



Dries Buytaert

Co-founder & CTO @ Acquia
Founder & Project Lead @ Drupal



A decade of Acquia

**Open
Source**

**Open
Source**

+

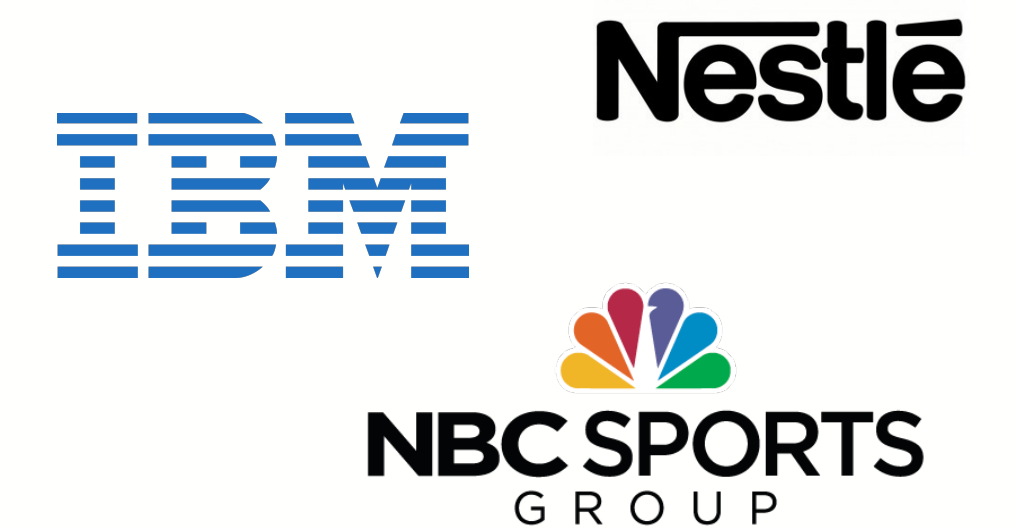
Cloud

Acquia by the numbers

\$175M
in revenue

14
offices

785
employees



WORLD CLASS
customers



Holly St. Clair
Chief Digital Officer
@ the Executive Office of
Technology Services & Security
Commonwealth of Massachusetts



Welcome to Massachusetts

What would you like to do?

Search Mass.gov

SEARCH

POPULAR SEARCHES

- Renew your driver's license
- Find unclaimed property
- Register your business
- File for unemployment benefits
- Plan a visit to Mount Greylock State Reservation
- Report child abuse or neglect

