Opticon

What's Next for

Optimizely Commerce

Composability, Innovation, Going Global, and more…

Josh Schoonmaker

VP of Product, Commerce

SOLUTIONS

PRODUCTS

ENHANCEMENTS

Orchestrate

Optimizely Content Marketing Platform

AND/OR

Optimizely Content Management System

AND

Optimizely Digital Asset Management

Monetize

Optimizely Customized Commerce

OR

Optimizely Configured Commerce

AND

Optimizely Product Information Management

Experiment

Optimizely Web Experimentation

AND/OR

Optimizely Feature Experimentation

AND

Optimizely Experiment Collaboration

Optimizely Data Platform

Optimizely App Marketplace

Optimizely Connect Platform

Intake
Plan
Create
Store
Globalize
Layout
Deliver
Personalize
Experiment
Analyze
Optimizely One

Opticon 2023

Commerce Composability

Evolution of Composability

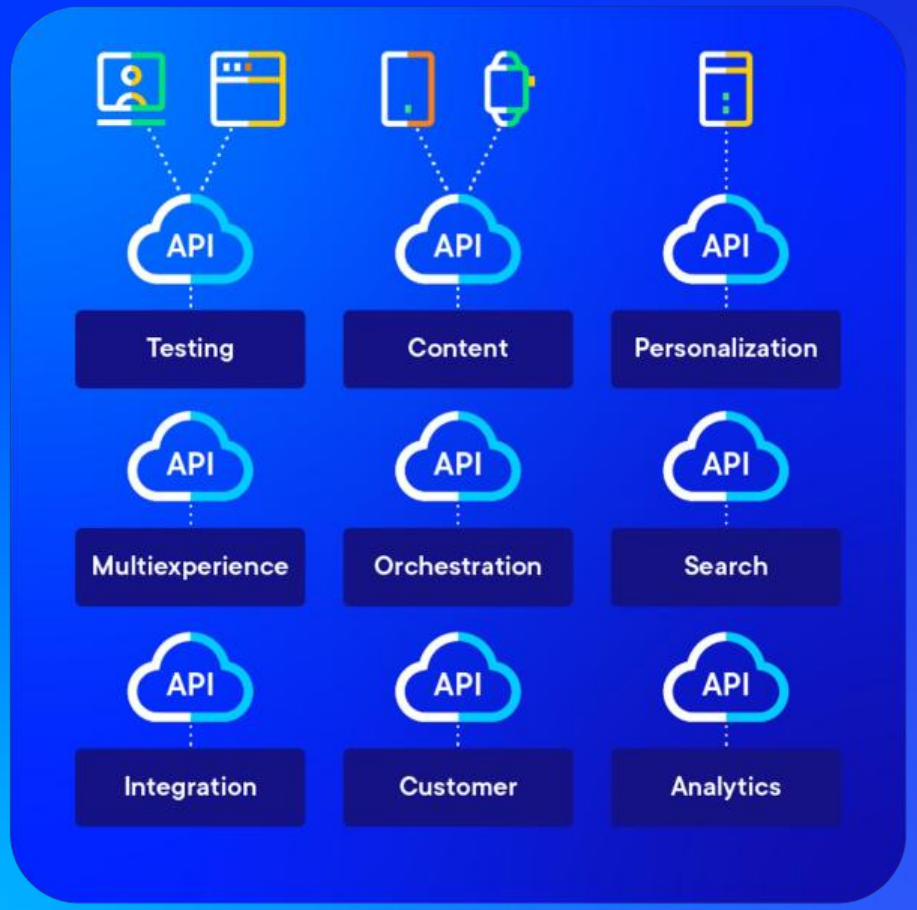
The commerce market has evolved from monolithic architectures, to offering highly composable commerce platforms.

However, organizations who need to compose are often left foundationless by vendors who offer limited out-the-box feature support.

Monolithic

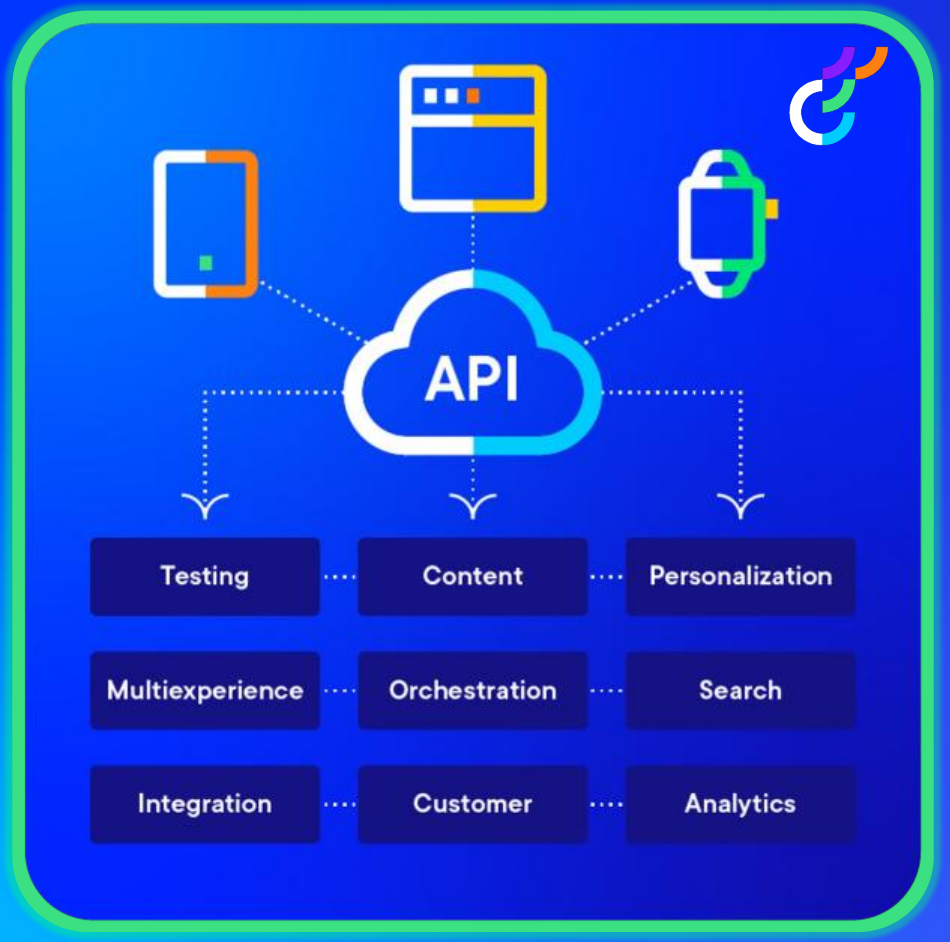
Front-end presentation and back-end functionality are tightly coupled in single code-base

DIY Composable



DIY combination of providers selected for each back-end and front-end component

Composable Platform



Out-of-the-box functionality that can be configured/decoupled as needed

Our Mission

Deliver a smart, composable SaaS Digital Experience Platform that serves both marketing practitioners and developers.

