experiences Across All Digital Touch Points



- Repurpose content and digital assets across web and different mobile app platforms (iOS, Android, Windows) to deliver consistent and seamless experiences across customer touch points

Activate Use in Moment: Built-in Analytics to Acquire and Convert



- Plan user acquisition and conversion strategies with **out-of-box Adobe Analytics integration** that enables deep, custom reporting on real-time user-behavior and business metrics:
 - App Launches
 - Page Views
 - Time spent
 - Conversion Funnel
 - Purchase Metrics
 - Ad Impressions....and many more
- Integrate data from multiple apps and **web** to get a holistic view of all your digital experiences

Activate Use in Moment: Acquire and Convert with Push Notifications



Screenshot of the 'Create Notification Wizard' interface. On the left, a 'Sample View' shows a push notification card with a dark background, white text, and a blue 'OK' button. On the right, the 'Text Details' section includes fields for 'Title' (Special Offers) and 'Message' (Check out our special offers for Fall!). Below this is the 'Deep Linking' section, which includes a 'Link Button Text' field (Fall Offers) and a 'Link Path' field (containing a placeholder URL). A 'Create' button is at the top right.

- Create and deliver **location based Push Notifications** to bring users back into the app
- Direct users to the relevant app content / articles using **Deep Linking** to ensure a higher click-through to conversion rate





Adobe Experience Manager –Mobile – Key Changes

OLD NAME	Summit 2016
Digital Publishing Solution	Adobe Experience Manager Mobile
AEM Apps	Adobe Experience Manager Mobile
PhoneGap Enterprise	Adobe Experience Manager Mobile
DPS 2015 Content Services	AEM Mobile On-demand Services
DPS 2015 Portal	AEM Mobile On-demand Portal

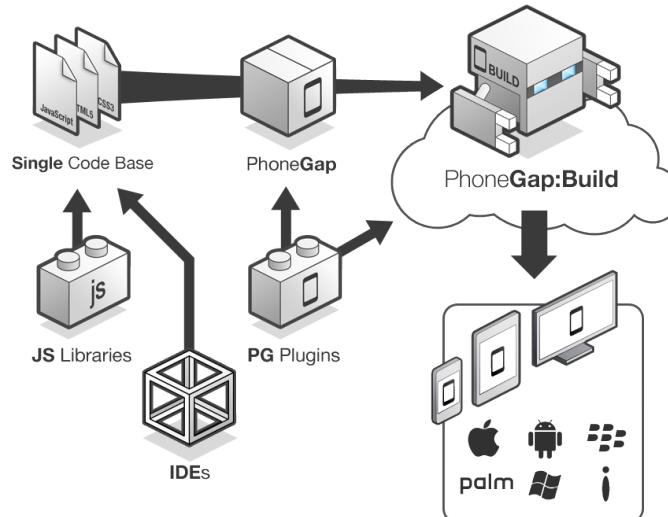


AEM Mobile – PhoneGap Framework

What is Phonegap and Apache Cordova?

PhoneGap

- Framework
- Native wrapper
 - Initializes the app
 - Loads the WebView
- Codebase features
 - HTML
 - CSS
 - JavaScript
- Many devices supported
 - Not all features per device



Cordova

- PhoneGap is a distribution of Apache Cordova.
- Apache Cordova acts as the engine that powers PhoneGap – example, WebKit is the engine that powers Chrome or Safari.



PhoneGap CLI

- PhoneGap CLI (Command Line Interface) Tools allow you to build and run a PhoneGap package for several operating systems and devices, such as Android iOS. Requirements differ between target OS:
- For Android:
 - Current Version of the Android SDK, Ant build environment
- For iOS:
 - Current Version of XCode, iOS SDK, Mac Operating System and Apple Developer License



PhoneGap Build

- Cloud based service-takes PhoneGap source code and compiles the apps for various mobile operating systems.
- Upload source to PhoneGap Build and compiles the app.
- Provides a handy QR Code that you can use to get the compiled app on your device.
- Marketing friendly web interface for easy app management: [https://build.phonegap.com/.](https://build.phonegap.com/)

