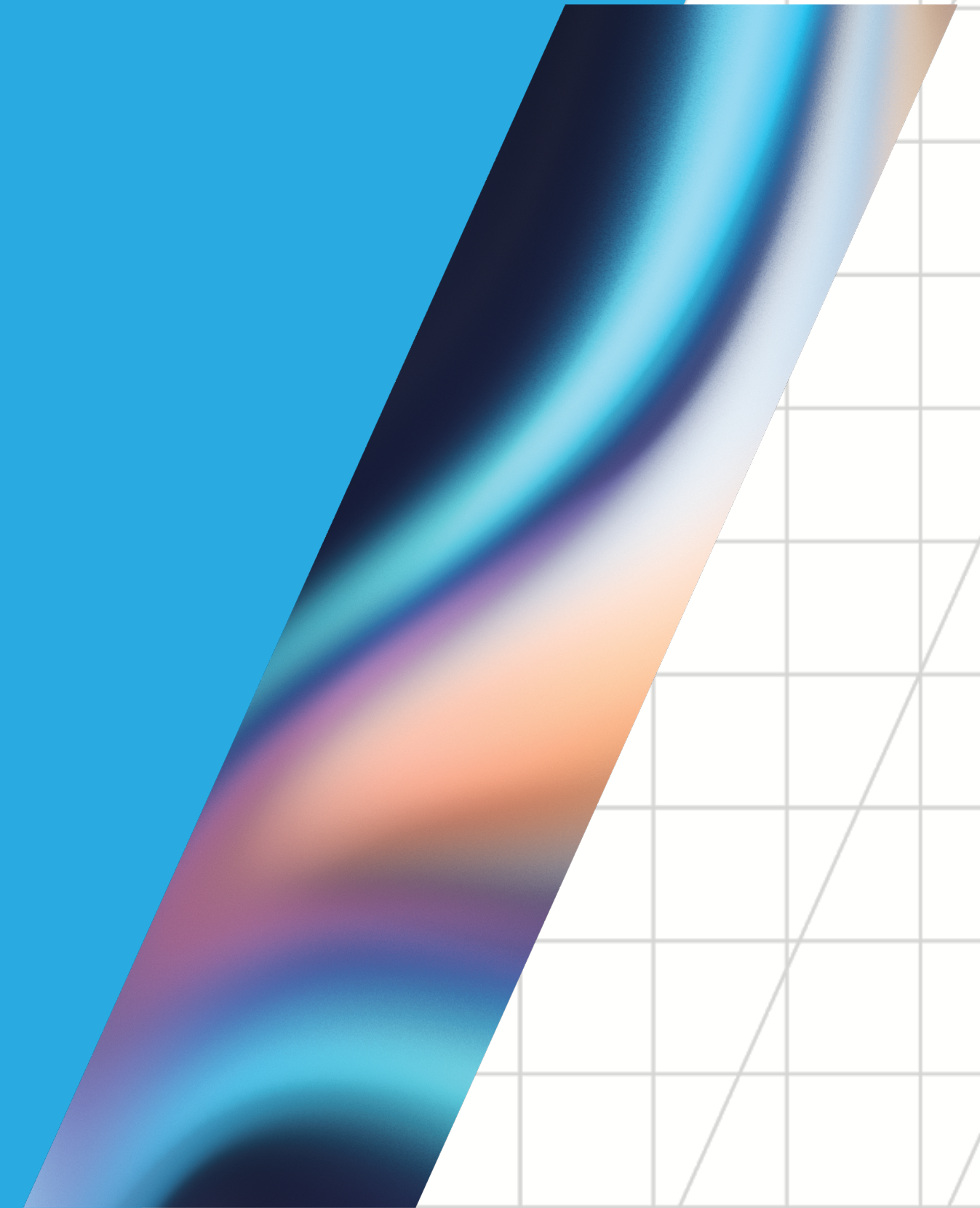




INNOVATION SHOWCASE

Dries Buytaert, Co-founder, Chair & CTO



ACQUIA'S VISION

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



ACQUIA'S PLATFORM

Optimize

Manage

Build

ACQUIA'S PLATFORM

Optimize

Manage

Build

Content Services
Development Services
Continuous Dev / Integration
Deployment Services

ACQUIA'S PLATFORM

Optimize

Manage

Cloud Management
Platform Operations
Security Services
Content Services
Team Governance
Workflows (Dev & Marketing)

Build

Content Services
Development Services
Continuous Dev / Integration
Deployment Services

ACQUIA'S PLATFORM

Optimize

- User Profile Management
- Analytics
- Personalization Management
- Machine Learning
- Journey Building
- Content Authoring

Manage

- Cloud Management
- Platform Operations
- Security Services
- Content Services
- Team Governance
- Workflows (Dev & Marketing)

Build

- Content Services
- Development Services
- Continuous Dev / Integration
- Deployment Services

ACQUIA'S PLATFORM

Marketing Hub

Optimize

- User Profile Management
- Analytics
- Personalization Management
- Machine Learning
- Journey Building
- Content Authoring

Manage

- Cloud Management
- Platform Operations
- Security Services
- Content Services
- Team Governance
- Workflows (Dev & Marketing)

Build

- Content Services
- Development Services
- Continuous Dev / Integration
- Deployment Services

ACQUIA'S PLATFORM

**Marketing
Hub**

Optimize

User Profile Management
Analytics
Personalization Management
Machine Learning
Journey Building
Content Authoring

Manage

Cloud Management
Platform Operations
Security Services
Content Services
Team Governance
Workflows (Dev & Marketing)

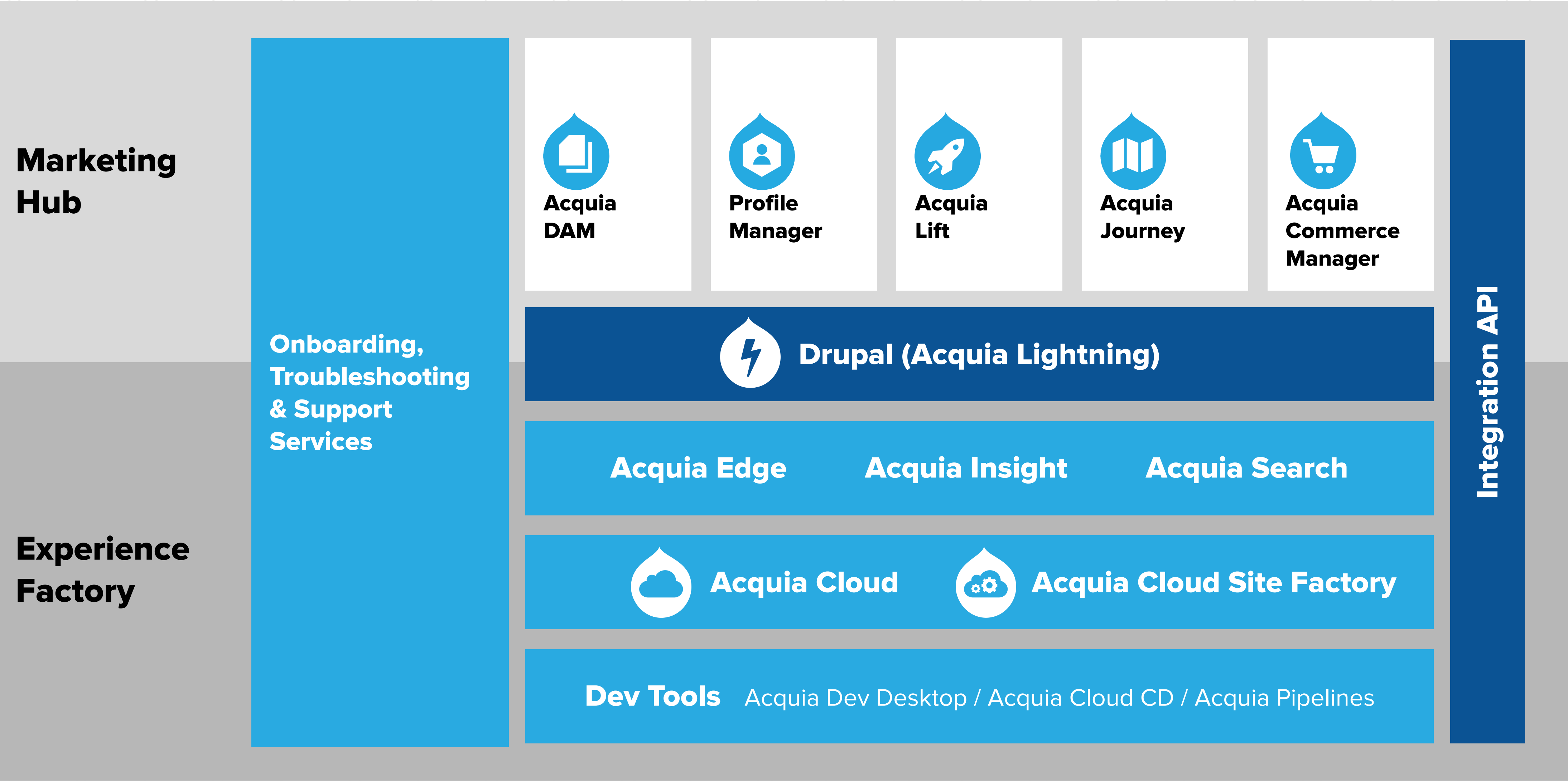
**Experience
Factory**

Build

Content Services
Development Services
Continuous Dev / Integration
Deployment Services

ACQUIA'S PLATFORM

End User Outputs (Web, Mobile, etc)

