

# 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

Bē  
Retoka

According to Gartner, Commerce is now the #1 investment area for marketing technology



Opportunity

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64% of marketers rank digital commerce as a top area for marketing technology investment

Opportunity



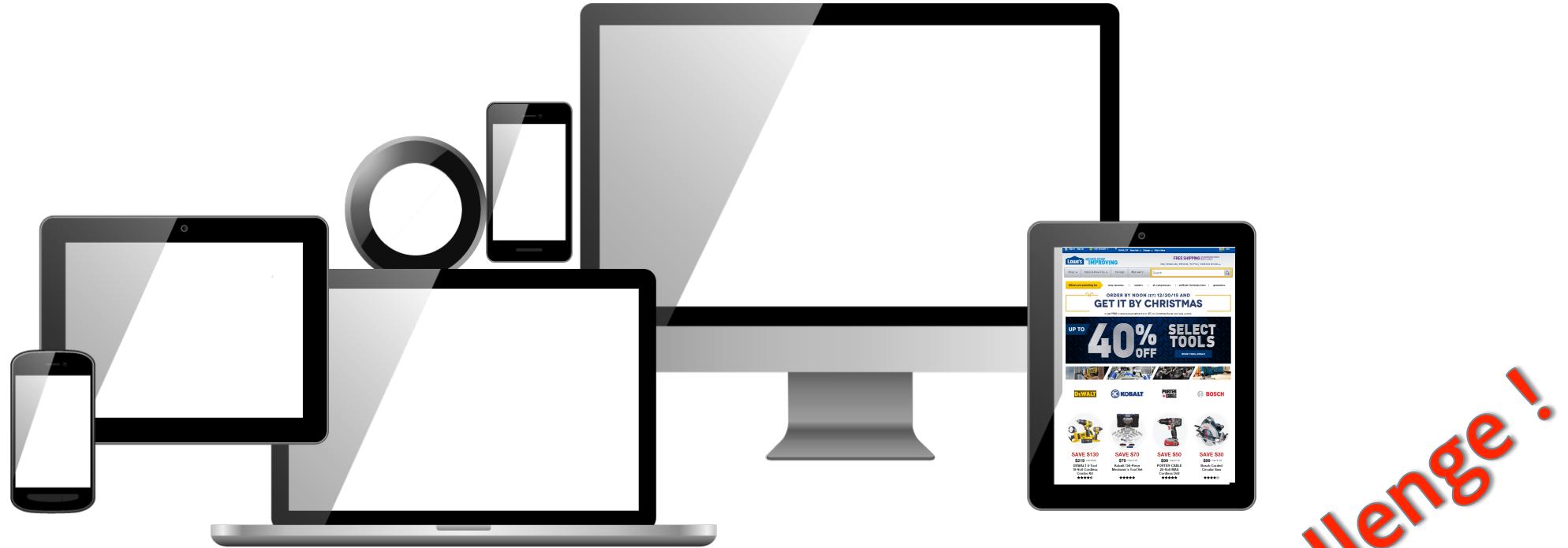
According to Gartner, Commerce is now the #1 investment area for marketing technology

64% of marketers rank digital commerce as a top area for marketing technology investment

Digital commerce spending has grown from 8% to 11% of the digital marketing budget

Opportunity

Shopping Experience span a growing number of touch points !!!!



Challenge!

# Shopping Experience span a growing number of touch points !!!!

"I want to..."

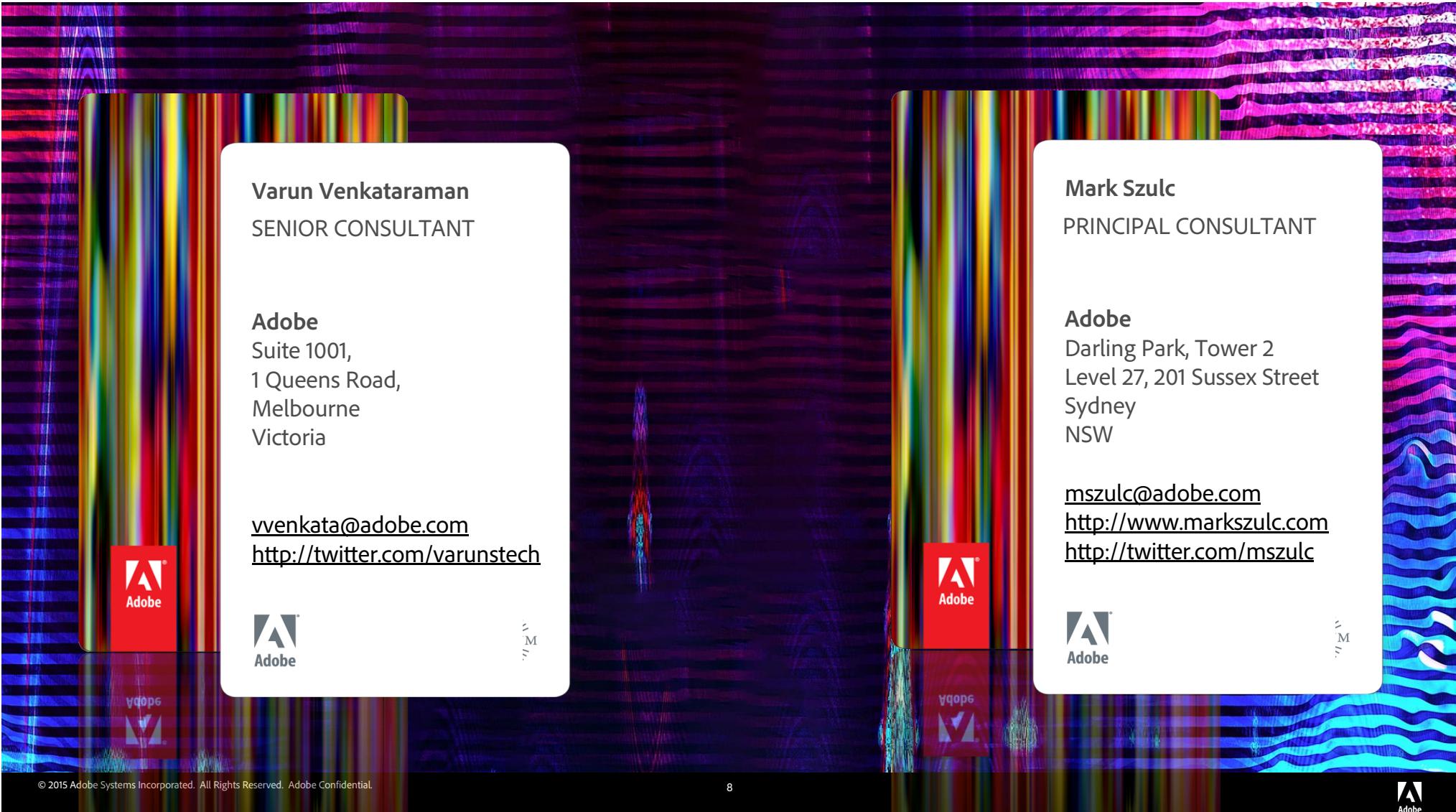
**Empower business users to build** rich omnichannel shopping experiences without  
IT  
(Extracting value from existing investment !)

**Differentiate** our shopping experiences with rich merchandising and marketing

**Personalize and Optimize** omnichannel shopping experiences



Challenge!



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<http://twitter.com/mszulc>



# Agenda

- 1 | AEM Commerce Integration framework (CIF) - Overview
- 2 | AEM CIF Default features, API and how to create desktop experience
- 3 | AEM CIF & AEM Screens to create in store experience
- 4 | AEM CIF & AEM Mobile to create mobile experience

# Agenda

- Lab1 | AEM Commerce Integration framework (CIF) - Overview
- Lab2 | AEM CIF Default features, API and how to create desktop experience
- Lab3 | AEM CIF & AEM Screens to create in store experience
- Lab4 | AEM CIF & AEM Mobile to create mobile experience

## 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

# Housekeeping - Your Machine

Home - /Users/l322

AEM 6.2 Author - /Users/l322/Desktop/AEM6.2/author

AEM 6.2 Publish - /Users/l322/Desktop/AEM6.2/publish

Eclipse WS - /Users/l322/Documents/workspace

GIT WS - /Users/l322/Desktop/AEM-Commerce-Lab-WS/aem-commerce-  
omni-channel

# Housekeeping - Your Machine – Quick Action !!!!

Please double click the following icon on Desktop

- labsetup.sh

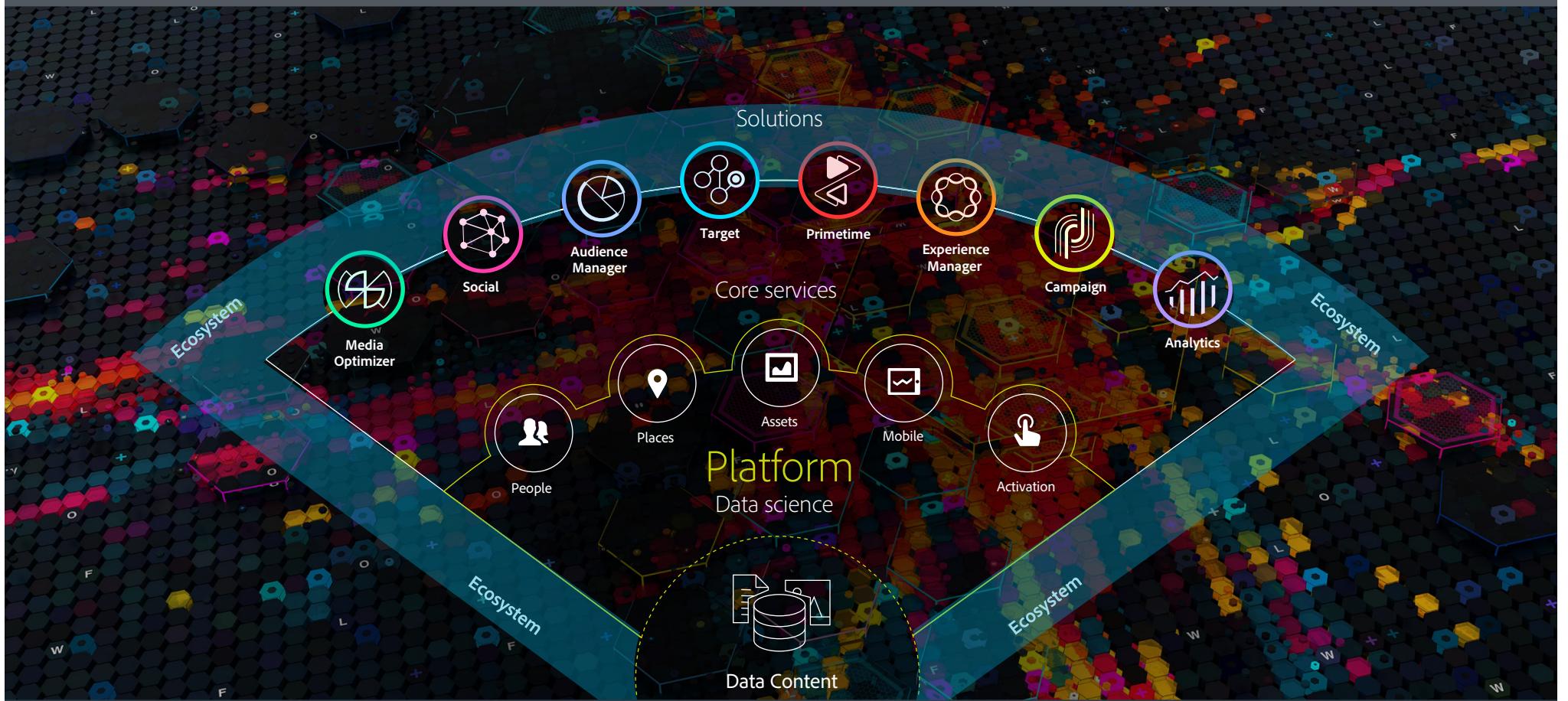
[Wait for 2 minutes....]

- Presentation will now appear on Desktop
  - Presentation.pdf
- Workbook will also appear on Desktop
  - Workbook.pdf

# Adobe Marketing Cloud



# Adobe Marketing Cloud



# Agenda

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# 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)

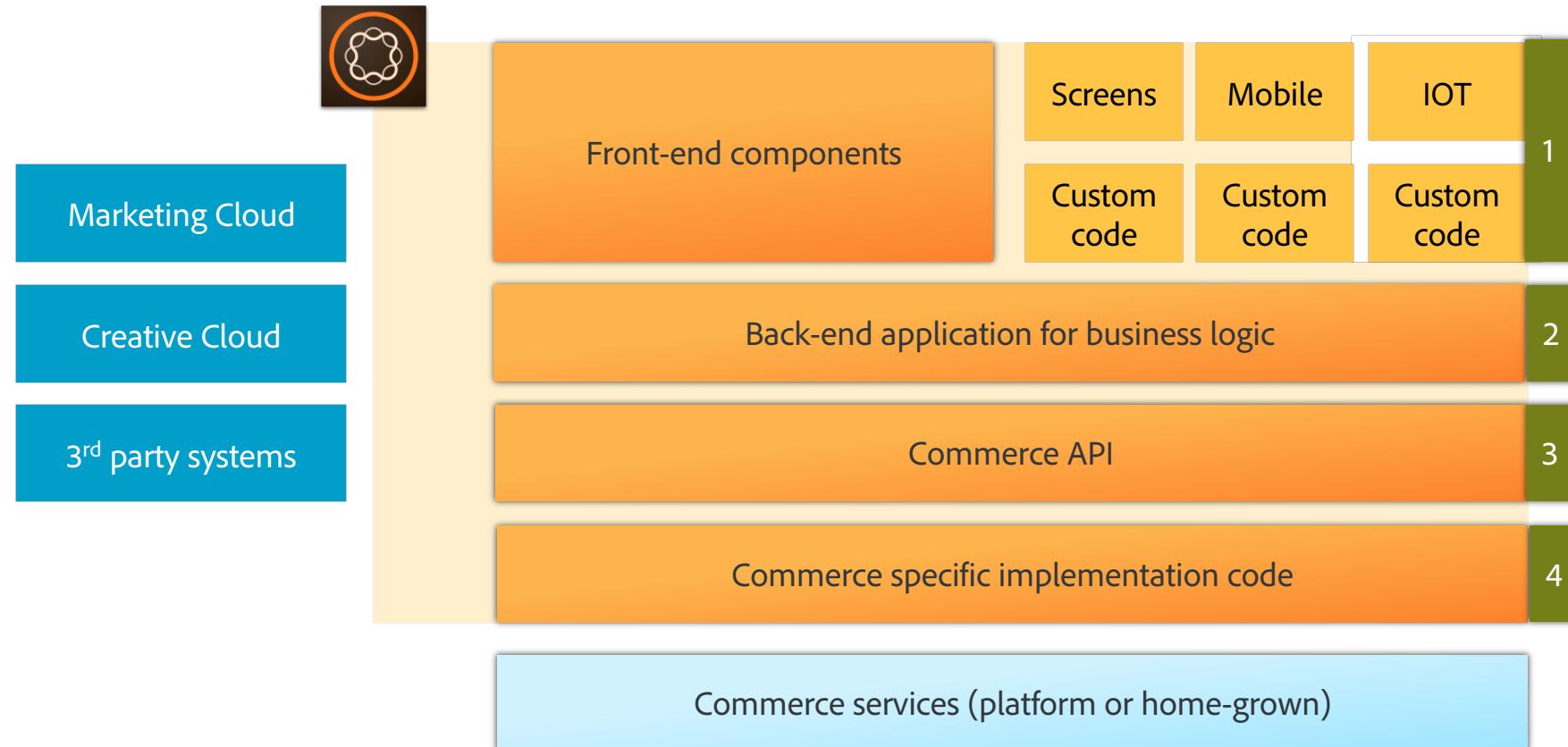
## 9. Catalog Blueprint

- Key page structure under /content/commerce which helps create a catalog content as live copies under /content
- Content generated will be based on configuration for products under /etc/comerce/products

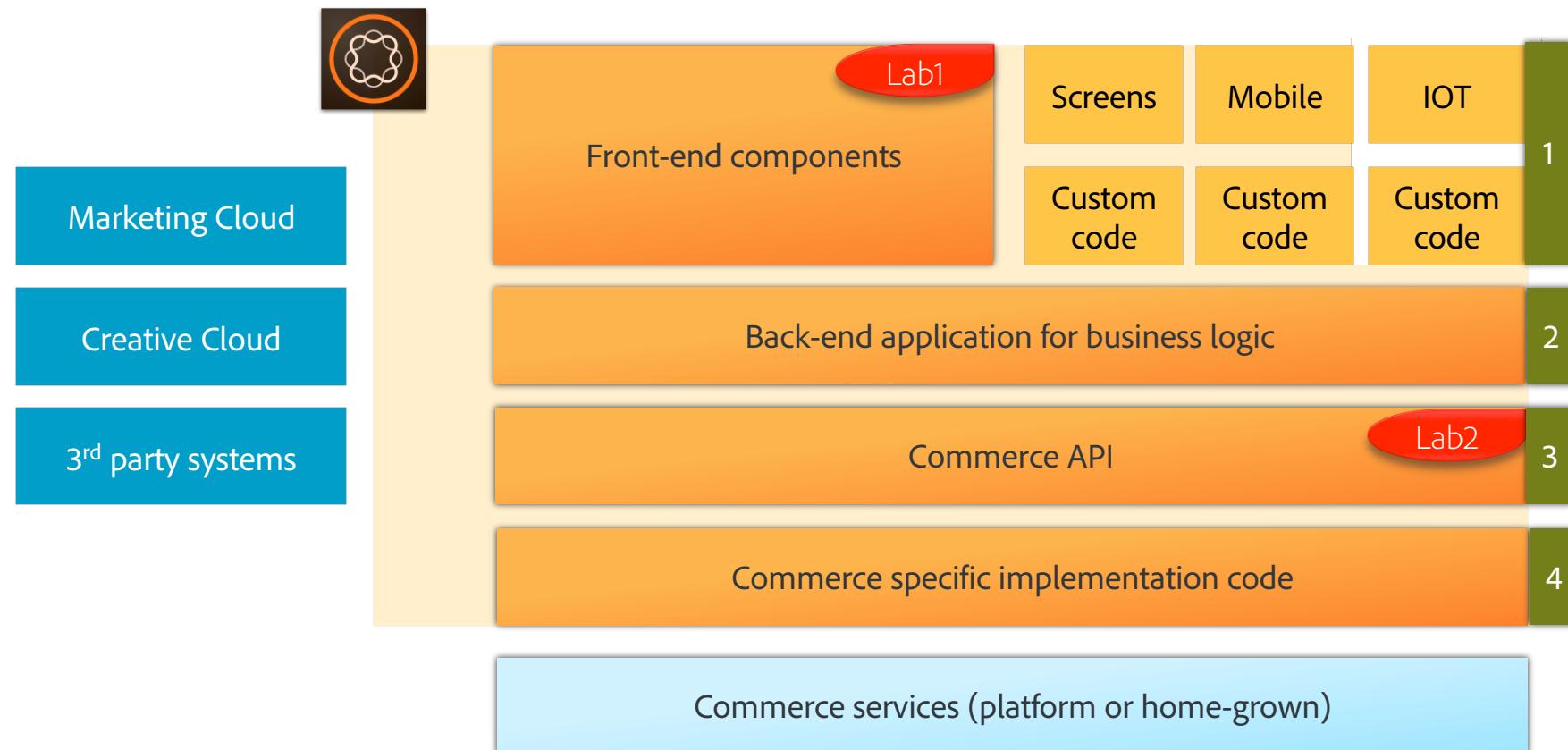
## 10. Catalog

- The generated live copy content is usually located in /content

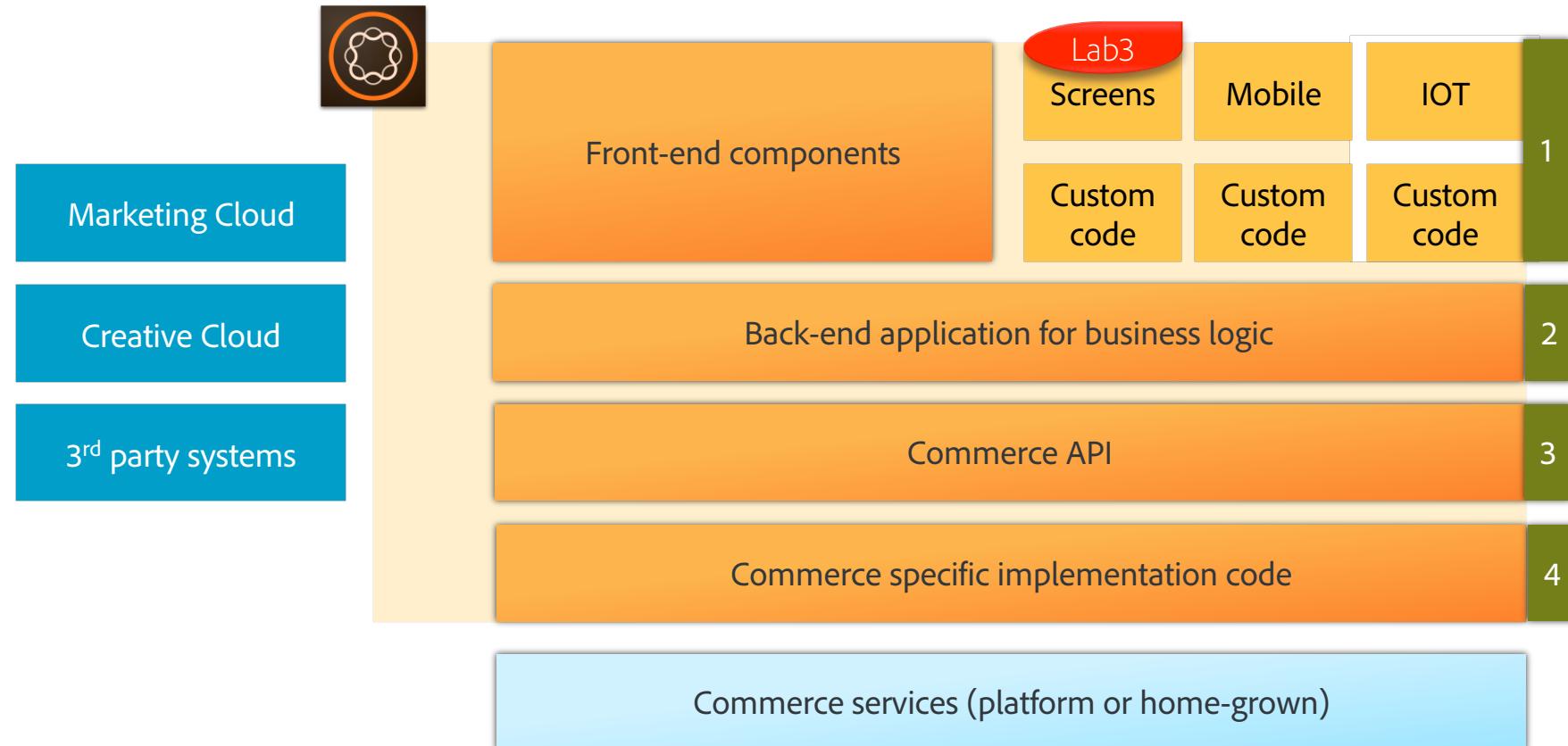
# Architecture Commerce Integration Framework



