What’s Next for Optimizely Commerce

Composability, Innovation, Going Global, and more…

Josh Schoonmaker
VP of Product, Commerce
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.
Monetize
Deliver modern, relevant commerce experiences your customers will love and maximize revenue growth

Composable Commerce

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

AND

Optimizely Product Recommendations
Product Information Management
Analytics
Mobile

OR

Search & Navigation
Content Recommendations

SaaS Core (configured)
PaaS Core (customized)
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

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

ADD
OR
WITH

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

SaaS Core (configured)
- Cart/Checkout
- Punchout
- Order data
- User data
- Organization data
- Purchasing workflows
- Pricing
- Content
- Multi-site/multi-brand
- VMI

SaaS Core (configured)

AND

OR

WITH

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

We have demonstrated success of this mixture with Product Recommendations

**PaaS Core**

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

---

Optimizely Product Recommendations

Product Information Management

Analytics

Mobile

Search & Navigation

Content Recommendations

PaaS Core (customized)

AND

OR

WITH

---
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
Opticon 2023

B2B + B2C Commerce
B2B & B2C Converging


A2A

Industrial Manufacturers

Consumer Manufacturers

Retailers
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:
Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner’s research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Use of B2B and B2C Commerce Business Models

- 20% B2C Only
- 18% B2B Only

n = 88 members (research circle plus external circle)

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

Source: Gartner Research Circle Digital Commerce Scale of the Union 2019 Survey
723073_0
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 percolator...
09/23/2023
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…
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

Composable Architecture

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

Robust Platform

- v3 Migration
- Automated Testing
- Build Service v2
- .NET 7 Upgrade
- Mission Control
- and more…
Leading Commerce Engine for B2B + B2C
Leading Commerce Engine for B2B + B2C
2023 Update

COMING SOON

Still Leading the way in B2B Commerce
Optimizely Commerce

Accelerating Innovation
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.
Product Recs
Easy to use AI product recommendations ready from day one.

Discovery Solutions

Google Cloud Retail Search

Google Product Recommendations
Translations

Bring automated translations in the Commerce product.
Translations
Bring automated translations in the Commerce product.

THIS JUST IN...

Optimizely releases over 10 languages to Configured Commerce

Visit the Commerce booth to get a demo
Translations
Bring automated translations in the Commerce product.
Unlock Limitless Innovation
with Optimizely; now supercharged by Google.
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
Sprededly
Bolt
Opticon 2023

AI in Commerce
AI adoption has grown by 270% in the past 4 years.
Introducing Opal

Ask Opal

Target Audience: The campaign will specifically target urban commuters residing in major cities across North America. These individuals value convenience, sustainability, and innovative solutions to improve their daily commute.

Marketing Channels:
- Digital Advertising
- Content Marketing (Blog posts & social posts)
- Email Campaigns

Success Metrics:
- Increase in website traffic and time spent on the product page
- Growth in the number of member signups and conversions
- Engagement metrics on social media platforms and content marketing channels.
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).
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)
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.

North America  Europe  Asia-Pacific
Optimizely Commerce

60 Second Summary
Opticon Commerce Events

**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

**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