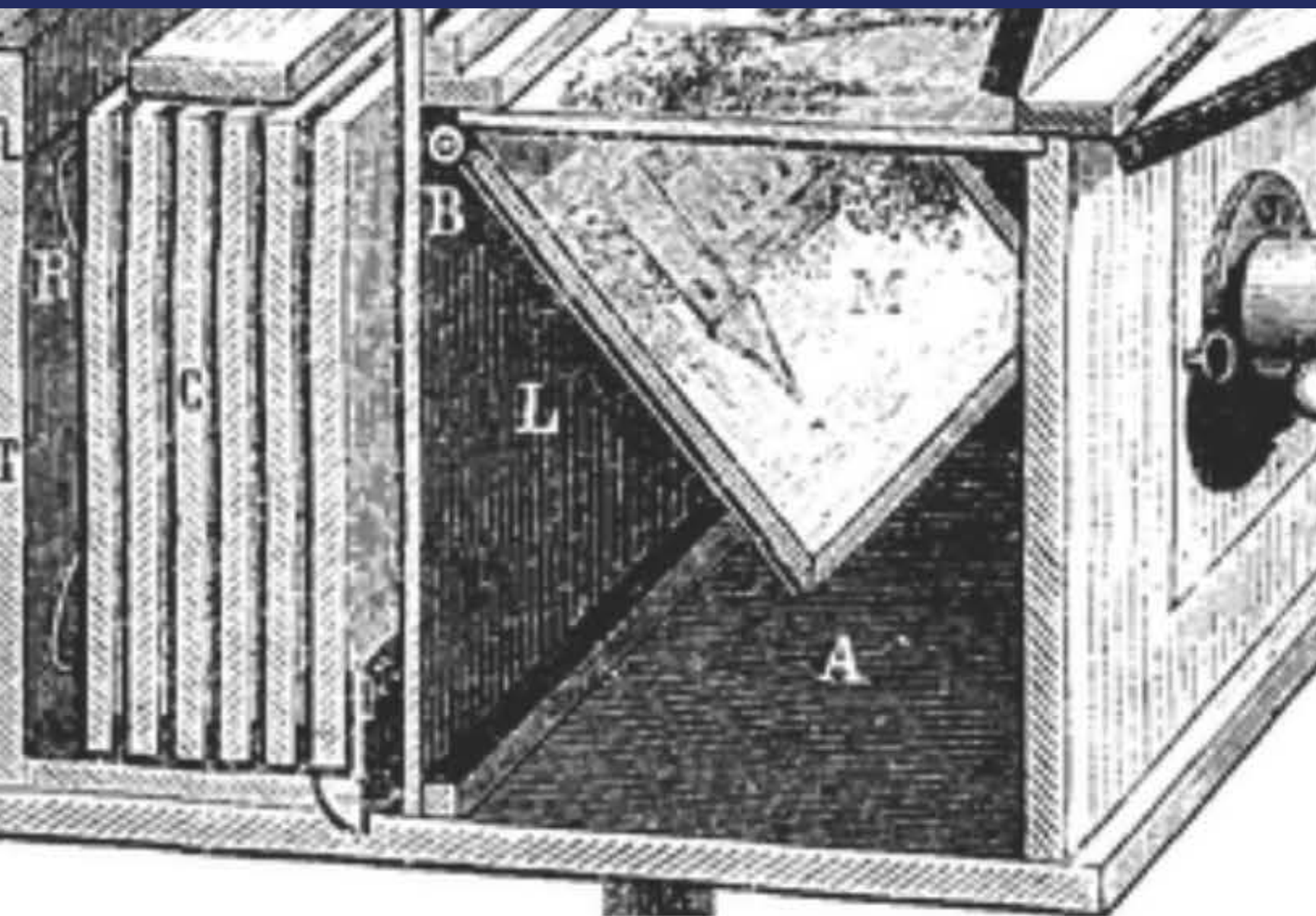




SIMPLICITY

SCALABILITY

INTELLIGENCE





SIMPLICITY

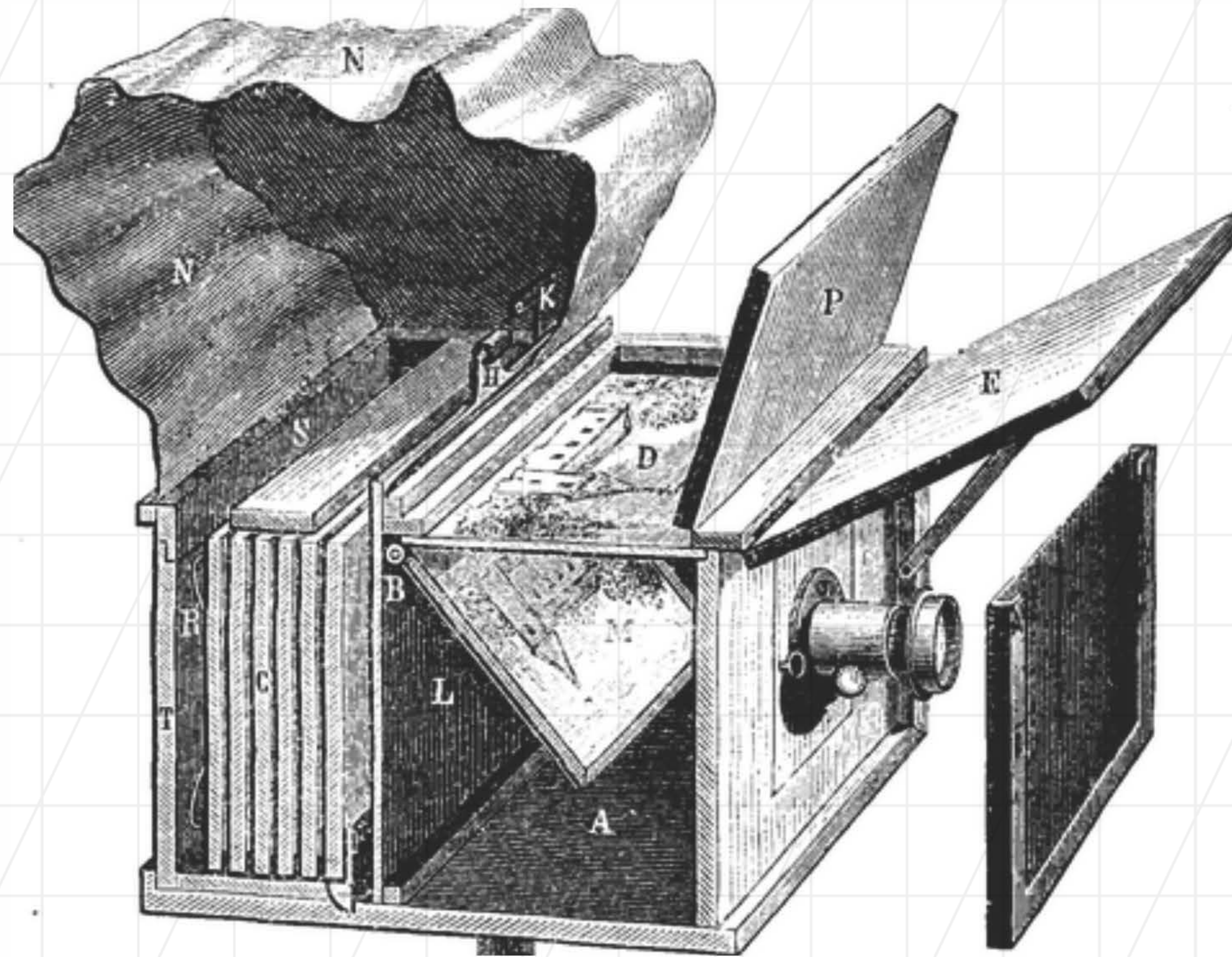
SCALABILITY

INTELLIGENCE



PAYCHEX

SIMPLICITY WINS.



“The Photographic Apparatus”