Visual Builder

Graph

Configured Commerce

Customized Commerce

Content Management System

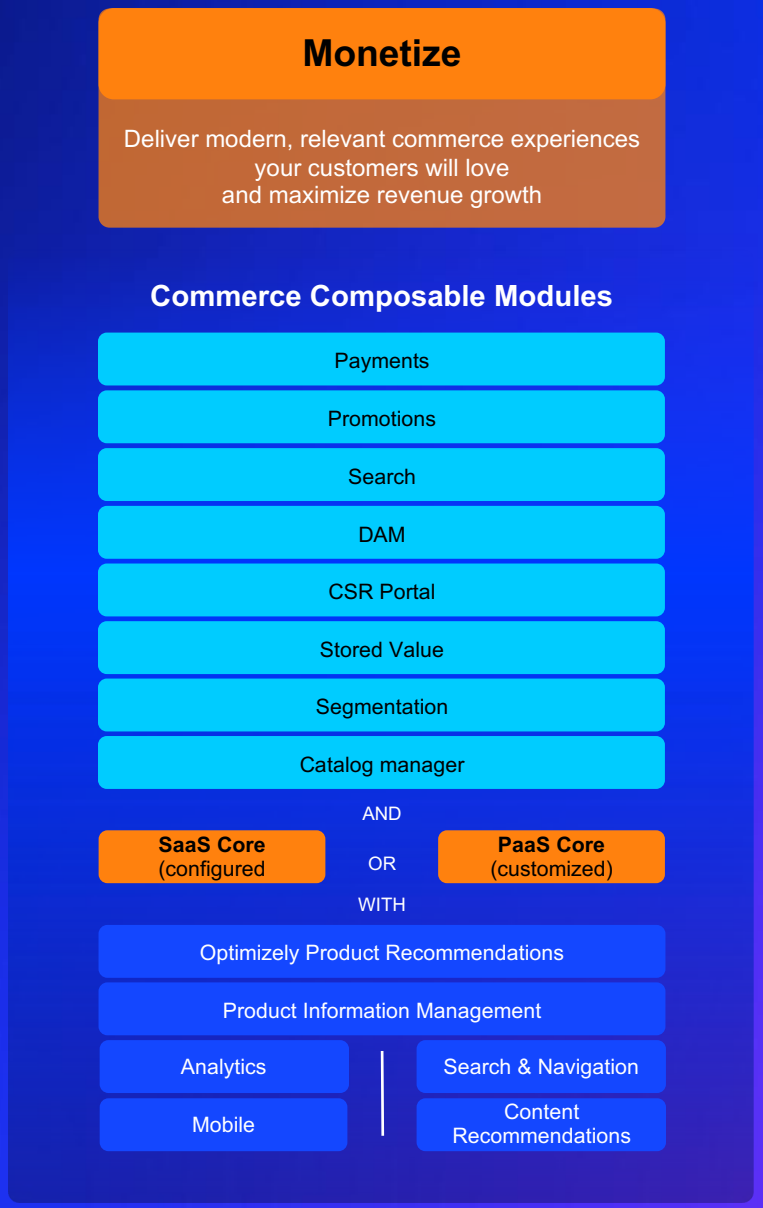
Content Management System

SaaS Core

PaaS Core

Optimizely

Composable Commerce



Optimizely

Composable Commerce

Monetize

Deliver modern, relevant commerce experiences
your customers will love
and maximize revenue growth

Commerce Composable Modules

- Payments
- Promotions
- Search
- DAM
- CSR Portal
- Stored Value
- Segmentation
- Catalog manager

AND

SaaS Core (configured

OR

PaaS Core (customized)

WITH

- Optimizely Product Recommendations
- Product Information Management
- Analytics
- Mobile
- Search & Navigation
- Content Recommendations

SaaS Core
(configured)

- Cart/Checkout
- Punchout
- Order data
- User data
- Organization data
- Purchasing workflows
- Pricing
- Content
- Multi-site/multi-brand
- VMI

PaaS Core
(Customized)

- Cart/Checkout Order data
- Order data
- User data
- Memberships
- Pricing
- *Content
- Multi-site/multi-brand
- Addl. Order Mgmt./POS

Optimizely

SaaS Core

(Configured Commerce)

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(configured)

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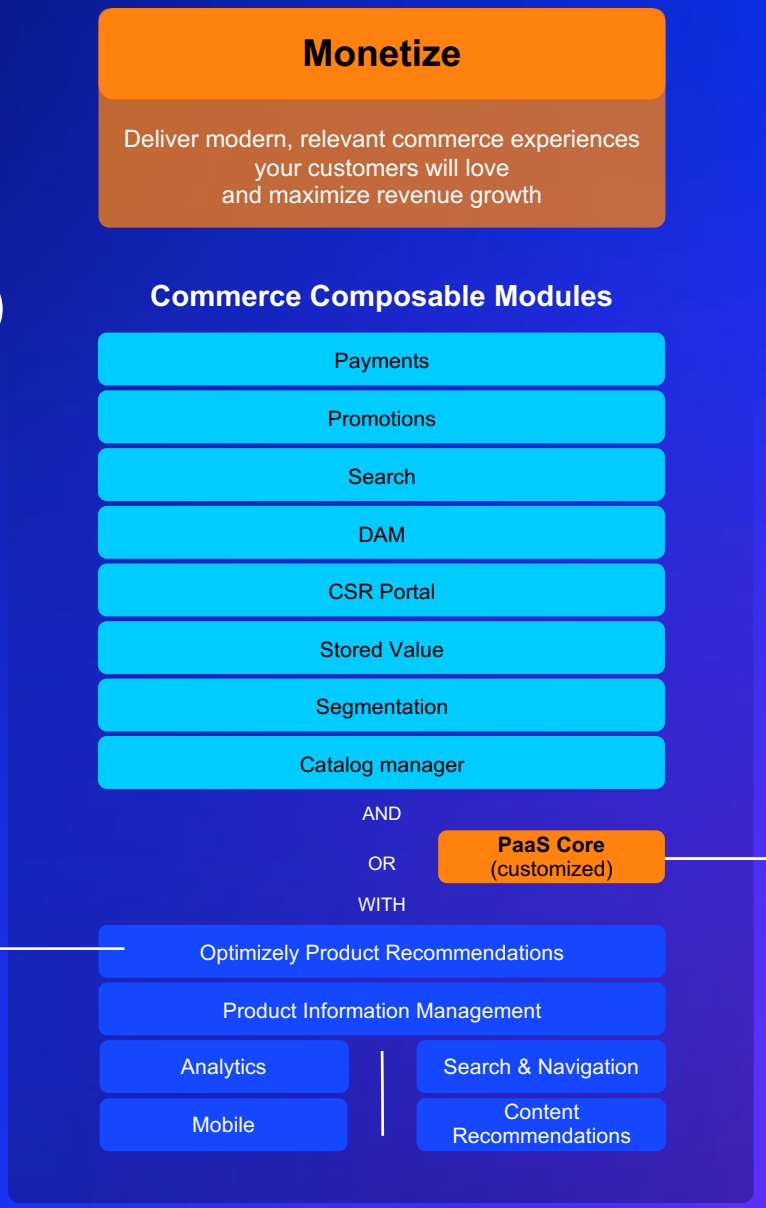
Optimizely