Boston Public Garden
Shutterstock

**We're entering into the
next era of the web...**

* Voice assistants

* Chatbots

* Augmented reality

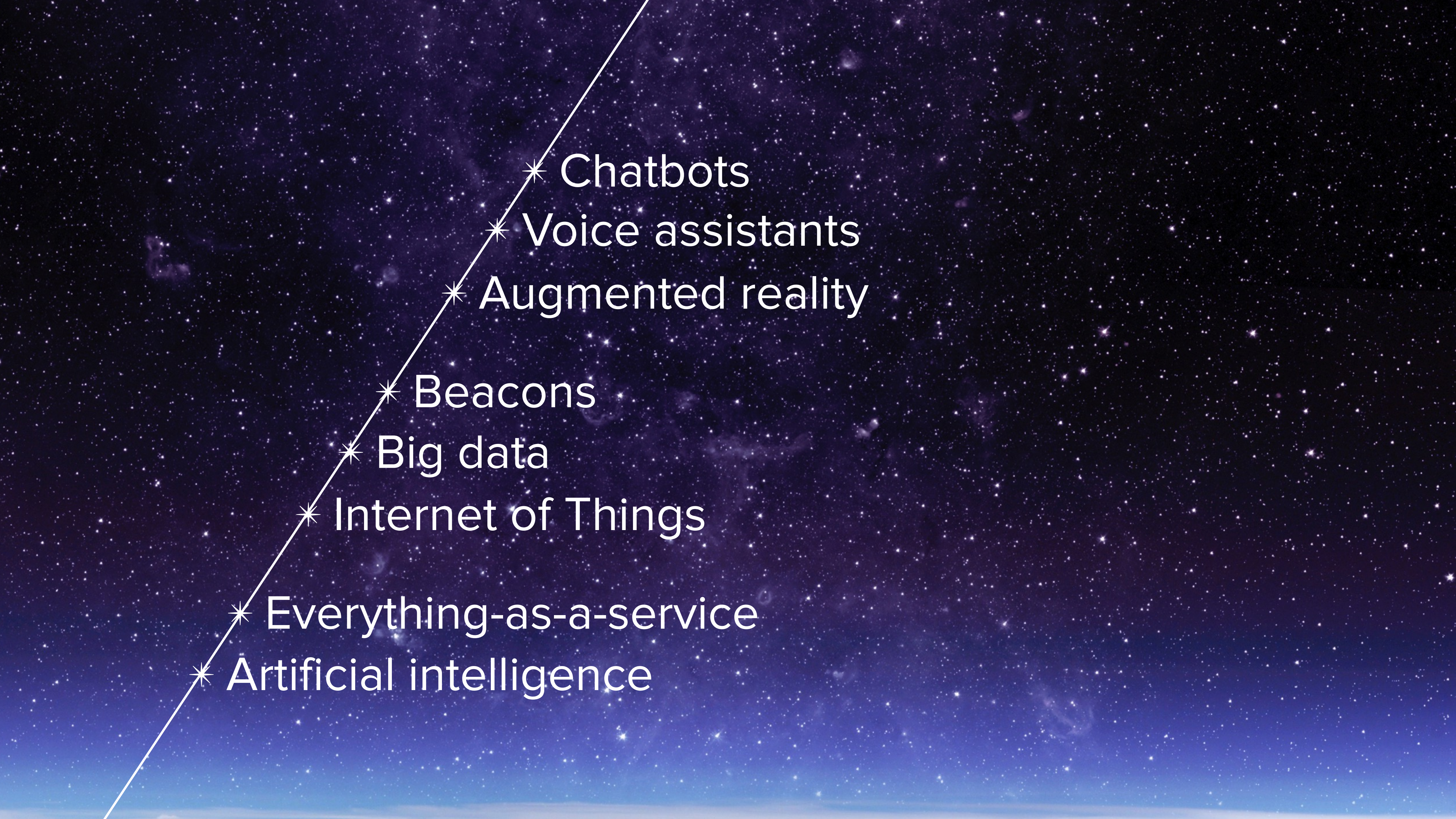
* Beacons

* Big data

* Internet of Things

* Everything-as-a-service

* Artificial intelligence



* Chatbots
* Voice assistants
* Augmented reality
* Beacons
* Big data
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* Everything-as-a-service
* Artificial intelligence