1839

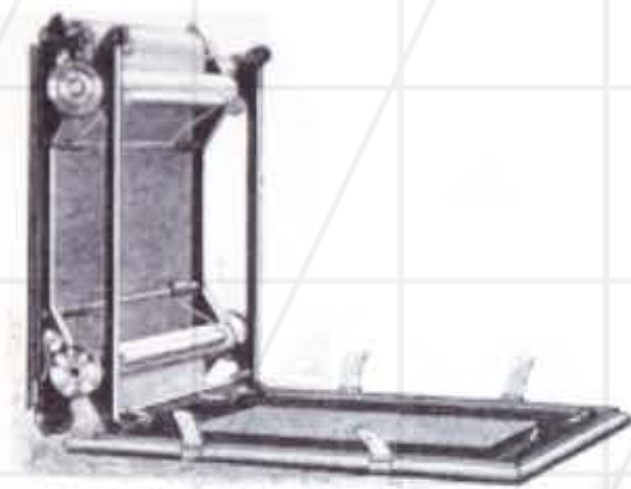


Fig. 1

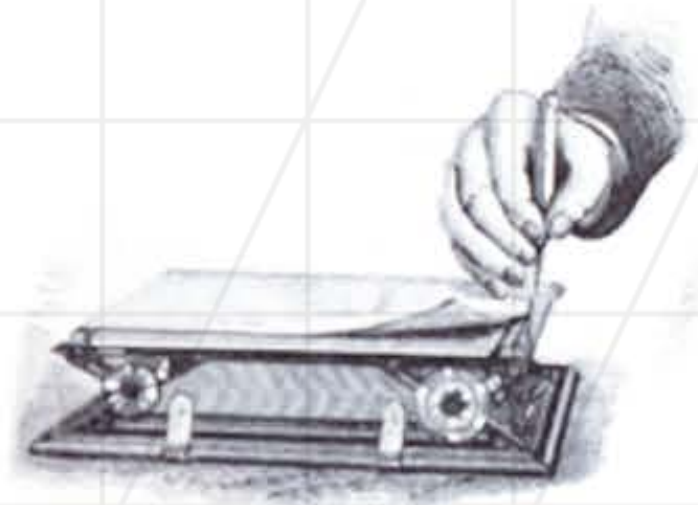


Fig. 2

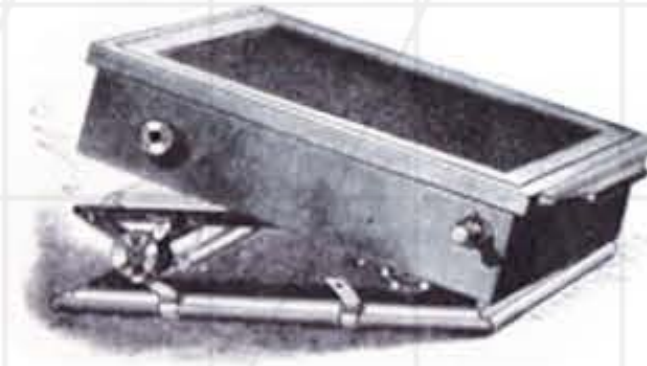


Fig. 3

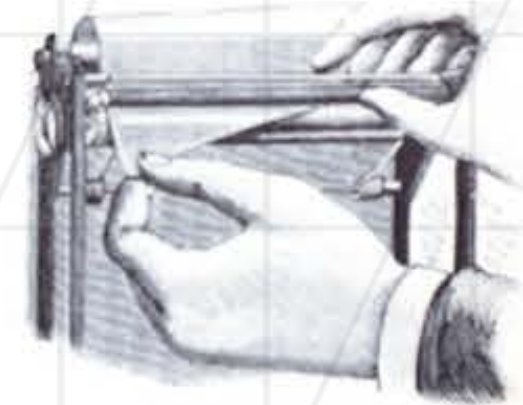


Fig. 4

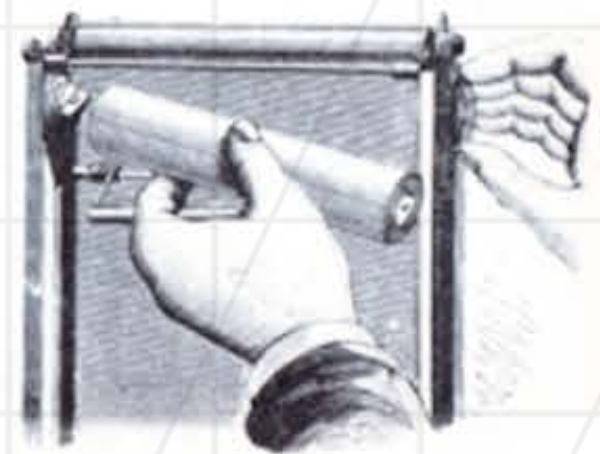


Fig. 5



Fig. 6



Fig. 7



Fig. 8



Fig. 9

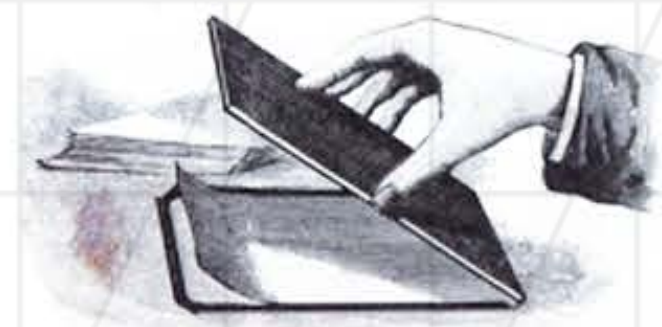


Fig. 12



35MM



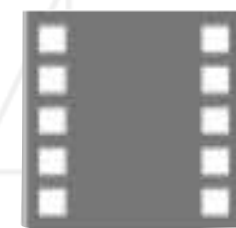
Load



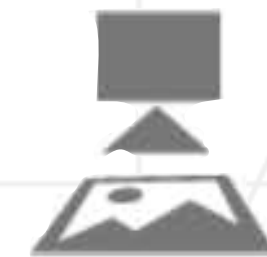
Shoot



Upload



Develop



Enlarge



Print



Store



Share



POLAROID 1970



Load



Shoot



Store



Share



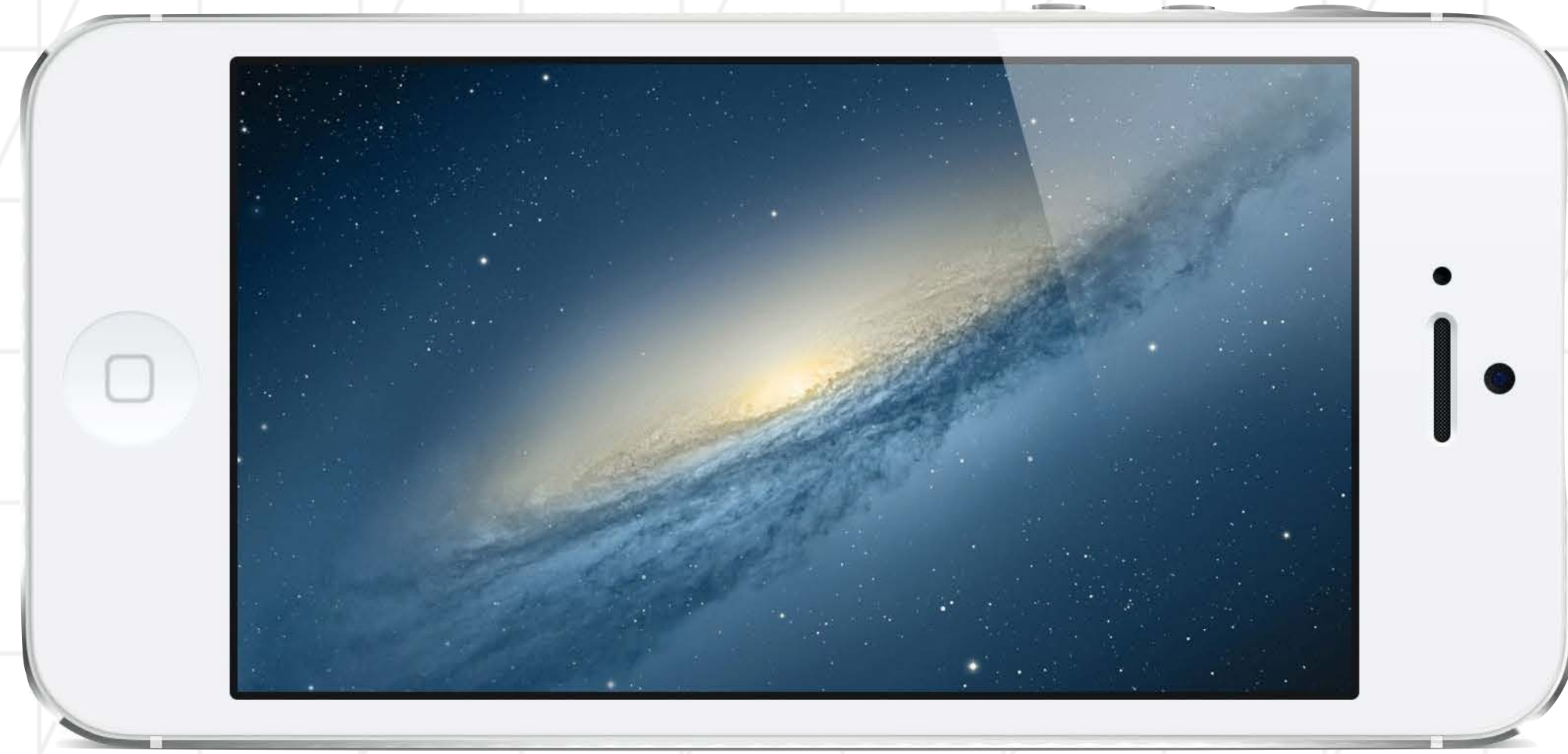
CANON DIGITAL 2000



Shoot

Store

Share



IPHONE 2005



Shoot



Store/Share



***End-user simplicity requires
greater system complexity.***





Li-ion Battery
3.81V---10.35Whr
APN: 616-00351

 WARNING

Authorized Service
Provider Only

Potential for fire or
burning. Do not
disassemble, puncture,
crush, heat, or burn.


Li-ion

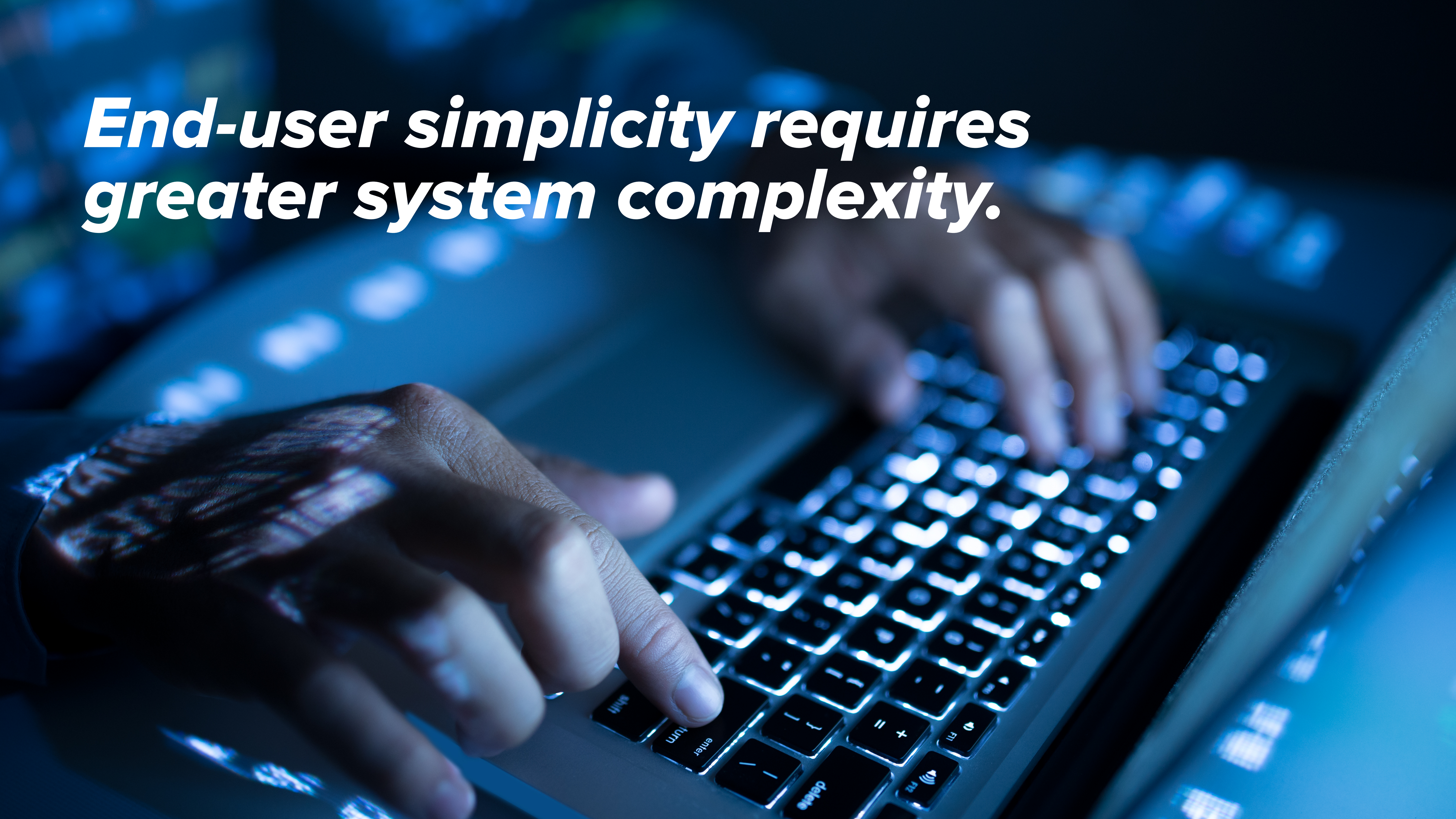

TIS 2217-2548
Apple South Asia
(Thailand) Limited


2716mAh
Apple Japan


MH45584

 TAPTIC ENGINE

***End-user simplicity requires
greater system complexity.***



***Simplicity
is expected***





***Simplicity
for developers***

Simplicity for marketers





***Simplicity
for operators***

***At Acquia, we
work to remove
the complexity***



Live Reports
Learn more about Analytics



Current Payroll

You have 3 days to submit payroll.

June 24 - June 30

Resume

JUL
6

SUBMIT BY
July 5

[View Payroll Center](#)



Last Payroll

WEEKLY PAYROLL (2)

June 17 - June 23

W/IN SUBMITTED

ERICA BIZZARI

Digital Marketing Manager

PAYCHEX[®]



Acquia



Acquia



RESULTS:

- ✓ Launched in 4 months
- ✓ Double digit YoY growth in site traffic and leads
- ✓ Overall visits increased
- ✓ Organic traffic increased

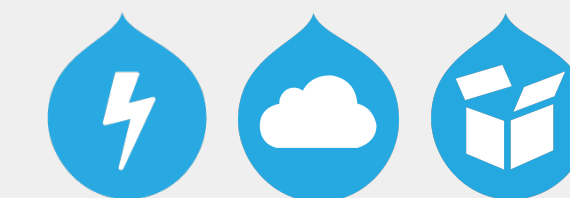
PRODUCTS USED:

Acquia Lightning

Acquia Cloud

Dev Desktop

Professional Services



AcQUia

***INNOVATION
SHOWCASE***

JEFF BEEMAN

Director of Product, Acquia Lightning
ACQUIA





DEMO

 Search by keyword

Search

Log in



Home

Press Releases

Spend less time on operations
more time on your business

Simplify your operations by combining point of
sale, capital and payroll all in one place. Find
your solution today.