PaaS Core

(Customized Commerce)

We have demonstrated success of this mixture with Product Recommendations



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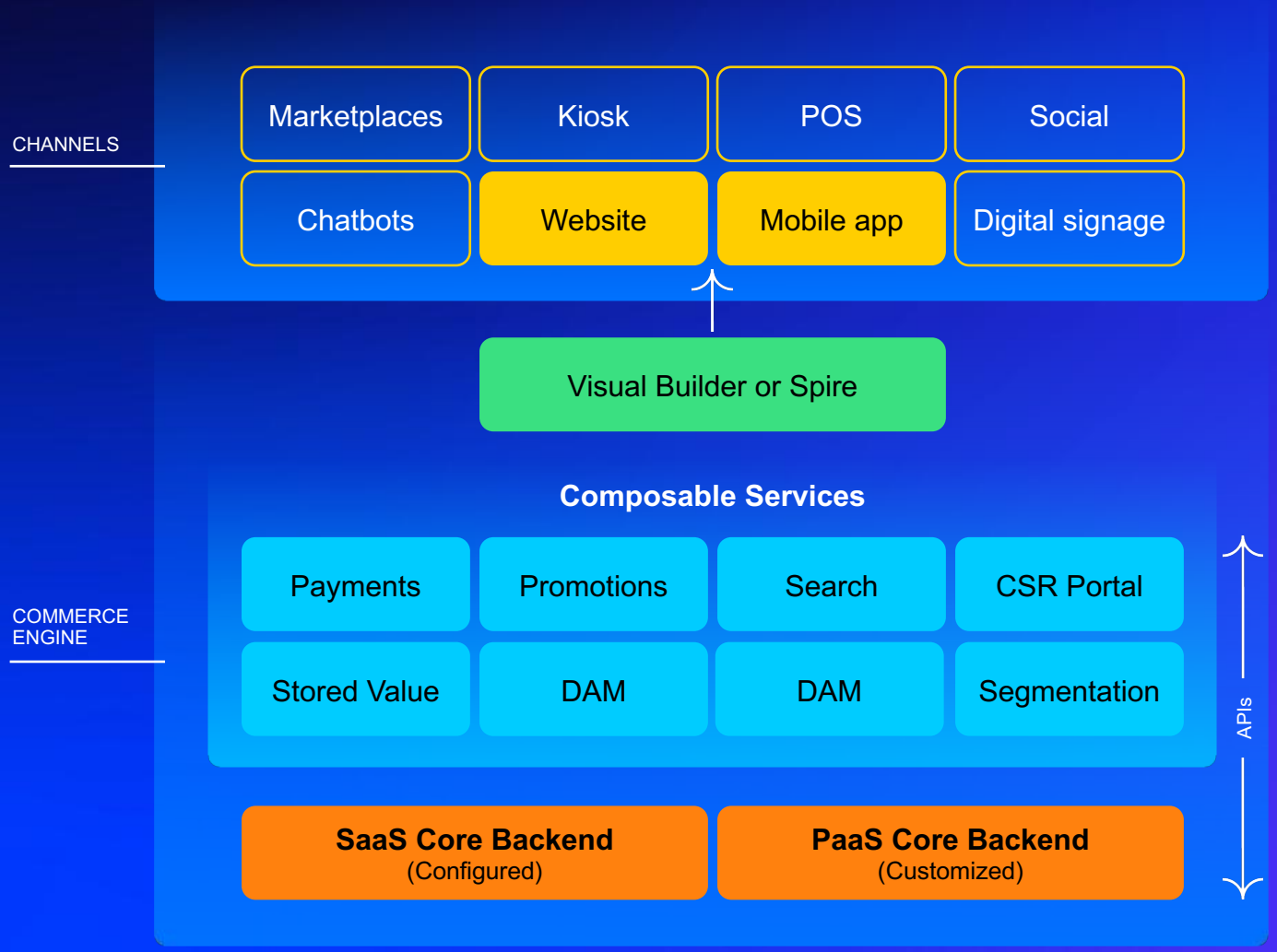
Optimizely Commerce



Publish to any channel with a composable, headless commerce architecture:

- Headless with **Optimizely Commerce APIs**
- Rich selection of **composable modules**
- **SaaS or PaaS Core** for underlying architecture
- **Spire CMS for SaaS and in the future, Visual Builder** to publish to your channels

