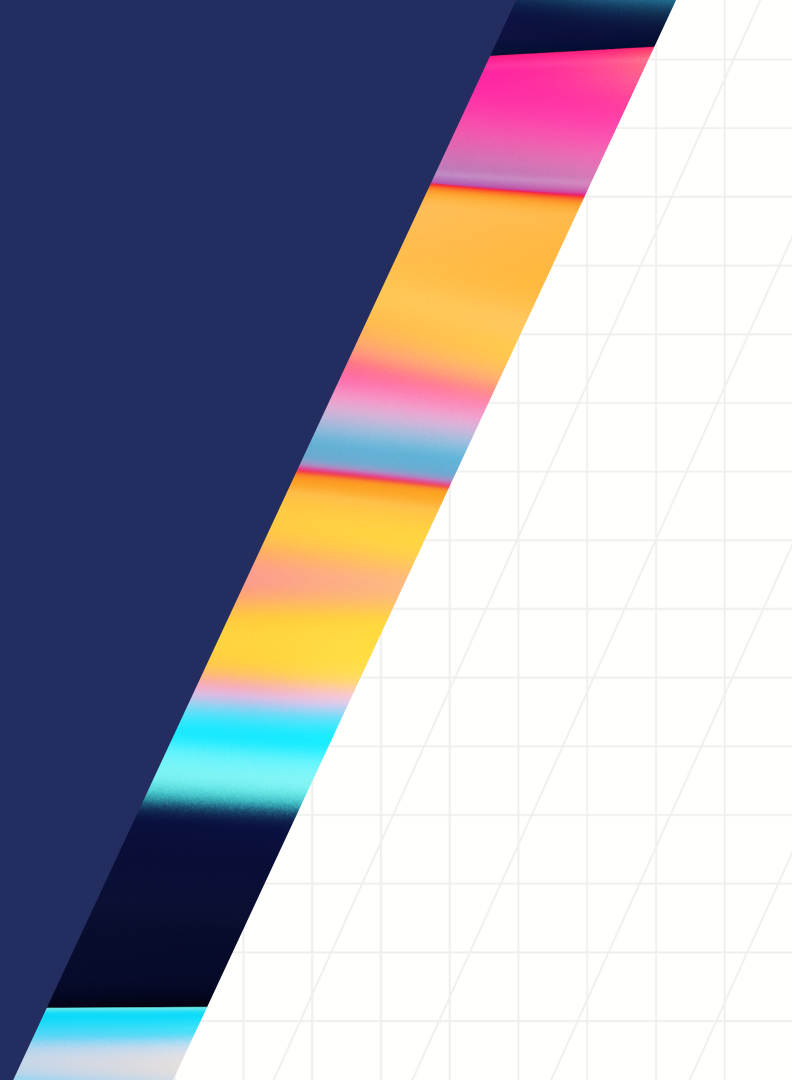


Acquia Engage

***INNOVATION
SHOWCASE***



DRIES BUYTAERT

*Co-founder and CTO, Acquia
Founder and Project Lead, Drupal*



**ACQUIA
OPEN DXP**



DRUPAL CLOUD

*Build, design and run sites
and applications*



MARKETING CLOUD

*Understand, personalize and engage
with customers on any channel*

ERIC FULLERTON

Lead Product Evangelist



***DRUPAL
CLOUD***



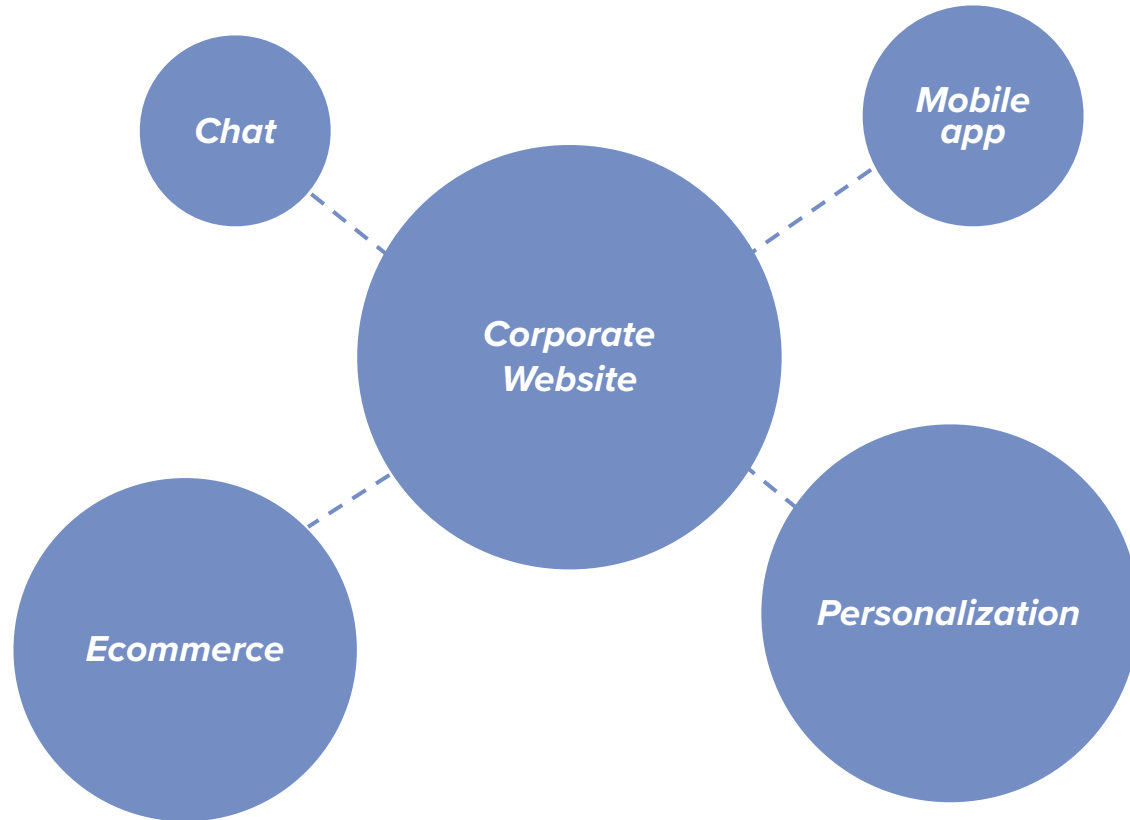
Acquia Engage

YOUR SITES ARE BECOMING MORE COMPLEX

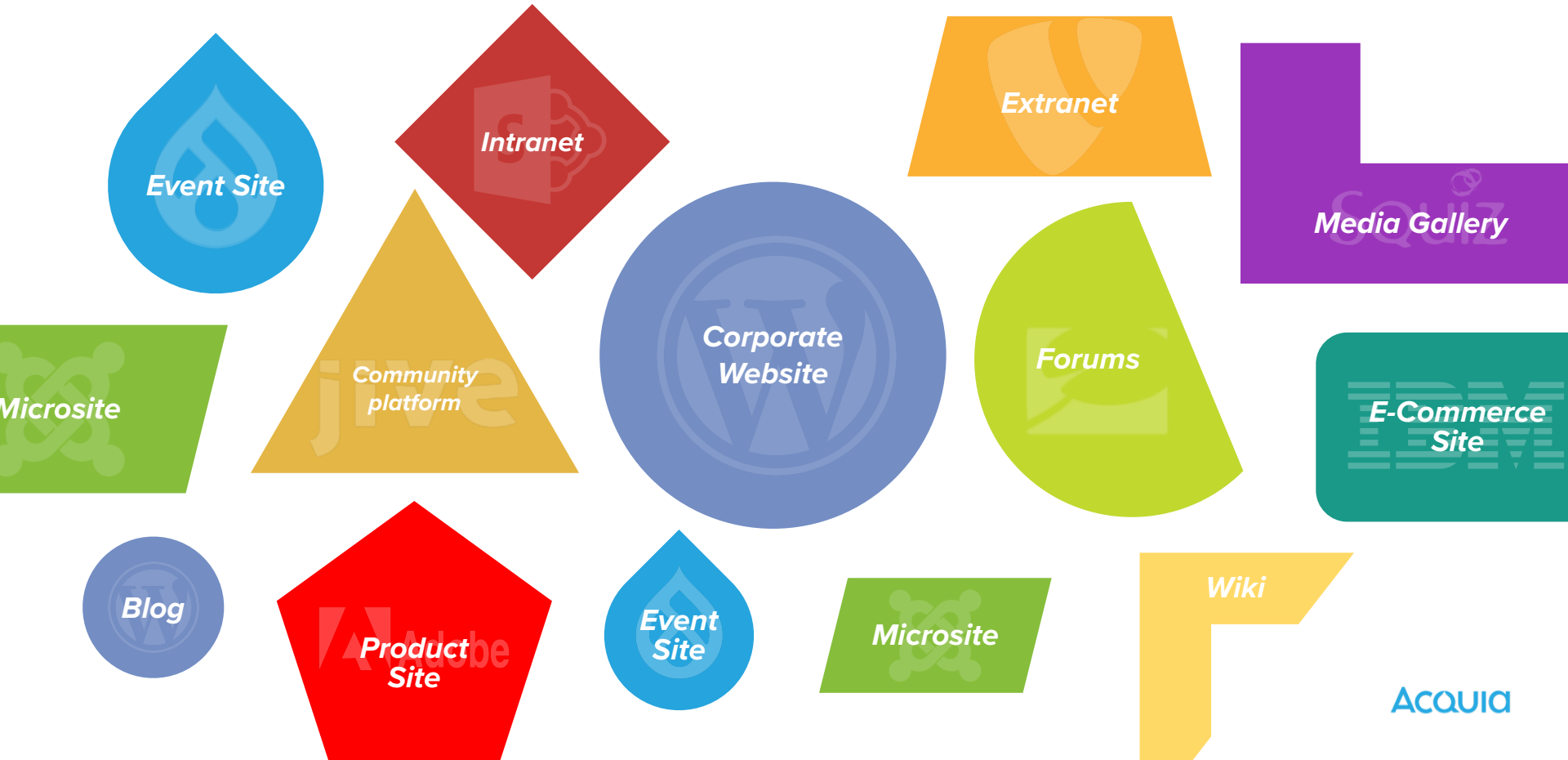


*Corporate
Website*

YOUR SITES ARE BECOMING MORE COMPLEX



YOU HAVE MORE AND MORE SITES – AND THEY DON'T INTEGRATE



BUILD ANY SITE WITH FLEXIBILITY AND SIMPLICITY WITH ACQUIA

<i>Event Site</i>	<i>Intranet</i>	<i>Extranet</i>	<i>Wiki</i>
<i>Microsite</i>	<i>Corporate Website</i>		<i>Media Gallery</i>
<i>Community platform</i>		<i>Forums</i>	<i>Microsite</i>
		<i>Product Site</i>	<i>E-Commerce Site</i>
<i>Blog</i>	<i>Event Site</i>	<i>Microsite</i>	

ACQUIA DRUPAL CLOUD ANNOUNCEMENTS