Find your solution today

Search by keyword

Search

My account

Log out



Home

Press Releases

Home

»

admin

»

Moderation Dashboard

Content in review

Article

[How Financial Services Compete in a Content-Driven World](#)

Press Release

[Bread & Butter Unveils New Services & Capabilities for Small Business Owners](#)

Content drafts

Recent updates

[Bread & Butter Unveils New Services & Capabilities for Small Business Owners](#)

admin 32 seconds ago

[How Financial Services Compete in a Content-Driven World](#)

Holly Foat 10 minutes 39 seconds ago

[What the IRS' New W-4 Forms Mean For Your Business](#)

Grace Hamilton 10 minutes 39 seconds ago

Your drafts

Landing page

[Special Offer](#)


Your activity

[Special Offer](#)

admin 1 month ago

[Special Offer](#)

admin 1 month ago

 Search by keyword

Search

[My account](#) [Log out](#)



[Home](#) [Press Releases](#)

✓ The moderation state has been updated.

- View

Edit

Delete

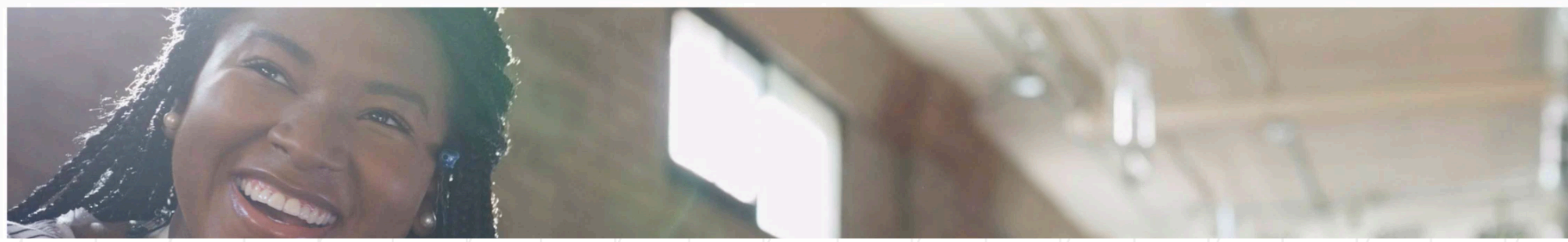
History

Layout

Revisions

[Home](#) » Special Offer

Special Offer

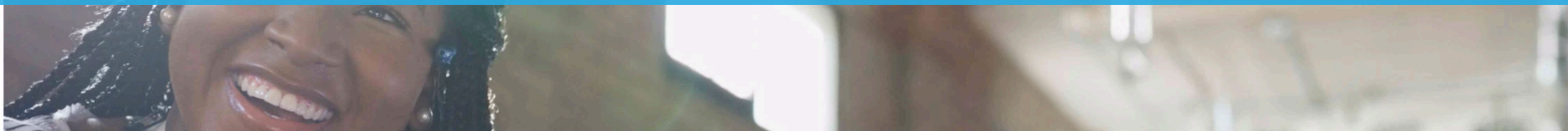


Search by keyword Search

My account Log out

WHAT YOU JUST SAW:

- ✓ The new moderation dashboard
- ✓ A streamlined publishing process with the new moderation sidebar
- ✓ The ability to schedule publication of your content
- ✓ And a simple, powerful layout builder (Alpha)





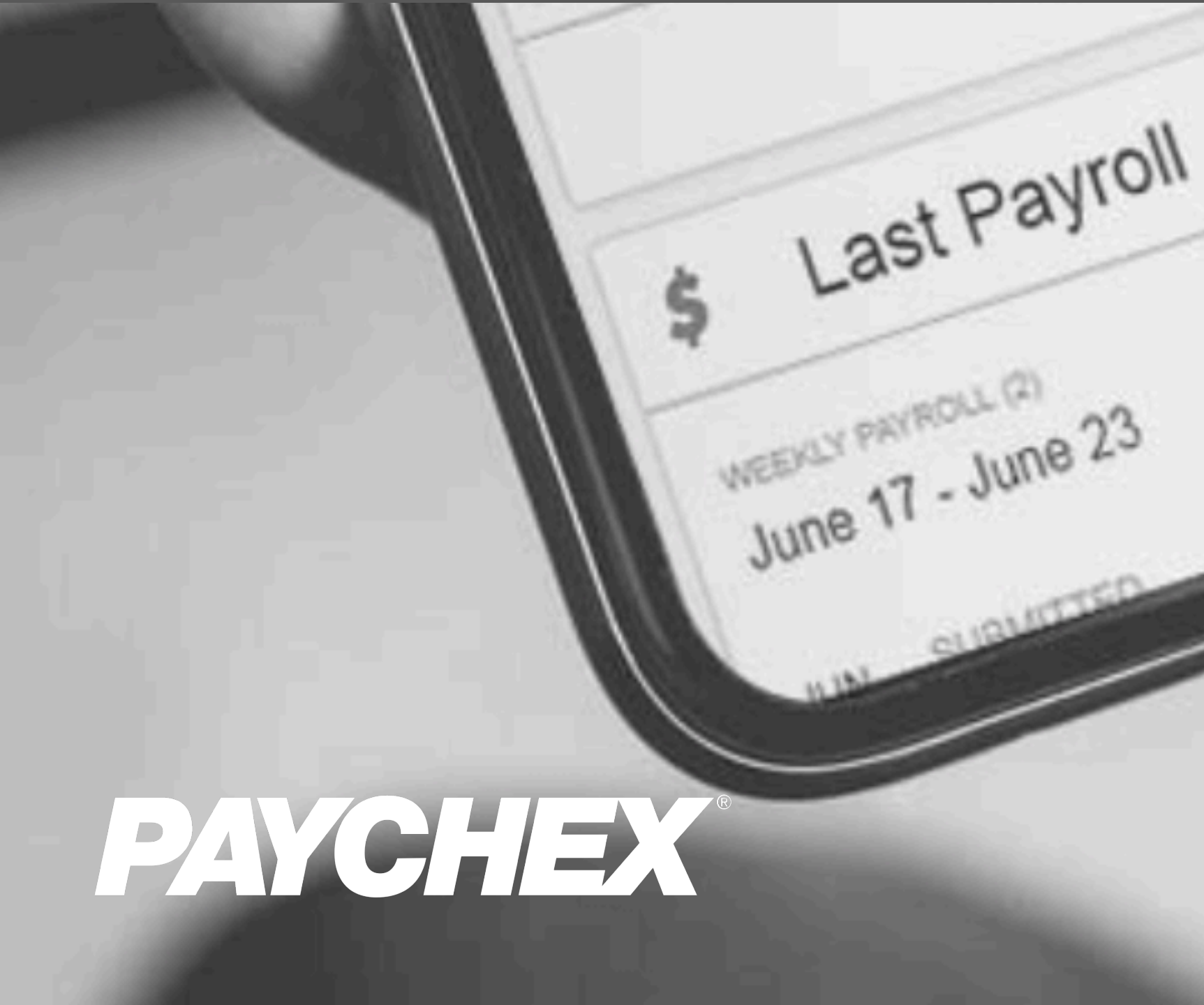
SIMPLICITY

SCALABILITY

INTELLIGENCE



PAYCHEX



PAYCHEX[®]



A high-angle, wide shot of a massive crowd of people, likely at a sports event or festival. The crowd is densely packed, filling the entire frame. People are wearing various casual clothing, including t-shirts, hats, and jackets. The colors of the clothing are diverse, creating a vibrant, multi-colored mosaic. The perspective is from above, looking down on the sea of people.

Small to large



One to many

Coupled or decoupled



R Bay Ridge-95 St

1min

Q Coney Island-Stillwell Av

2min

5:30 PM



62 °F

WE FUEL
A BALANCED LIFE FULL OF ADVENTURE

Vision & Mission

Commitments

Sustainability



New Partnerships

elasticpath™

 **BIGCOMMERCE**



Acquia



ERIC BLACK

Chief Technology Officer



AcQUiD

***INNOVATION
SHOWCASE***



RESULTS:

- ✓ 93 million unique monthly users
- ✓ 721 million minutes of desktop video streamed
- ✓ No. 1 digital ranking across the sports category in February.

PRODUCTS USED:

Acquia Lightning

Acquia Cloud



BETH LINKER

Director of Product, Acquia Cloud
Acquia



DEMO

Environments | Acquia

https://cloud.acquia.com/app/develop/applications/f87b7162-dc9e-4847-abee-ab70c7685d51