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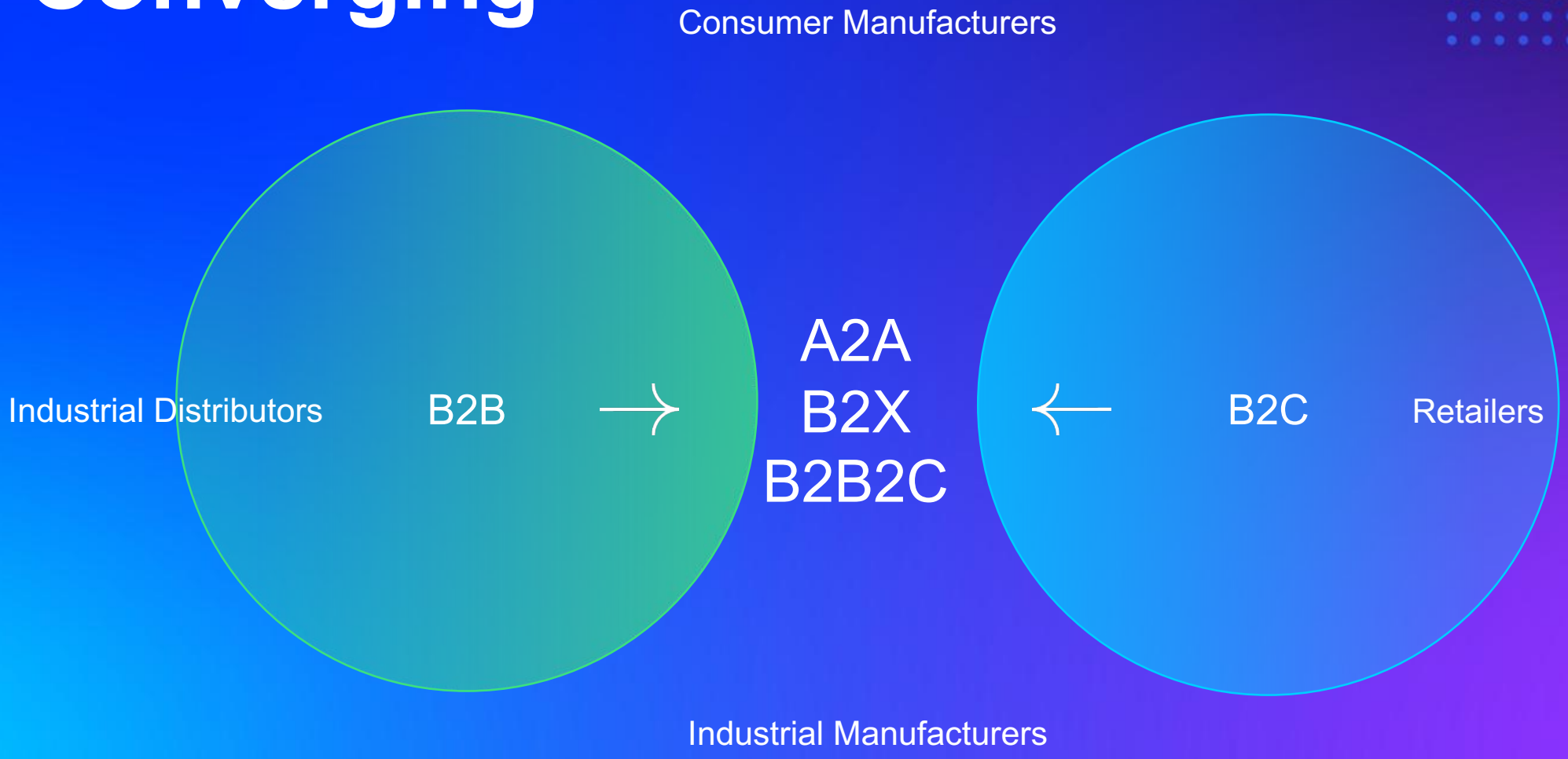
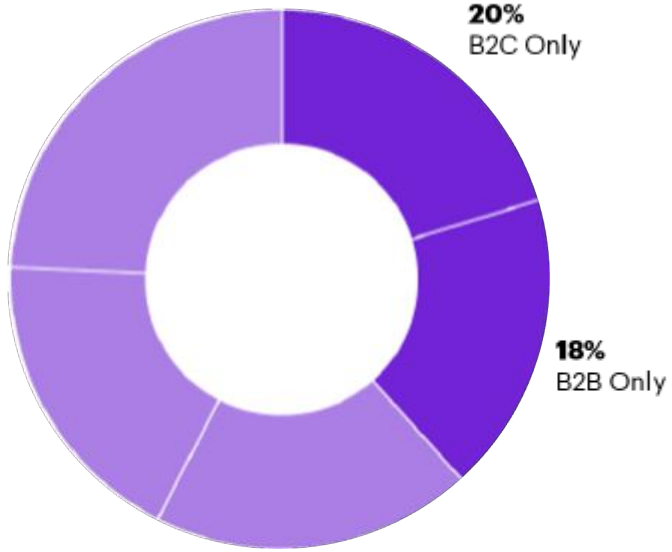
B2B + B2C Commerce

B2B & B2C Converging



Use of B2B and B2C Commerce Business Models



n = 88 members (research circle plus external circle)

Q. To whom does your organization sell via digital commerce?

Source: Gartner Research Circle Digital Commerce State of the Union 2019 Survey

729073_C

Gartner.

61%

engaged in both B2B and B2C digital commerce

Citation:
Gartner, *Survey Analysis: 9 Key Trends in Digital Commerce Adoption*, Mike Lowndes, 23 September 2020.

Objectivity disclaimer:
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D2C + Channel

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Home / Articles

Articles

Revolutionizing Your Kitchen: The Ultimate Guide to Choosing the Perfect Microwave

In today's fast-paced world, where time is of the essence, having the right kitchen appliances can make all the difference.

09/25/2023

Elevate Your Mornings: The Ultimate Guide to Choosing the Perfect Coffee Machine

Start your day with the delightful aroma of freshly brewed coffee, turning your kitchen into a cozy café experience. Discover the world of coffee machines in...

09/25/2023

Unveiling the Elegance of Effortless Boiling: The Ultimate Guide to Choosing the Perfect Kettle

In the heart of every home, a kettle stands as a reliable companion, ready to transform ordinary moments into something special. From that first morning cup of tea ...