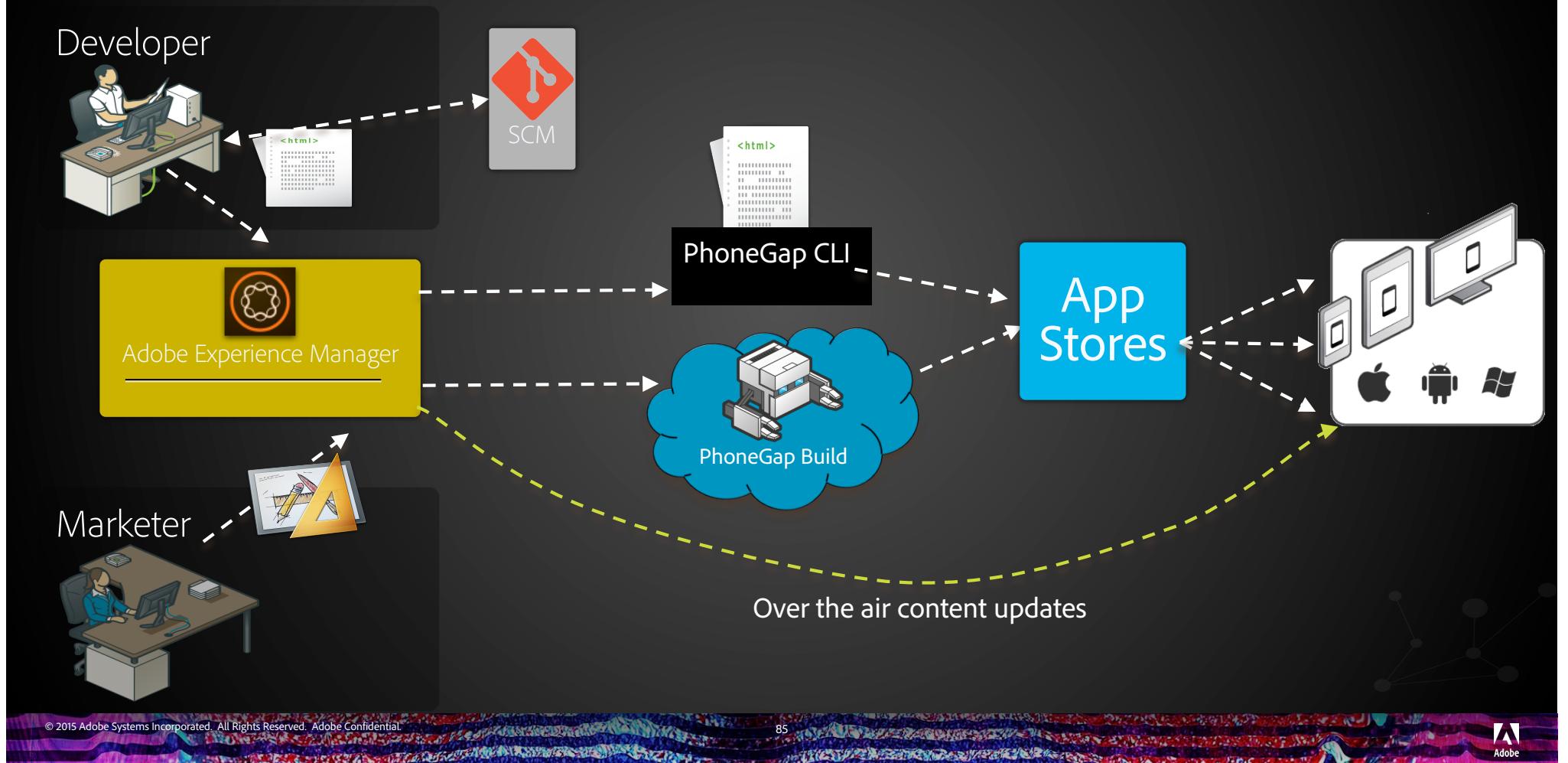
Content Sync and Workflow

- Allows content updates to an application to be updated “over the air”, without requiring the application to be resubmitted to an app store for review.
- AEM apps with PhoneGap supports this by delivering new pages or app content to the client app upon request, from a content cache exposed on the publish server of AEM.
- This strategy allows for reduced development effort, while facilitating an easy-upgrade process across all devices.

Typical Content Sync Workflow

1. Developer Creates the Content update
2. Content Sync framework collects and caches content
3. The mobile user request the content from the server
4. A zip file is delivered 5 from AEM
5. The client app unpacks the zip file on the device and applies the structure to the App's webview.

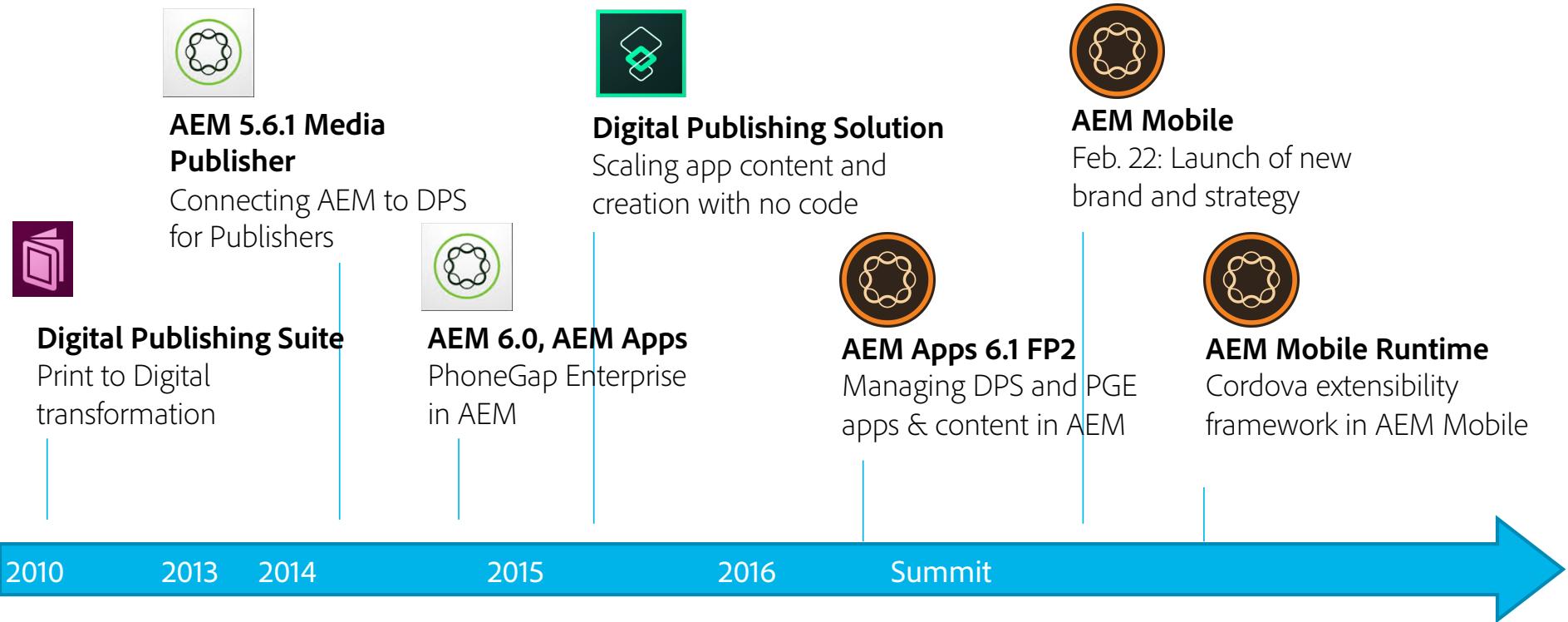
Deployment architecture (AEM Powered with PhoneGap)





AEM Mobile – AEM Mobile On Demand

Timeline and history



Import and Manage Existing Applications

AEM Mobile Apps
(native app + HTML/JS)



- Content management features built into the AEM Mobile app runtime

Existing Hybrid Apps
(HTML/JS)