DRUPAL CLOUD

*Build, design and run sites
and applications*



ACQUIA
DEV STUDIO



ACQUIA
SITE STUDIO



ACQUIA
SITE FACTORY



ACQUIA
EDGE CDN



ACQUIA
EDGE SECURITY



ACQUIA
CONTENT HUB



ACQUIA
CLOUD PLATFORM

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DRUPAL 9

NOW AVAILABLE





PATHS TO DRUPAL 9

Drupal 8 to Drupal 9

Non-Drupal to Drupal 9

Drupal 7 to Drupal 9

1 **ACQUIA MIGRATE**

Acquia Engage





9.0

Drupal 8 to Drupal 9

Available OOTB

Drupal 7 to Drupal 9

Non-Drupal to Drupal 9



Drupal 8 to Drupal 9
Available OOTB

5x faster

Non-Drupal to Drupal 9
Acquia Migrate

Drupal 7 to Drupal 9



9.0

Drupal 8 to Drupal 9

Available OOTB

5x faster

Non-Drupal to Drupal 9

Acquia Migrate

2x faster

Drupal 7 to Drupal 9

Acquia Migrate

<Acquia Migrate Demo Video>

#AcquiaEngage





9.0

***Available
Now***

Drupal 8 to Drupal 9

Available OOTB

Non-Drupal to Drupal 9

Acquia Migrate

Drupal 7 to Drupal 9

Acquia Migrate



9.0

**Available
Now**

Drupal 8 to Drupal 9

Available OOTB

**Available
Now**

Non-Drupal to Drupal 9

Acquia Migrate

Drupal 7 to Drupal 9

Acquia Migrate



9.0

**Available
Now**

Drupal 8 to Drupal 9

Available OOTB

**Available
Now**

Non-Drupal to Drupal 9

Acquia Migrate

Early access

Q4 2020

*for select
Acquia Customers
(at no cost)*

Drupal 7 to Drupal 9

Acquia Migrate

ACQUIA DRUPAL CLOUD ANNOUNCEMENTS



DRUPAL CLOUD

*Build, design and run sites
and applications*



1. Acquia Migrate

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GETTING YOUR LOCAL DEV ENVIRONMENT SET UP IS HARD

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2 **ACQUIA** **CLOUD IDE**

The background of the slide features a dark blue gradient. On the right side, there is a photograph of a person wearing glasses and a blue shirt, standing in a server room and holding a laptop. A large, stylized number '1' is overlaid on the right side of the image, with a vibrant rainbow gradient running diagonally through it. The Acquia Engage logo is positioned in the bottom right corner.