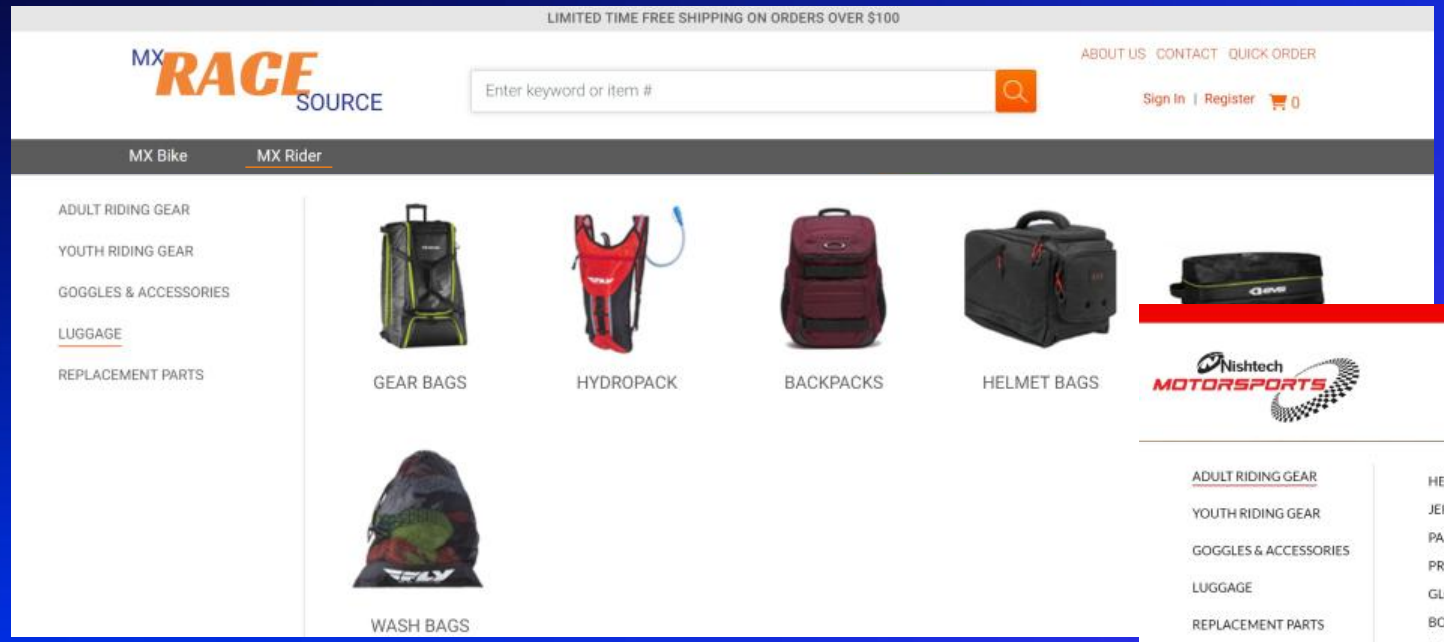
09/24/2023

Rediscover Timeless Flavor: The Percolator - Your Path to Rich, Classic Coffee

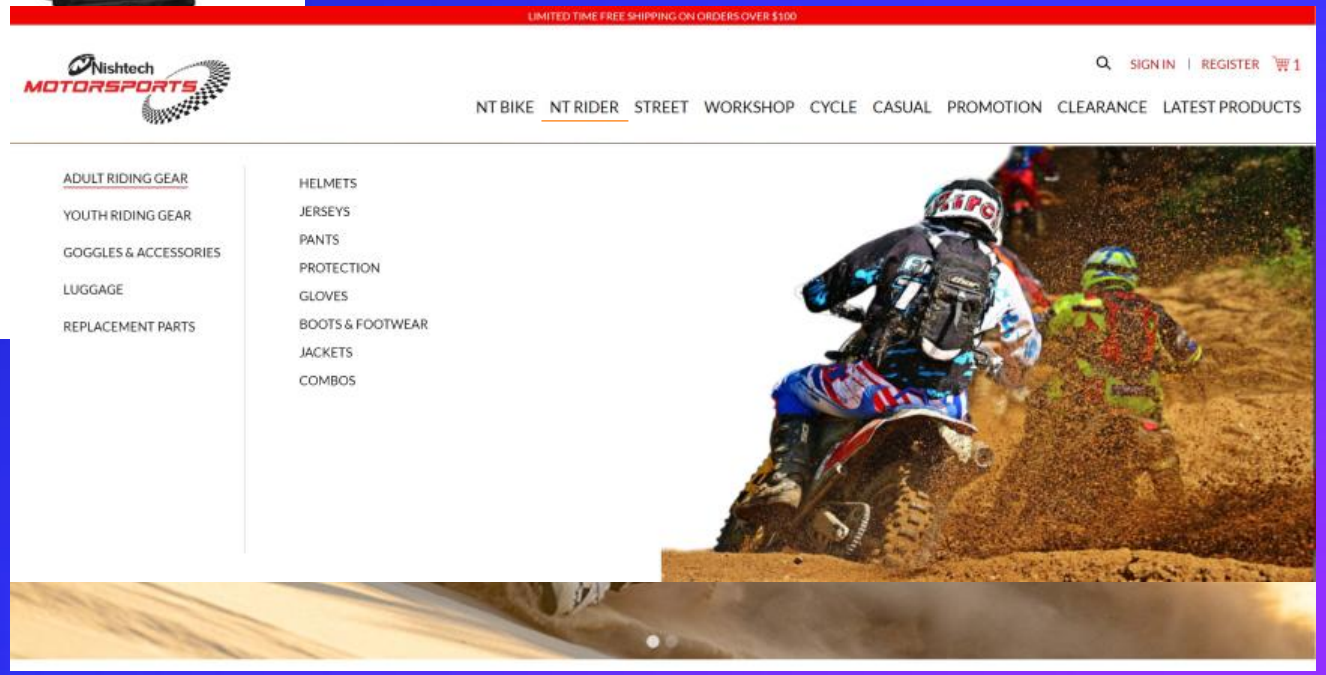
In the fast-paced world of single-serve pods and automatic espresso machines, there's a brewing method that stands as a testament to tradition and taste: the pe...

09/23/2023

Dealer Portal



Online Retail



Created by:

NISHTECH INC

Consumer + SMB

Created by:

VERNDALE

Sign In Cart (0)

assemble POWERED BY VERNDALE

Search

Inkjet Printers Mobile Printers Laser Printers Photo Printers Accessories

Home / Checkout - Review & Submit

Checkout - Review & Submit

Back Pla

Select Carrier: UPS

Select Service: Ground

Have a Promotion Code?