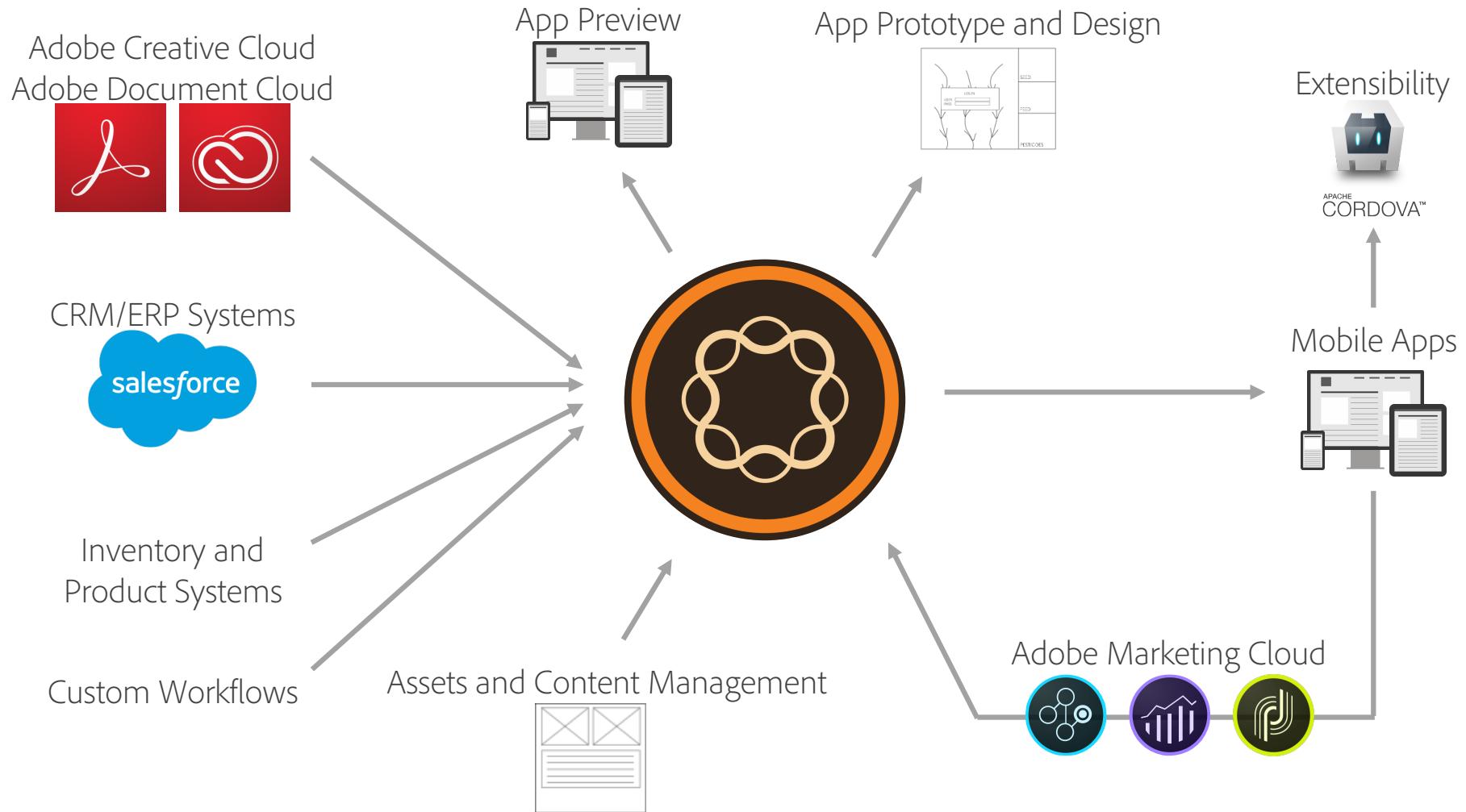


- Import existing hybrid applications from Cordova or PhoneGap
- Author new application screens in AEM using drag-n-drop tools
- Extend with Adobe Mobile Services to integrate with Adobe Analytics and Target
- Add Over-the-Air Update plug-in to enable app updates without app store submission

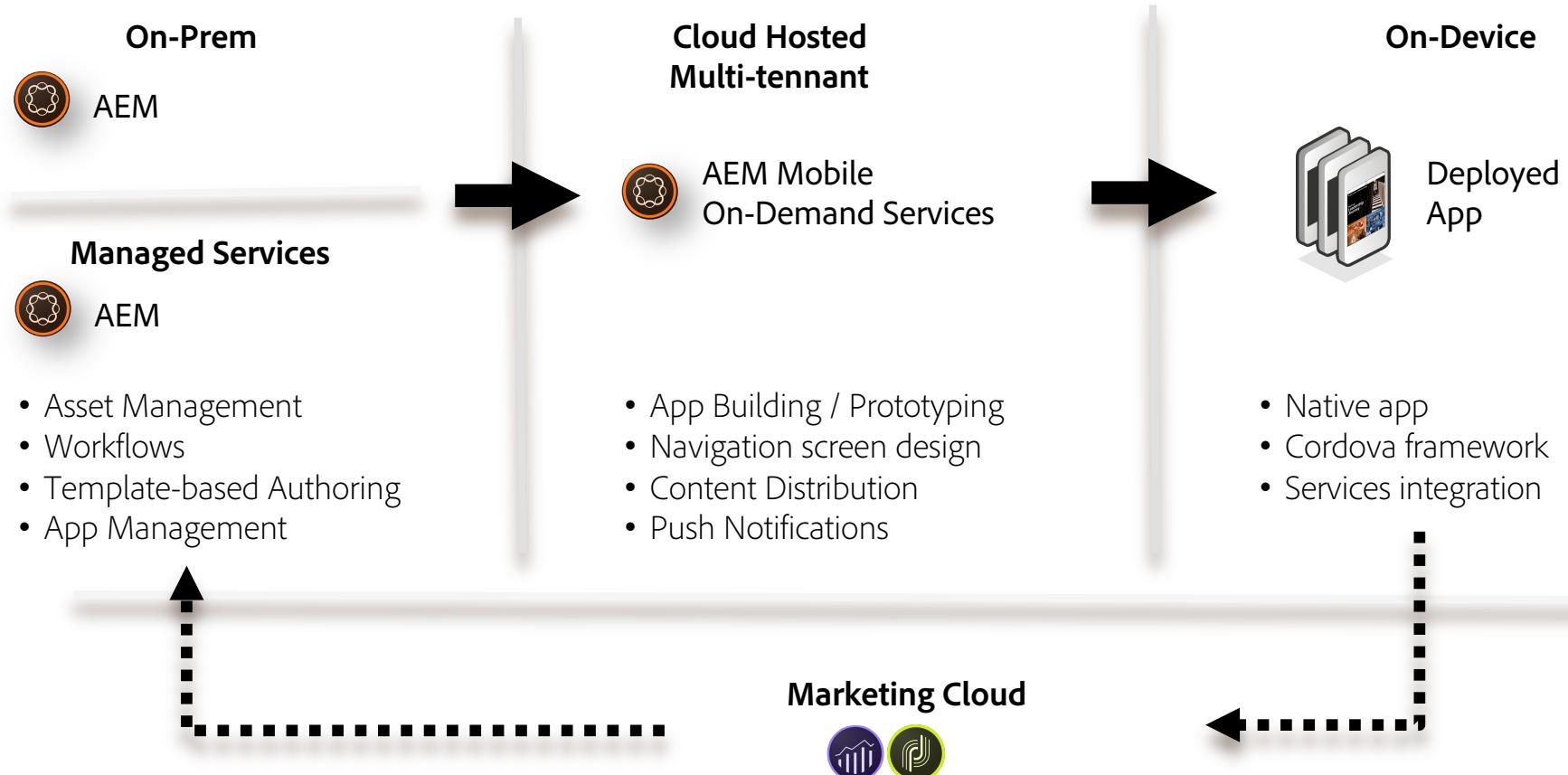
Existing Native Apps
(iOS, Android, Windows)



