# Acquia Engage INNOVATION SHOWCASE



### WIDEN

THE ACQUIA SOLUTION:
INTRODUCING WIDEN



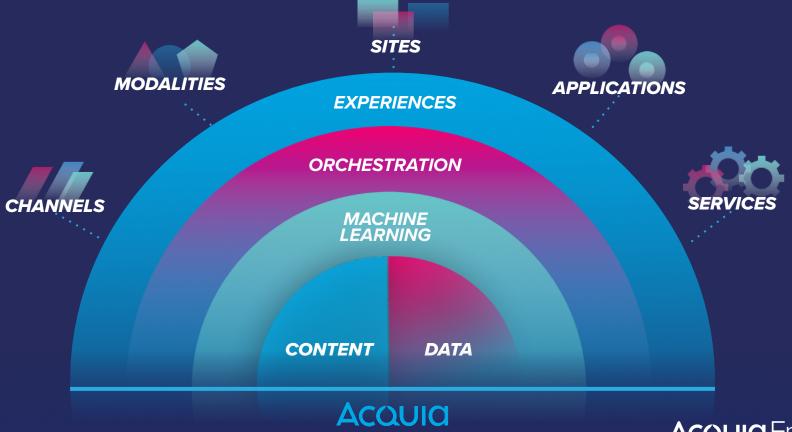
# MORE APPLICATIONS

# MORE DATA

# MORE RISKS

# MORE CONTENT

#### SAY GOODBYE TO YOUR MONOLITH MIGRAINE



#### AND HELLO TO YOUR COMPOSABLE ENTERPRISE



#### **CONTENT | EXPERIENCE | OPTIMIZATION**







DATA | MACHINE LEARNING | ORCHESTRATION



#### LETTING CONTENT & DATA FLOW IS NOT ENOUGH



**WORK MUST FLOW TOO** 

#### DIGITAL WORKFLOWS ARE BROKEN



#### THE FUTURE OF DIGITAL WORKFLOWS



Who needs to do the work?

What work needs to be done?

What tools need to be integrated to do that work?

What steps can be automated via ML?

# CONTENT

**Create • Collaborate • Share** 

The current process is:









#### **WORKFLOWS**

**ASSETS** 

**ENTRIES** 

**PORTALS** 

**SYNDICATION** 

#### **WIDEN OVERVIEW**

[1.55 MINUTES]



Quickly access local development tools Provision new services Produce new composable capabilities **DEVOPS + WEB OPS DEVELOPERS CURRENT STATE OPERATORS** Quickly access development tools Quickly access project Continuously monitor and planning tools patch vulnerabilities Regression testing Quickly access **Unit testing** Maintain code code repositories RELEASE Security testing **MANAGERS** Integration testing **Acquia** Engage Performance testing

**Acquia Code Studio** 

**Acquia Cloud Actions** 

DevOps + WebOps
INNOVATIONS

**Acquia Cloud Next** 

**Acquia Migrate Accelerate** 

# DEVOPS + WEBOPS DEMO [3.24 MINUTES]

DevOps + WebOps AVAILABILITY	Acquia Code Studio	BETA 2022
	Acquia Cloud Actions	COMING SOON
	Acquia Cloud Next	AVAILABLE TODAY
	Acquia Migrate Accelerate	AVAILABLE TODAY
		<b>Acquia</b> Engage

# EXPERIENCES

Build • Extend • Enhance

#### **BEFORE:**

IT is needed for most tasks

No-code low-code

+

Reuse

Content approval

Content assembler

Component builder

Designer

Site builder

Site manager

Media manager

Backend developer

JS develope

Shared and site specific components

Custom code

+

Limited reuse



#### **BEFORE:** IT is needed for most tasks **Content approval** No-code low-code Content assembler Reuse Component builder Designer Site builder Site manager Custom code Media manager Limited reuse Backend developer JS developer

#### **AFTER:**Marketing is able to handle most tasks

Content approval Content assembler Component builder Designer Site builder Site manager Media manager Backend developer