Payment Details

Payment Method *

Select Payment Method

Billing & Shipping Information

Subtotal

Shipping & Handling

Tax

Total

Place Order

3 Products

Condensed View

Inkjet Printer S300

Part #024

Price **$160.00** Qty 1 Subtotal **$160.00**

Power Cable

Part #019

Price **$121.78** Qty 1 Subtotal **$121.78**

Regular Paper

Price **$25.00** Qty 1 Subtotal **$25.00**

Configured Commerce

Leading Commerce Engine for B2B + B2C

Throughout 2023, we have been releasing capabilities to make **Configured Commerce** the best in the market for **B2B + B2C**

B2C Features

- One-Page Checkout
- Product Recs
- Promotion Enhancements
- Variant Enhancements
- Spire Enhancements
- and more…

Configured Commerce

Leading Commerce Engine for B2B + B2C

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Composable Architecture

- 3rd Party Search APIs
- Payments Service
- CSR Portal
- External Extensions
- and more…

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Robust Platform

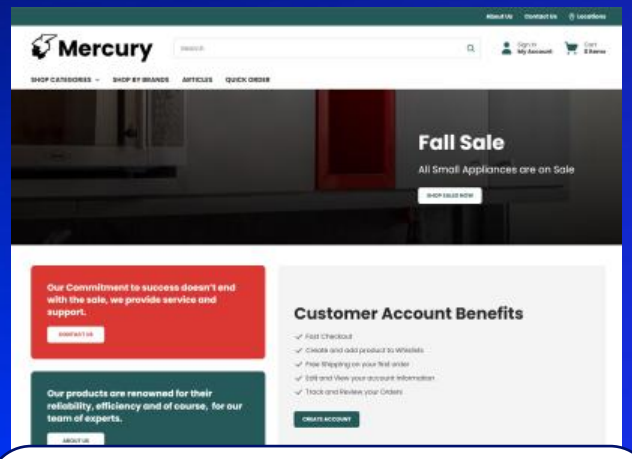
- v3 Migration
- Automated Testing
- Build Service v2
- .NET 7 Upgrade
- Mission Control
- and more…

Configured Commerce

Leading Commerce Engine for B2B + B2C

Configured Commerce

Leading Commerce Engine for B2B + B2C



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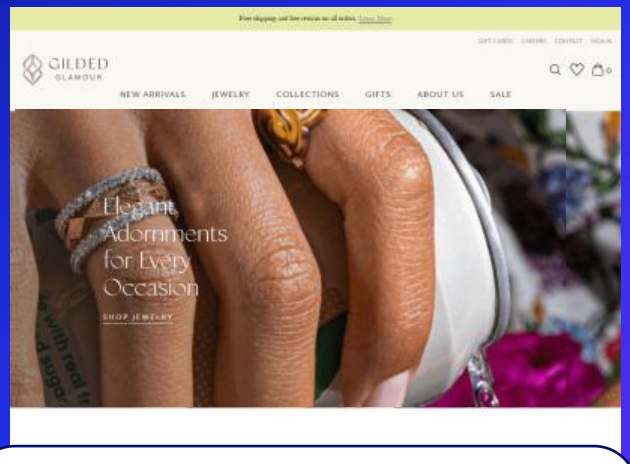
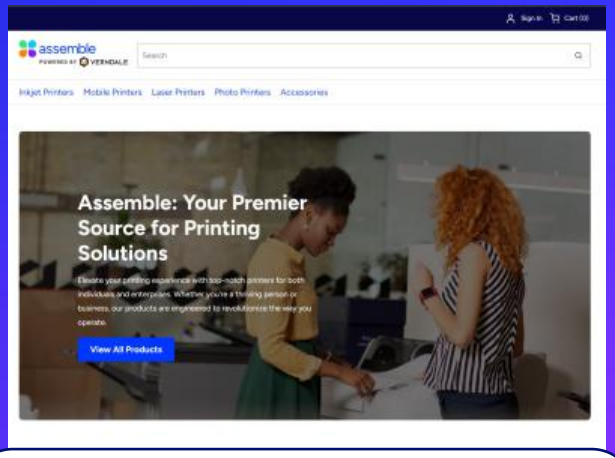


NISHTECH INC



VERNDALE

Optimizely

Still Leading the way in B2B Commerce

Optimizely Commerce

Accelerating Innovation

Unlock Limitless Innovation

with

Unlock Limitless Innovation

with

Optimizely + Google

Search

The search expertise of Google paired with the domain expertise of Optimizely. AI search for B2B + B2C commerce.

Discovery Solutions

Google Cloud

Google Cloud Retail Search

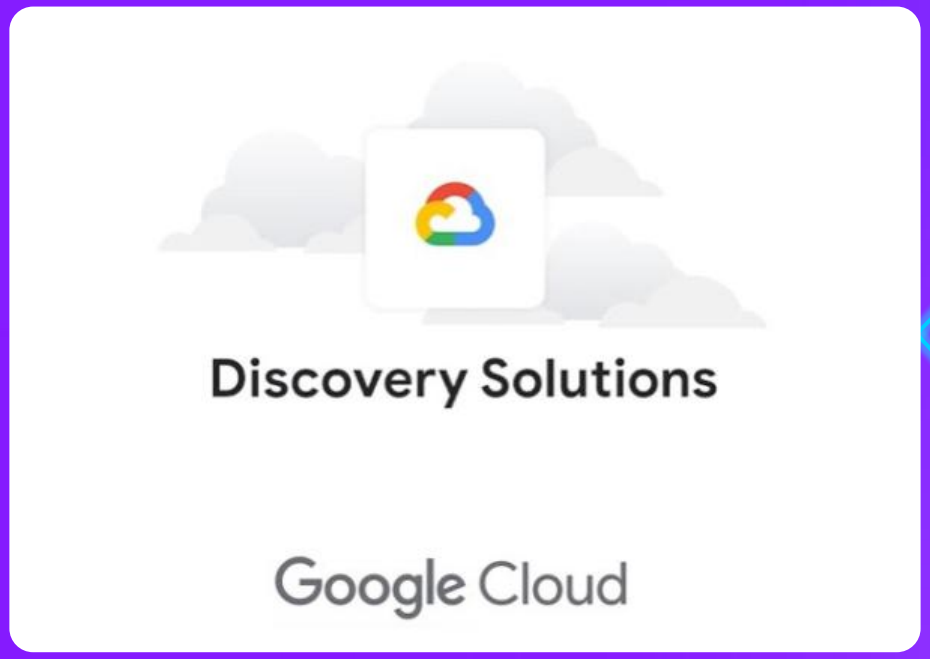
Unlock Limitless Innovation

with

Optimizely + Google

Product Recs

Easy to use AI product recommendations ready from day one.



Unlock Limitless Innovation

with

Optimizely + Google

Translations

Bring automated translations in the Commerce product.