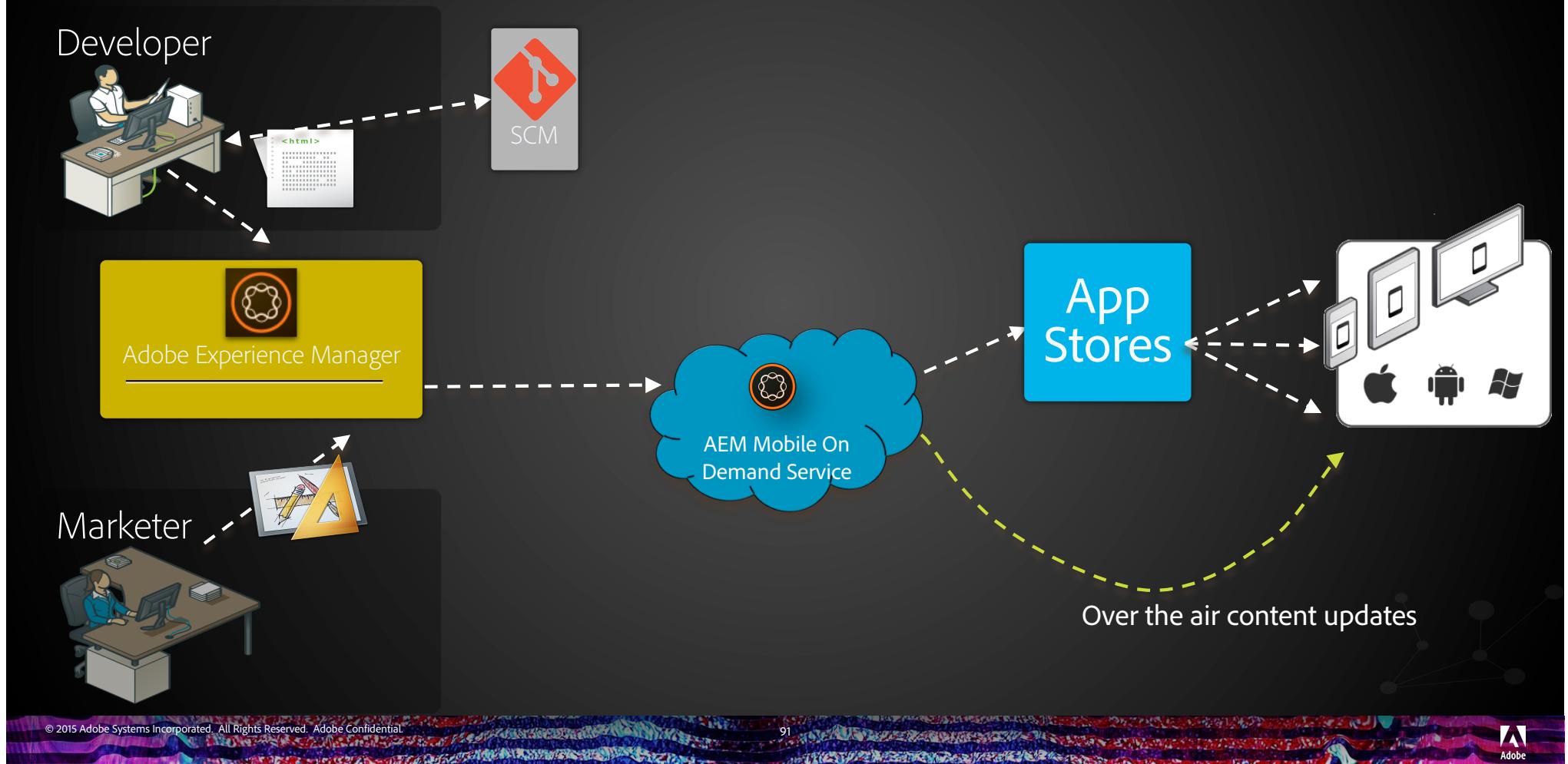
- Coming soon for native applications too !!