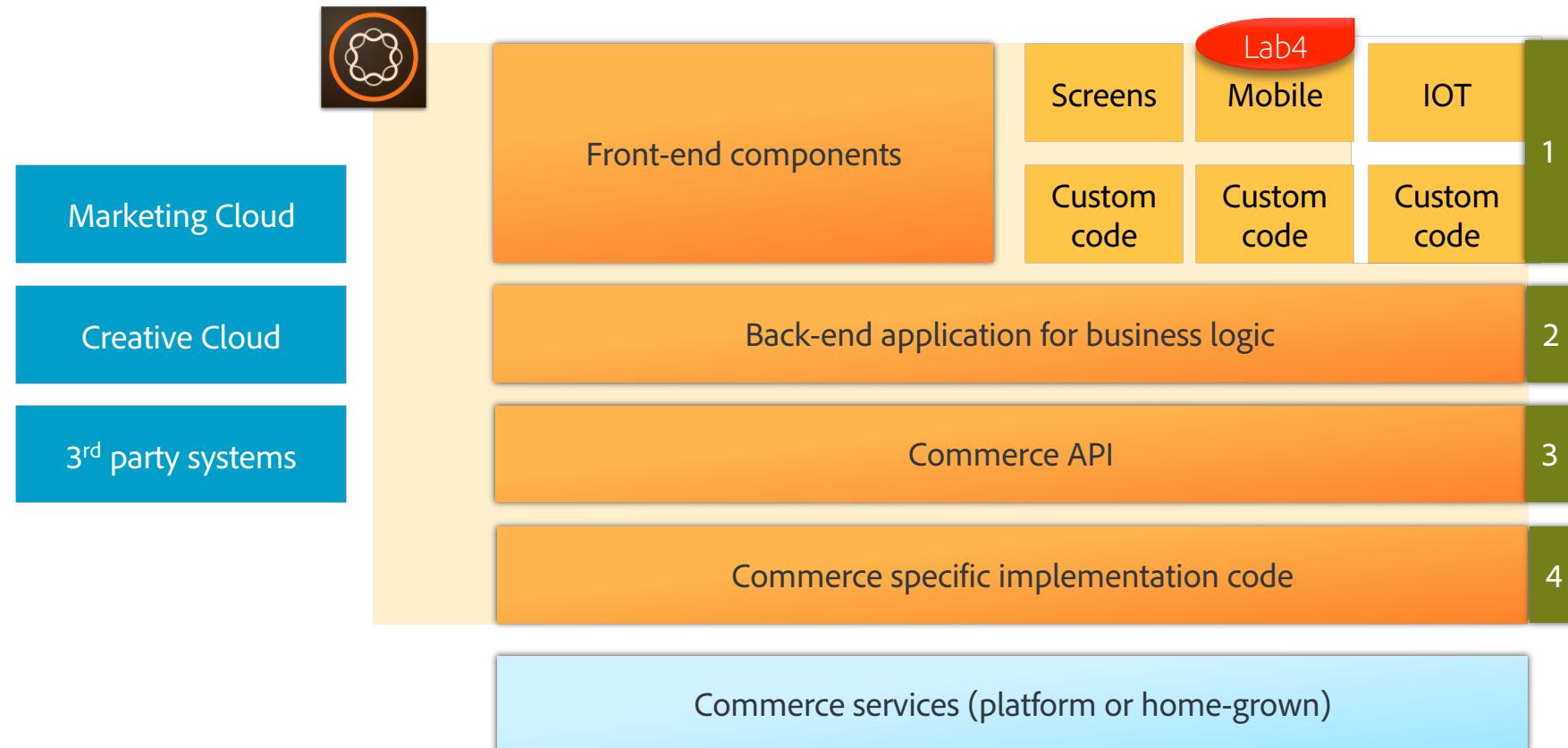
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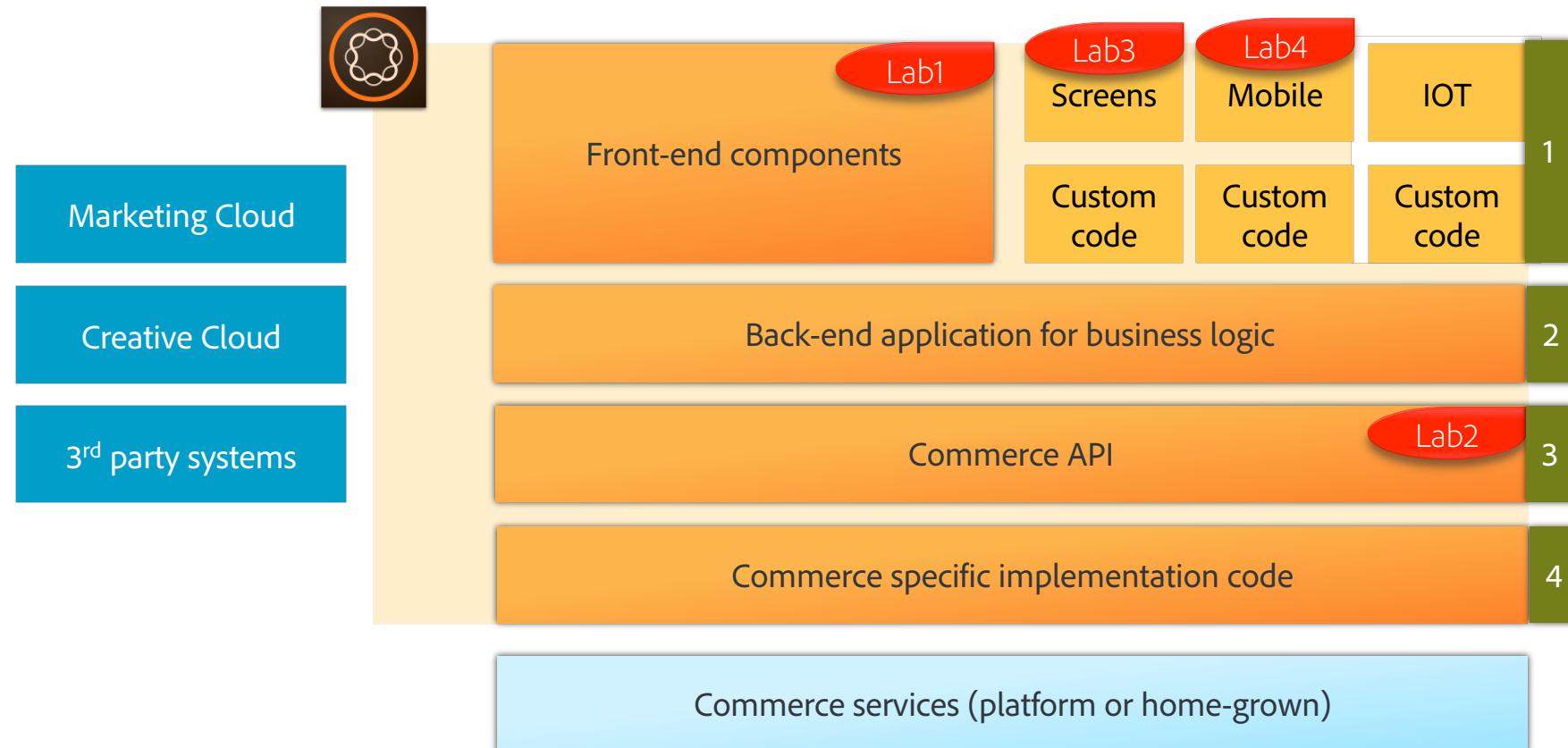
# Architecture Commerce Integration Framework



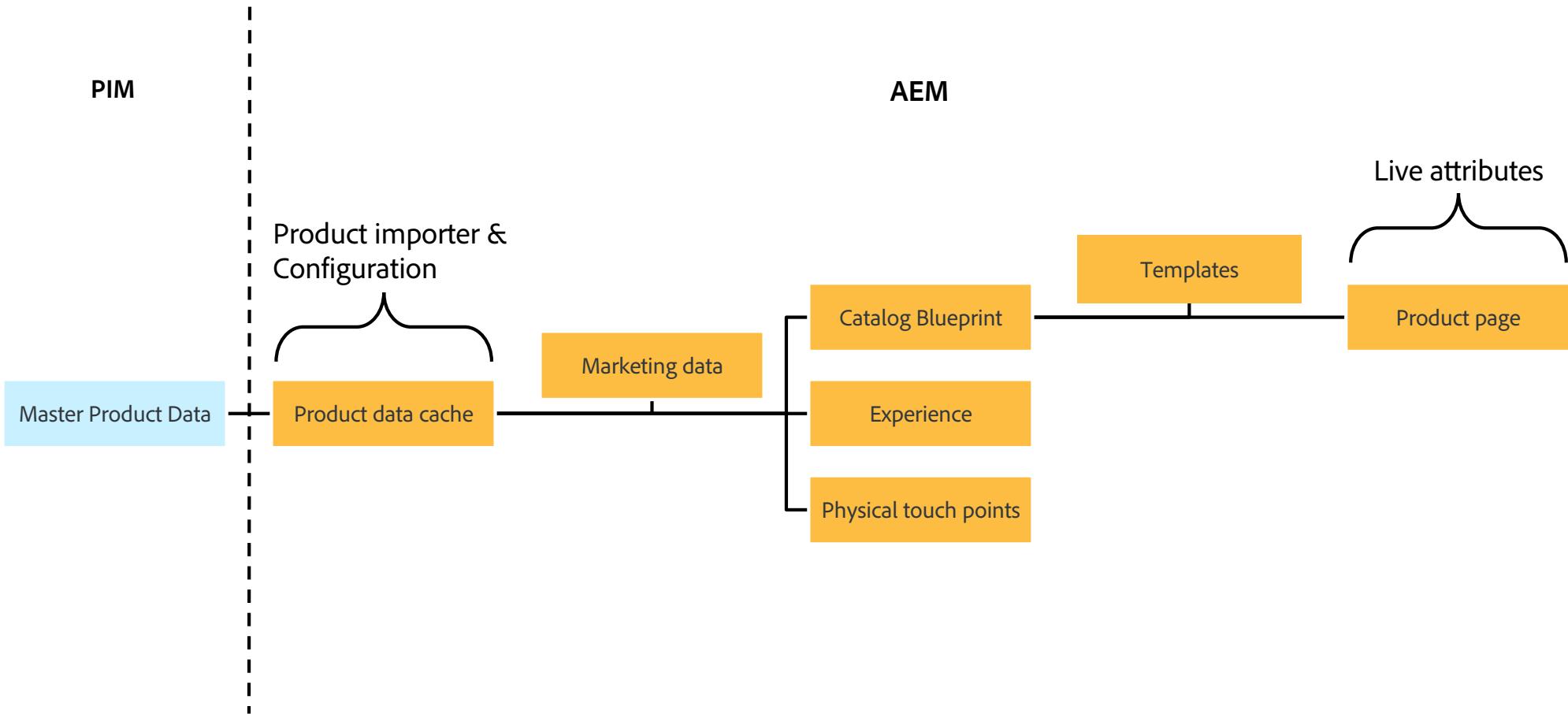
# Architecture Commerce Integration Framework



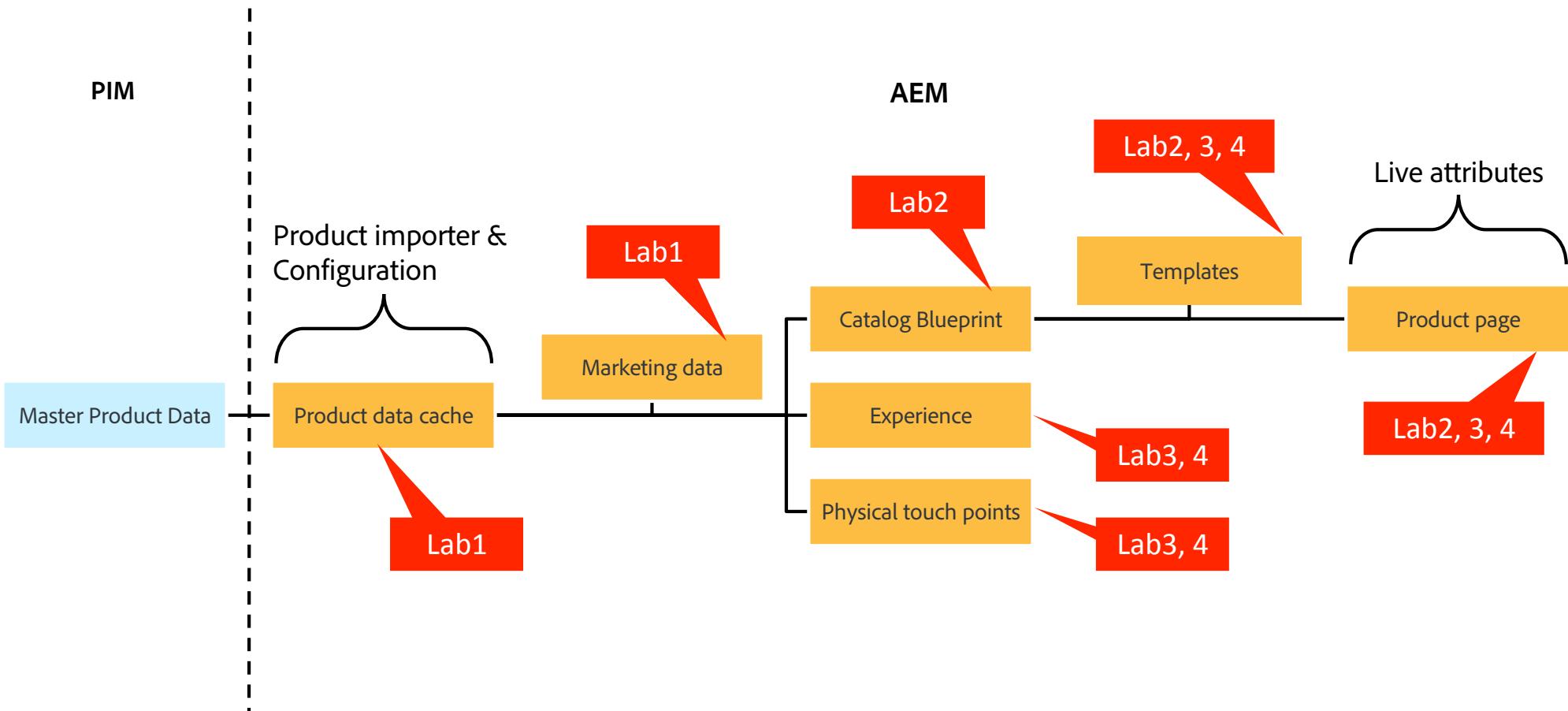
# Architecture Commerce Integration Framework



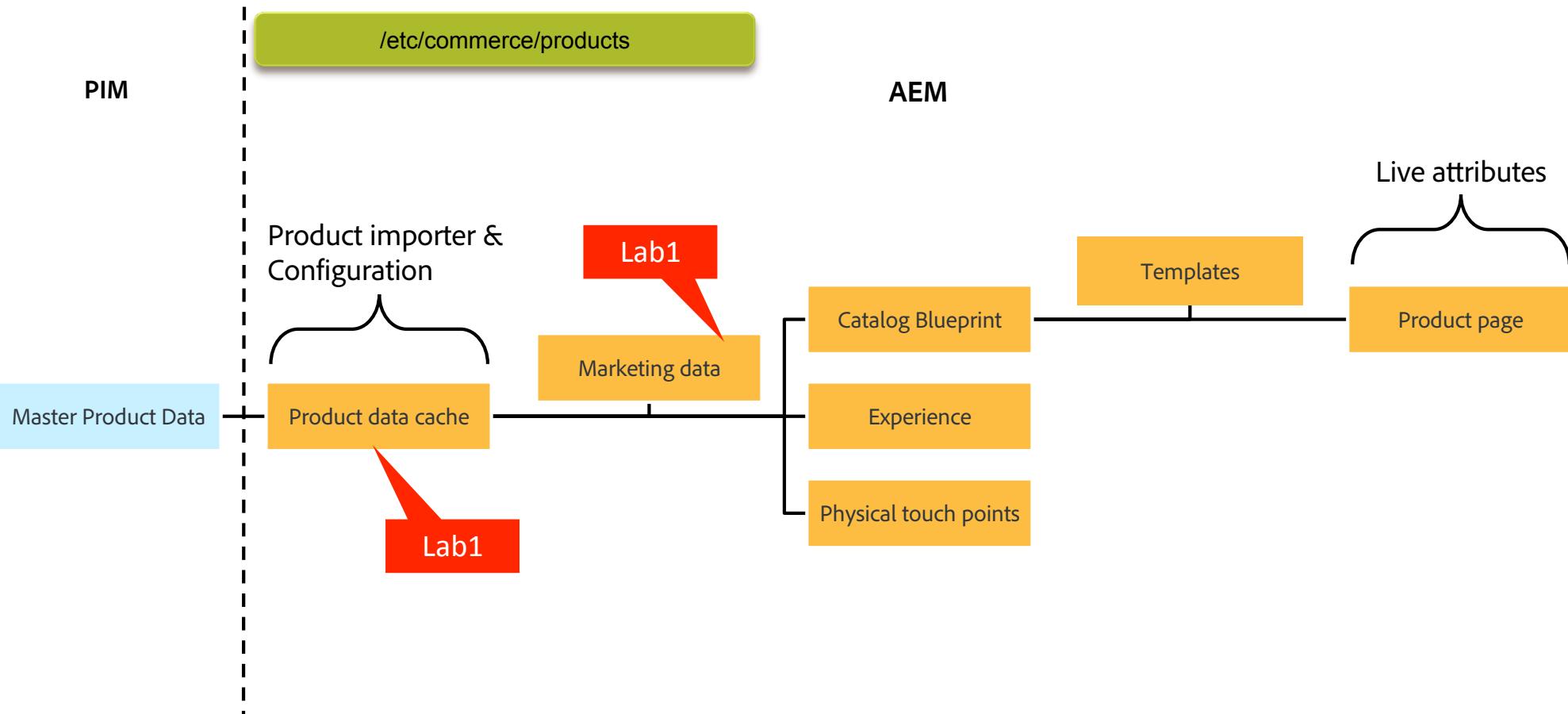
# Workflow – Creating Commerce Experiences



# Workflow – Creating Commerce Experiences



# Workflow – Creating Commerce Experiences – Checkpoint - 1



## Lab 1 – Summary and Key Takeaway

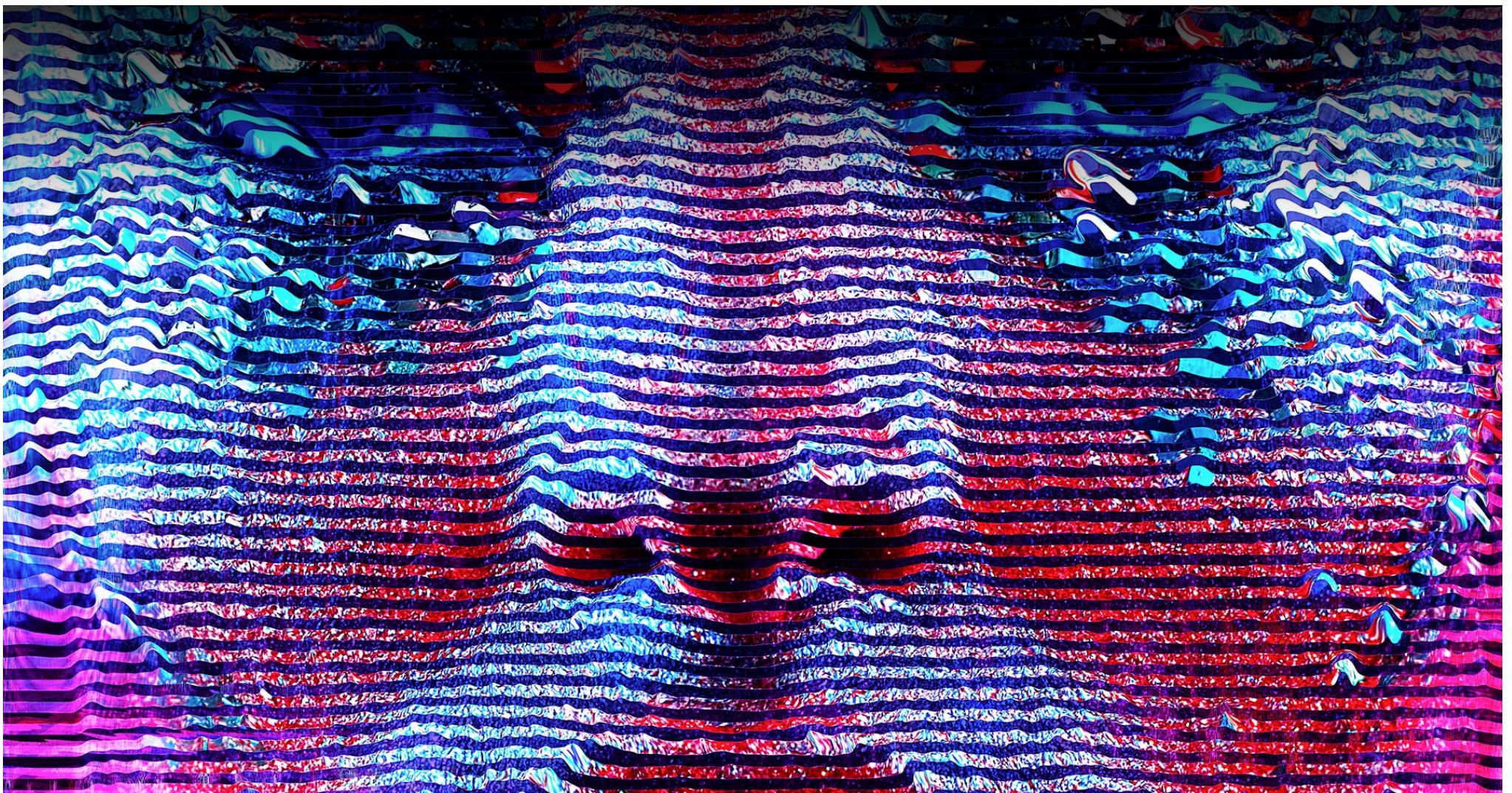
- Introduction to WeTelco Product Information Management Data
- Use Cases : As a user, I would like to enrich my product data cache in AEM with marketing content, so I will be able to use this information to present to my customers.