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<Acquia Cloud IDE Demo Video>

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A man wearing glasses and a light blue shirt stands in a server room, looking at a laptop. The room is filled with server racks that have glowing green lights. The lighting is dim, with a blue and purple hue.

ACQUIA CLOUD IDE

Available today
(1 free license per subscription)

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ACQUIA DRUPAL CLOUD ANNOUNCEMENTS



DRUPAL CLOUD

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DEV STUDIO



ACQUIA
SITE STUDIO



ACQUIA
SITE FACTORY



ACQUIA
EDGE CDN



ACQUIA
EDGE SECURITY



ACQUIA
CONTENT HUB



ACQUIA
CLOUD PLATFORM

1. *Acquia Migrate*

2. *Acquia Cloud IDE*

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3 **ACQUIA** **CMS**

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Acquia CMS

 **Acquia** Lightning

Drupal

<Acquia CMS Demo Video>

#AcquiaEngage



ACQUIA CMS

*Beta **Contact us now***

*Available **Q1 2021***

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ACQUIA DRUPAL CLOUD ANNOUNCEMENTS



DRUPAL CLOUD

*Build, design and run sites
and applications*



1. *Acquia Migrate*

2. *Acquia Cloud IDE*

3. *Acquia CMS*

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A top-down view of a dark wooden desk. In the top left, a portion of a silver laptop is visible. In the top center, there are several sheets of paper, some white and some light brown. In the top right, a small green succulent in a grey pot sits. In the bottom right, a white pen lies diagonally next to a black notebook. The text "Low-Code No-Code is the future" is overlaid in the center-left, with a glowing blue circle around a smartphone below it.

***Low-Code No-Code
is the future***



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4 ***SITE STUDIO PAGE BUILDER***

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<Site Studio Page Builder Demo>

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ACQUIA SITE STUDIO

Page Builder Available in Q1

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ACQUIA DRUPAL CLOUD ANNOUNCEMENTS



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SITE FACTORY



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EDGE SECURITY



ACQUIA
CONTENT HUB



ACQUIA
CLOUD PLATFORM

1. Acquia Migrate

2. Acquia Cloud IDE

3. Acquia CMS

4. Site Studio Page Builder



**Acquia was the
first to the cloud
and we're always
improving**



Acquia Engage

5 **ACQUIA** **CLOUD NEXT**

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Platform Overview

? This page provides a high level overview of your current application's cloud-based infrastructure. [Learn more](#)

WEB TRAFFIC



GLOBAL

WEB APPLICATION FIREWALL

Protect your application from malicious traffic & configure custom rules.

[Learn more about](#)**Acquia Edge Security**

STATUS

☒ OFF☐ ACQUIA EDGE SECURITY ☐ 3RD PARTY

CONTENT DELIVERY NETWORK (CDN)

Deliver content to international users faster and protect against spikes in traffic.

[Learn more about](#)**Acquia Edge CDN**

STATUS

☐ OFF☐ PLATFORM CDN☒ ACQUIA EDGE CDN ☐ 3RD PARTY

ACQUIA CLOUD NEXT

Limited release Q2 2021

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ACQUIA DRUPAL CLOUD ANNOUNCEMENTS



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ACQUIA
SITE FACTORY



ACQUIA
EDGE CDN



ACQUIA
EDGE SECURITY



ACQUIA
CONTENT HUB



ACQUIA
CLOUD PLATFORM

1. *Acquia Migrate*
2. *Acquia Cloud IDE*
3. *Acquia CMS*
4. *Site Studio Page Builder*
5. *Acquia Cloud Next*

MARKETING CLOUD



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ACQUIA MARKETING CLOUD



MARKETING CLOUD

*Understand, personalize and engage
with customers on any channel*



ACQUIA
CAMPAIGN STUDIO



ACQUIA
PERSONALIZATION



ACQUIA
CAMPAIGN FACTORY



ACQUIA
DAM



ACQUIA
CUSTOMER DATA PLATFORM



The siloed approach turns a difficult task into an impossible one

ALIGN YOUR DATA TO YOUR BUSINESS



ACQUIA MARKETING CLOUD ANNOUNCEMENTS

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MARKETING CLOUD

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PERSONALIZATION



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***You can't do real-time
Marketing without
real-time data.***