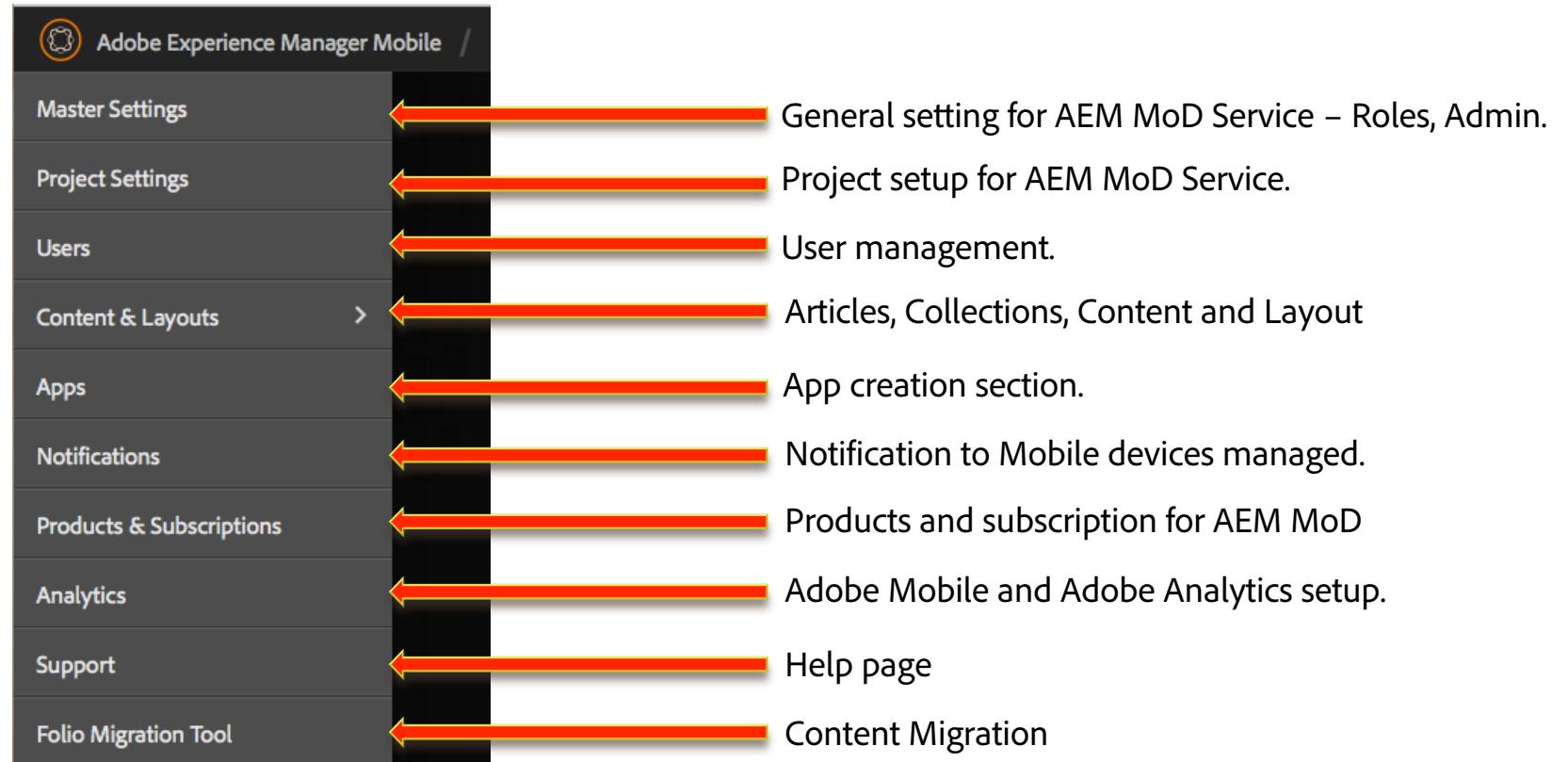
Deployment architecture (AEM Powered)



Deployment architecture (AEM Powered with AEM Mobile On Demand)