# Housekeeping – Lab Structure

1. Number of Labs - 4
2. Labs organised as
  1. Overview
  2. Setup
  3. Observations
  4. Task
  5. Solution

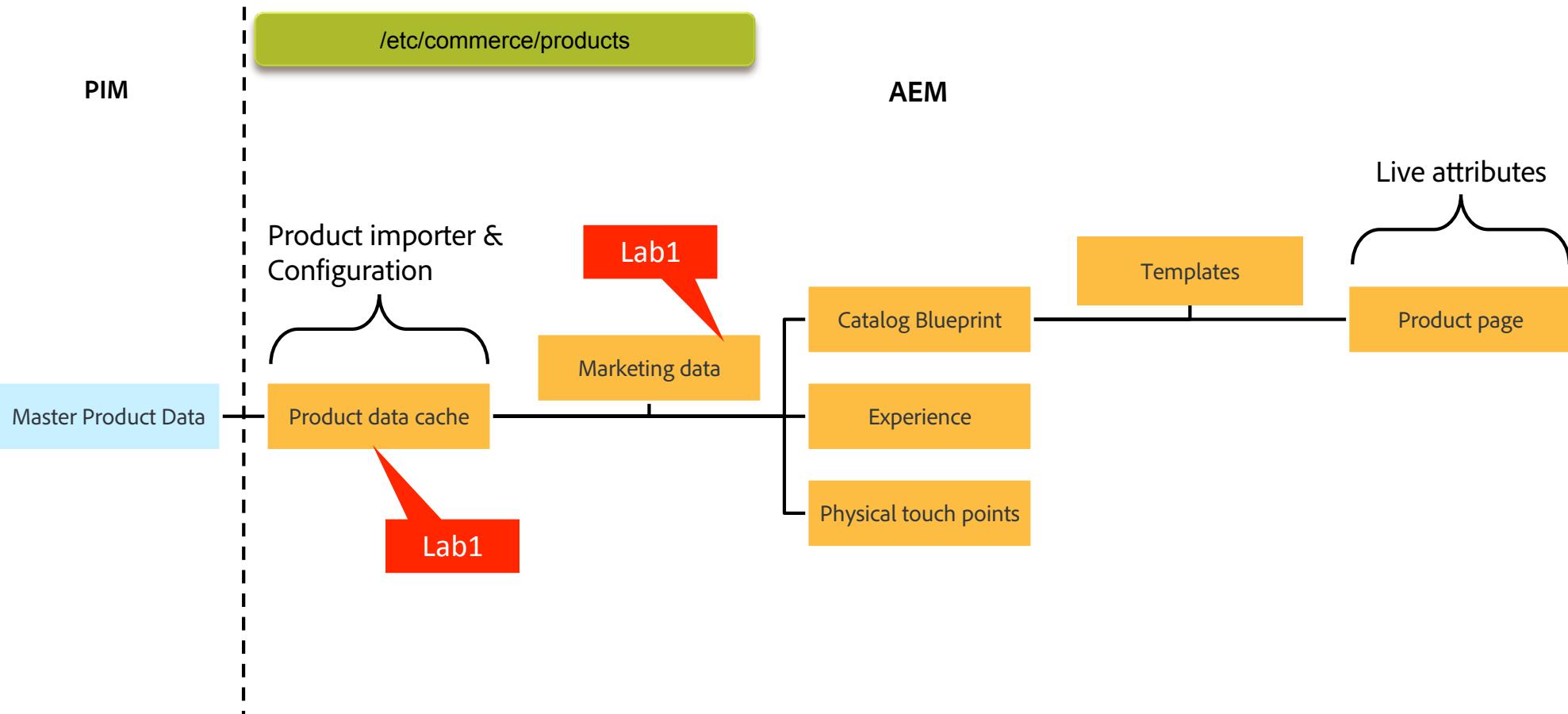
AEM Username/Password

1. Username : admin
2. Password : admin



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# Workflow – Creating Commerce Experiences – Checkpoint - 1





## Pop Quiz - 1

1. Explain what is a Product, Variant and Variant Axis with Examples.



## Pop Quiz - 1

1. Explain what is a Product, Variant and Variant Axis with Examples ?
2. List down the 4 key layers of the CIF framework discussed ?

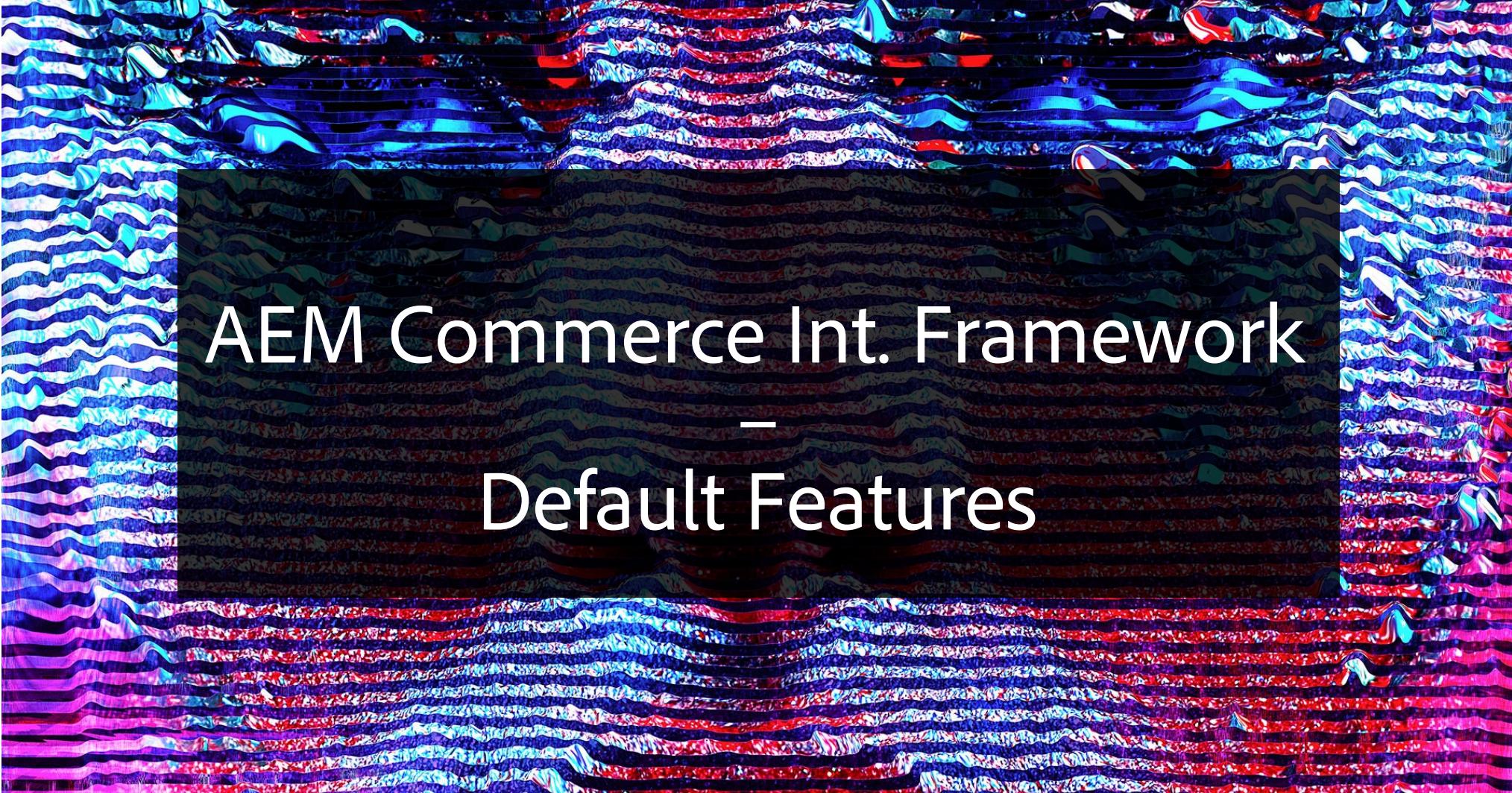


## Pop Quiz - 1

1. Explain what is a Product, Variant and Variant Axis with Examples ?
2. List down the 4 key layers of the CIF framework discussed ?
3. What is the difference between PIM system and a PIM data cache in AEM ?

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# AEM Commerce Int. Framework

–

## Default Features

# Overview out-of-the-box capabilities

Multi-lingual support		Wish 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

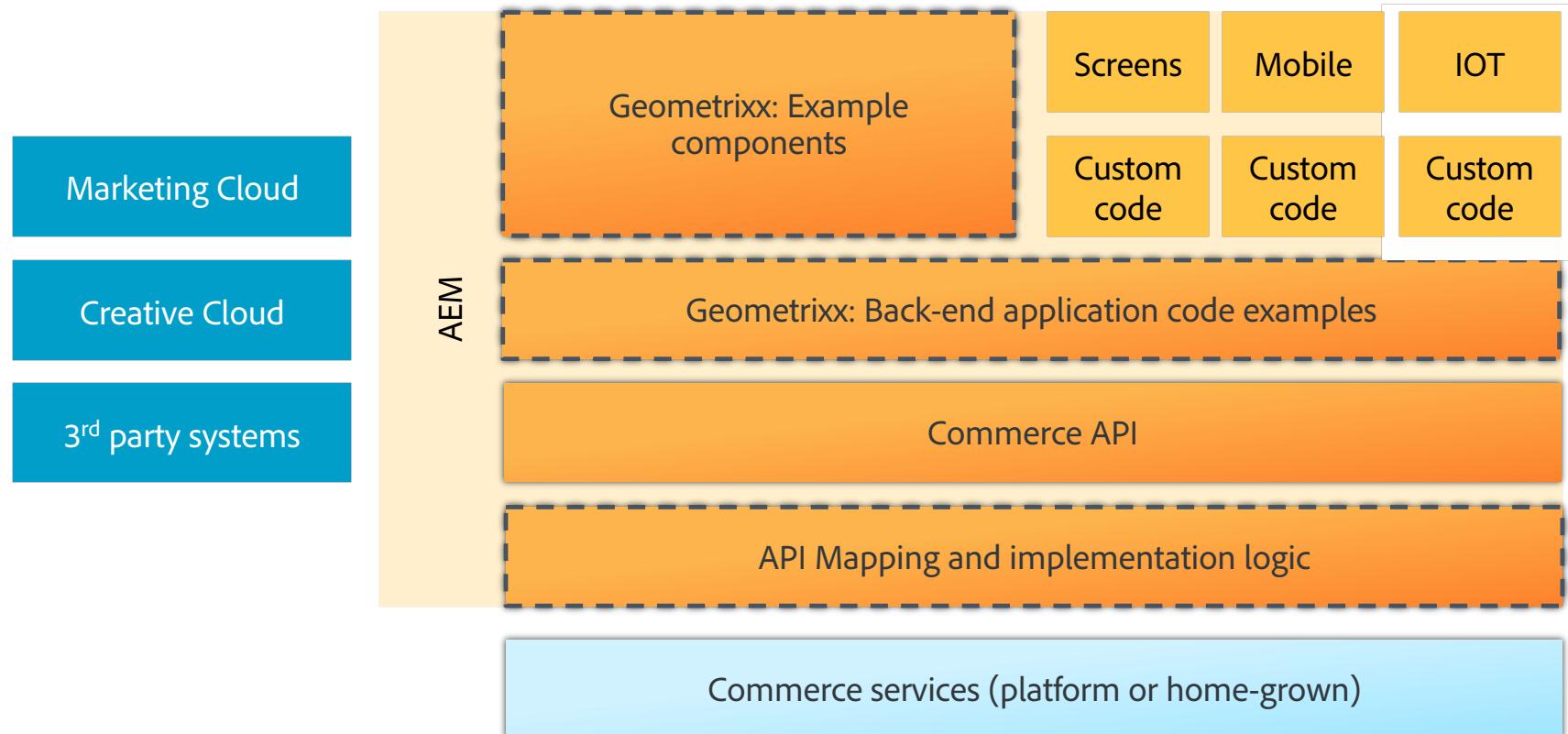
Template name	Description	Allowed/suggested location
catalog	Catalog blueprint to create a new catalog from product data	/content/catalog
section	Catalog section based on product data	/content/catalog
voucher	Voucher which can be redeemed for a discount on a shopping cart. Default voucher implementation 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 – 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)–Reference (NON PRODUCTION)



# 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

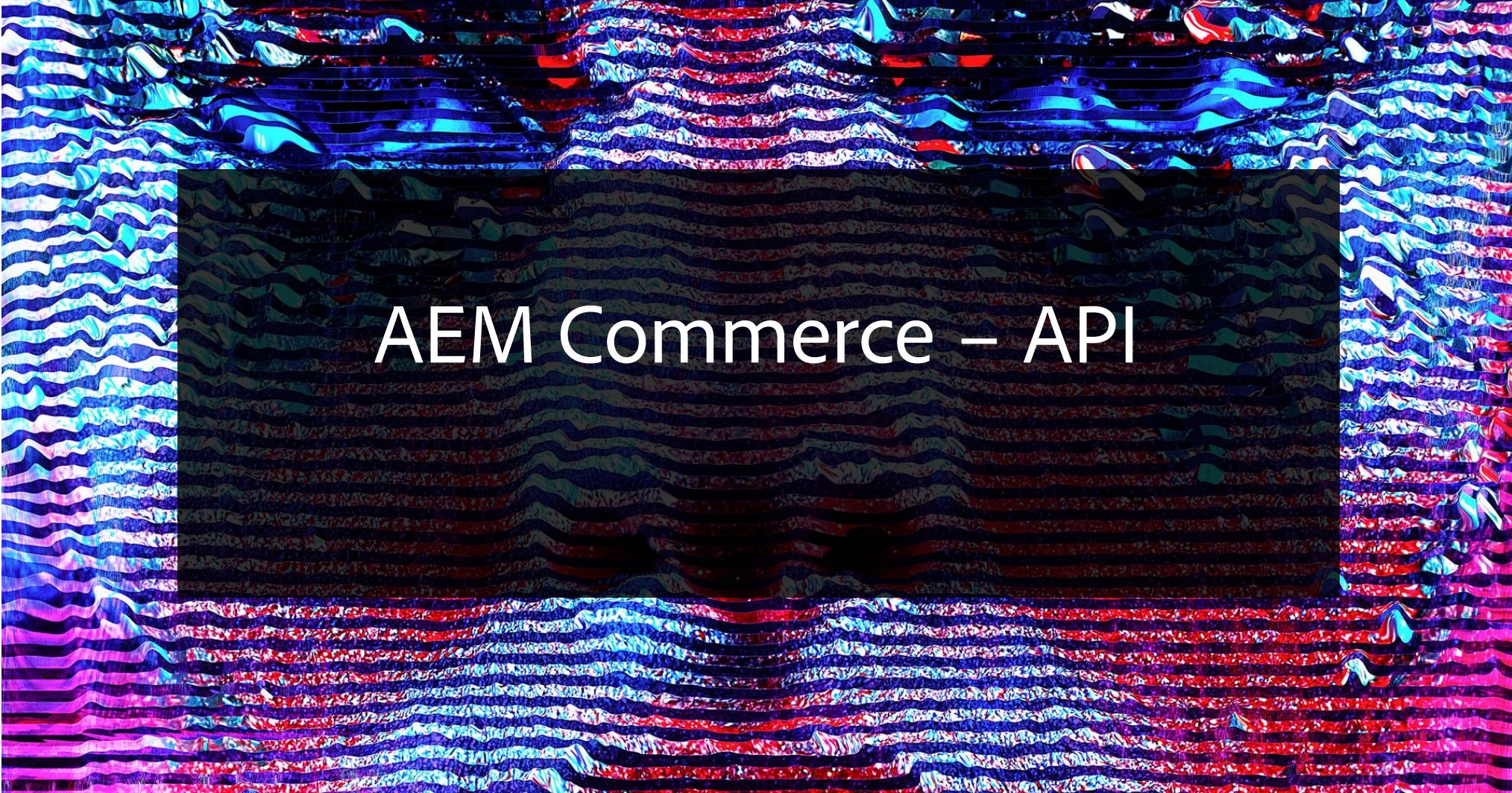
**New in 2016**  
Oracle ATG

Magento  
(InField Design)

By PIM vendor

Agility  
Multichannel

**Added 2015**  
inRiver



# 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

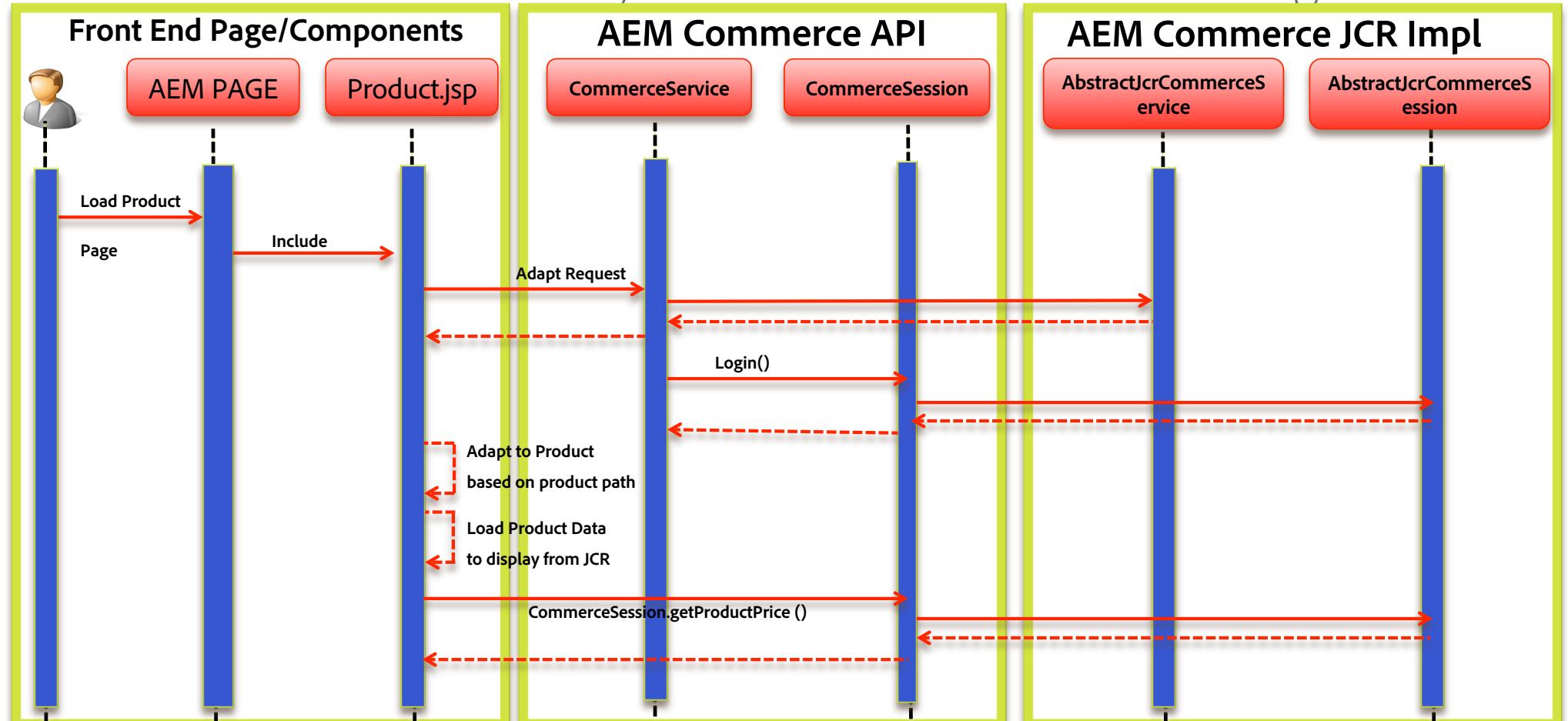
Class	Purpose
CommerceServiceFactory.	OSGi entry point into the commerce provider.
CommerceService	Root of the Commerce API; other classes are fetched through it.
CommerceSession	Represents a user's shopping session
CommerceSession.CartEntry	A CartEntry is a product with a given quantity in the user's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