Unlock Limitless Innovation

with

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Google Translate

Optimizely releases over 10 languages to Configured Commerce

Visit the Commerce booth to get a demo

Translations

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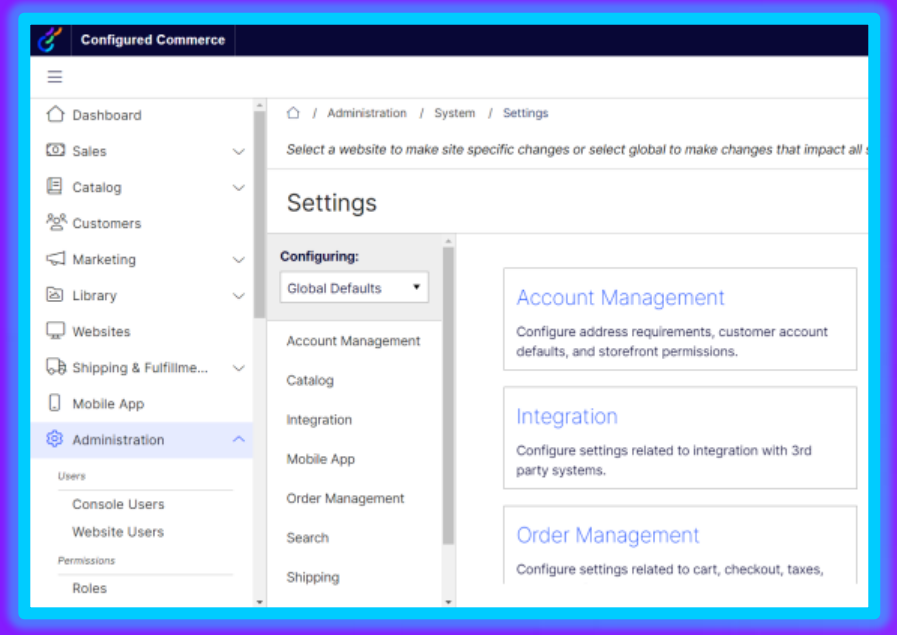
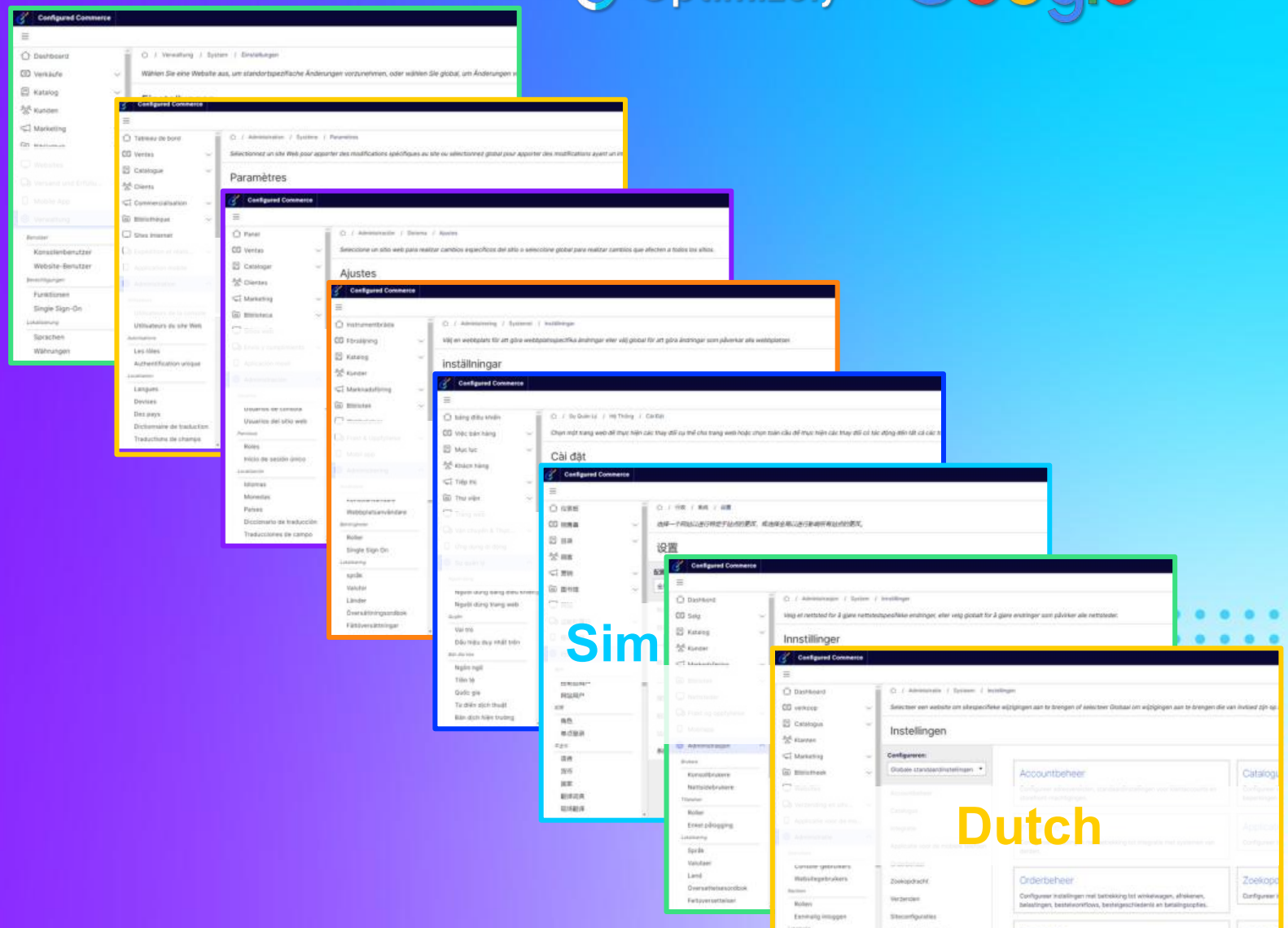




Google

Unlock Limitless Innovation

with Optimizely; now supercharged by Google.

Search

AI Product Recs

Translations

[TBA on Thu]

Personalization

Tomorrow 11:00 – 11:45 AM, Pacific 19

Noah Freeman

Sr. Product Manager
Cloud Retail Search
Google

Mobile Commerce

Tomorrow 12:00 – 12:45 PM, Pacific 15-16

Kris McKee

Director Product Management
Commerce
Optimizely

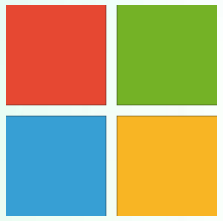
Opticon 2023

Innovation Partners

Innovation Partners

Working with best-in-class technology partners
to accelerate delivery of innovation in products.