AEM Mobile On Demand Service UI



AEM Mobile: Maximize your mobile ROI



Increase
Engagement



Improve Brand
Loyalty



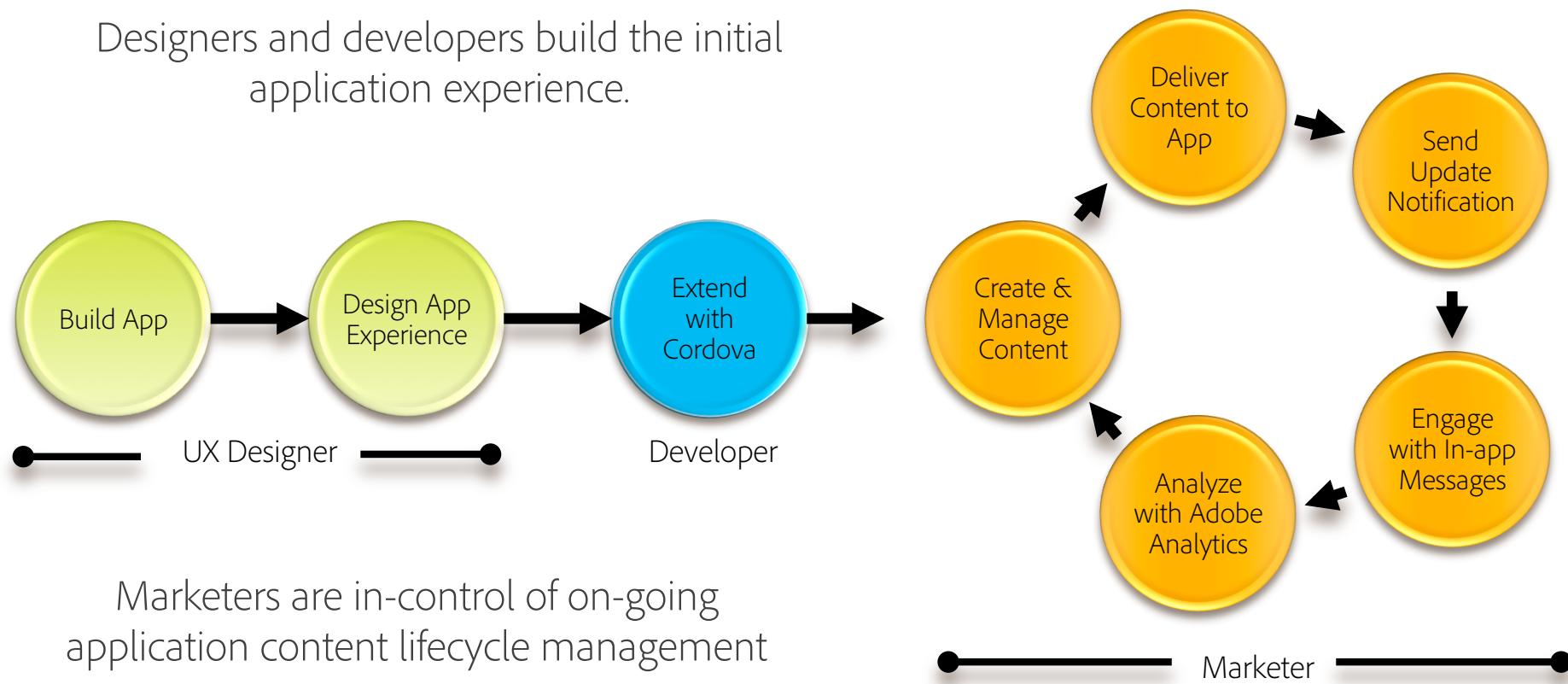
Drive Acquisition
& Conversion



Maximize ROI

Simple “Create New App” Workflow

Designers and developers build the initial application experience.



Marketers are in-control of on-going application content lifecycle management

How it works



AEM Mobile On Demand Service - Key Concepts

AEM MoD	Summit 2016
Article	Content to be presented to end user
Banner	Banner for Collection
Collection	Collection of Articles and Banners
Layouts	How a Collection is to be displayed in mobile device

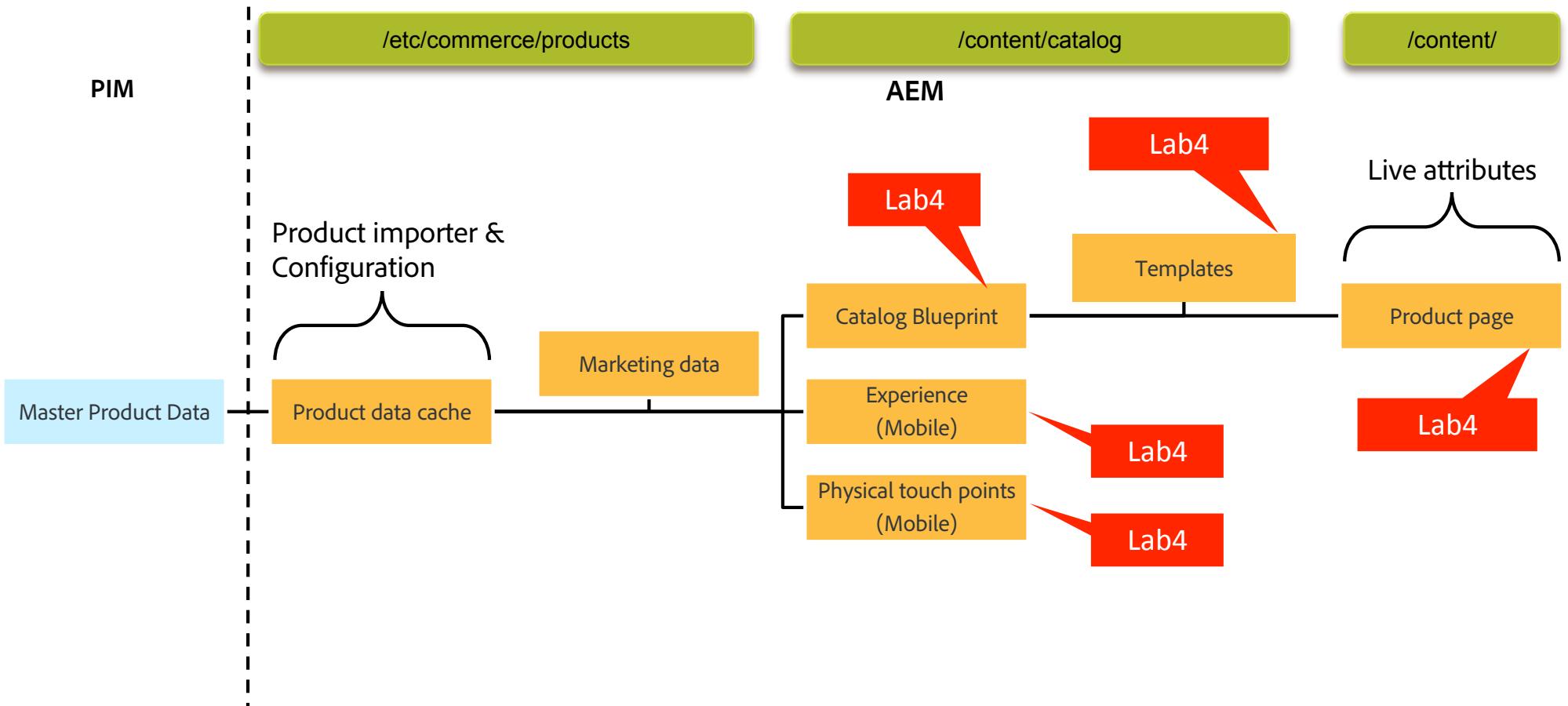
<https://helpx.adobe.com/digital-publishing-solution/topics.html>