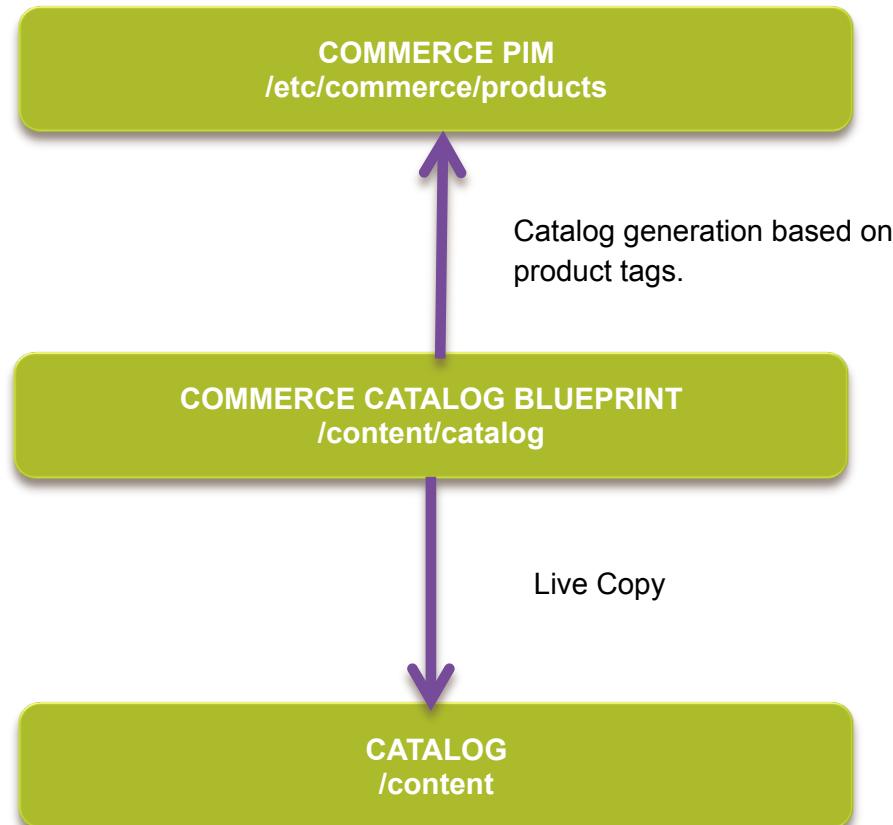




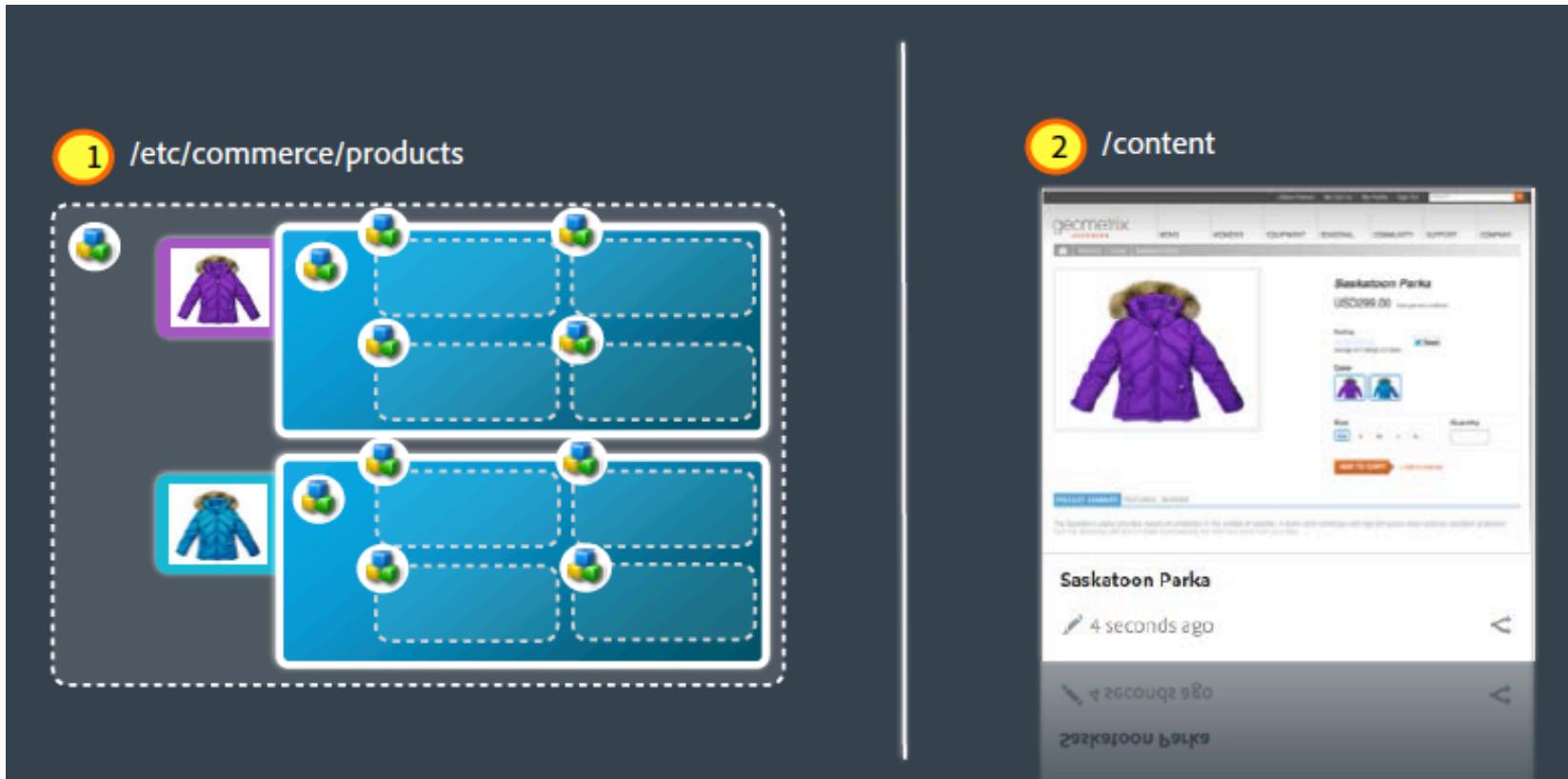
# AEM Commerce – Catalog Management

# AEM Commerce – Catalogue Management

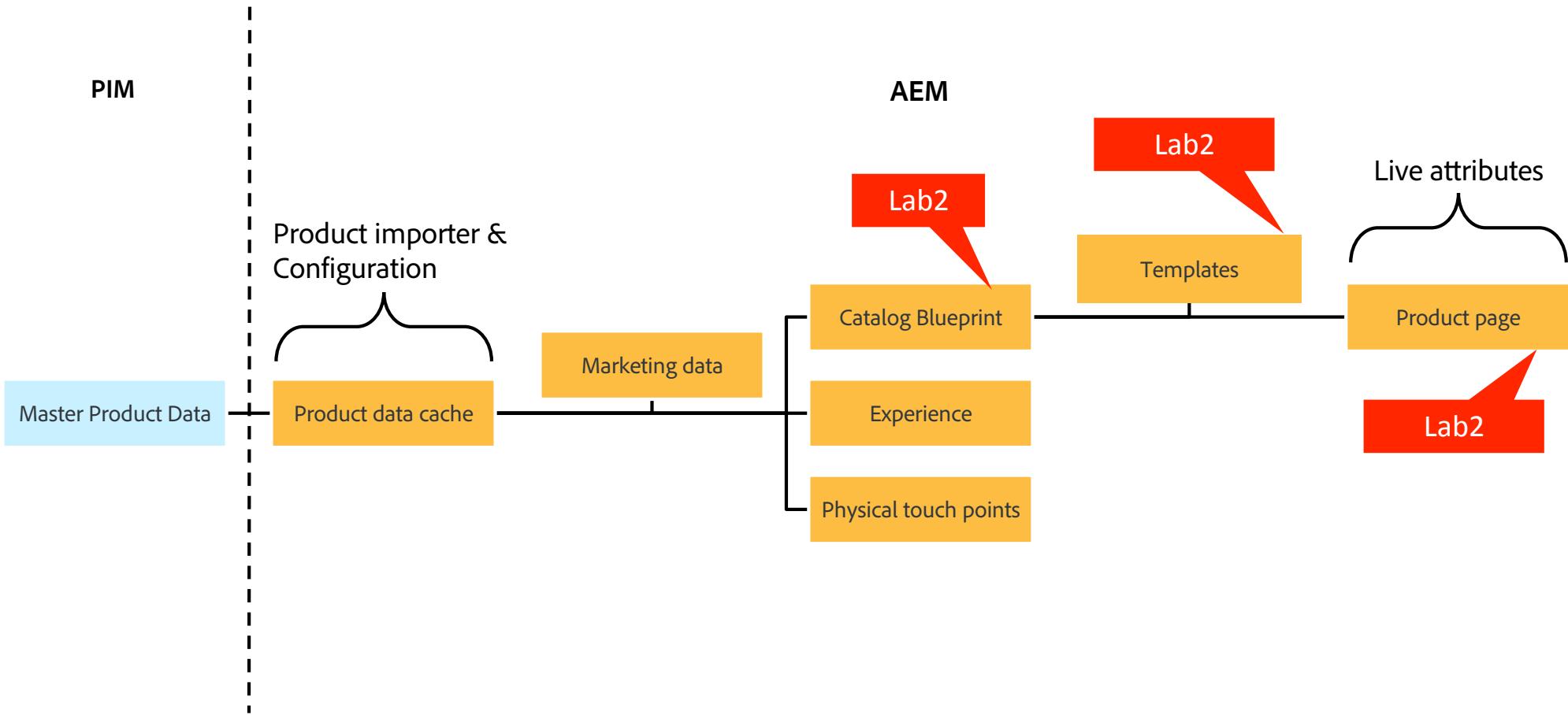
- Adobe AEM provides a default structure for catalog management.
- Applies to the implementations provided by Adobe (JCR, Hybris, ElasticPath, IBM Commerce etc.).



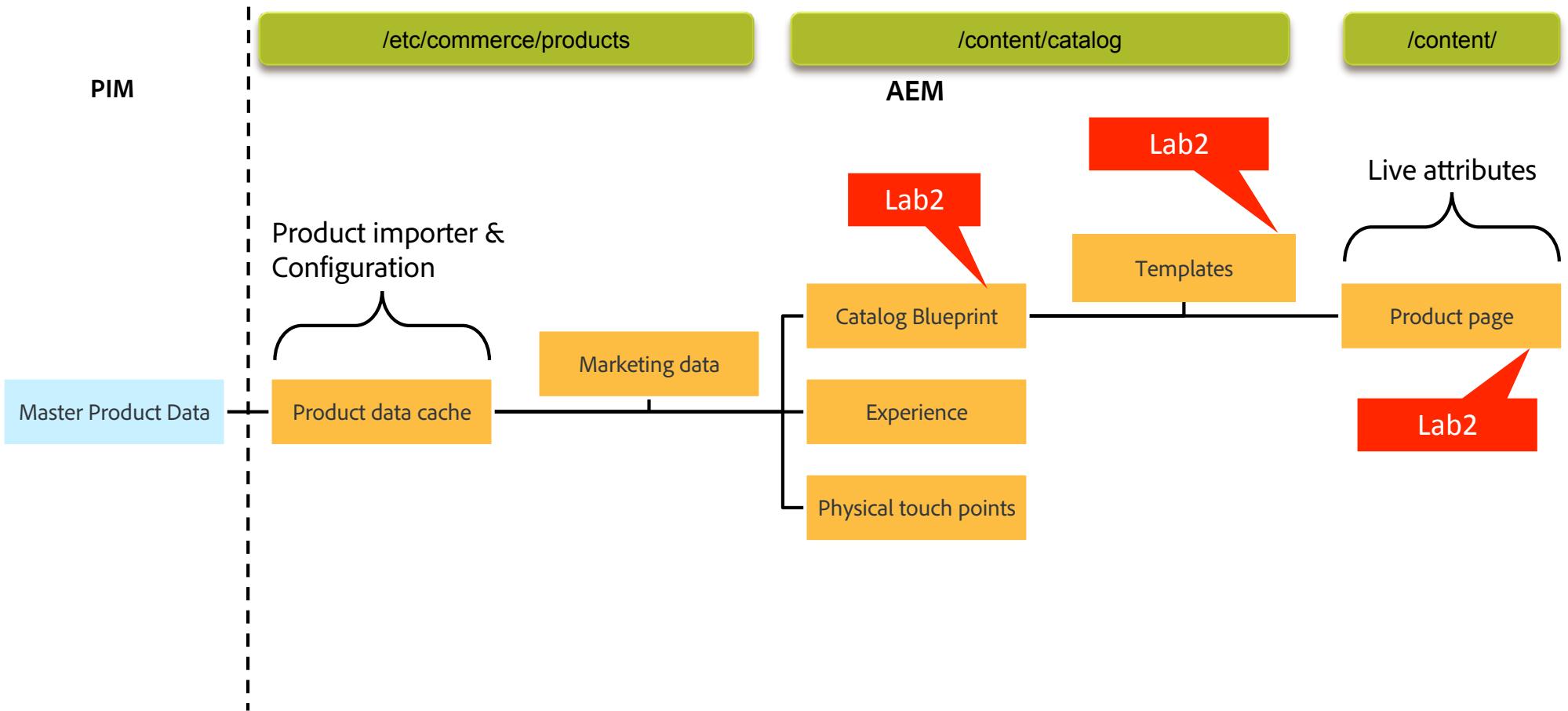
# AEM Commerce – Commerce Management – AS A SNAPSHOT



## Workflow – Creating Commerce Experiences – Checkpoint - 2



## Workflow – Creating Commerce Experiences – Checkpoint - 2

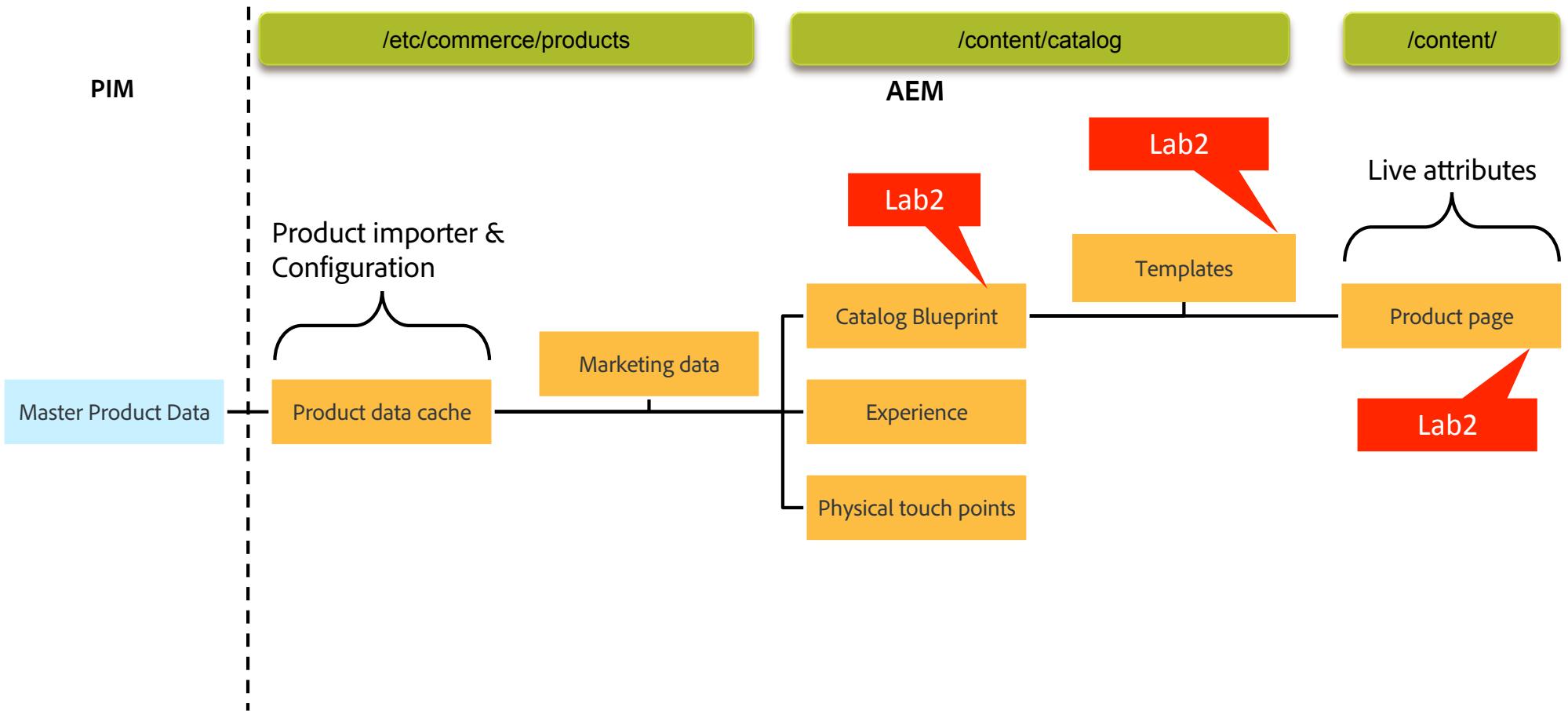


## Lab 2 – Summary and Key Takeaway

In this lab, the product data cache managed from Lab 1 is rolled out as pages using blueprints, templates and pages AEM Commerce Integration framework. You will also be introduced to using Commerce API.

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





## Pop Quiz - 2

1. List the One major features coming out in AEM 6.2 for CIF ?



## Pop Quiz - 2

1. List the One major features coming out in AEM 6.2 for CIF ?
  
2. List down 2 major commerce service providers AEM integrates with which is introduced in AEM6.2 ?



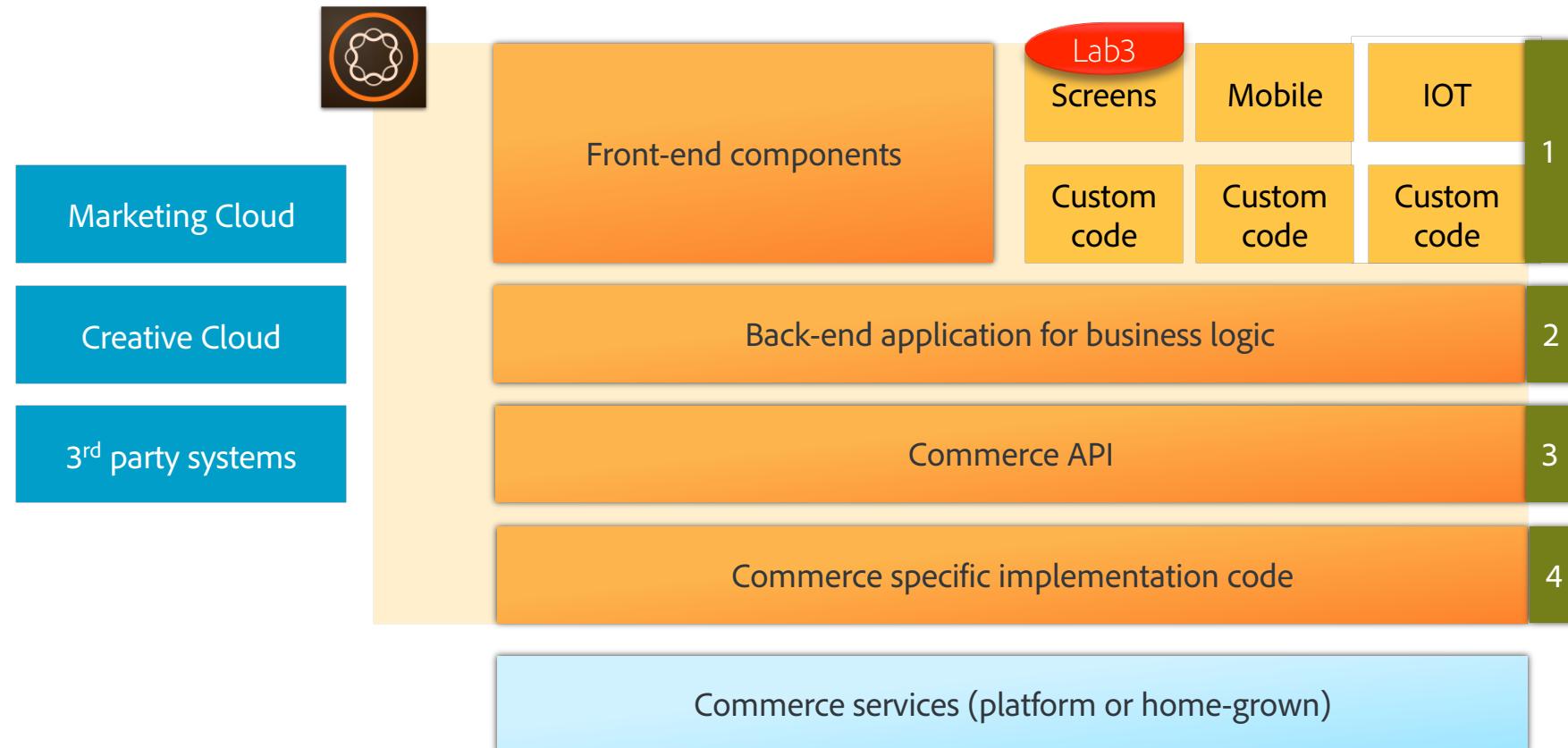
## Pop Quiz - 3

1. List the **One major** features coming out in AEM 6.2 for CIF ?
2. List down 2 major commerce service providers AEM integrates with which is introduced in AEM6.2 ?
3. What is the purpose of CommerceServiceFactory in CIF ?