SMALLER TRENDS

MEGA-TRENDS

* Chatbots

* Voice assistants

* Augmented reality

More channels

* Beacons

* Big data

* Internet of Things

More data

* Everything-as-a-service

* Artificial intelligence

Easier + smarter





FIND A STORE | RECIPES | ON SALE | SHOP ONLINE



BRICK & MORTAR
LOCATIONS



HEART HEALTHY
RECIPES



MENU FRESHBOT SEARCH



CHAT NOW WITH
FRESHBOT



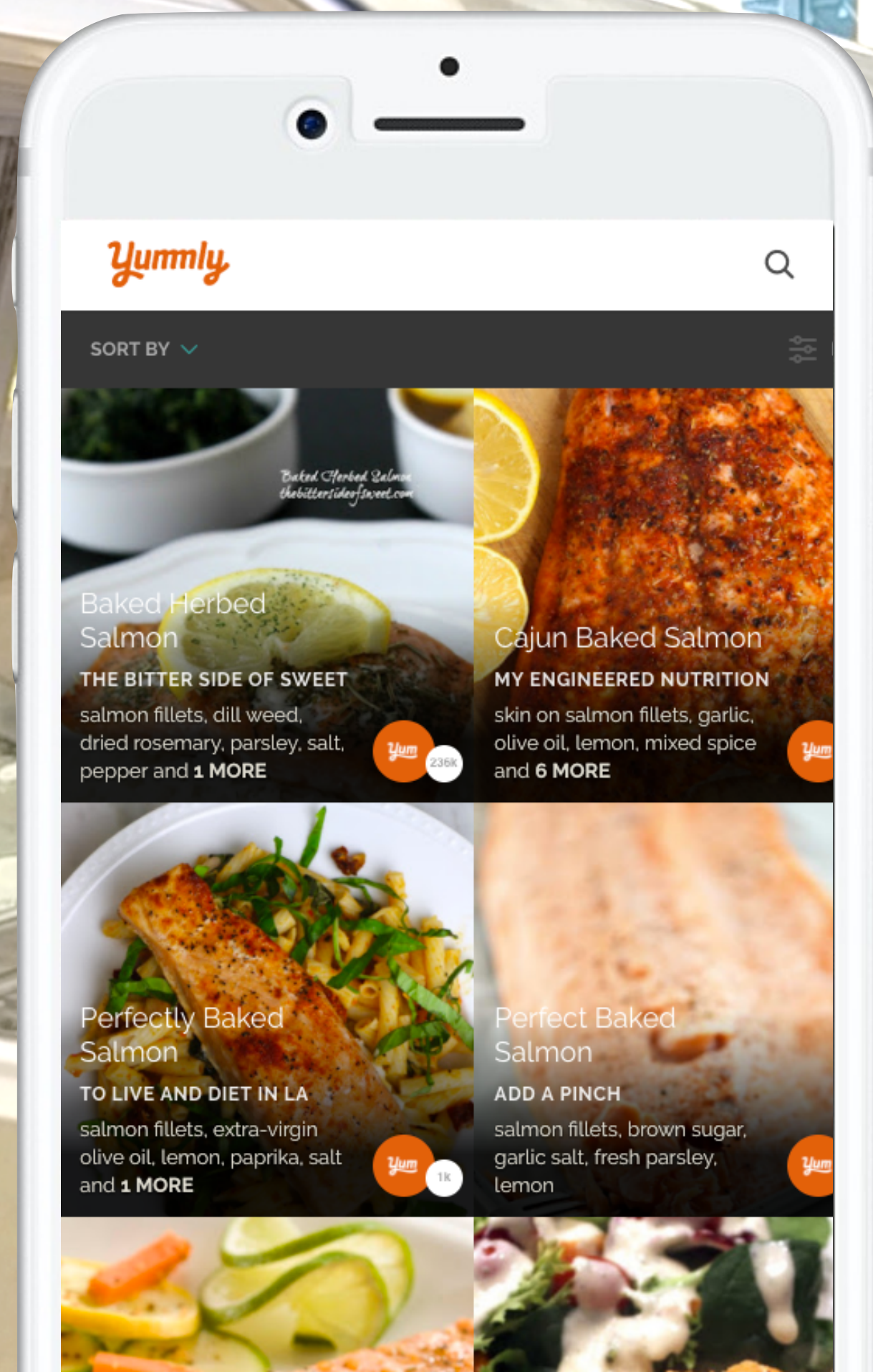
HEART HEALTHY
RECIPES



BEACONS



RECOMMENDATIONS ENGINE

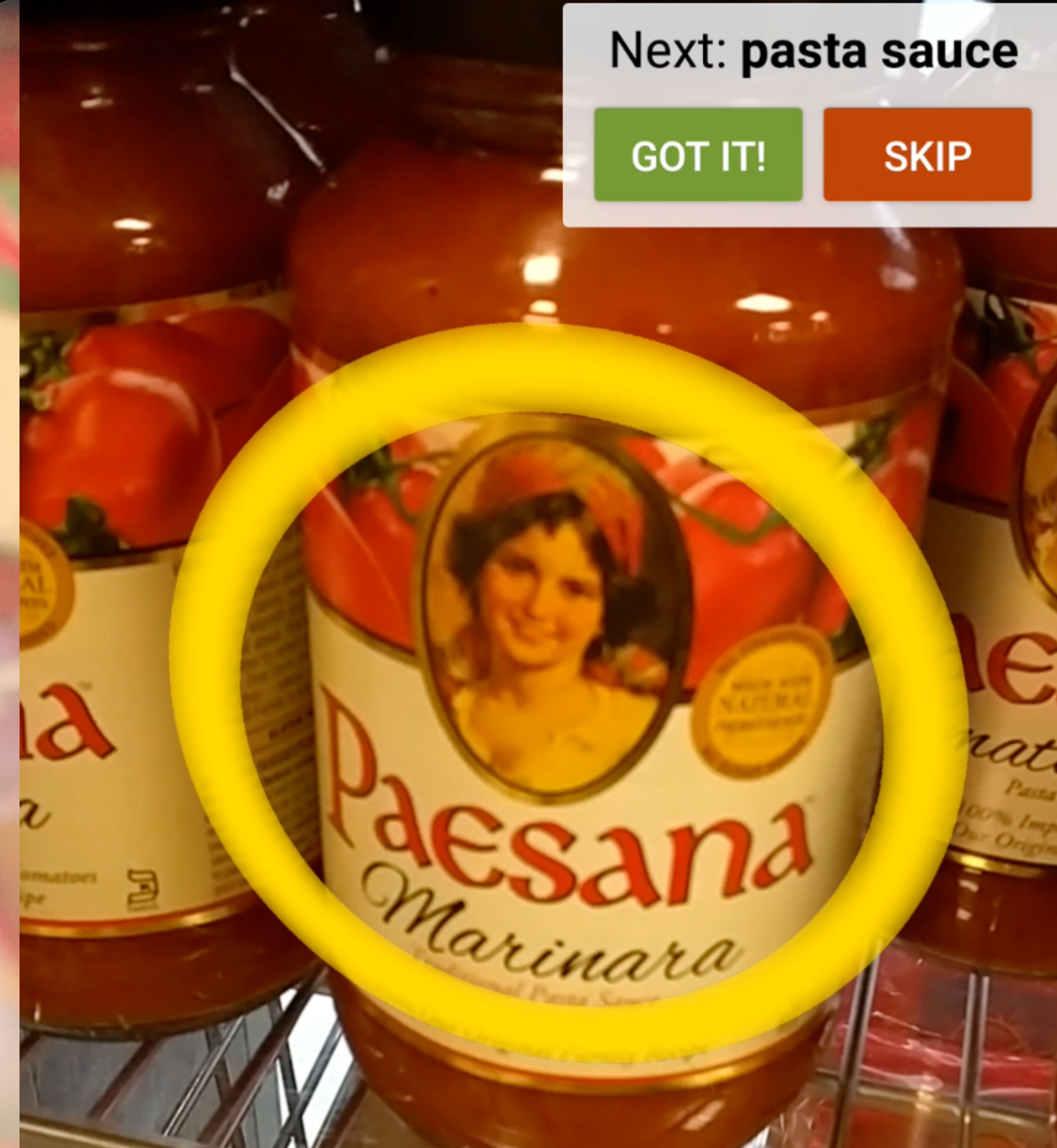


AUGMENTED REALITY

Next: **pasta sauce**

GOT IT!

SKIP



Paesana Marinara Sauce

\$7.49

★★★★★ (2)

★★★★★ This is my favorite brand! Plenty of Basil and Oregano

★★★★★ Yummmmm!



AR View



Map



Add Item



Goodbye Shopping List,
Hello Shopping Route



Acquia Labs

Shopping with Chatbots

A man wearing a brown jacket and a grey baseball cap is standing in a grocery store aisle, looking at products on a shelf. In the background, other shoppers and store signage are visible.