AEM Mobile On Demand Service + AEM CIF

AEM MoD	AEM CIF
Article	Products
Collection	Sections

Workflow – Creating Commerce Experiences

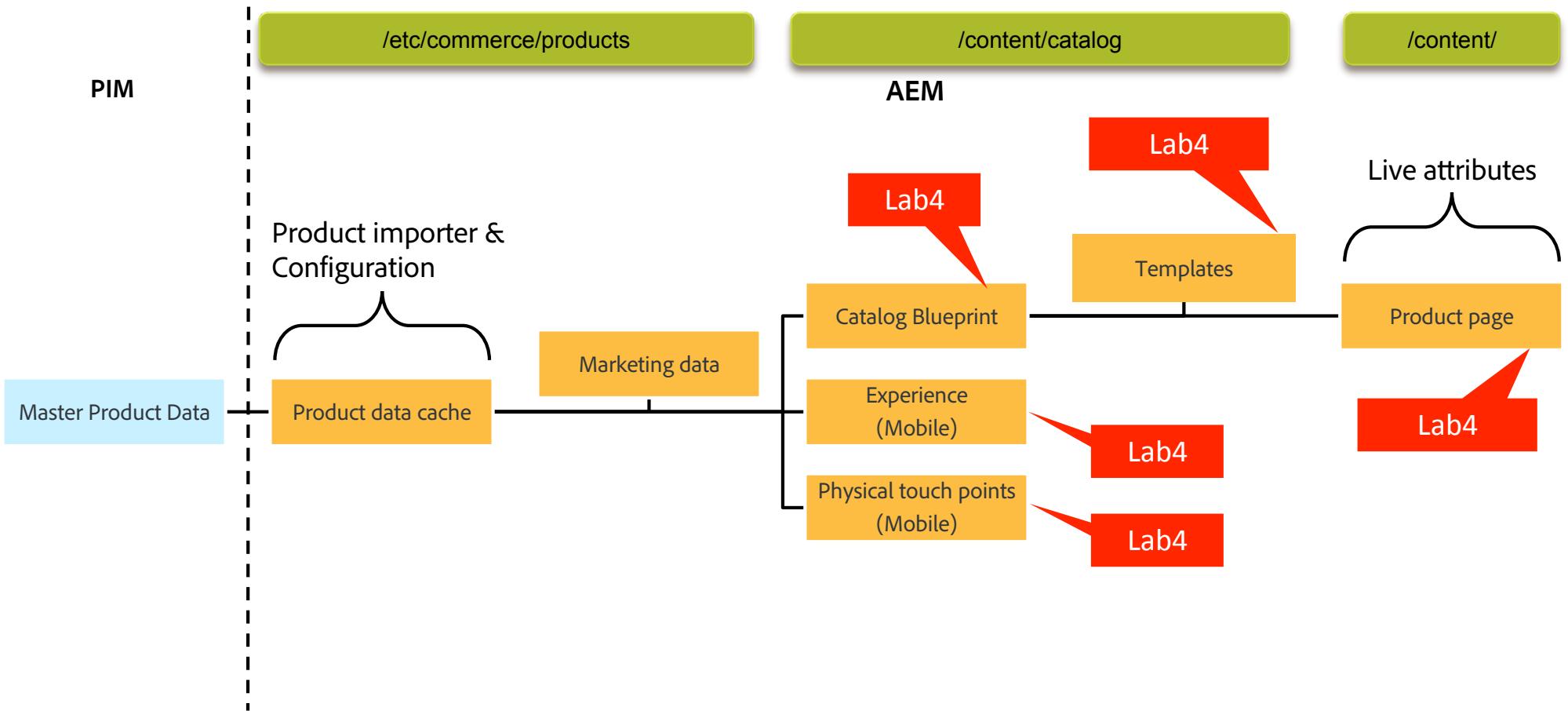


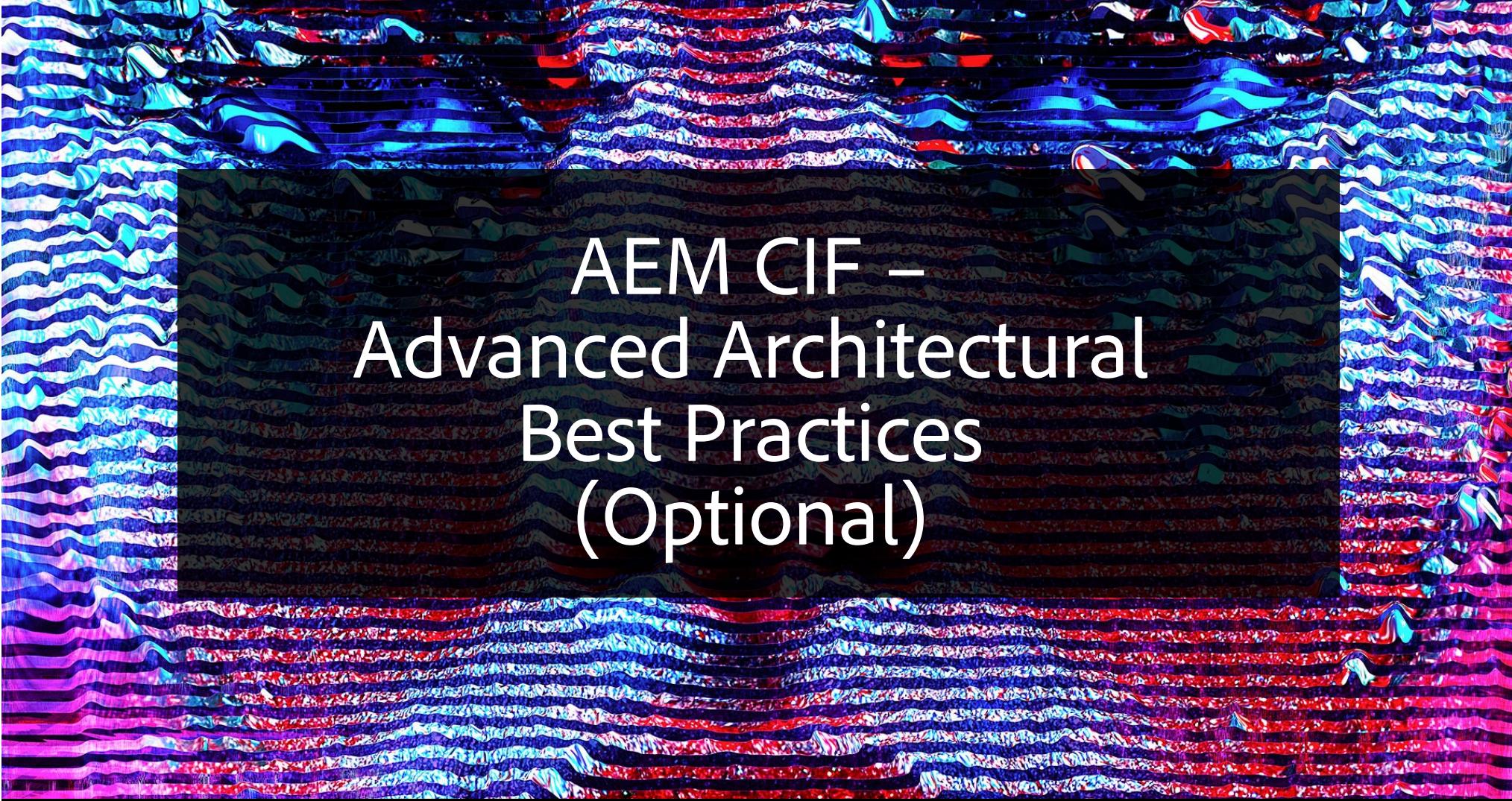
Lab 4 – Task 2 - Summary and Key Takeaway