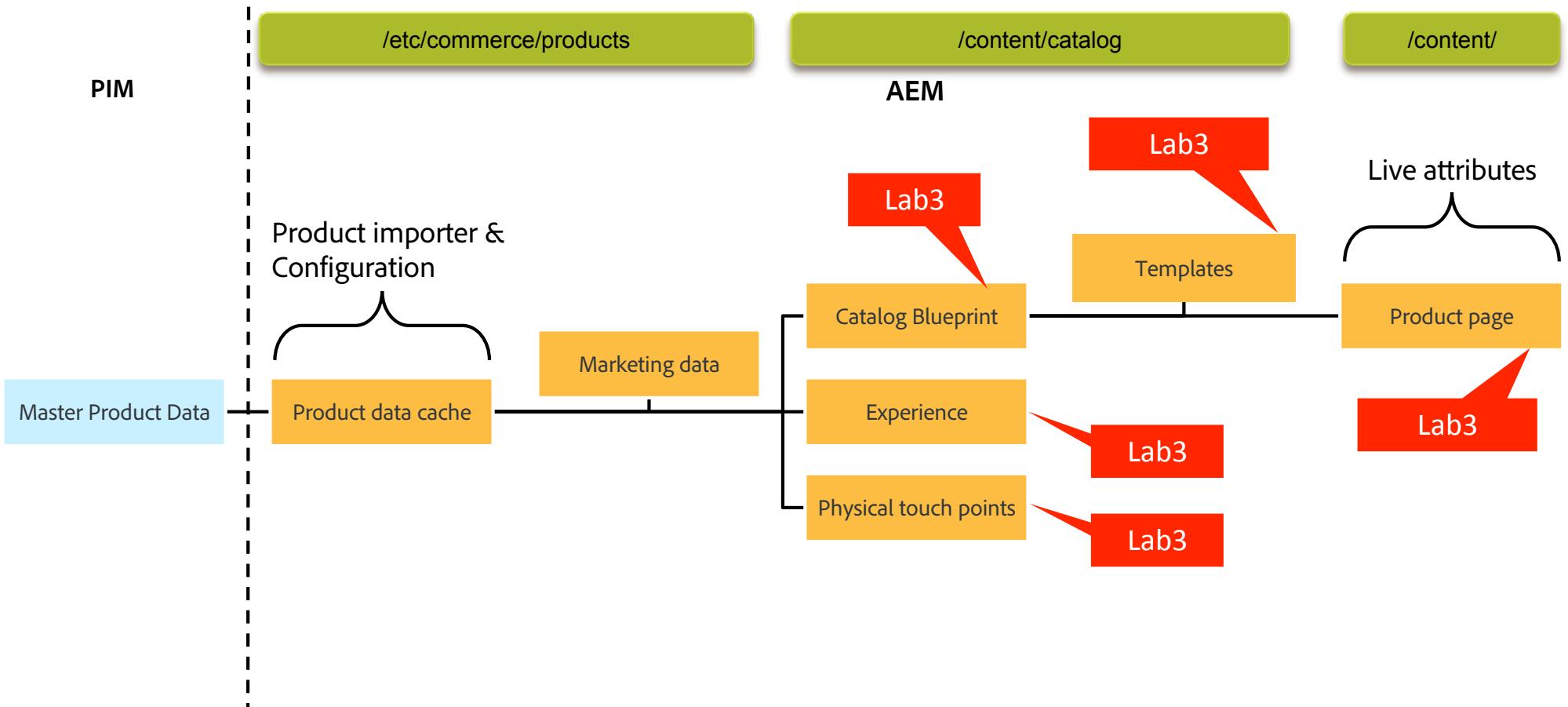
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# Architecture Commerce Integration Framework



# 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, PANTS, SHIRTS, SHORTS, 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



# Digital In-store Engagement

## Challenge

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

&

## Solution



Combined experience management  
for cost efficient updates

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

&

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Combined experience management  
for cost efficient updates

Decentralized customer profiles



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## Challenge

&

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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

# 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



# 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



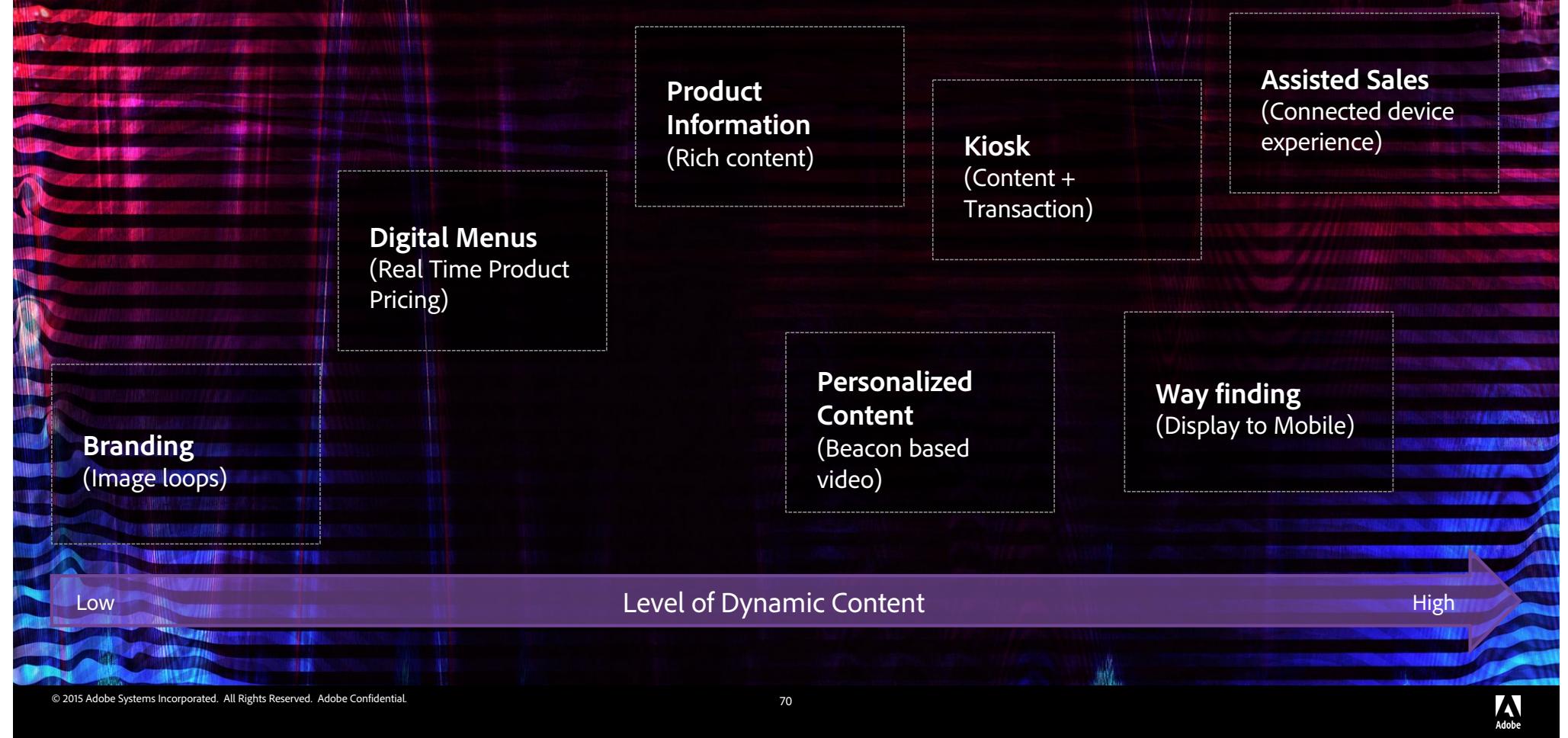
Access unified profile with opt-in of customer to better experience

Competing KPIs for online and channels

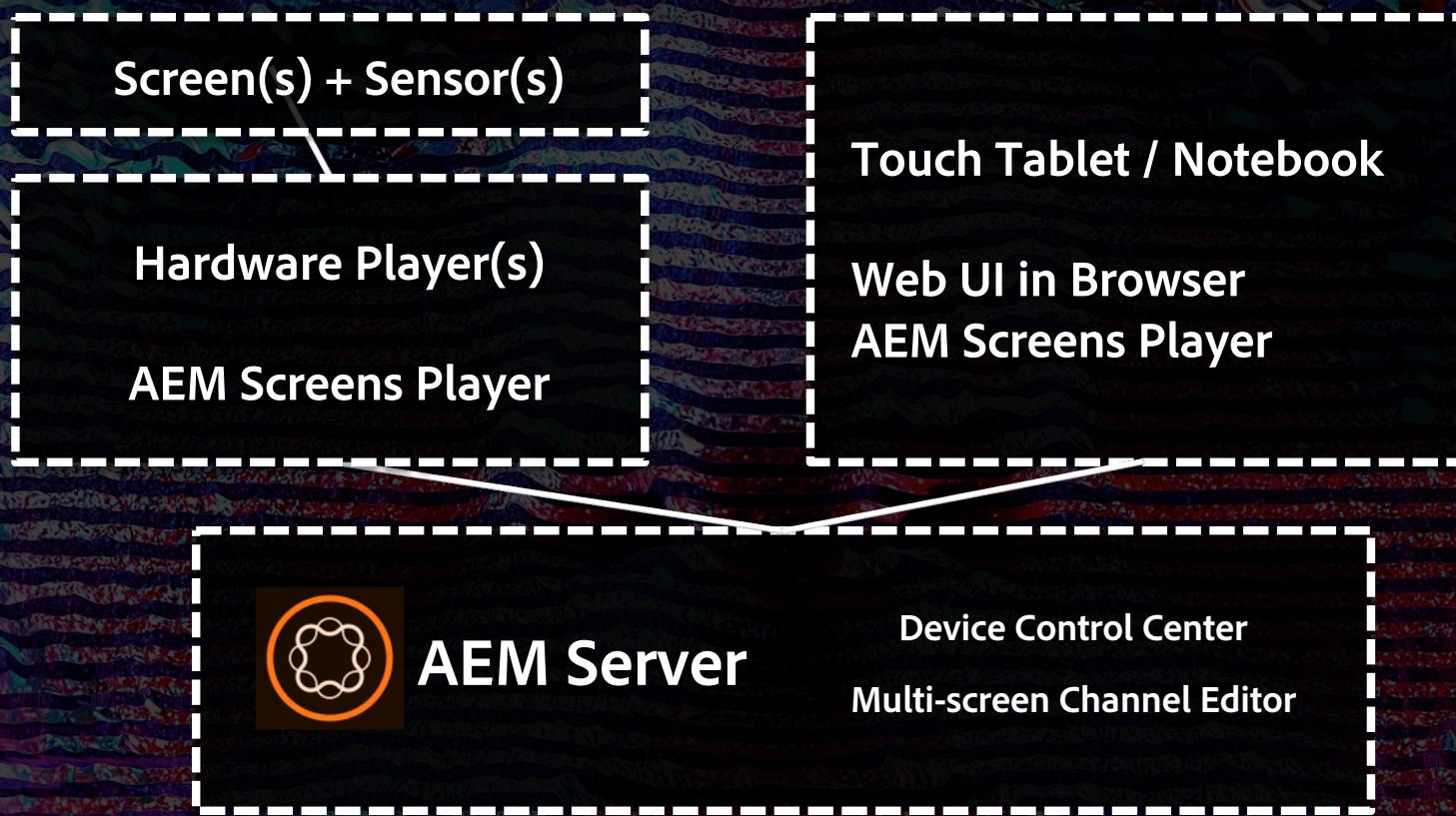


Create unified goals and channel attribution with unified experience

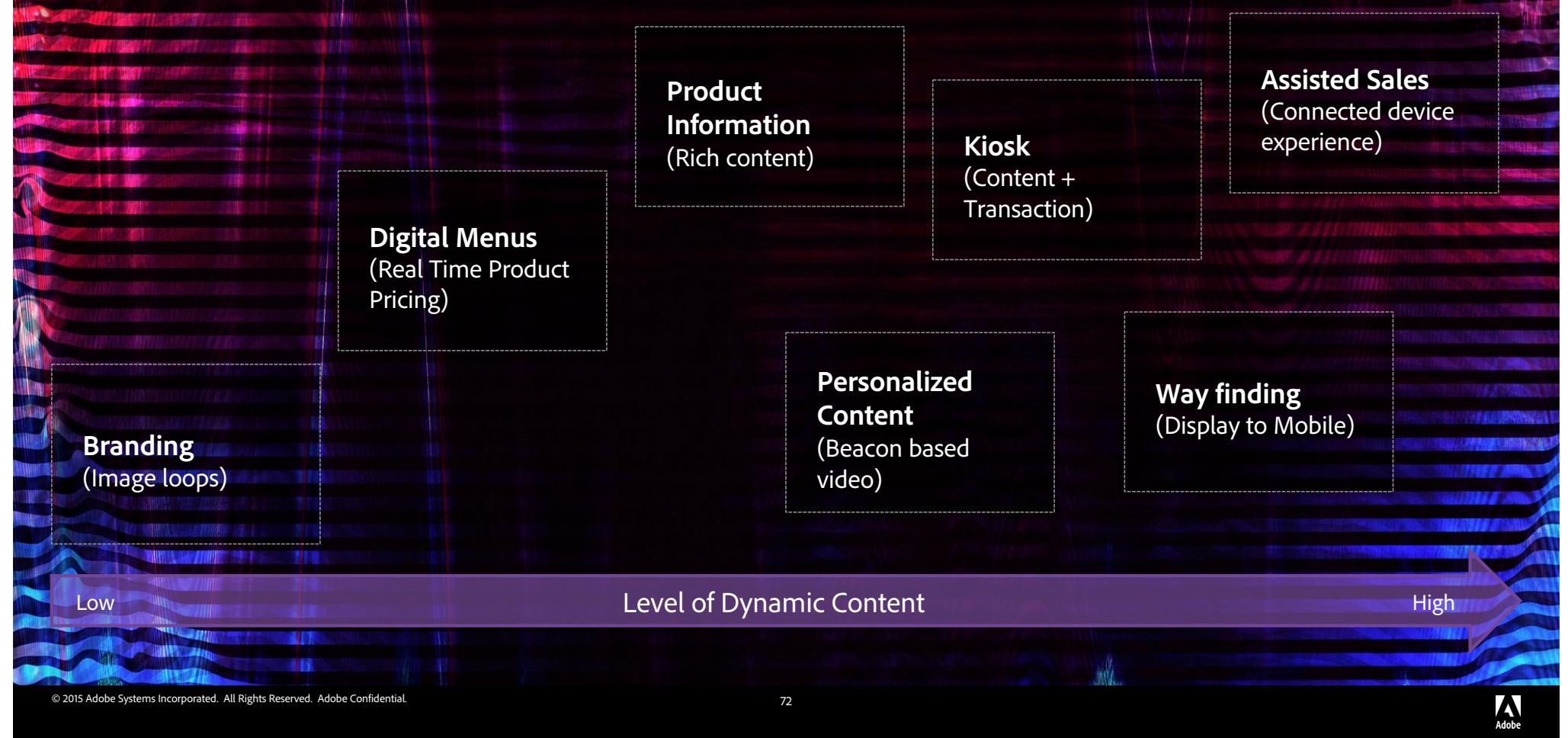
# Varied degrees of Display Interactivity & Dynamics