SENSORS

E-COMMERCE

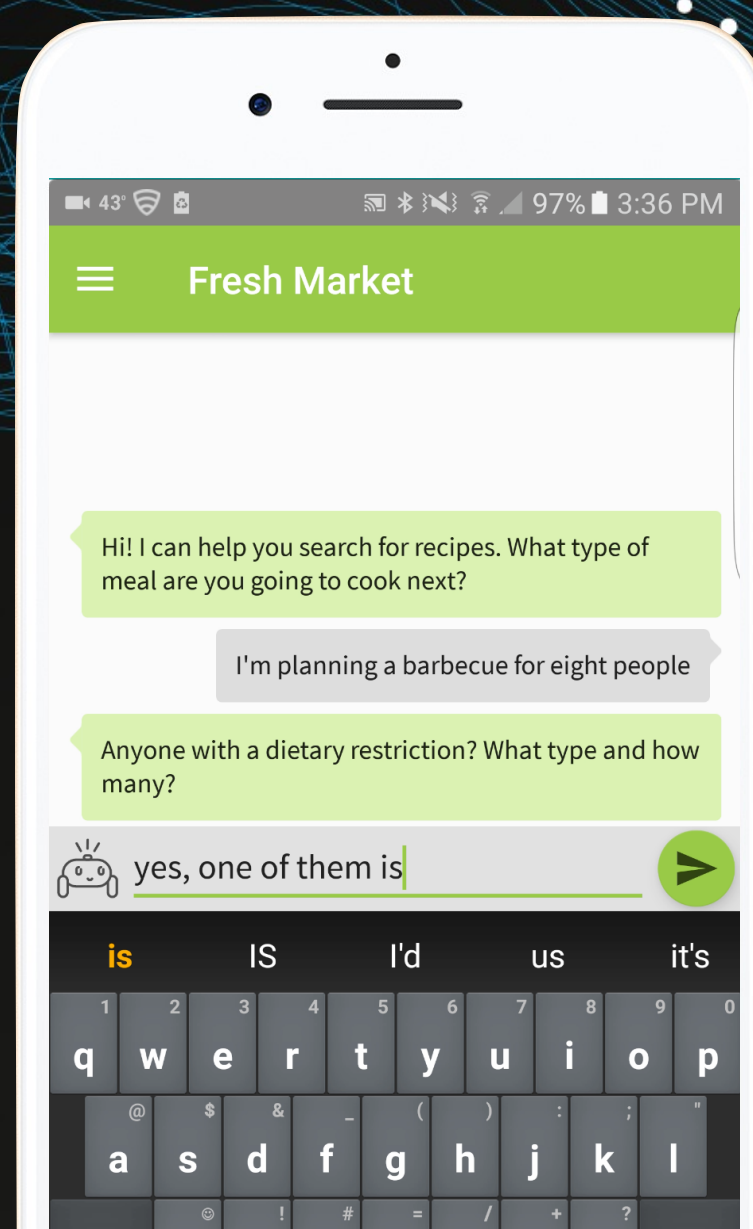


DIGITAL ASSET MANAGEMENT

VOICE ASSISTANTS

Connected journeys

Chatbot
At work
10:34am



Mobile app
In store
5:47pm



Voice
In home
7:09pm



FROM

Websites and web-based content

Browser-based

Everyone sees the same content

Back end tied to front-end delivery

Single site or campaign

TO

Cross-channel, digital experiences

Any screen, device, application

Personal, contextual experiences

Decoupled architectures

Factories (many sites, campaigns)

Welcome

Lynne, Acquia's Chief Marketing Officer, takes the stage to begin the day's events.



Lynne Capozzi

Chief Marketing Officer @ Acquia

UP NEXT

6:15 PM TO 6:55 PM

**FROM CONTENT MANAGEMENT TO
CUSTOMER JOURNEYS**

8:30 AM TO 10:00 AM

LESS DOGMA, MORE TRANSFORMATION:

6:14 pm



Evan Siegel

@Evanms2Siegel


RT @Mirum_US: As the #1 most certified @Acquia Global Partner, Mirum proud to be a sponsor of #AcquiaEngage in Boston: <https://t.co/5Pep3wu...>



DID YOU KNOW?

Businesses that adopt omni-channel strategies achieve 91 percent greater year-over-year customer retention rates.