The product data cache managed from Lab 1 is rolled out as pages using blueprints, templates and pages AEM Commerce Integration framework to create a mobile experience for a AEM Mobile On Demand Service based App (in AEM Mobile).

Use Cases : As a user, I would like to create consistent pages using blueprint template for product categories, sections and product pages, so I will be able to reduce effort in replicating page creation process for each page in authoring interface.

Workflow – Creating Commerce Experiences





AEM CIF – Advanced Architectural Best Practices (Optional)

Experience Driven Commerce

Adobe Provides Digital Customer Experience

- Storefront, and Layout
- Digital Content Management
- Advanced image rendering and Assets
- Content Marketing and Personalization
- Continuous Optimization

Commerce owns Shopping and Associated Business Logic

- Catalog and Product info
- Merchandising
- Search
- Pricing & Promotions
- Cart / Checkout Navigation
- Commerce Personalization

Adobe Experience Manager

Storefront| Blogs | Forums | Customer Service | etc.



4

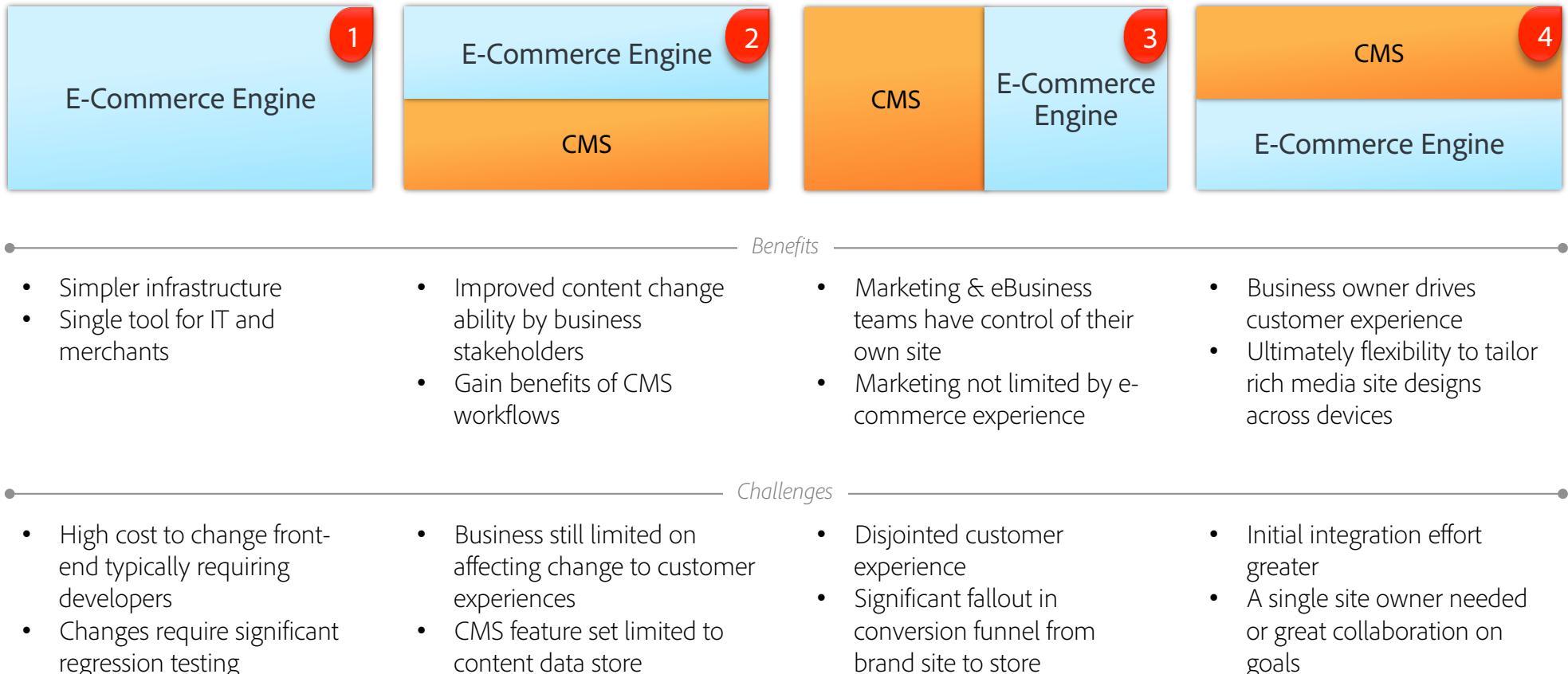
Continuous Optimization



Commerce Platform

Product Catalogue | Cart & Checkout | Order Management | Customer Service

Integration Approaches Supported



Key Takeaways

1

Understand AEM
Commerce
Framework and what
is available by default.

2

Understand AEM
Commerce API and
Extention points.

3

How to leverage
Commerce framework
for In-Store experience
and Mobile
experience



Q&A

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