# AEM Screens Architecture



# Varied degrees of Display Interactivity & Dynamics



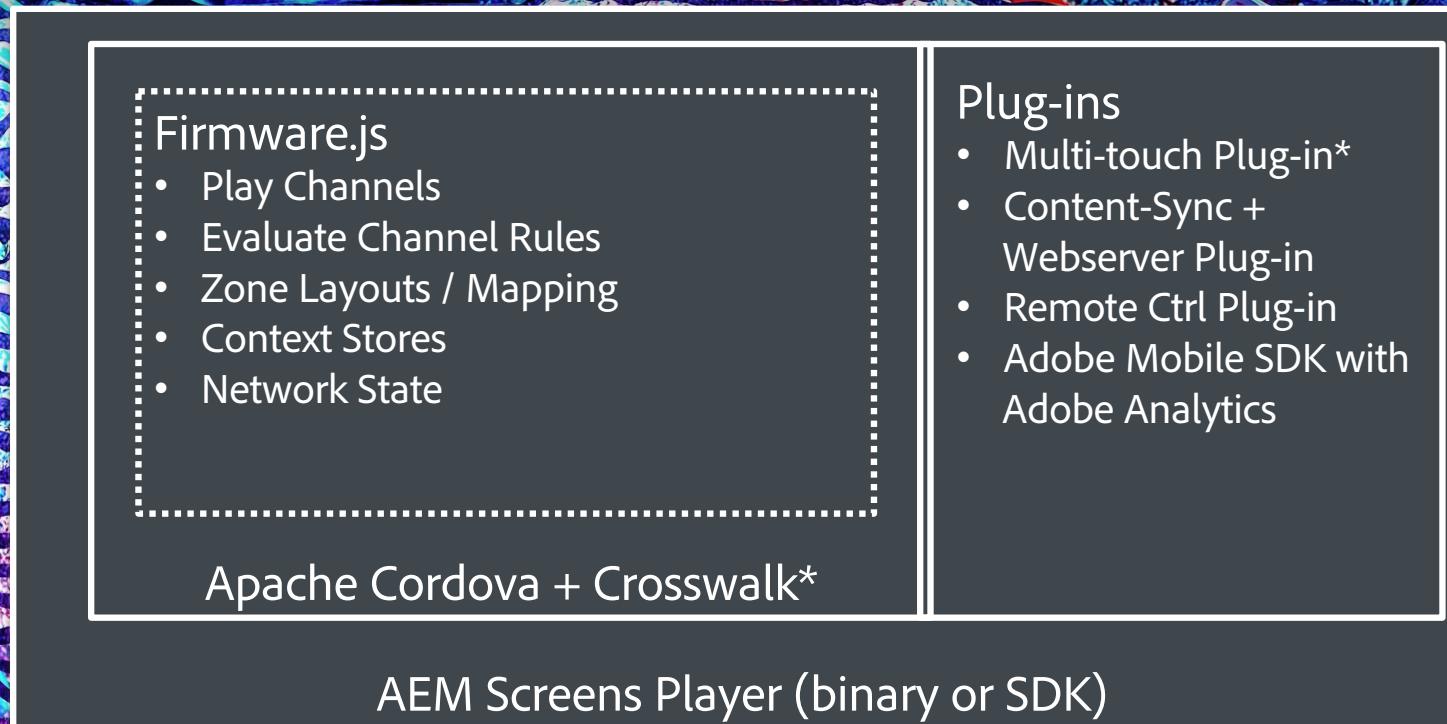
## Types of supported Players

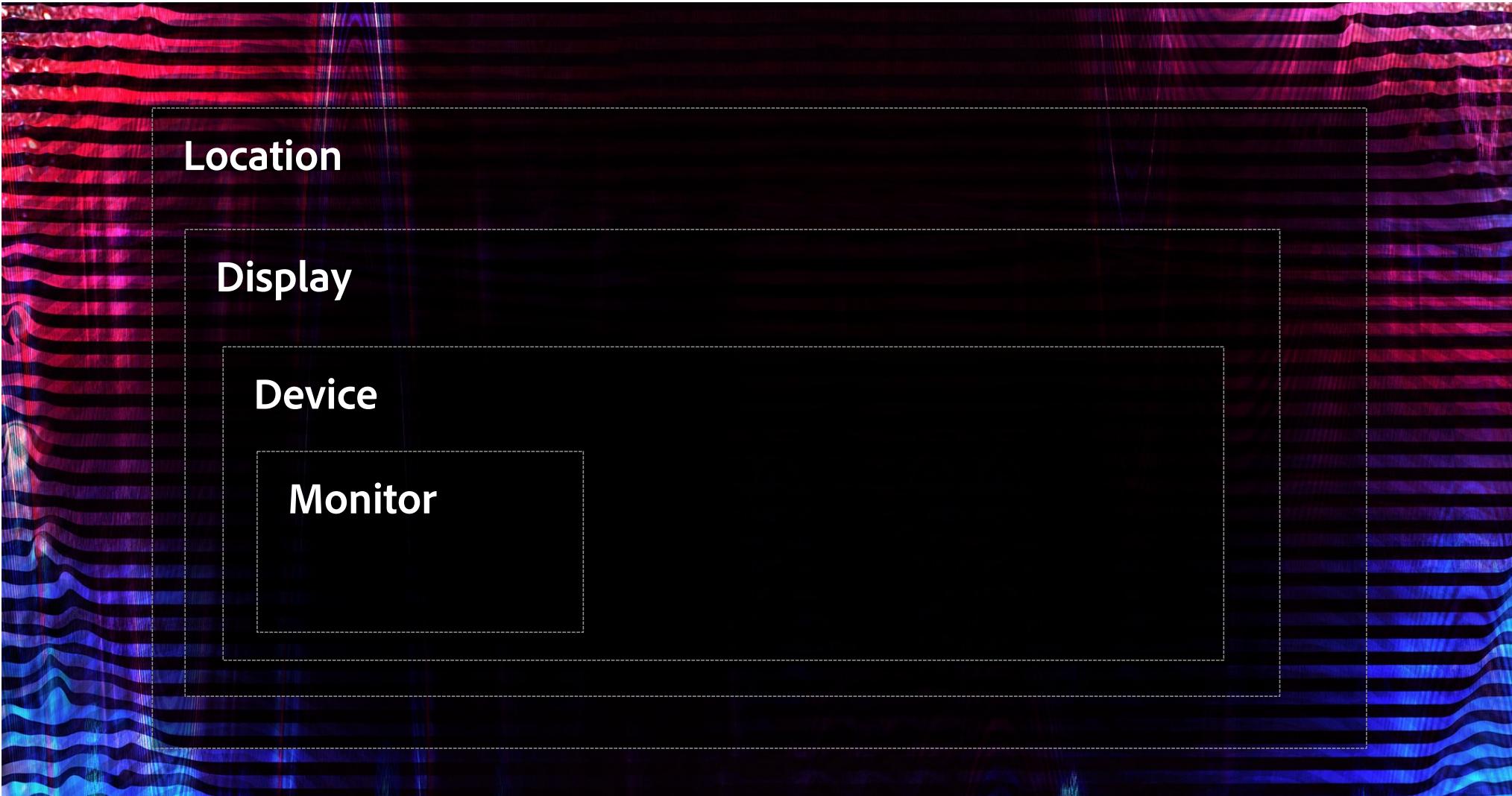


### Supported Player OS

- OSX
- iOS
- Android

# AEM Player Architecture





**Location**

**Display**

**Device**

**Monitor**

**Location –Shop 22a Canal Shoppes, The Venetian, 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

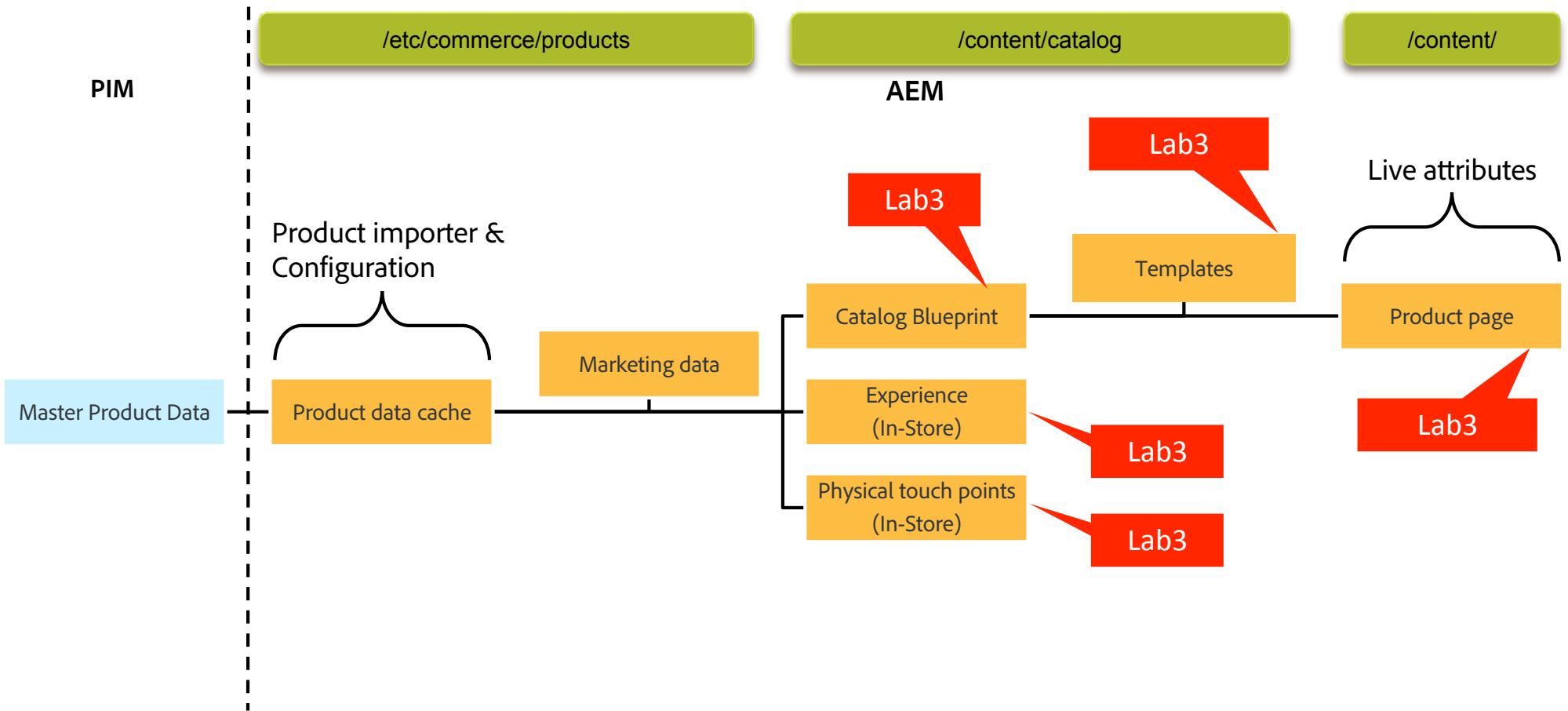
## Brand to Consumer

- In-location Promotions
- Information Screens
- Menu Boards

## Self-service / Interaction

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

# Workflow – Creating Commerce Experiences

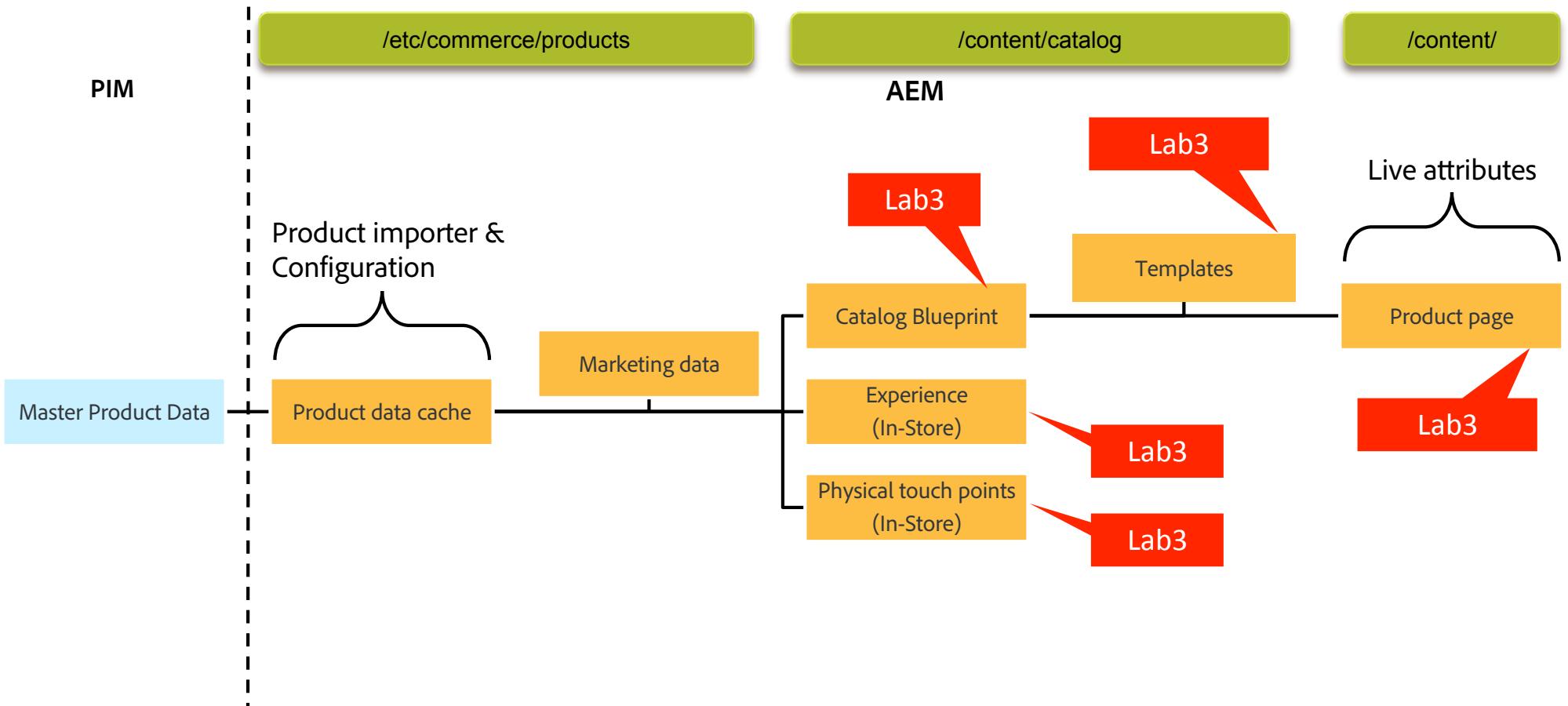


## Lab 3 – Summary and Key Takeaway

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.

Use Cases : As a user, I would like to create in-store experience 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





## Pop Quiz - 3

1. What are channels in the context of Screens ?



## Pop Quiz - 3

1. What are channels in the context of Screens ?
  
2. List 3 plugins for the Screens Player ?



## Pop Quiz - 3

1. What are channels in the context of Screens ?
2. List 3 plugins for the Screens Player ?
3. What are the supported players for screens ?

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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.”

Opportunity

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.

Opportunity

Source: Gartner

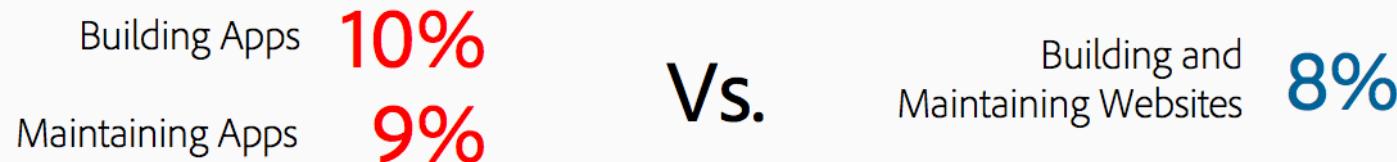
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## Mobile – Facts - 3

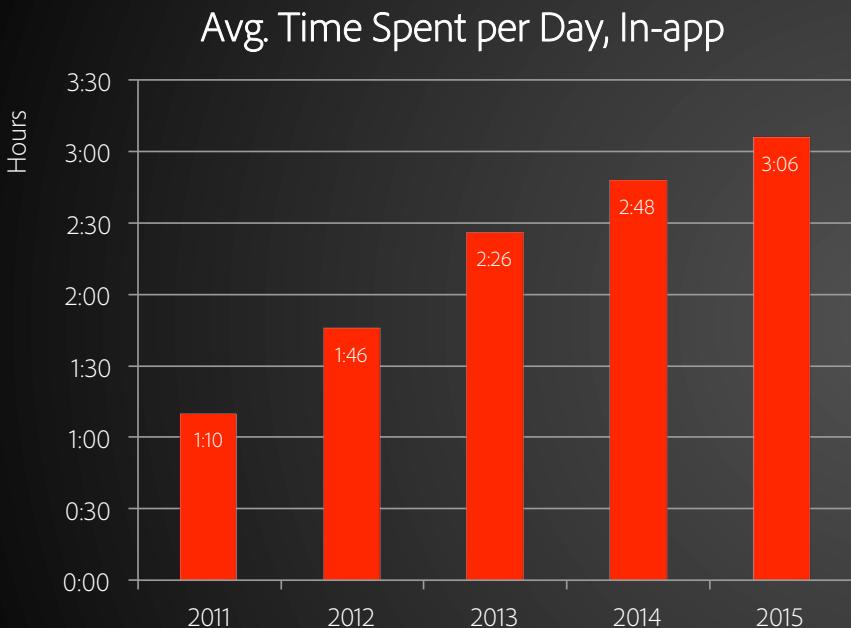
And it's expensive

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



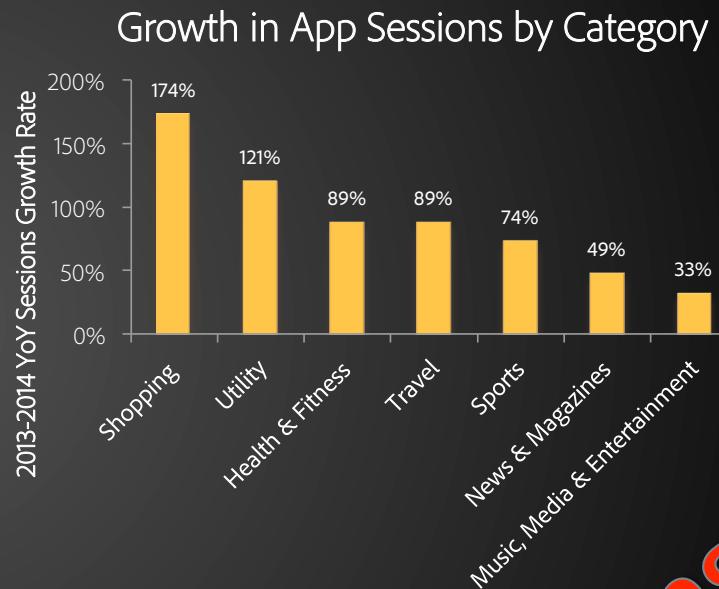
And spends more than **\$13.5B** annually on contractors to keep up with building and maintaining apps.

## Mobile – Facts - 4



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

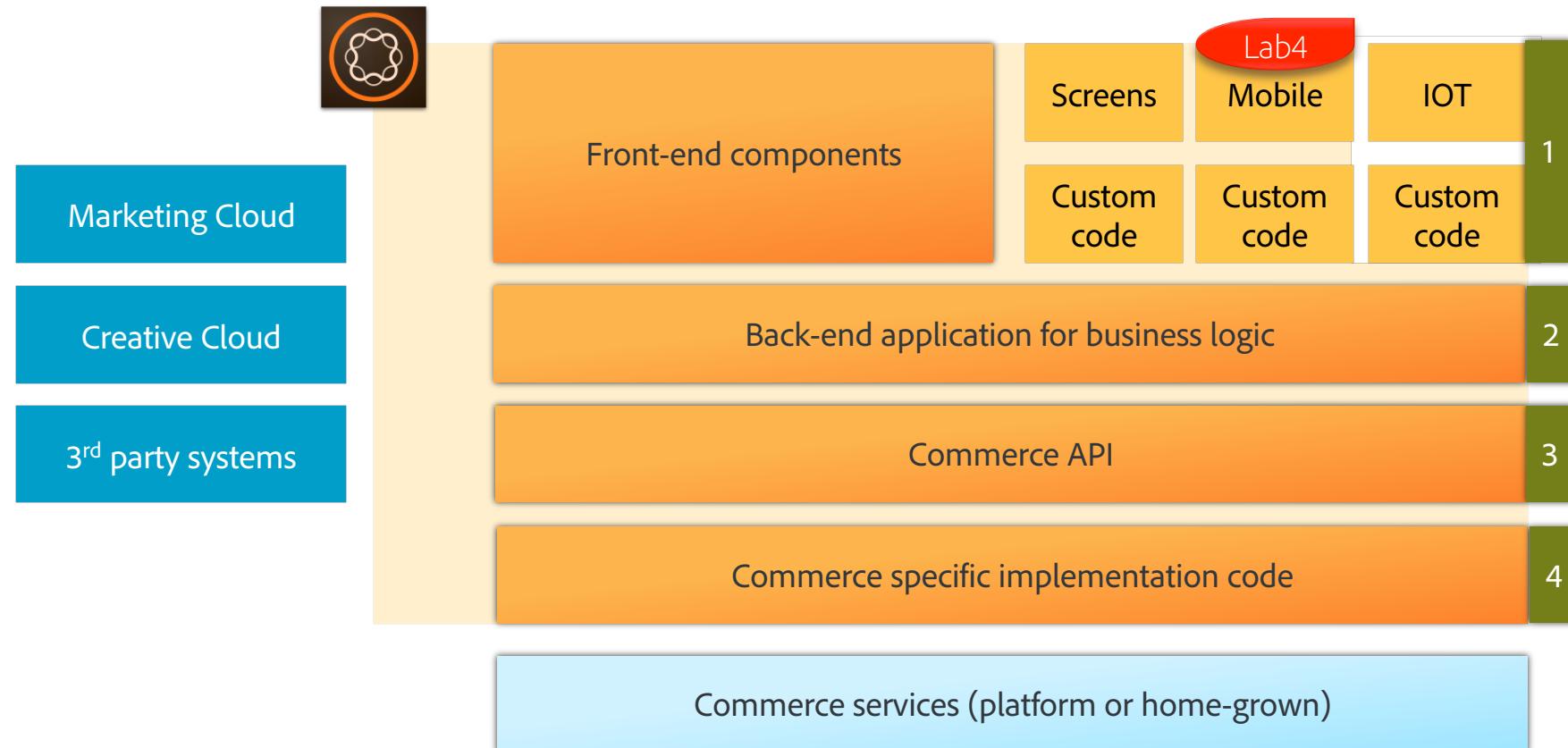
Source: US Time Spent in Media eMarketer, May 2015. p.5 | <http://techcrunch.com/2015/01/06/app-usage-grew-76-in-2014-with-shopping-apps-leading-the-way/>



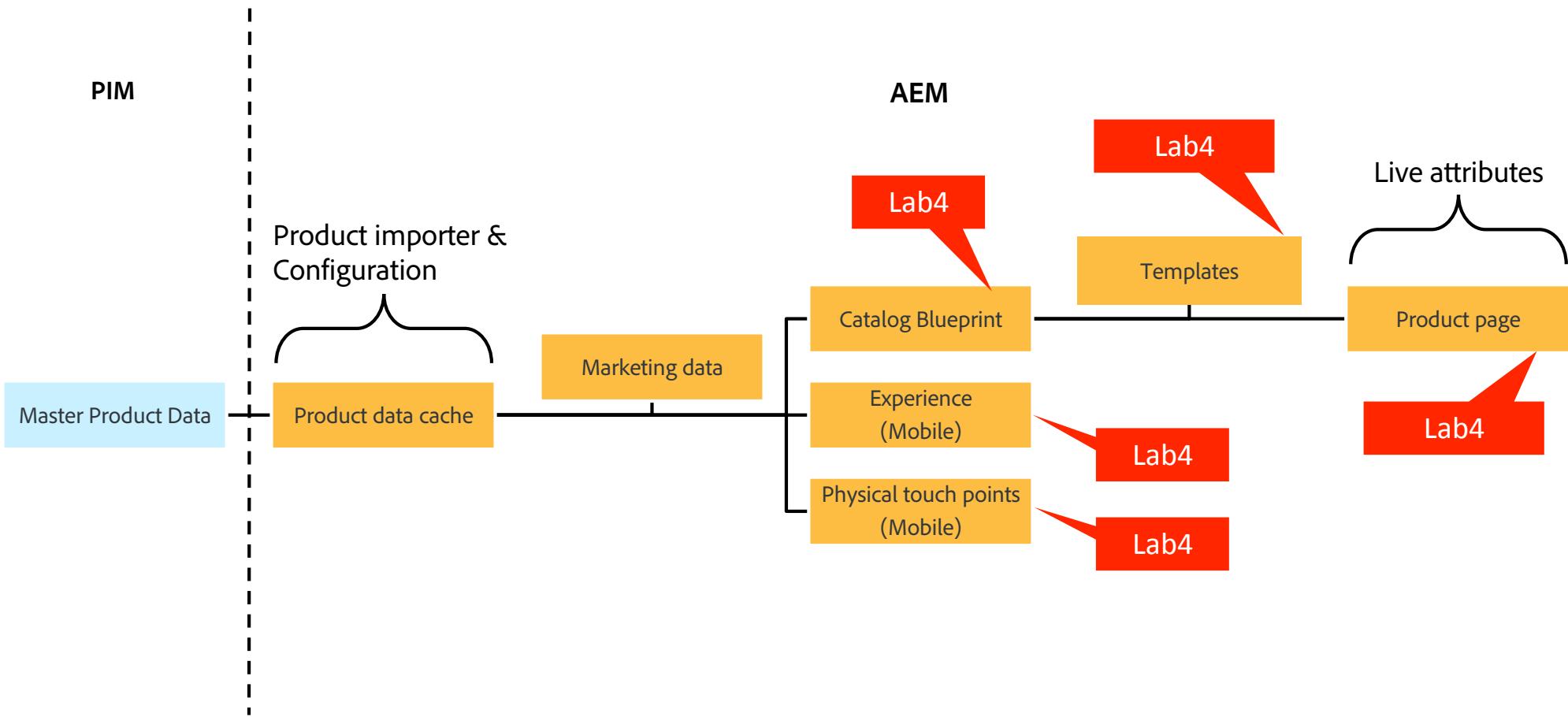
Apps are becoming dominant in categories where consumers regularly engage with the brand

Challenge!

# 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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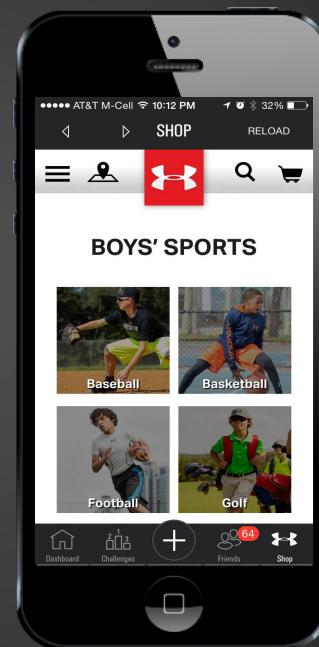
- Centralized dashboard to manage all branded apps and reduce time to market for key content updates, marketing campaigns etc that increase engagement
- Deliver app experiences externally across devices and mobile platforms (iOS, Android, Microsoft etc) to increase your audience reach and reduce costs
- 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, a sidebar lists various project categories: 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 images of athletes, product shots of clothing items like shirts and pants, and a background image. The interface includes standard navigation bars at the top and a detailed view of selected assets on the right.