Acquia Cloud

DEVELOP

MANAGE

HELP

Applications > acquiaron8

acquiaron8

Add Database

Git Info

Rename

Cancel

Environments

Product Keys

Security

Acquia Search

Pipelines

Environments

Show quick help

Filter environments

DRUPAL

PROFESSIONAL

Dev >

obiodev.acquiaron.com

master

Code

Databases

Files

Stage >

obiostage.acquiaron.com

new_code

Code

Databases

Files

Prod >

obio.acquiaron.com

tags/2.3

Code

Databases

Files

Task Log

Commit: 658016d fixing error refs/heads/master

Nov 1, 2018 9:15:45 AM UTC -0500

Commit: 8713bb0 fixing the broken code refs/heads/new_code

Oct 29, 2018 8:45:03 AM UTC -0500

Deploy the code reference new_code to test

Oct 29, 2018 8:43:12 AM UTC -0500

Deploy the code reference tags/2.3 to test

Oct 29, 2018 8:41:03 AM UTC -0500

Deploy the code reference new_code to test

Oct 29, 2018 8:40:07 AM UTC -0500

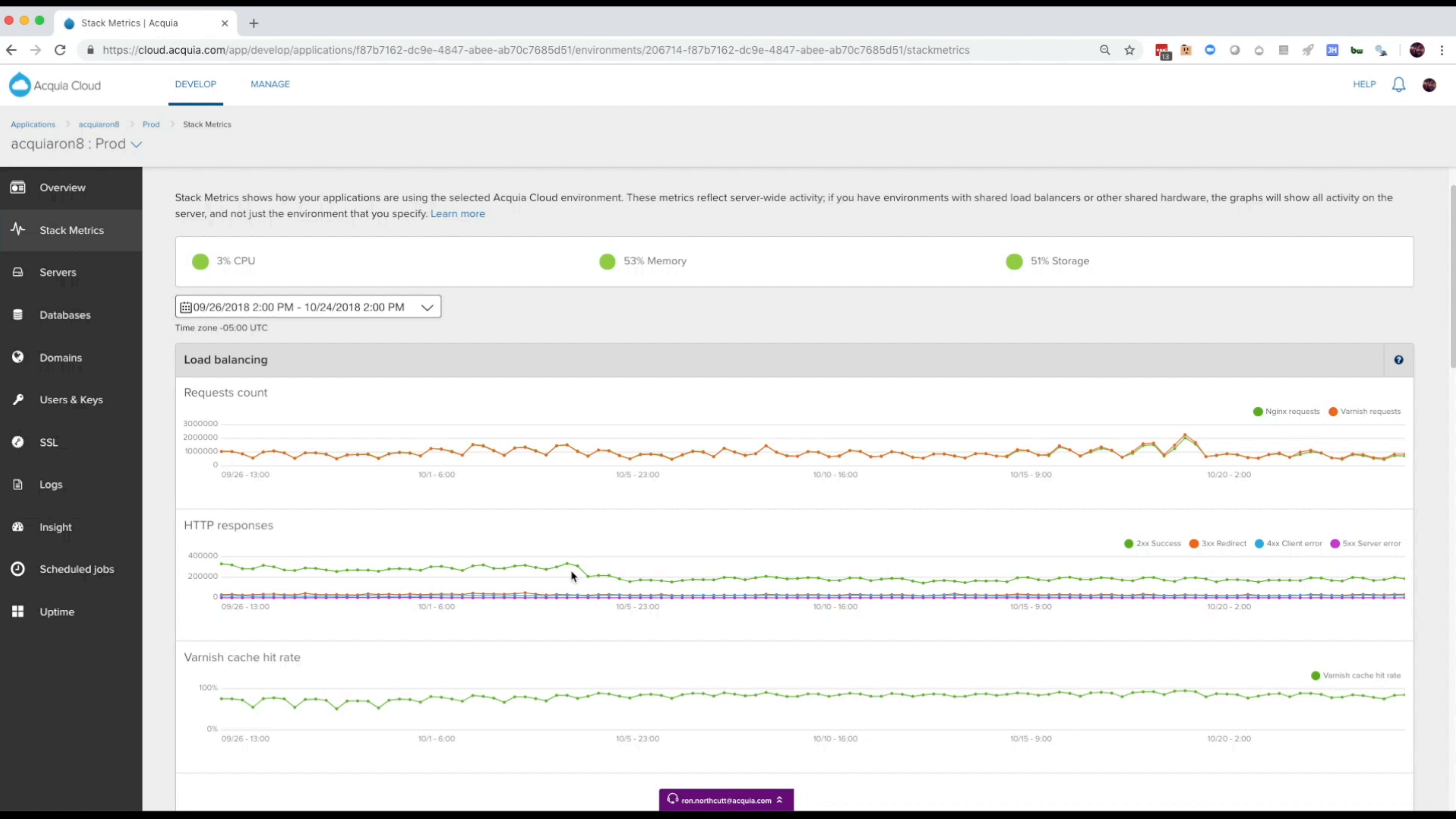
Deploy the code reference master to test

Oct 29, 2018 8:39:22 AM UTC -0500

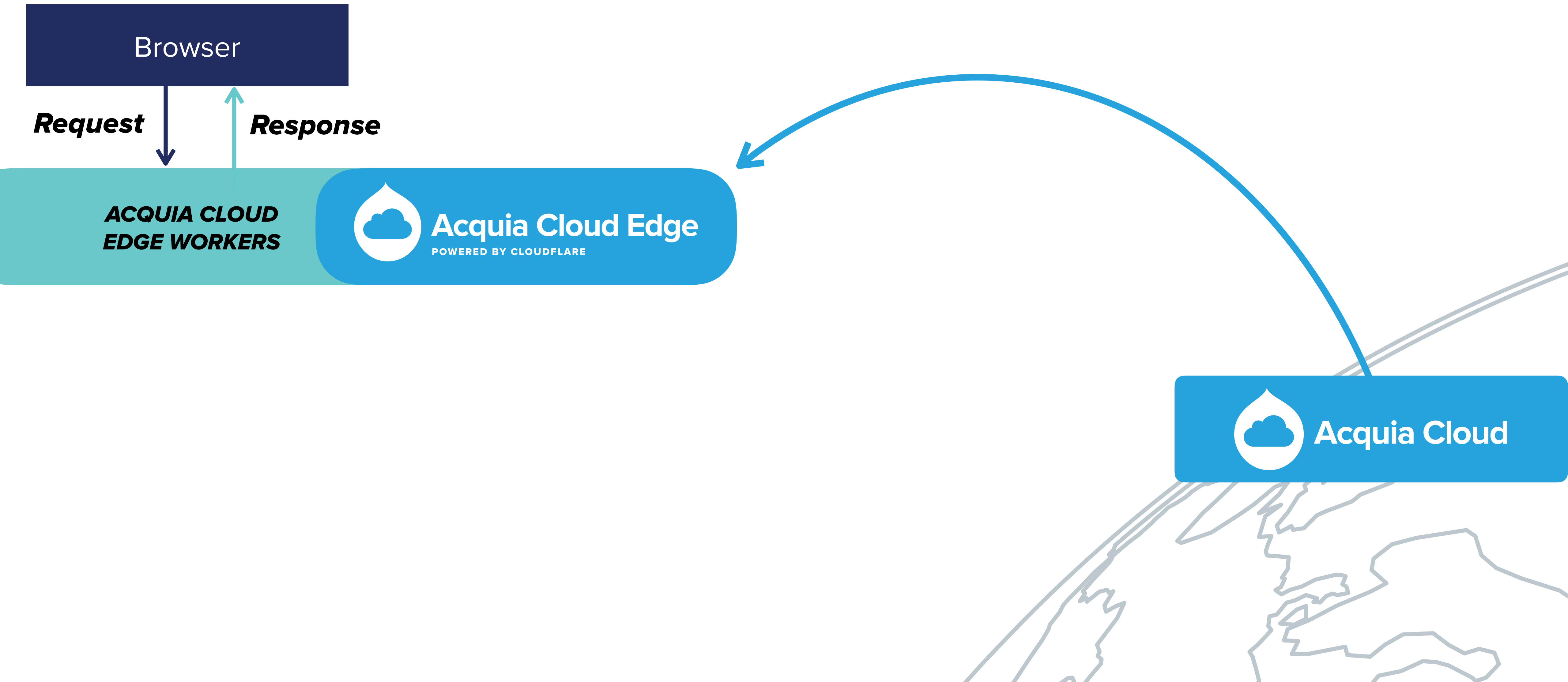
Deploy the code reference new_code to test

Oct 29, 2018 8:38:22 AM UTC -0500

ron.northcutt@acquia.com



ACQUIA CLOUD EDGE WORKERS



Adding support for Dark Mode to web applications

📅 October 29, 2018

🕒 1 min read time

🔗 Permalink

🏷️ CSS

🏠 My site

🌐 Drupal

MacOS Mojave, Apple's newest operating system, now features [a Dark Mode interface](#). In Dark Mode, the entire system adopts a darker color palette. Many third-party desktop applications have already been updated to support Dark Mode.

Today, more and more organizations rely on cloud-based web applications to support their workforce; from Gmail to Google Docs, SalesForce, Drupal, WordPress, GitHub, Trello and Jira. Unlike native desktop applications, web applications aren't able to adopt the Dark Mode interface. I personally spend more time using web applications than desktop applications, so not having web applications support Dark Mode defeats its purpose.

This could change as [the next version of Safari](#) adds a new [CSS media query](#) called `prefers-color-scheme`. Websites can use it to detect if Dark Mode is enabled.

I learned about the `prefers-color-scheme` media query on [Jeff Geerling's blog](#), so I decided to give it a try on my own website. Because I use CSS variables to set the colors of my site, it took less than 30 minutes to add Dark Mode support on [dri.es](#). Here is all the code it took:

```
@media (prefers-color-scheme: dark) {
```


Adding support for Dark Mode to web applications

📅 October 29, 2018

🕒 1 min read time

🔗 Permalink

📄 Code Snippets

📄 Blog Posts

📄 Drupal

WHAT YOU JUST SAW:

- ✓ Stack Metrics
- ✓ Log Streaming
- ✓ Edge Workers

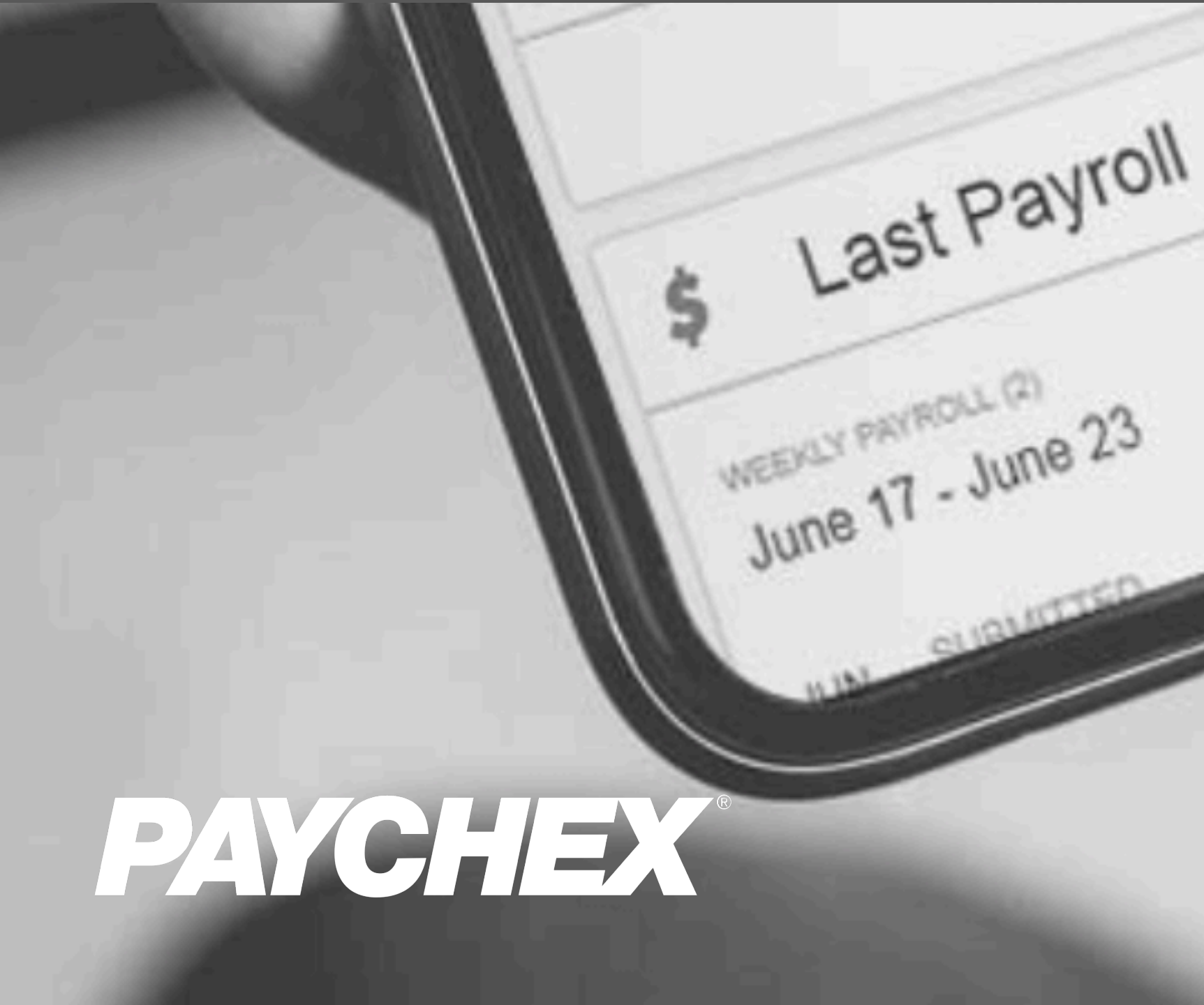
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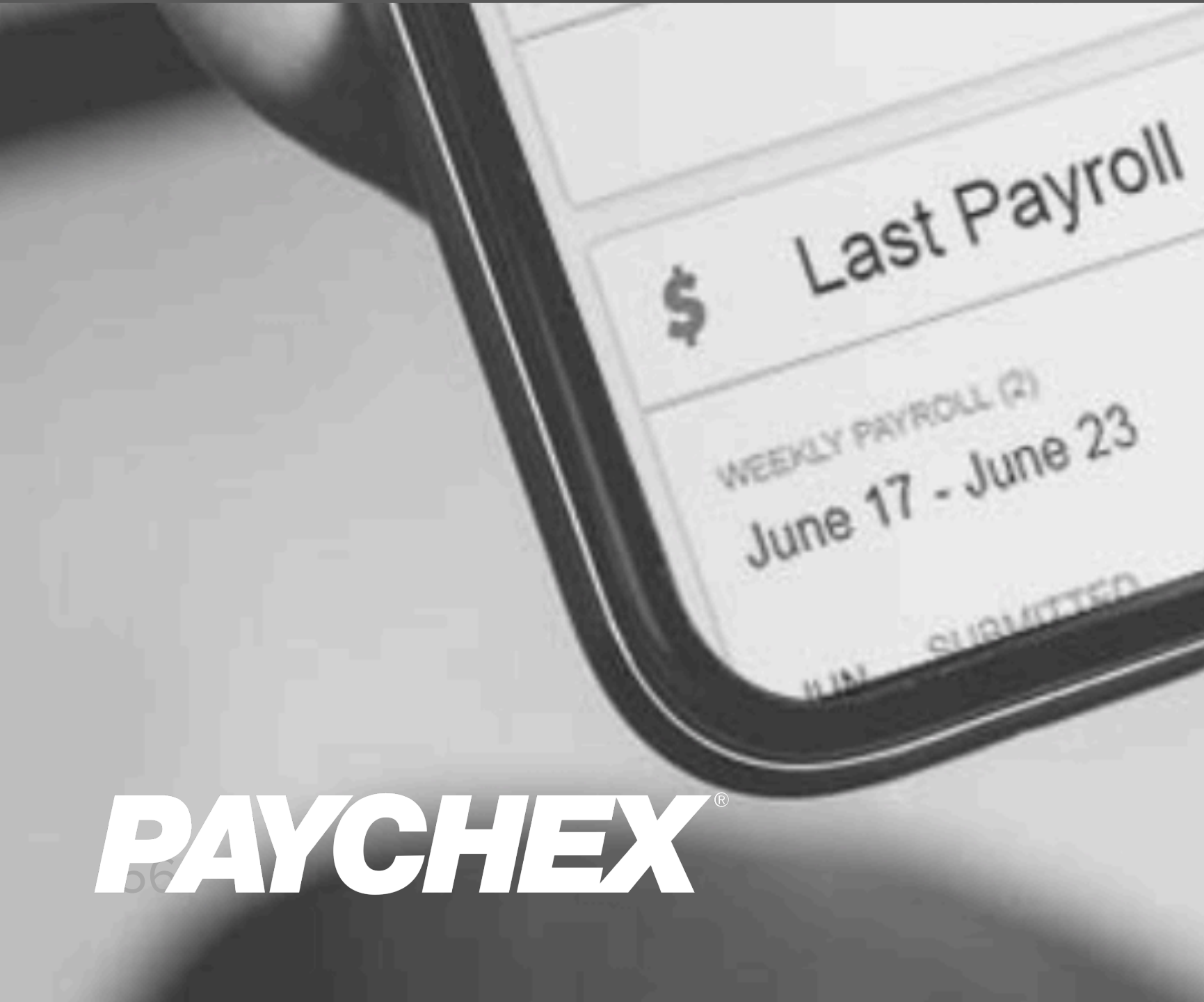
```
@media (prefers-color-scheme: dark) {
```

PAYCHEX[®]



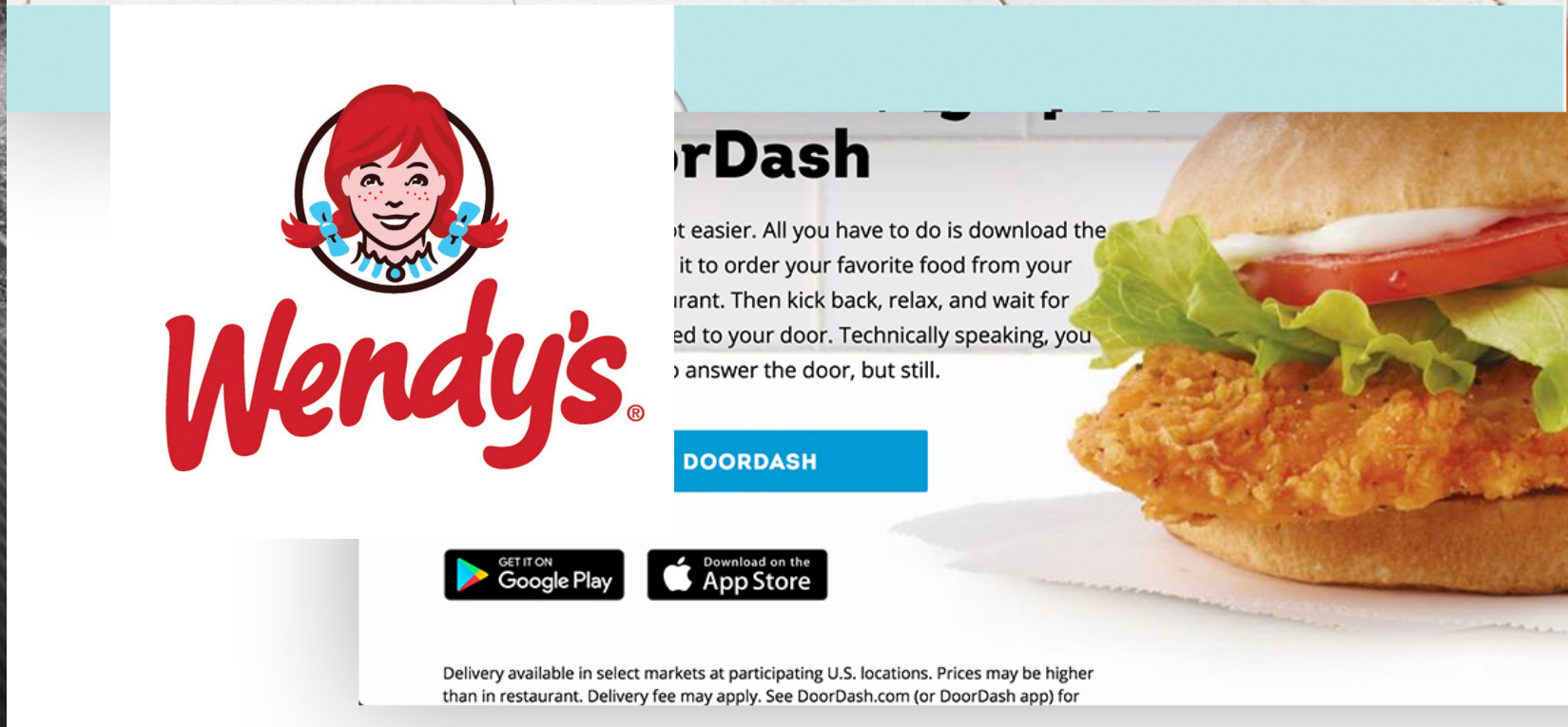
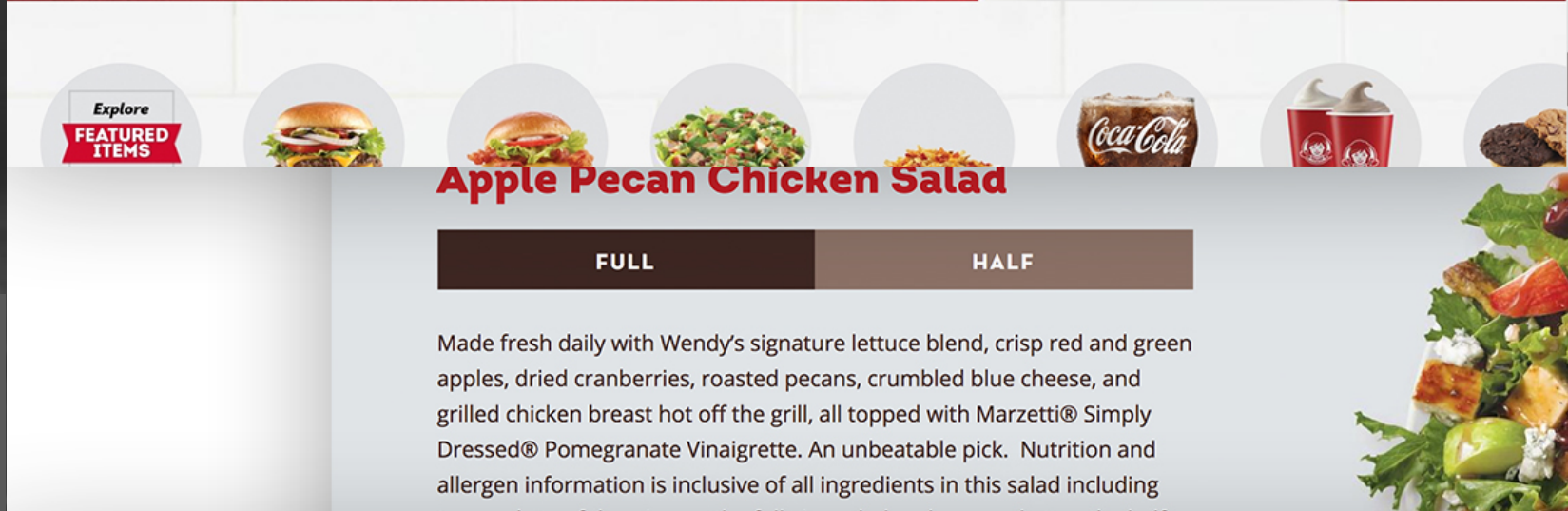
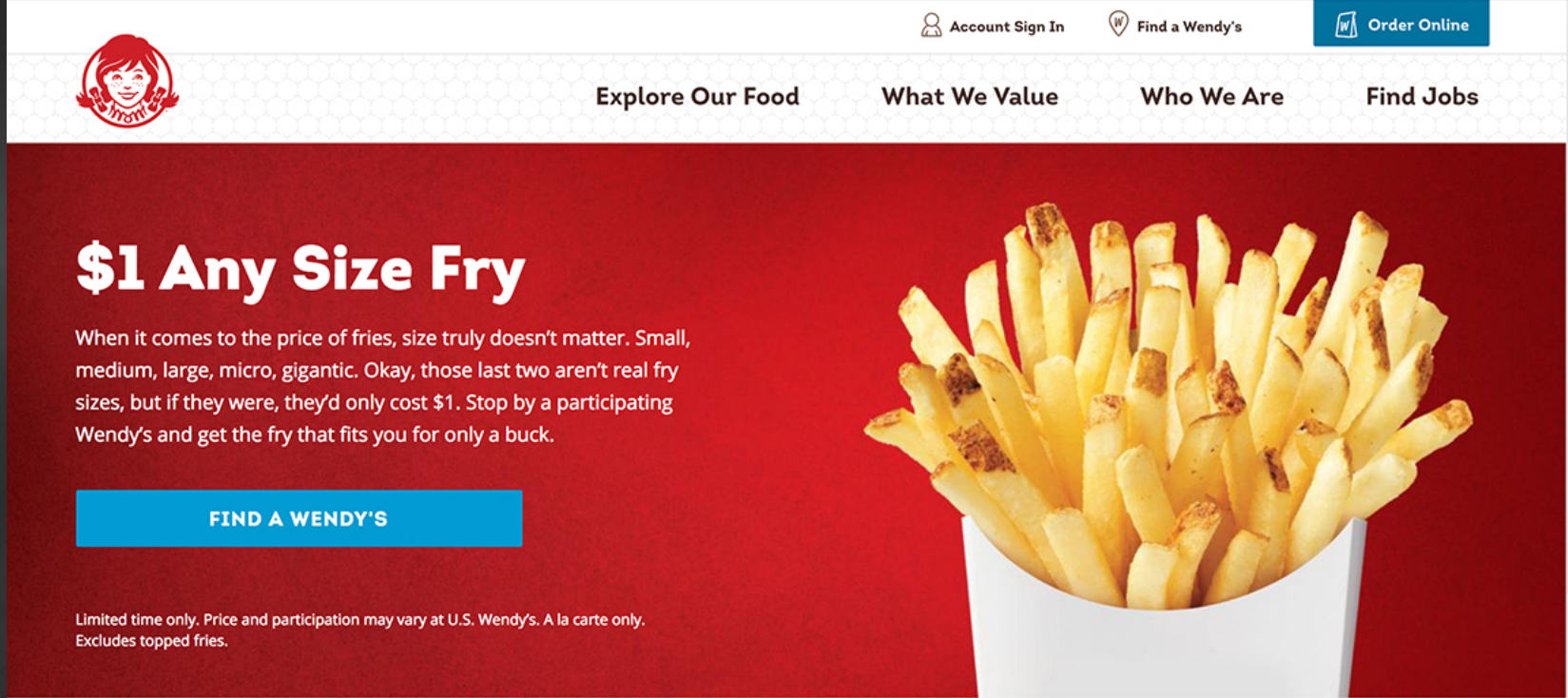
SIMPLICITY



