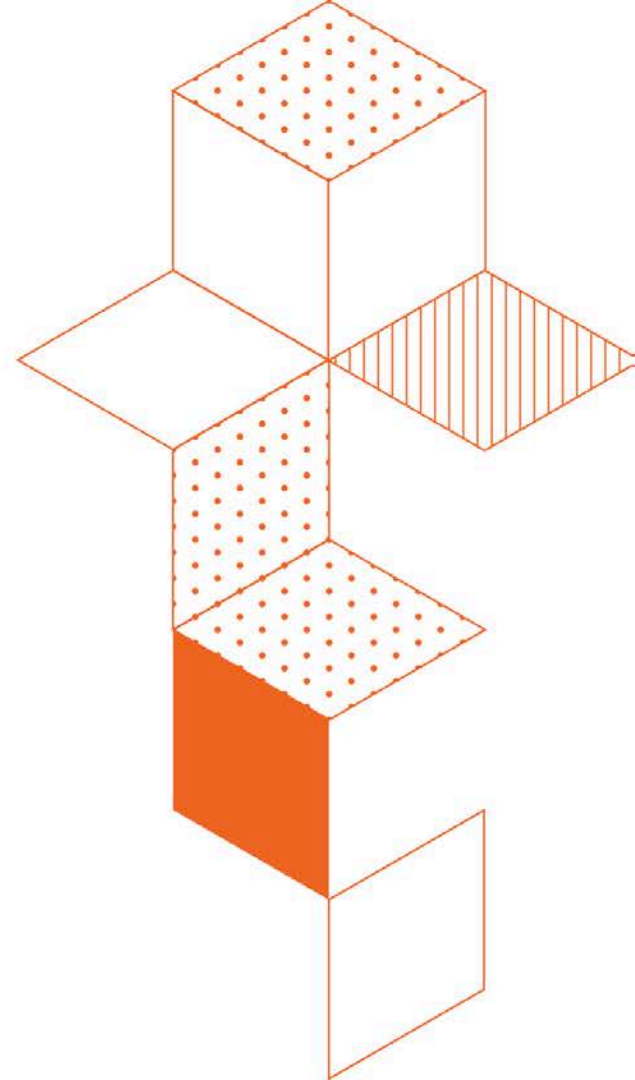




Magento**Live**

Europe | 2018

# Innovations Lab Round Three What You Need to Know



## SPEAKER PANEL:

**Eric Erway** – *Sr. Product Manager*

**Misha Kotov** – *Sr. Product Manager*

**Ben Marks** – *Sr. Manager, Magento Evangelist*

**Michele Miller** – *Sr. Manager, Solutions Innovation*



# INGENUITY IS A CORE TENET OF MAGENTO.

Through the technology we offer, we empower our community to explore new possibilities through innovative and future-facing implementations of our products.



# What Challenges Are We Solving for Merchants?

- Merchants must be educated on what is possible on the Magento platform
- They are consistently seeking out new and unique shopping experiences
- They don't always know that they need a solution until it is presented to them
- Differentiators are critical in a competitive space





# What Challenges Are We Solving for Contributors?

- Custom development that is not productized is rarely exposed to the larger community
- Contributors aren't in the business of productizing their work; they are focused on solving for a specific need
- They do not have the resources to effectively promote their solution

# The Submission Process



# What Qualifies?

- Must be built on Magento 2
- Should drive top-line revenue growth for merchants and/or introduce unique and/or improved shopping experiences
- Submissions must be shown through an actual implementation (no vaporware)
  - Must exist in a live demo or production instance
- Solution must be exclusive to the Magento platform
- Not required, but submissions likely exploit emerging technology trends, or explore Adobe product integrations
- Submissions may be highly customized, one-off, merchant-specific examples





# What Doesn't Qualify?

- Solutions that are not built on M2
- Fully productized or commercialized offerings such as commercial extensions or SaaS offerings
- Projects focusing solely on backend development or tooling (e.g. deployment tech, performance enhancements, etc.)



# Possible Categories for Consideration

- Customer Support
- Marketing
- Content & Commerce
- Sales
- Payments
- Shipping & Fulfillment
- Localization
- Adobe Integration
- Open