- 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



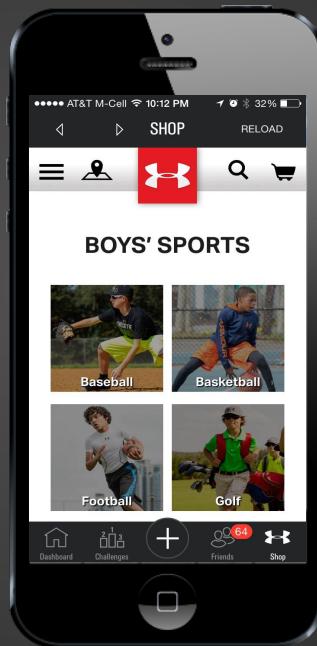
Select path

geometrixx-outdoors / English / Home / Gear / Apparel

- Locations
- Products
- Gear
- Reviews
- News
- About Us
- Login
- Settings

- Season
- Apparel
- Gender
- Activity

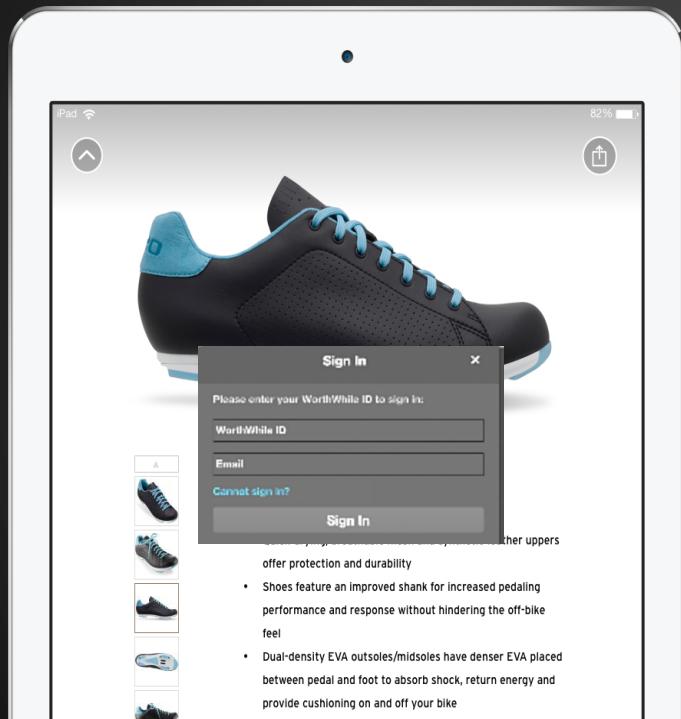
- Scarf
- Coat
- Hat
- Shirt
- Shorts
- Pants
- Footwear
- Glasses
- Gloves
- Helmet



- 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



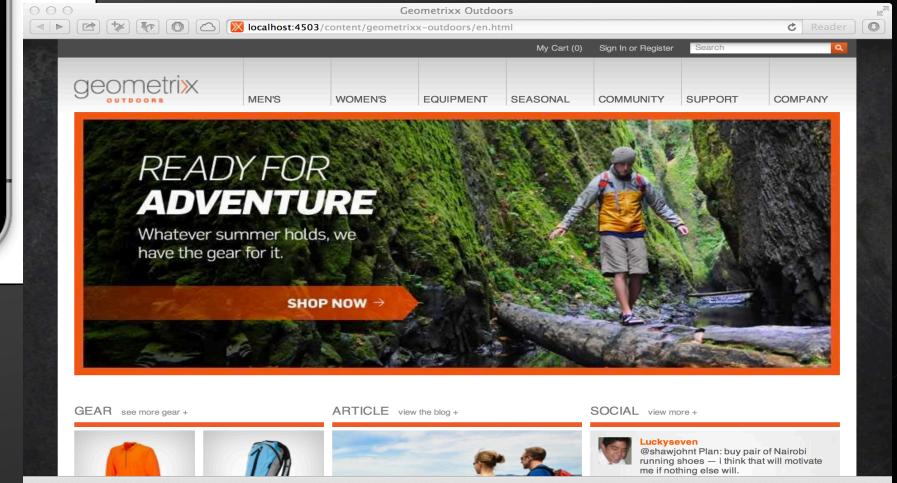
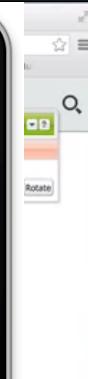
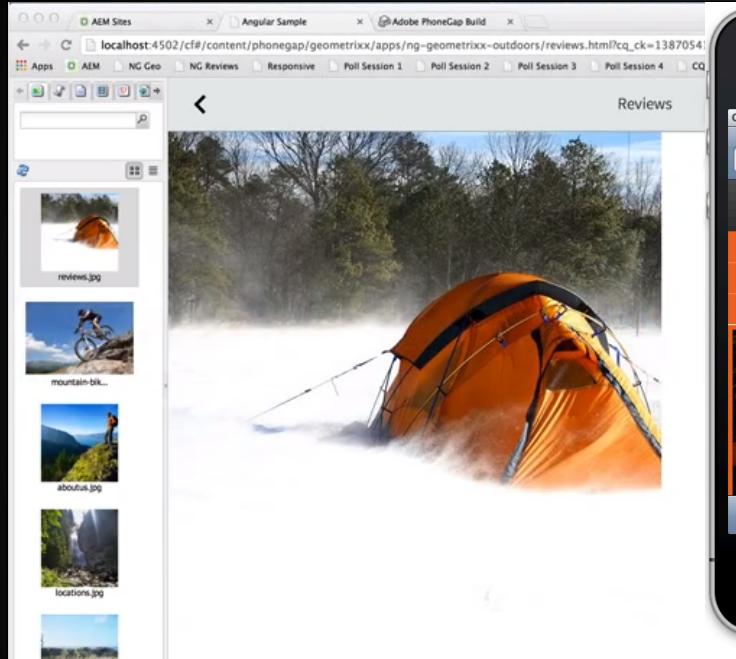
# Engage to Convert: Flexible Publishing and Restricted Distribution



- 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

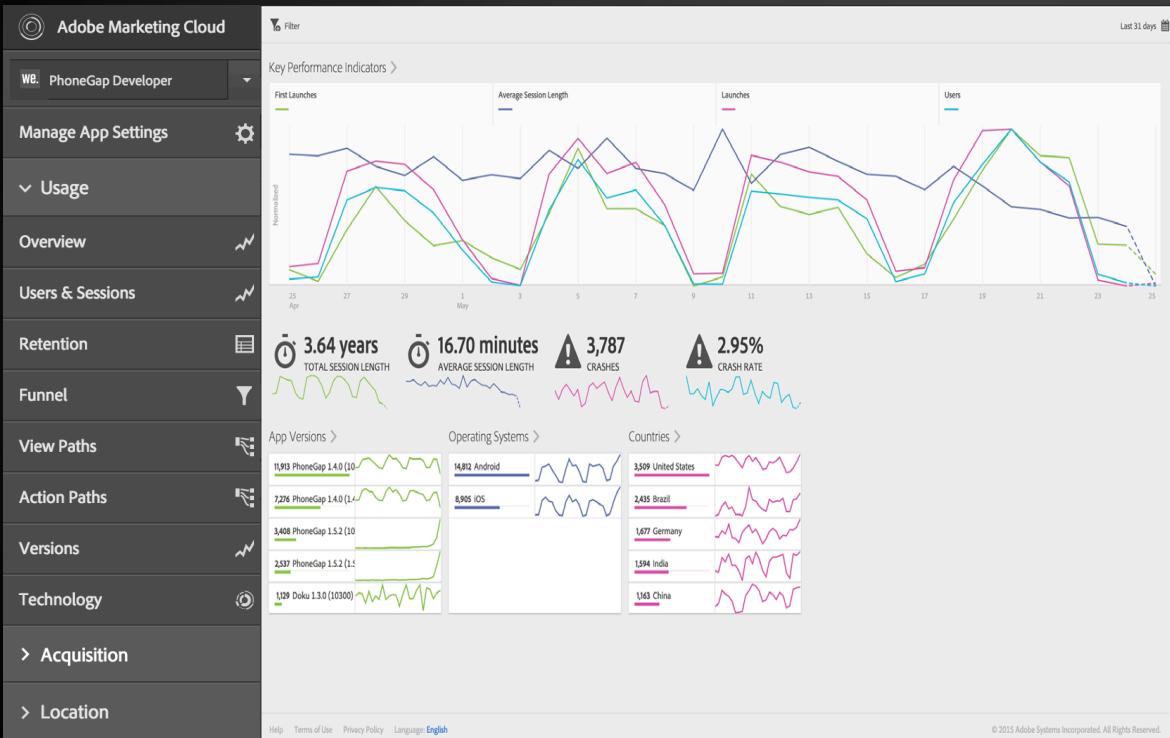


# Loyalty with Cross-Channel: Seamless Experiences Across All Digital Touch Points



- 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 Adobe Mobile 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



Create Notification Wizard

Cancel Create

Text Details

Title \* Special Offers

Message \* Check out our special offers for Fall!

Deep Linking

Link Button Text Fall Offers

Link Path

Sample View

- 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



# AEM Mobile: Maximize your mobile ROI



Increase  
Engagement



Improve Brand  
Loyalty



Drive Acquisition  
& Conversion



Maximize ROI

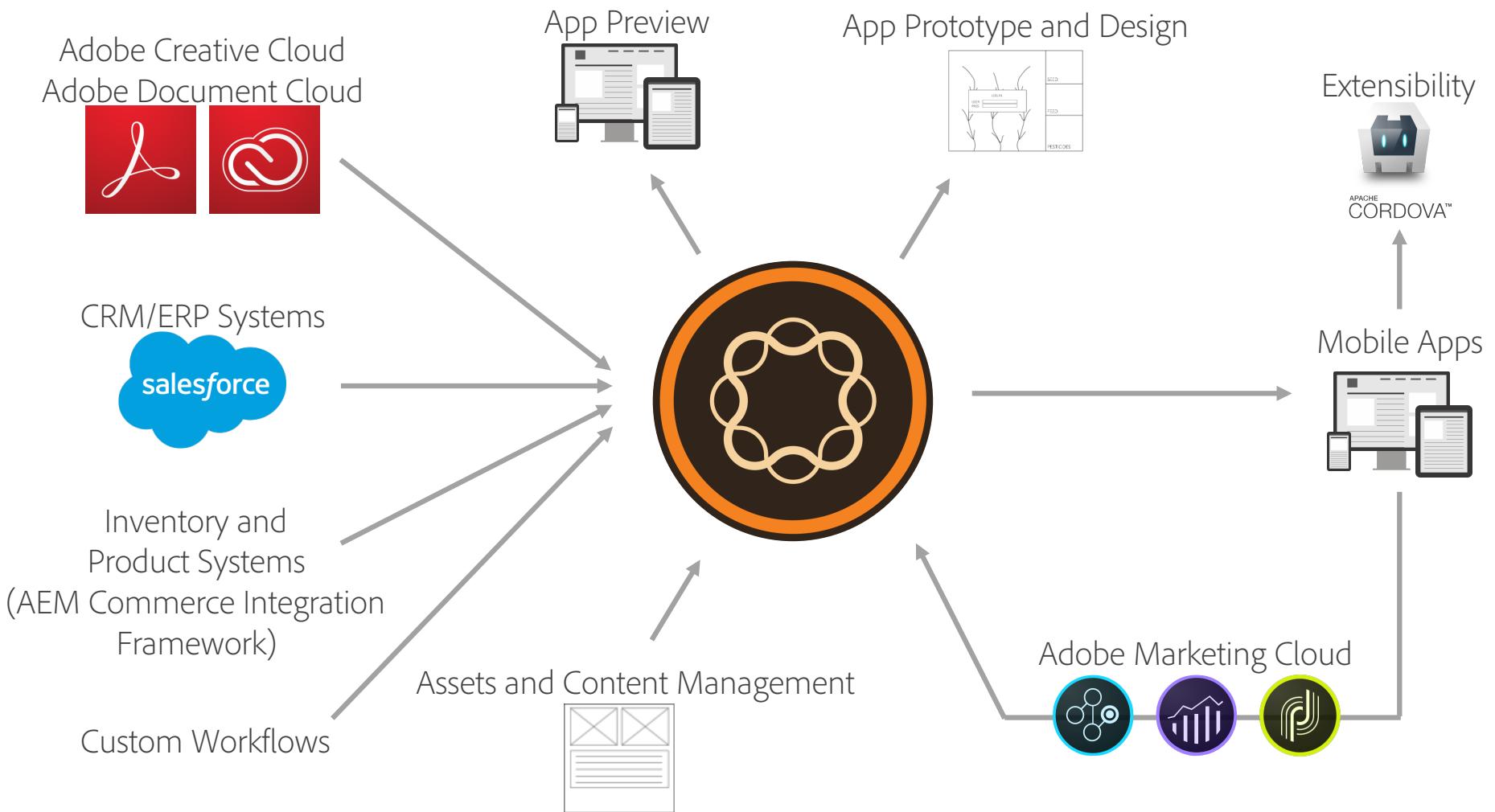


# Adobe Experience Manager –Mobile – Key Changes

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



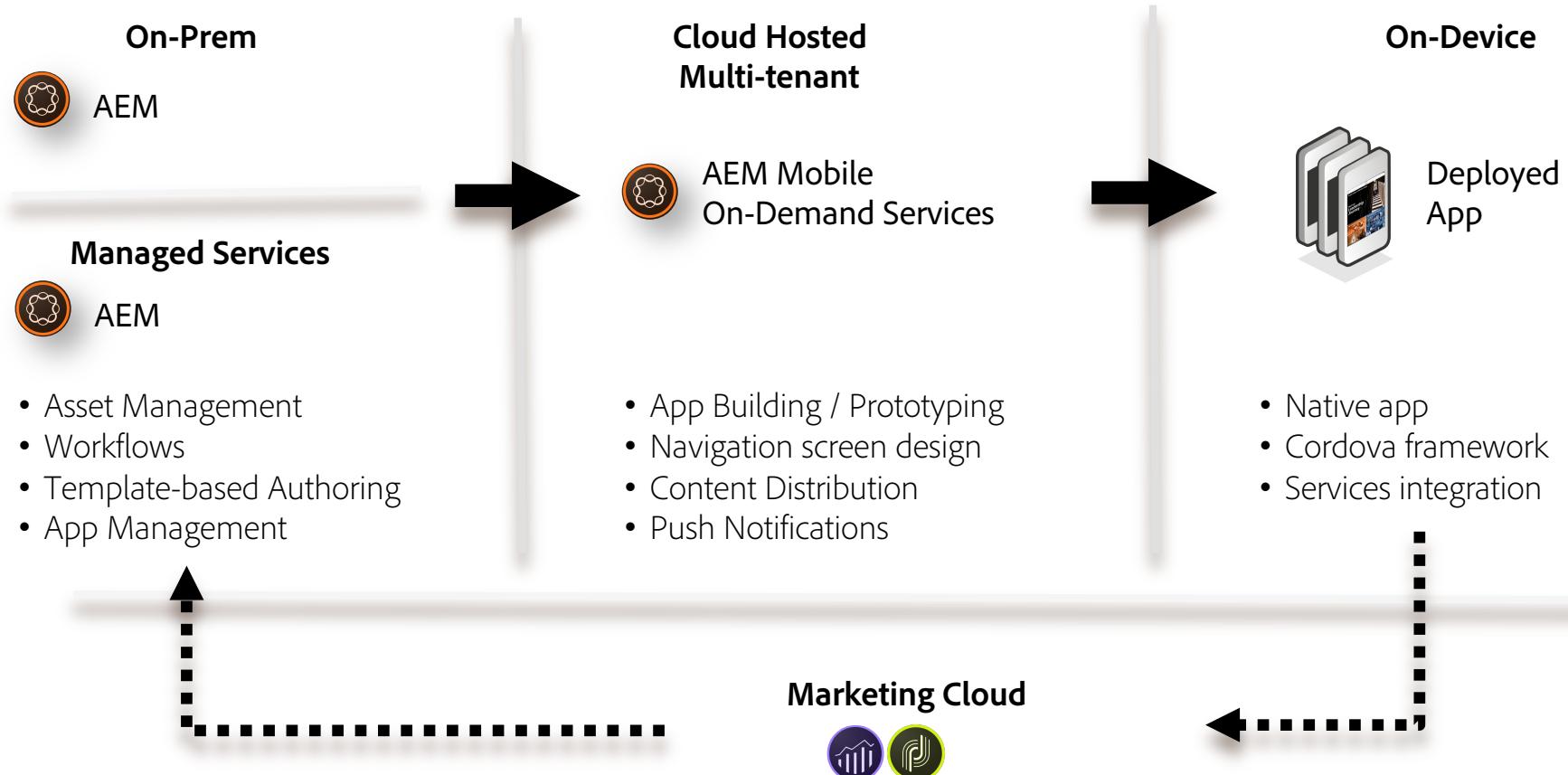
# AEM Mobile – AEM Mobile On Demand



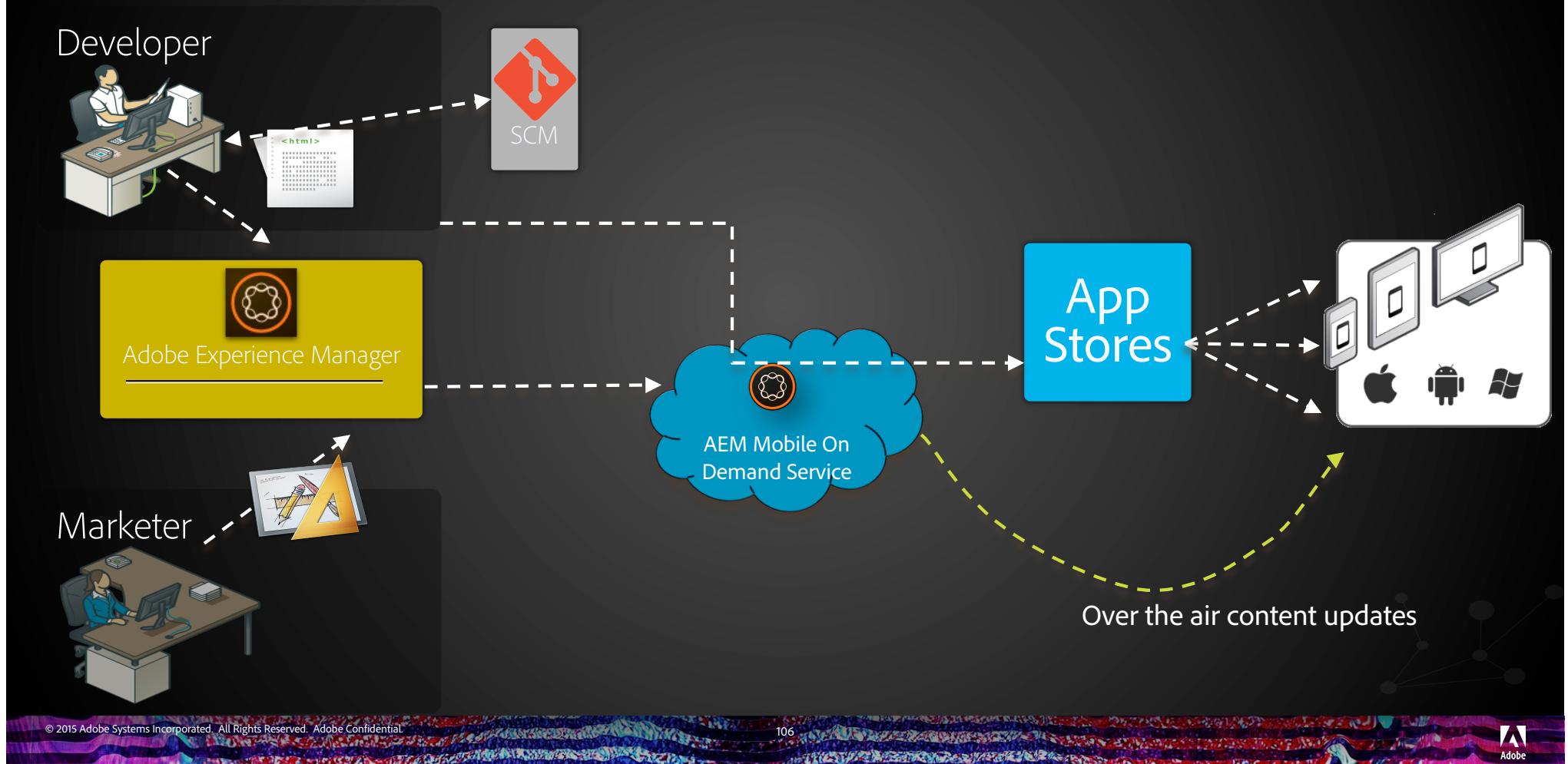
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## Deployment architecture (AEM Powered)