PAYCHEX®



SCALABILITY

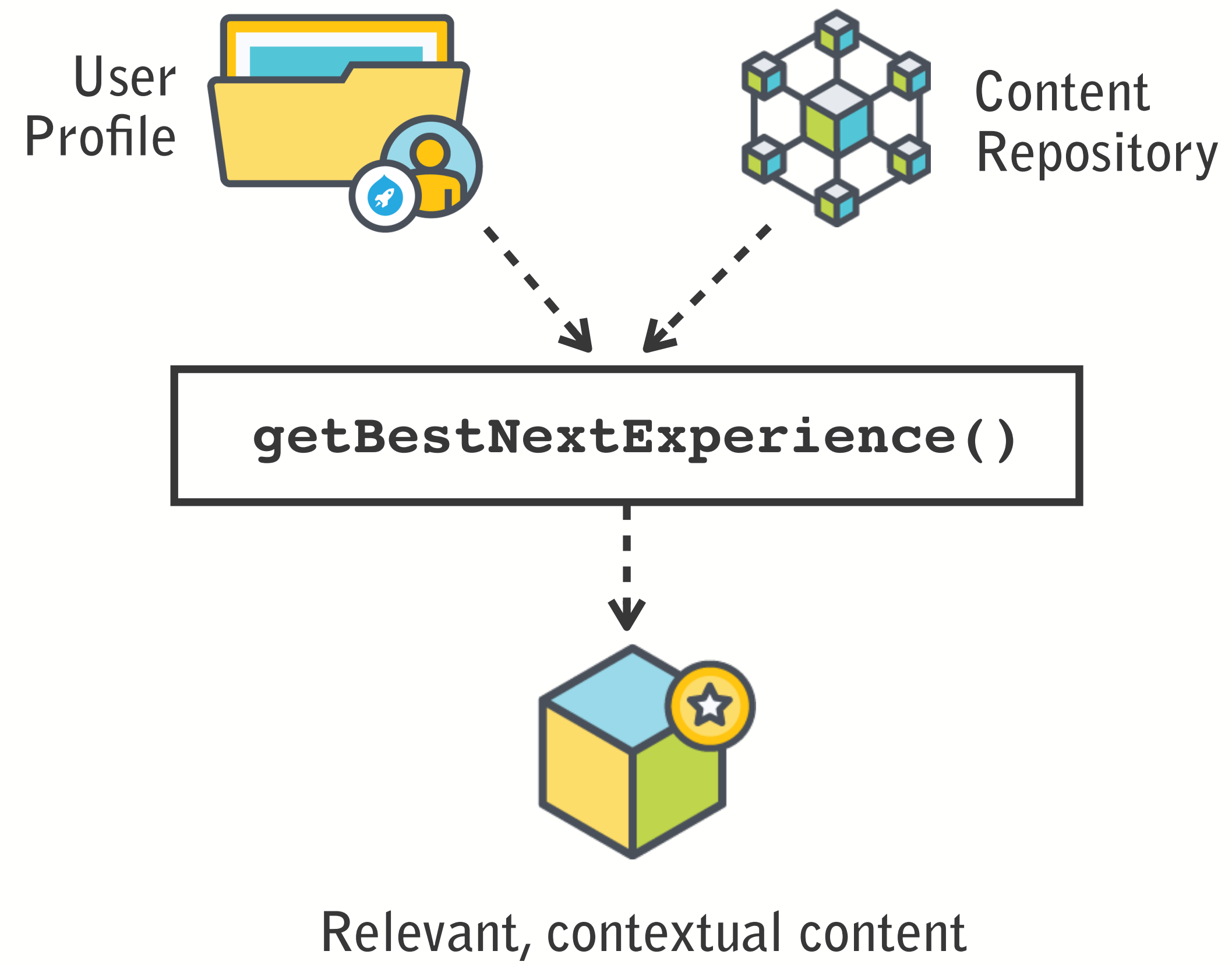
















Acquia Lift is taking off

MIKE MANCUSO

Head of Digital Analytics







Caroline “Baconator” Chao

MEAL PREFERENCE

★ Baconator Combo

- **Small Fries**
- **Small Coke**

SUGGESTIVE SELL

- ? **Medium Coke**
- ? **Baconator Fries**
- ? **Chocolate Chunk Cookie**

Google



ALL MAPS IMAGES VIDEOS

Looking for Lunch? | The Baconator is Waiting

[Ad] menu.wendys.com/baconator

Here's to the carnivores. Two 1/4 lb patties with six strips of bacon. There's not a single veggie to get in the way.

[The Baconator](#)
[Son of Baconator](#)

[Baconator Fries](#)
[View Full Menu](#)





Mike “Healthy-ish” Mancuso

MEAL PREFERENCE

★ **Taco Salad**
- **Water**

SUGGESTIVE SELL

? **Honest Green Tea**
? **Frosty**

Google

Q

ALL MAPS IMAGES VIDEOS

Looking for Lunch? | Taco Salad is Waiting
[Ad] menu.wendys.com/taco-salad

Our famous chili, shredded cheddar, and diced tomatoes makes salad anything but ordinary.