Custom code + Limited reuse

No-code

Reuse

JS developer

Shared and site specific components

Acquia CMS

ExperienceOps INNOVATIONS

Site Studio UI Kit

Site Studio Visual Page Builder

## EXPERIENCEOPS DEMO

[2.39 MINUTES]

Acquia CMS

AVAILABLE TODAY

ExperienceOps AVAILABILITY

Site Studio UI Kit

AVAILABLE TODAY

Site Studio Visual Page Builder

**AVAILABLE TODAY** 

# CAMPAIGNS

Identify target audiences for individual products and services

Build prescriptive journeys across campaigns

GLOBAL CAMPAIGN MANAGERS

#### **MARKETING OPERATIONS**

CURRENT STATE

CUSTOMER EXPERIENCE MANAGERS

Develop targeted campaign messaging

Map global marketing plans and goals to local market needs and conditions

Ensure consistency of brand experience across organizational touchpoints

LOCAL CAMPAIGN MANAGERS

Create local-market specific messaging and collateral

Visual Email and Landing Page Builder

CampaignOps
INNOVATIONS

Multi-tenant Marketing Automation

**Multi-touch Campaign Attribution** 

**Privacy Management** 

# CAMPAIGN OPS DEMO [3.23 MINUTES]

Visual Email and Landing Page Builder

**AVAILABLE TODAY** 

CampaignOps

AVAILABILITY

Multi-tenant Marketing
Automation

COMING SOON

Multi-touch Campaign Attribution

**COMING SOON** 

## • OPTIMIZATIONS

Analyze • Test • Optimize

Surface new opportunities to boost performance

Integrate data to build a unified customer profile

Analyzes opportunities to simplify the customer experience

DATA ANALYSTS

### **EXPERIENCE OPERATIONS**

CURRENT STATE

CUSTOMER EXPERIENCE ANALYST

Build a dashboard and develops metrics to inform the business

Model cohorts of like-minded customers

DATA SCIENTIST

Identifies opportunities to automate decisioning on the next best experience Models customer journeys across organizational touchpoints

Tests and optimizes new journeys to drive better customer and business outcomes

Leverages low-code / no-code tools to build new predictive models

Self-service Analytics **ML** Launchpad MLOps INNOVATIONS **ML Studio Automated A/B Testing Acquia** Engage

#### ML OPS DEMO [2.48 MINUTES]

**Self-service Analytics** AVAILABLE TODAY ML Launchpad **AVAILABLE TODAY** MLOps AVAILABILITY **ML Studio COMING SOON Automated A/B Testing COMING SOON Acquia** Engage

#### Deliver hyper-personalized digital experiences:



### At lower cost



With greater velocity



At greater scale



With better business outcomes

# The Composable Enterprise

A COMPOSABLE EMPLOYEE EXPERIENCE CAN IMPROVE:

## Collaboration Discovery Connectivity Intelligence

through Personalized EX

A COMPOSABLE COMMERCE SOLUTION CAN IMPROVE:

**MACH-Compliance** Paths To Purchase In Moment **Product Discovery** Fulfillment At Scale

## COMPOSABLE EX DEMO

[4.20 MINUTES]

Composable Experience AVAILABLE TODAY

Composable Commerce AVAILABLE TODAY

AVAILABILITY

**COMPOSABLE ENTERPRISE** 

#### **ANNOUNCEMENTS**

#### **AVAILABLE TODAY**

DAM with Widen PIM with Widen **Acquia Cloud Next** Acquia Migrate Accelerate Acquia CMS Site Studio UI Kit Site Studio Visual Page Builder Campaign Studio + Campaign Factory Self Service Analytics ML Launchpad Composable Employee Experience **Composable Commerce** 

#### **COMING SOON**

Multitenant Marketing Automation
Multi-touch Attribution
ML Studio
Automated Personalization
Acquia Cloud Actions

#### **BETA 2022**

Acquia Code Studio

## THANK YOU



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