## Deployment architecture (AEM Powered with AEM Mobile On Demand)

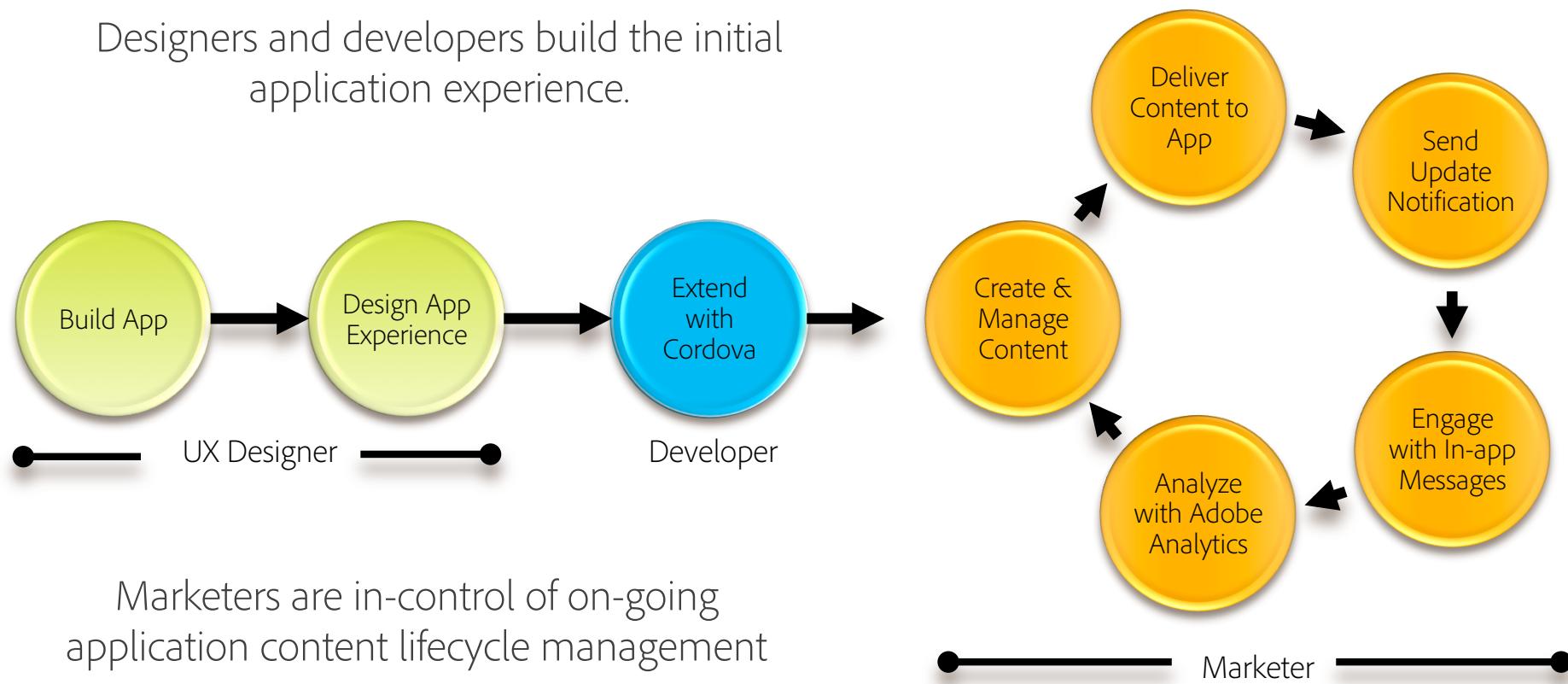


# AEM Mobile On Demand Service UI



## 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

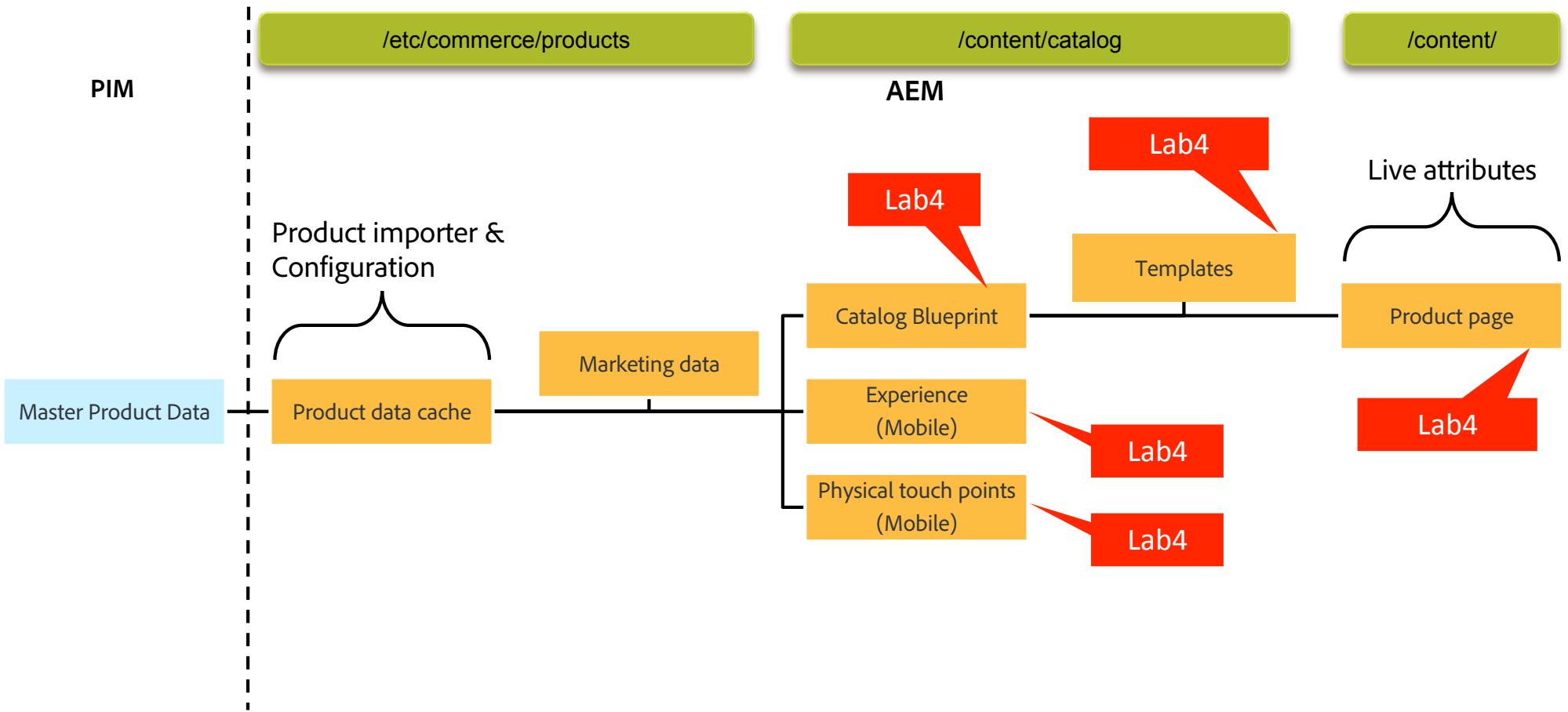
AEM MoD	Summit 2016
Article	Content to be presented to end user
Banner	Banner for Collection
Collection	Collection of Articles and Banners
Layouts	How a Collection is to be displayed in mobile device

<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

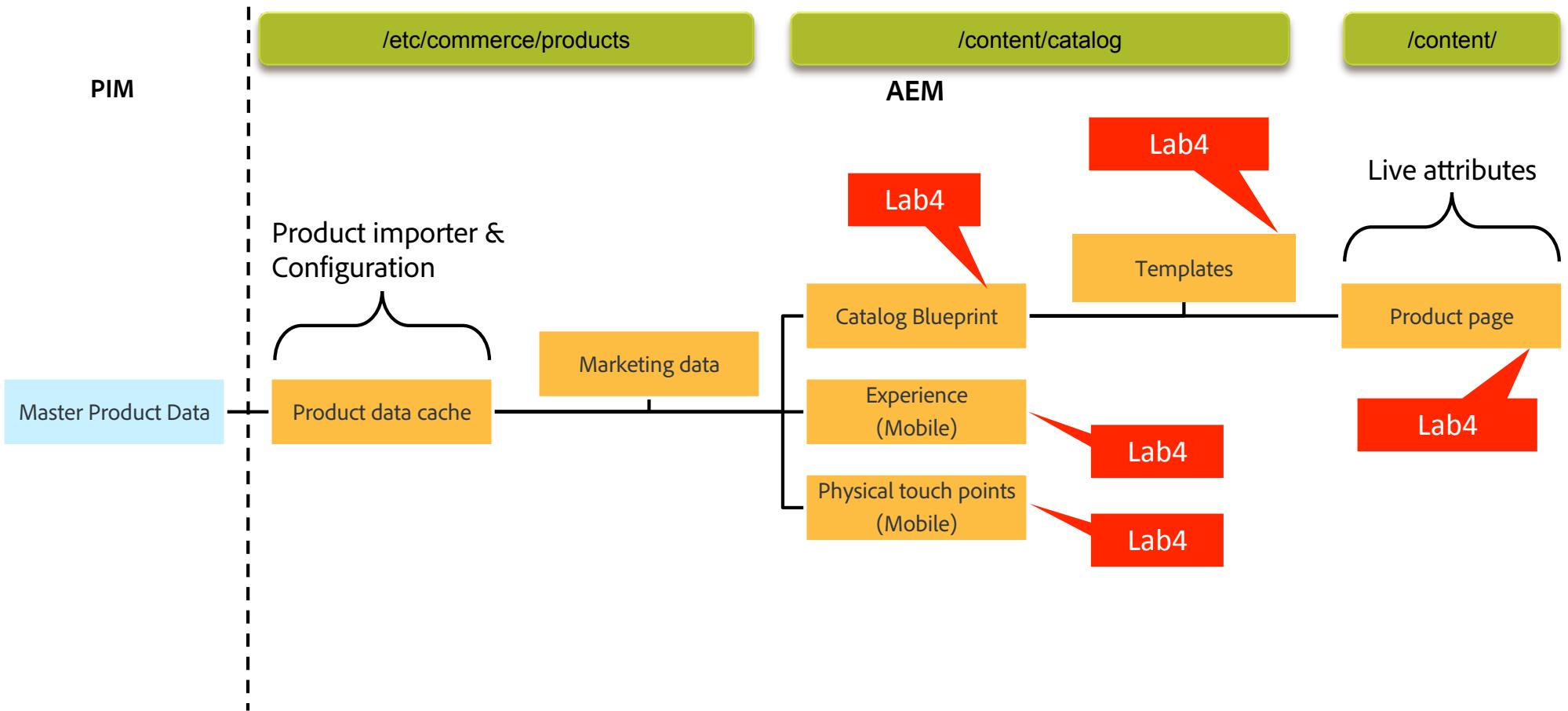


## Lab 4 - Summary and Key Takeaway

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 a mobile touchpoints experience 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





## Pop Quiz - 4

1. What is the equivalent of Categories and Products in AEM Mobile ON Demand service ?



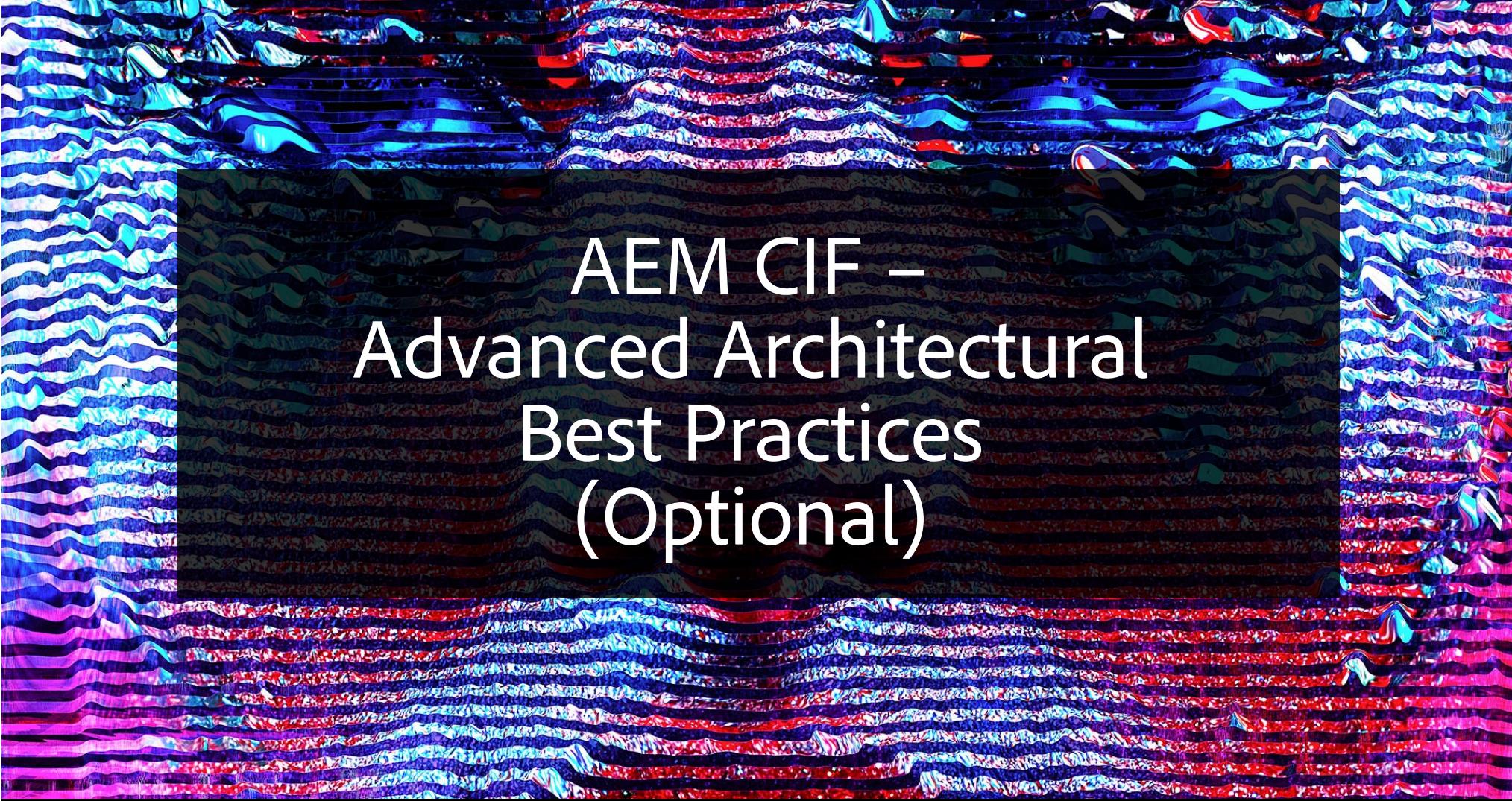
## Pop Quiz - 4

1. What is the equivalent of Categories and Products in AEM Mobile ON Demand service ?
  
2. What is the importance of Content Sync in the context of AEM MoD?



## Pop Quiz - 4

1. What is the equivalent of Categories and Products in AEM Mobile ON Demand service ?
2. What is the importance of Content Sync in the context of AEM MoD?
3. List out 3 main advantages of AEM Mobile?



# 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

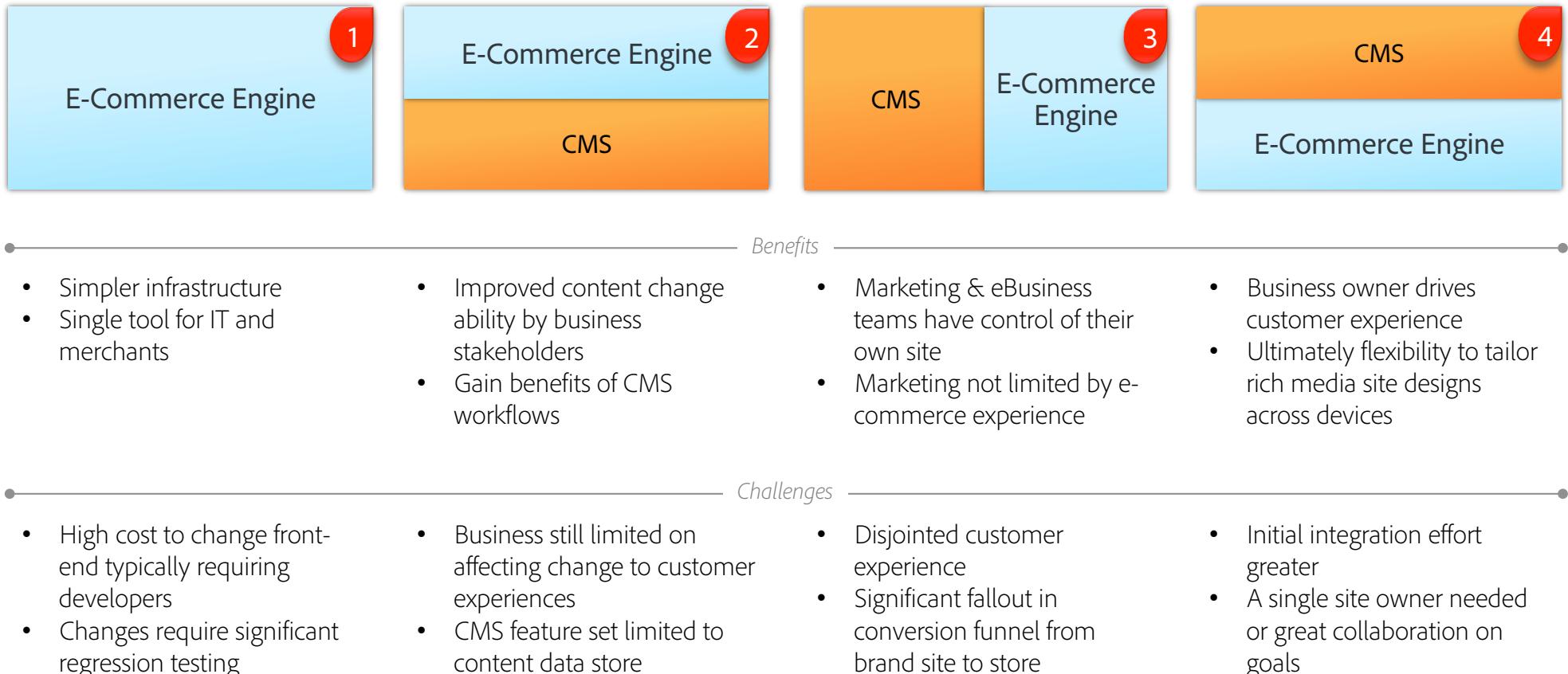
*Continuous Optimization*



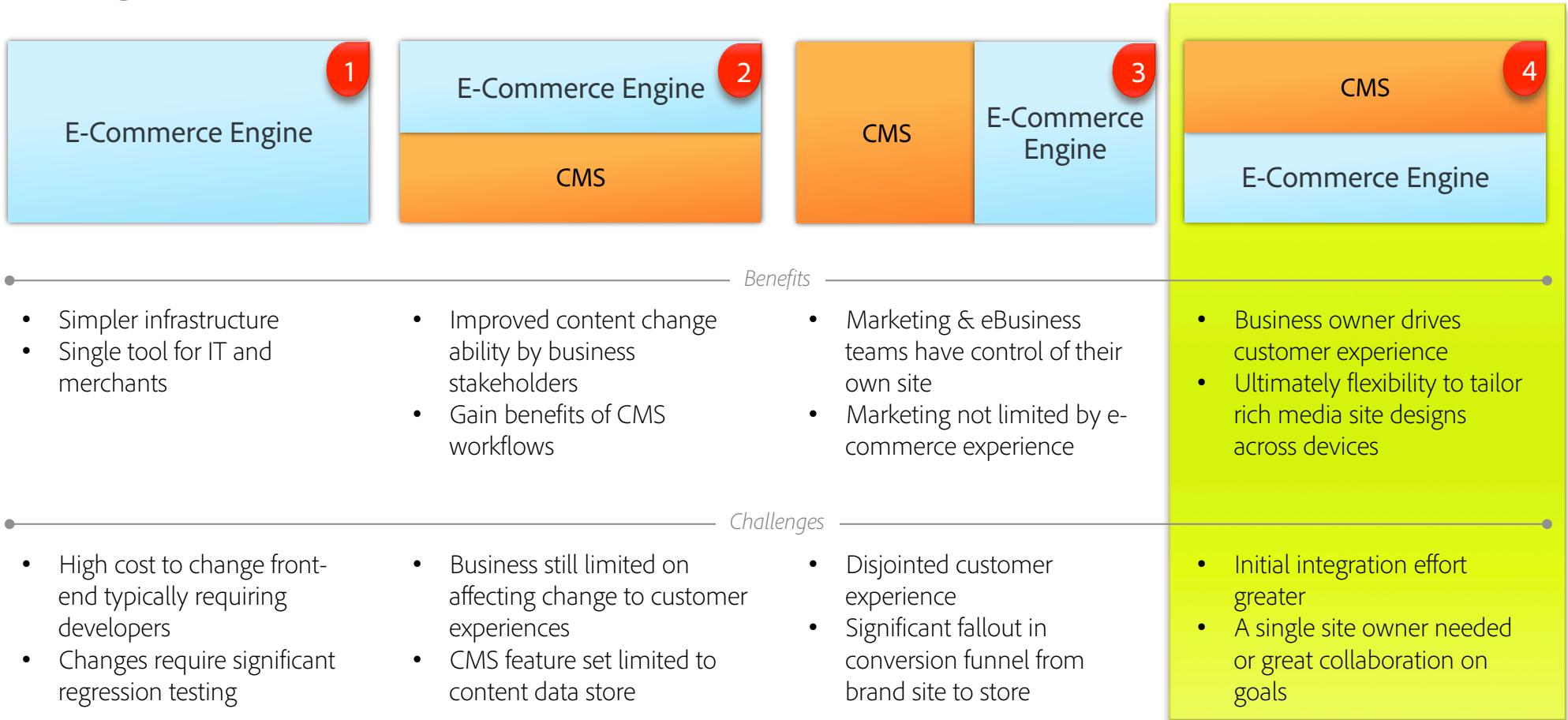
### Commerce Platform

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

# Integration Approaches Supported



# Integration Approaches Supported





# AEM Commerce Implementation - Best Practices

Do	Avoid	Example
Build dynamic components	Building Dynamic Pages	Cart should not be part of the template, rather a dynamic component making dynamic calls
Dispatcher First	Not Publisher	All Components to be built in local with making sure the pages are server as much of static content from dispatcher.
Direct call to AEM Commerce system whenever possible from UI	Using AEM as a proxy to External Commerce systems	Price can be directly fetched from external commerce system if it is highly dynamic, instead of using AEM.
Leverage external commerce system for session ID	Complicated session management in AEM	Creating a GUID in AEM publish in JVM and transmitting across to another publisher.
AEM Commerce PIM data cache	AEM not as PIM	For large subset of products, recommendation to have a external commerce PIM system (instead of using AEM as the PIM)

## 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

# Take the Survey to win!

SURVEY section of the mobile app

Each session



\$10  
Starbucks  
Card

Tuesday



Abby  
Wambach

Signed jersey and  
soccer ball

Wednesday



Bash Swag

Thursday



Amazon  
Echo



# Q&A

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