Transforming your Journey



From B2B/B2C To B2One

2007

Transforming our journey





Acquia Journey



Node.js

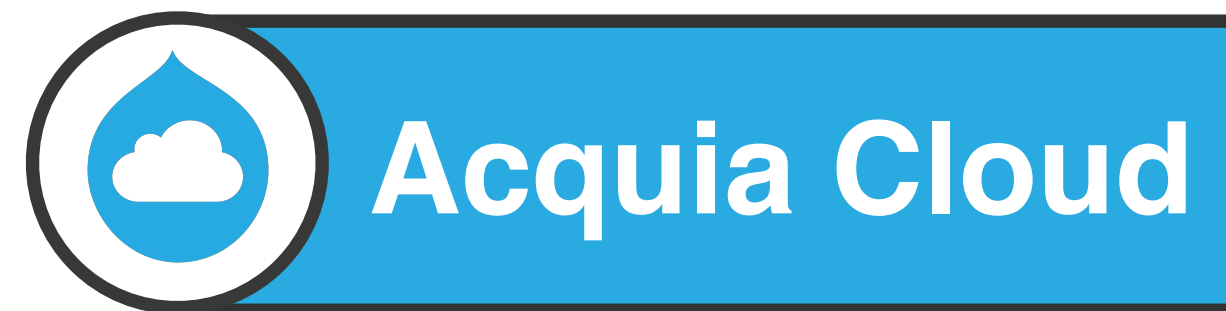
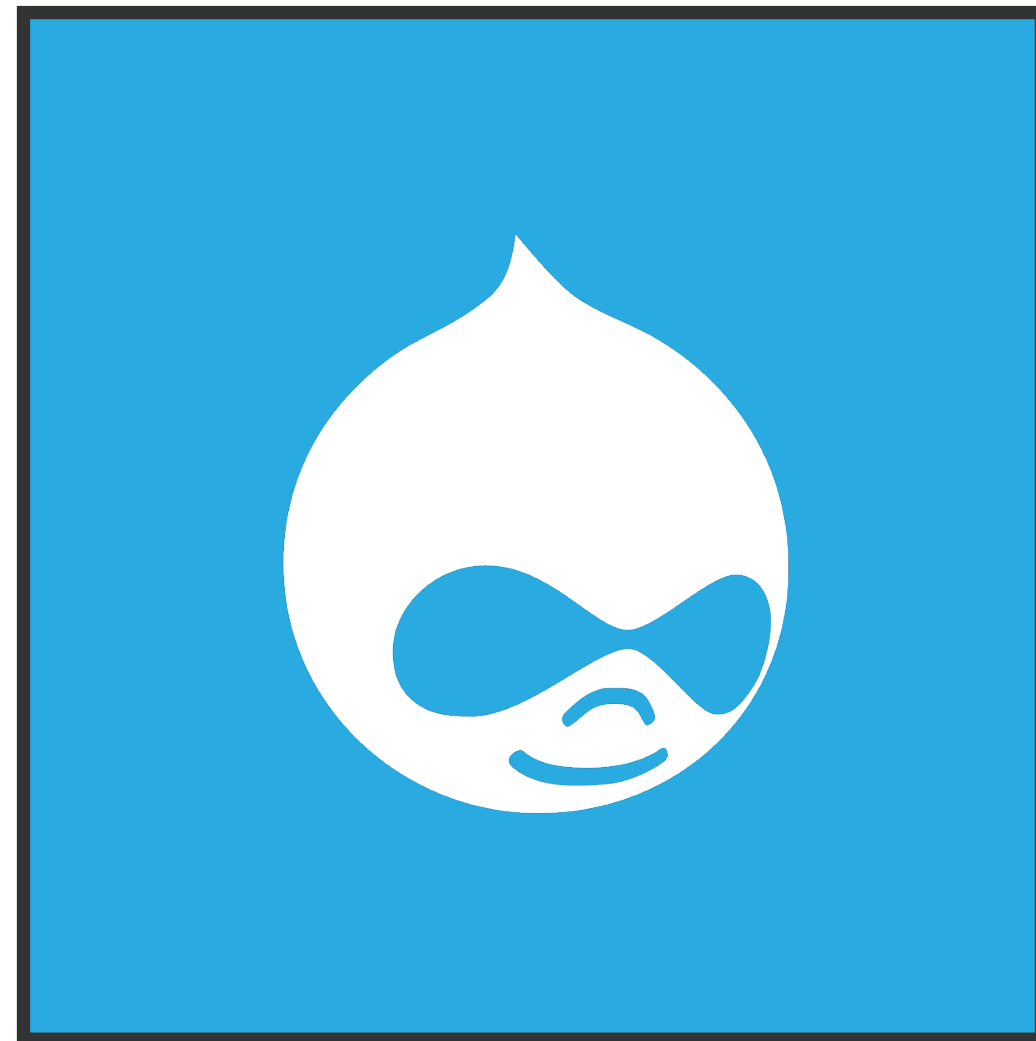