Google



Microsoft

Spreedly

Bolt

Opticon 2023

AI in Commerce

AI adoption has grown by 270% in the past 4 years

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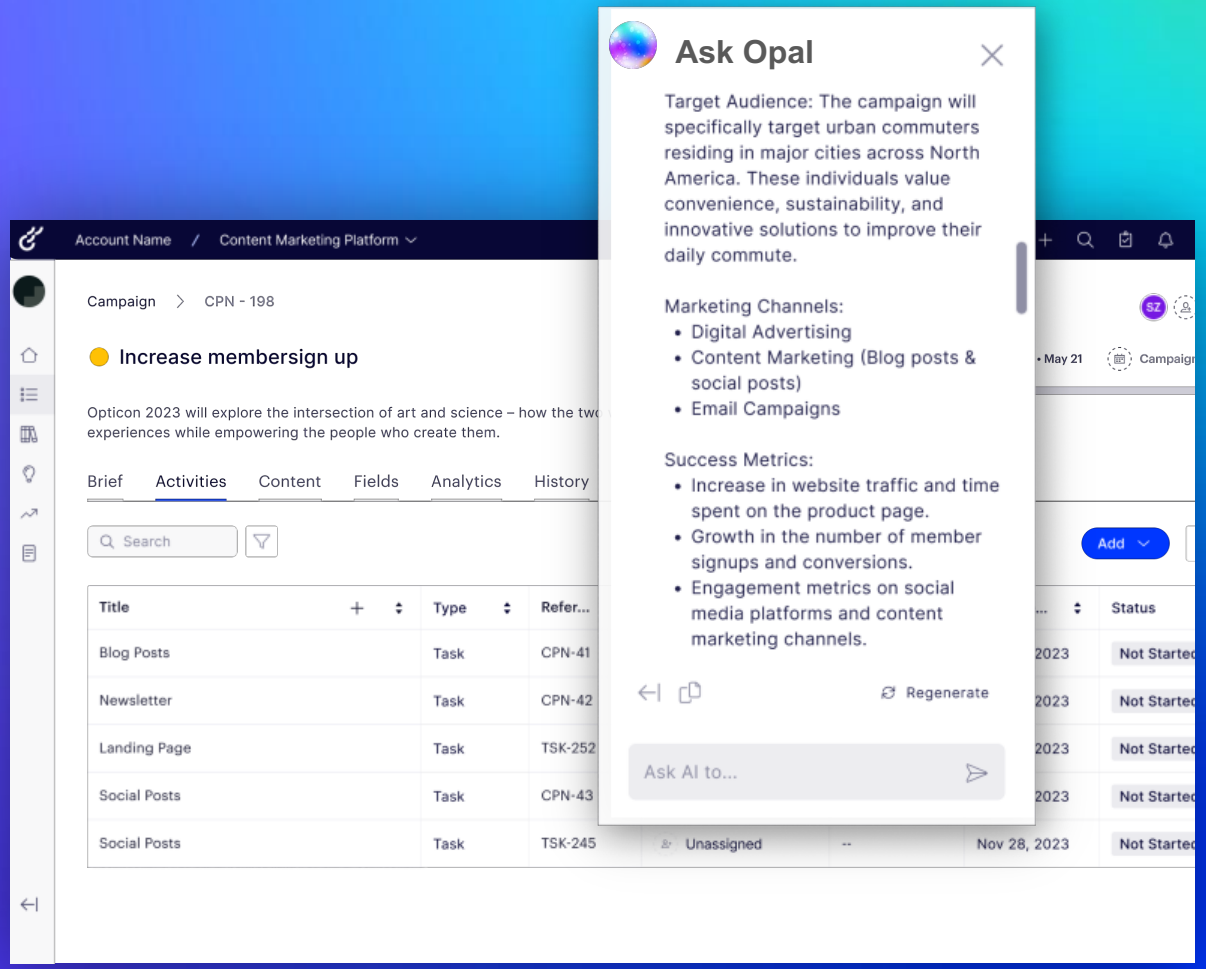
Introducing Opal



Unlock the Power of Proven AI

Applied AI for provable impact using key metrics:
conversion rate optimization (CRO); average order value (AOV);
gross merchandise value (GMV); customer lifetime value (CLV).

Discovery (CRO)

Personalization (CLV)

Customer Acquisition (CAC)

Opticon 2023

SaaS Core
Now Including...

Includes everything you need to win in B2B +B2C

Configured Commerce

Commerce Engine

Spire

New Search (Google)

Product Recs (Google)

DAM Lite

Analytics

Payments (Spreedly)

ODP Lite

INCLUDED! (2024)

Optimizely Commerce

Across the Global

Global support for SaaS Core

Kicking Off 2024 with Full Global Availability

(PaaS Core is already globally supported).

24x7 support available in all regions. Hosting and local data in all regions.

Optimizely Commerce

60 Second Summary

Optimizely One

Opal

Commerce Composability

Unlock Proven AI

Microsoft

Bolt

B2B + B2C

Recs

Search

Innovation Partners

Spreedly

Translation

Unlock Limitless Innovation

with

Optimizely + Google

Opticon Commerce Events

Tomorrow

Personalization

11:00 – 11:45 AM, Pacific 19

Personalization using promotions, AI and more. AI announcements.

Josh Schoonmaker

VP of Product, Commerce

Mobile

12:00 – 12:45 PM, Pacific 15-16

Importance of mobile in both B2B and B2C. Mobile announcement.

Kris McKee

Director PM, Commerce

Extras

Meet Google

Today	3:30-4:00 PM	@ Commerce Booth
Today	4:15-5:00 PM	@ Google Booth
Tomorrow	8:00-9:00 AM	@ Google Booth
Tomorrow	2:00-2:30 PM	@ Commerce Booth

Commerce Team

Promotions Engine Demo

Tomorrow 1:00-1:30 PM @ Commerce Booth

Ask Me Anything w/ Josh Schoonmaker

Tomorrow 1:30-2:00 PM @ Commerce Booth

Thank You!!!

Optimizely Commerce

Opticon 2023

Josh Schoonmaker

VP of Product, Commerce