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***Isolated segments
lead to a fragmented
customer journey.***

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7 *UNIVERSAL SEGMENTS*

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A woman with dark hair tied back is sitting at a desk, looking intently at a large computer monitor. Her hand is resting on her face, suggesting deep concentration or perhaps a moment of frustration. The monitor displays a complex dashboard with various data visualizations, including bar charts, line graphs, and circular progress indicators. The background is dimly lit, with a warm glow from a lamp on the left. The overall mood is one of intense focus and data analysis.

***You can't create a great
customer experience
when you are data blind.***

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8 *360° MARKETING ANALYTICS*

A man in a light blue shirt is seen from behind, with his arms raised and hands flat against a large, curved digital display. The display shows a complex, multi-layered visualization of data, including city maps, network diagrams, and various charts. The background is dark blue with a diagonal band of vibrant colors (pink, orange, yellow, blue) running from the top right towards the bottom left.

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< Integrated Marketing Cloud Demo video >

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THIS INTEGRATED MARKETING CLOUD IS AVAILABLE TODAY

**Unified Real
Time Profiles**

Available Today

Universal Segments

Available Today

**360° Marketing
Analytics**

Available Today

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ACQUIA MARKETING CLOUD ANNOUNCEMENTS

1. Unified Real-Time Profiles

2. Universal Segments

3. 360° Marketing Analytics

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MARKETING CLOUD

*Understand, personalize and engage
with customers on any channel*



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CAMPAIGN STUDIO



ACQUIA
PERSONALIZATION



ACQUIA
CAMPAIGN FACTORY



ACQUIA
DAM



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CUSTOMER DATA PLATFORM



Marketing manually is not intelligent marketing.

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9

**PREDICTIVE
SENDS
MODEL**



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<Predictive Sends Model video>

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A hand is shown hovering just above a smartphone. From the screen of the phone, a vibrant, pixelated digital effect rises, resembling a cloud of glowing particles in shades of blue, yellow, and orange. The background is dark with a soft, out-of-focus light source in the upper center.

***Predictive Sends
will be available
Q1 2021***

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ACQUIA MARKETING CLOUD ANNOUNCEMENTS

- 1. Unified Real-Time Profiles**
- 2. Universal Segments**
- 3. 360° Marketing Analytics**
- 4. Predictive Sends Model**

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ACQUIA
CAMPAIGN FACTORY



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DAM



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CUSTOMER DATA PLATFORM



COVID-19 impact on business

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10 COVID-19 ANALYSIS DASHBOARD

A woman with glasses and a brown blazer is shown from the chest up, looking at a futuristic digital interface. The interface features various data visualizations, including circular gauges and line graphs, overlaid on a dark background. A diagonal band of vibrant colors (pink, orange, yellow, blue) runs across the right side of the image. The overall aesthetic is high-tech and professional.

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<Covid-19 analysis dashboard demo video>

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COVID-19 ANALYSIS DASHBOARD

***Available today at no additional cost
for all customers using Acquia CDP***

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ACQUIA MARKETING CLOUD ANNOUNCEMENTS

- 1. Unified Real-Time Profiles**
- 2. Universal Segments**
- 3. 360° Marketing Analytics**
- 4. Predictive Sends Model**
- 5. COVID-19 Analysis Dashboard**



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PERSONALIZATION



ACQUIA
CAMPAIGN FACTORY



ACQUIA
DAM



ACQUIA
CUSTOMER DATA PLATFORM

TODAY'S ANNOUNCEMENTS



DRUPAL CLOUD

1. *Acquia Migrate*
2. *Acquia Cloud IDE*
3. *Acquia CMS*
4. *Site Studio Page Builder*
5. *Acquia Cloud Next*

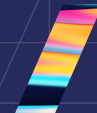


MARKETING CLOUD

1. *Unified Real-Time Profiles*
2. *Universal Segments*
3. *360° Marketing Analytics*
4. *Predictive Sends Model*
5. *COVID-19 Analysis Dashboard*

WHERE CAN I LEARN MORE?

- 1. Check out the Track Sessions**
for a deeper dive into each key innovation
- 2. Visit our Innovation Stations**
for special presentations on the announcements we just shared
- 3. Set up 1:1 appointments at our Genius Bar**
to meet with the people who built these amazing products



***THANK
YOU***