Acquia DAM

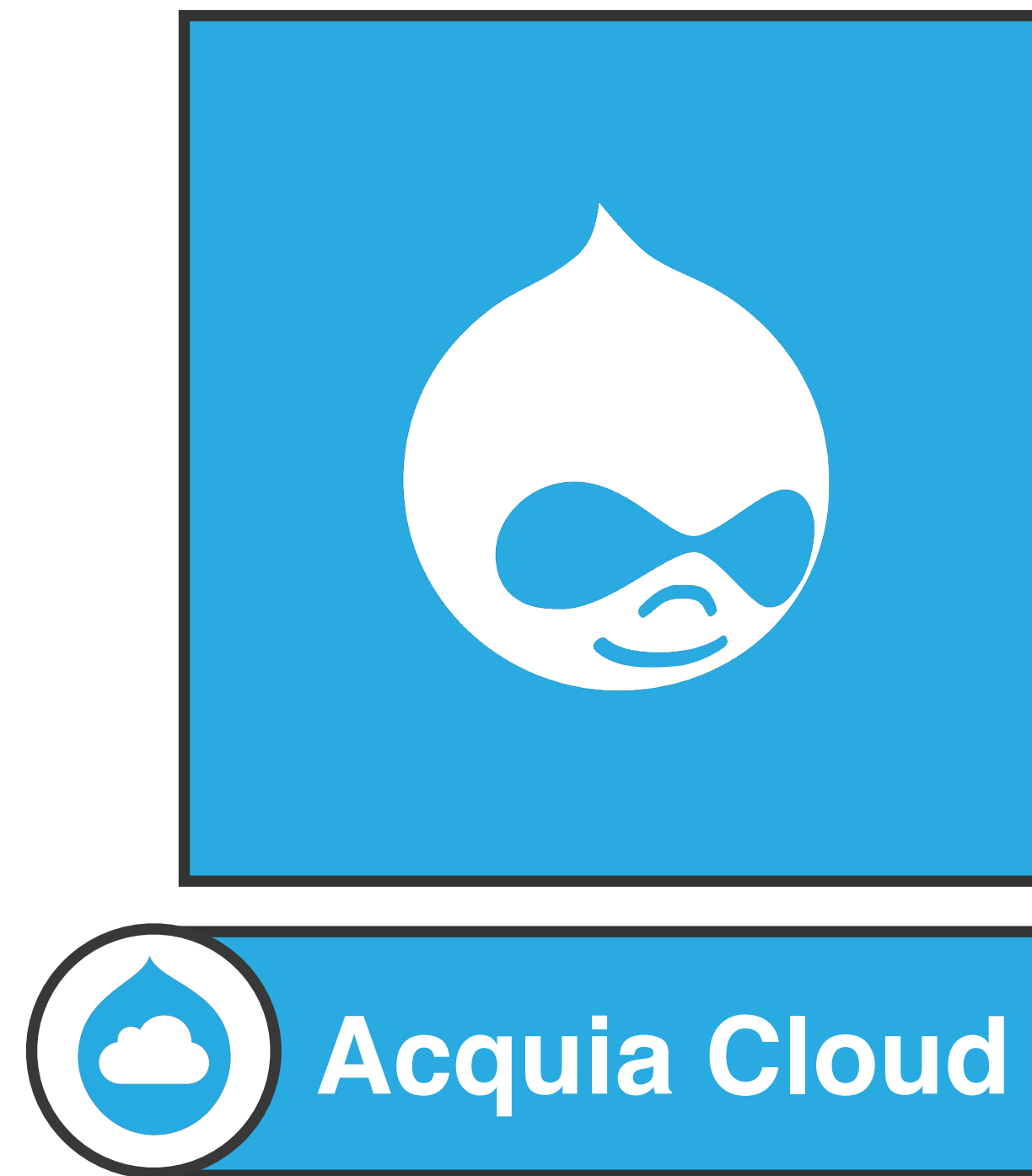
**Open
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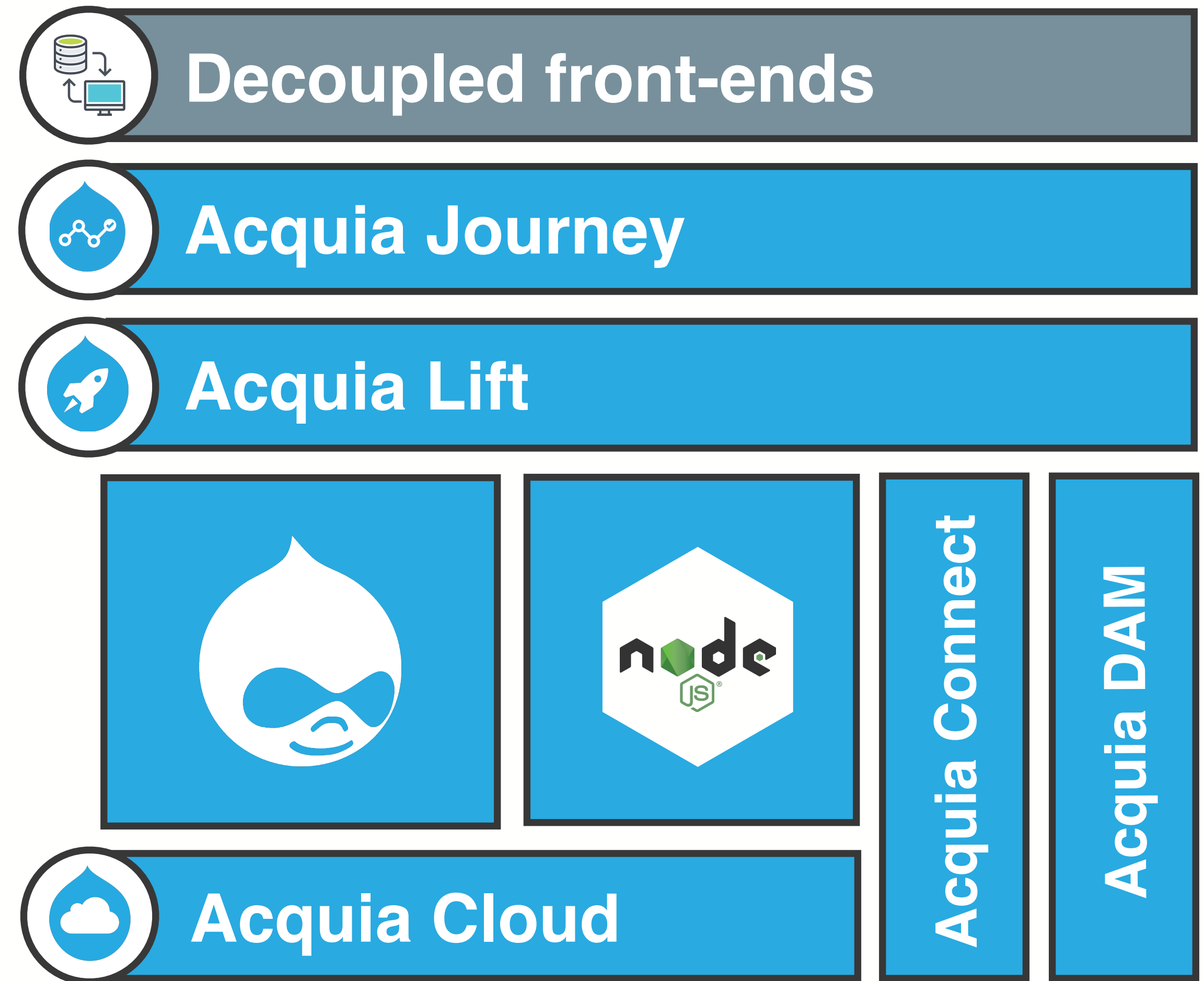
Cloud



Acquia's first decade



Acquia's first decade



Acquia's next decade

A hiker with a backpack is silhouetted against a dark night sky, looking at a smartphone. In the background, a large, snow-capped mountain (likely Mount Rainier) is visible, with several bright lights on its slopes. The scene is reflected in a calm body of water in the foreground.

Acquia's Mission

To deliver the universal platform
for the world's greatest digital
experiences

**A big thank you
to our customers,
partners & sponsors**

Let's go transform the journey