# Timing

## **Submission Window**

October 1<sup>st</sup> – November 30<sup>th</sup>

## **Selections Made**

By December 14<sup>th</sup>

## **Innovators Notified**

On or around December 17<sup>th</sup>

## **Showcase Materials Created**

December 17<sup>th</sup> – January 11<sup>th</sup>

## **Innovators Announced/Live On Site**

On or around January 14<sup>th</sup>

## **Innovators Showcased at Imagine 2019**

May 13<sup>th</sup> – 15<sup>th</sup>, 2019

# An Adobe Primer

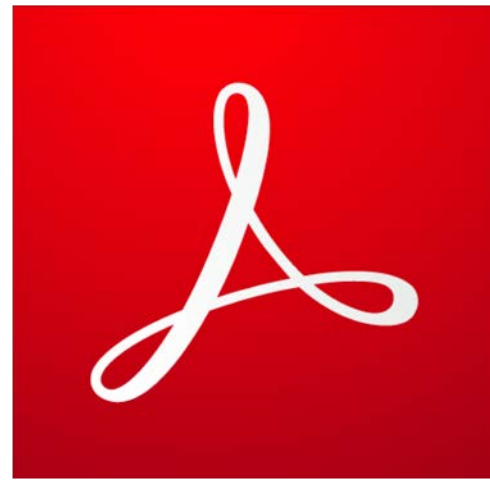
# The Three Clouds



**Creative Cloud**



**Experience Cloud**



**Document Cloud**





# Adobe Experience Cloud



## Analytics Cloud

Meaningful Measurement  
Precise Audience Creation  
Instant Insights In Action



## Advertising Cloud

Cross-channel  
Performance without compromise  
Independent



## Marketing Cloud

Manage Experiences At Scale  
Personalize Each Experience  
Orchestrate The Journey



Analytics



Audience  
Manager



DSP



Search



Creative



Experience  
Manager



Campaign



Target



Primetime

# A Reminder on Selected Innovations to Date



# Round One – 2017

## Virtual Reality – Virtual Showroom

- Aigars Pavlovics
- Scandiweb

## AR App – Virtual Try-On

- Erfan Imani
- Speqs

## Visual Product Config./Pricing Engine

- Kaushal Shah
- Perficient

## Visual Product Config./Pricing Engine

- Erik Hansen
- Classy Llama

## Voice Activated Assistance/Chatbot

- Chamal Chamikara
- Netstarter

## Voice Activated Assistance/Chatbot

- Josh Warren
- Creatuity

## Instant Purchase

- Josh Warren
- Creatuity



Released  
in 2.2.2!



# Round Two – 2018

## **Social Selling**

- Cezary Kożon
- Fast White Cat

## **Search By Image (Upload)**

- Ruzly Macksood
- Netstarter

## **Machine Learning (Mobile Camera or Text Search)**

- Vipin Sahu
- Webkul

## **Transactional SMS Messaging**

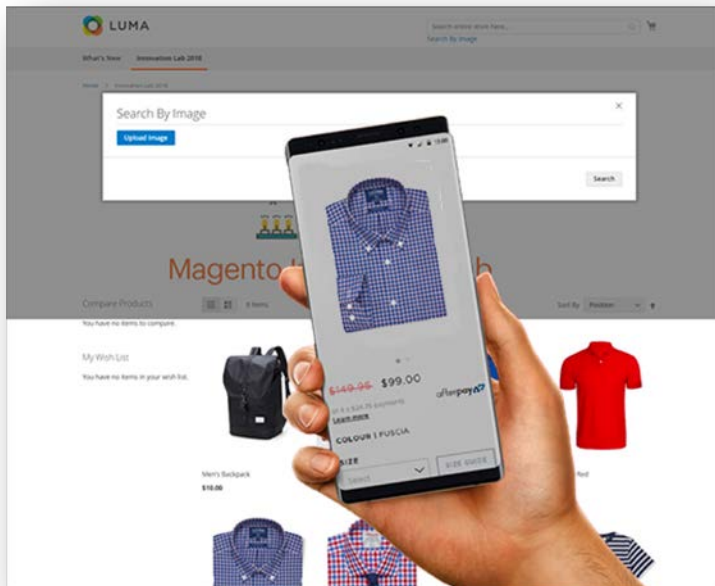
- Igor Ludgero Miura
- Imagination Media

## **Payment Request API**

- Rafael Corrêa Gomes
- Imagination Media

# Innovation Examples

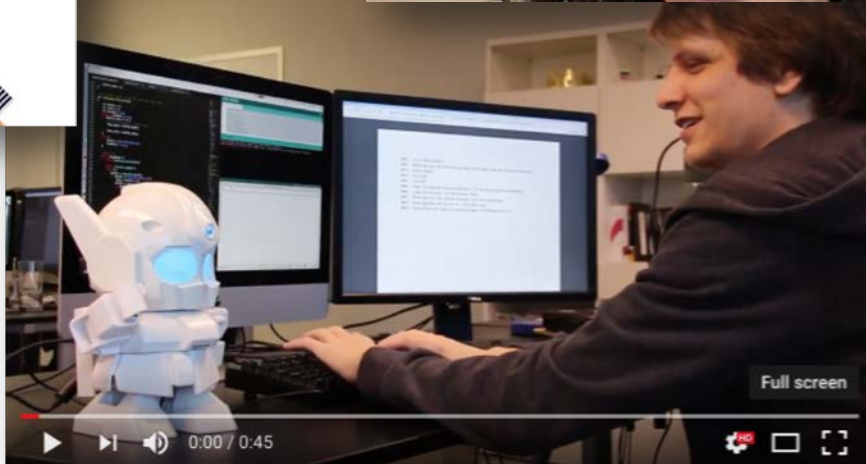
SEARCH BY IMAGE



AUGMENTED REALITY



CHATBOT





**EXPLORE THE  
INNOVATIONS LAB SHOWCASE  
*and then*  
SUBMIT YOUR OWN**

***<https://magento.com/innovations-lab>***



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