Taco Salad	Berry Burst Chicken Salad
Spicy Caesar Chicken Salad	Full Menu



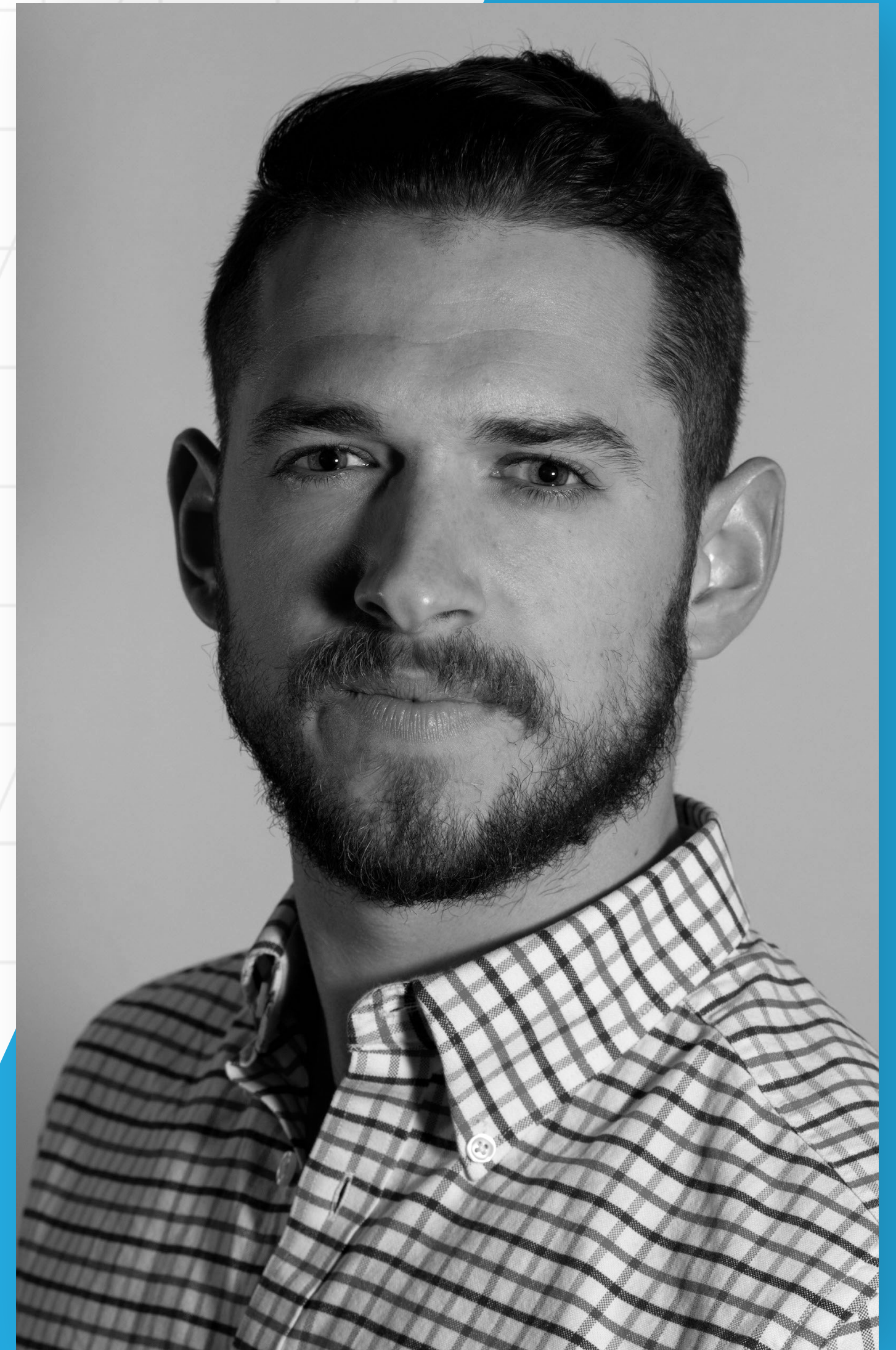


AcQUia

***INNOVATION
SHOWCASE***

ERIC FULLERTON


Product Marketing Lead, Acquia Lift
Acquia








DEMO

 Dashboard

 Campaigns

 Segments

 People

 Goals

Global Overview

+ CREATE NEW CAMPAIGN

Filter: All Sites ▼

RANGE: 6 MONTHS ▼



ACTIVE CAMPAIGNS
10 Inactive



20,400

TOTAL UNIQUE VISITORS
Daily



12,844

GOALS MET



235

EVENTS TRIGGERED
Daily



TOP CAMPAIGNS

UPTIME

GOALS MET

CONVERSION RATE

1

Delivery Recommendations

6 months, 20 days

23,455

10%

2

Summertime Frosty AB Test

3 months, 19 days

22,499

8%

3

Squaredeal Article Recommendations

5 months

18,363

5%

4

Delivery Discount

9 months, 3 days

10,629

5%

5

Breakfast in Bed!

11 months, 2 days

5,437

2%

POPULAR CONTENT



Breakfast In Bed

Article

Published: December 1st, 2017



Frosty Dipping

Article

Published: December 1st, 2018



The Baconator!

Article

Published: December 1st, 2018



A Square Meal

Article

Published: December 1st, 2018



Chicken Nuggets Dance

Article

Published: December 1st, 2018

Filter: All Sites

RANGE: 6 MONTHS



ACTIVE CAMPAIGNS
10 Inactive

TOP CAMPAIGNS

- 1 Delivery Recommendation
- 2 Summertime Frosty AB
- 3 Squaredeal Article Reco
- 4 Delivery Discount
- 5 Breakfast in Bed!

TOP SEGMENTS

OF VISITORS % OF TRAFFIC

POPULAR CONTENT

- Breakfast In Bed
Published: December 1st, 2017
Article
- Frosty Dipping
Published: December 1st, 2018
Article
- The Baconator!
Published: December 1st, 2018
Article
- A Square Meal
Published: December 1st, 2018
Article
- Chicken Nuggets Dance
Published: December 1st, 2018
Article

POPULAR EVENTS

Select Campaign Type

Multi-component Campaigns



Mixed Campaign
Mix and match different personalization components and track their success.

Single-component Campaigns



A/B Test
Test a variation of your site against each other to find the best experience for your visitors.



Targeted Personalization
Personalize your site's content for a specific visitor segment.



Content Recommendation
Create dynamic personalized experiences based on criteria that you specify.

Personalize / Campaigns / Create New Campaign

Create New Targeted Personalization

Dashboard

Campaigns

Segments

People

Goals



Step 2: Choose Segment & Configure Personalization

Personalize your site's content for a specific visitor segment.

Targeted Personalization

Choose Segment:

Who should see this test? By default it will be everyone.

Current Segment - Everyone



[+ CREATE NEW SEGMENT](#)

Create Site Experience:

Add new content to your website to target your chosen segment.

BUILD PERSONALIZATION



You must configure each component before publishing your campaign.

Next: Review changes and publish your campaign!

Step 1

French Fry Promo

<http://www.wendys.com>

[EDIT](#)

[EDIT](#)

Description

A new promotion for our french fry lovers.

Primary Goal

Click-Through

[EDIT](#)

Scheduling

Starting: 22 November, 2018 at 5:00AM

Ending: Running Indefinitely

[EDIT](#)

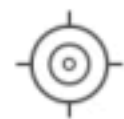
Step 2

Configure Personalization

Step 3

Preview & Publish Campaign

Create New Targeted Personalization



Step 2: Choose Segment & Configure Personalization

Personalize your site's content for a specific visitor segment.

Targeted Personalization

Choose Segment:

Who should see this test? By default it will be everyone.

Current Segment - French Fry Lovers

+ CREATE NEW SEGMENT

Create Site Experience:

Add new content to your website to target your chosen segment.

EDIT PERSONALIZATION



You're all set! Review your campaign details and publish.

Next: Review changes and publish your campaign!

CANCEL

SAVE FOR LATER

SAVE AND CONTINUE

Step 1

French Fry Promo

http://www.wendys.com

EDIT

EDIT

Description

A new promotion for our french fry lovers.

Primary Goal

Click-Through

EDIT

Scheduling

Starting: 22 November, 2018 at 5:00AM

Ending: Running Indefinitely

EDIT

Step 2

Configure Personalization

Step 3

Preview & Publish Campaign

"French Fry Promo" - Targeted Personalization



Success!

Your campaign will become active: [22 November, 2018 on 5:00AM](#)

Campaigns can be changed, paused or stopped in the [campaign section](#).

GO TO CAMPAIGN SECTION

WHAT YOU JUST SAW:

- ✓ New Central Overview Dashboard
- ✓ Guided Step by Step Personalization Creation
- ✓ Personalization Scheduling Capability
- ✓ Campaign Management Section
- ✓ Personalization Calendar
- ✓ Analytics at a Glance

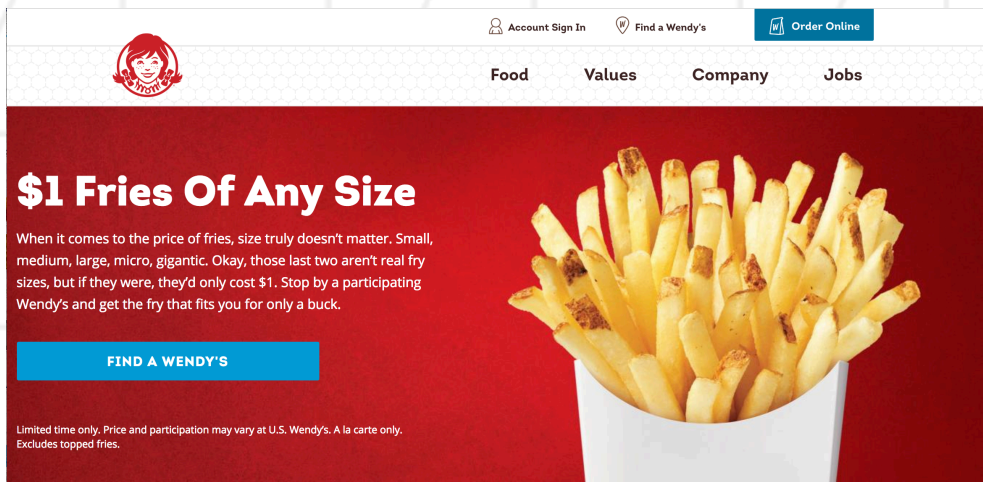
GO TO CAMPAIGN SECTION



**Personalized
Homepage**

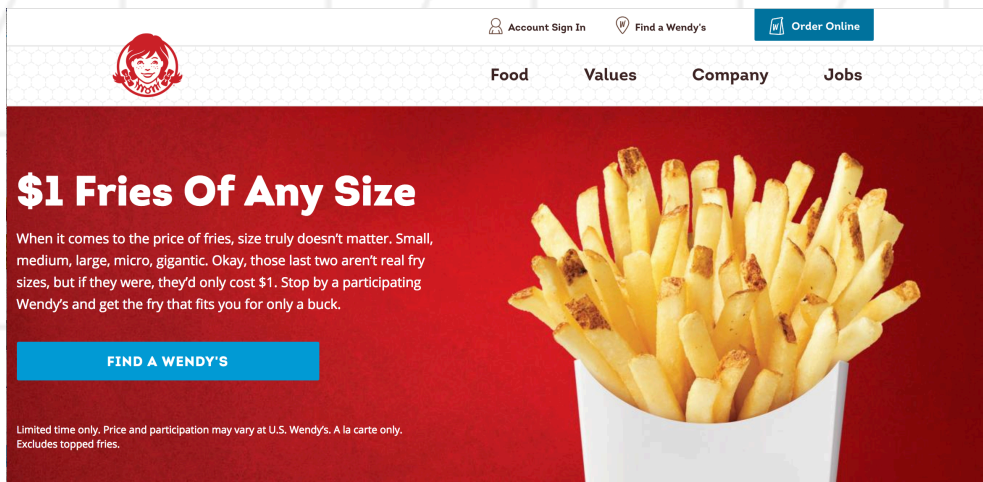


**Twitter Target
Audience**





Personalized
Homepage



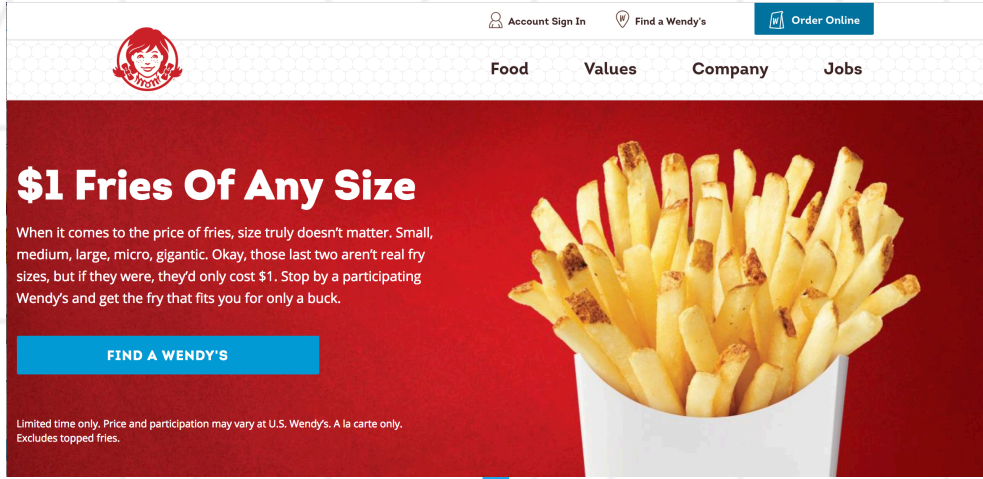
Identify Segments



Twitter Target
Audience



**Personalized
Homepage**



**Make a
Purchase**



**Twitter Target
Audience**



Identify Segments



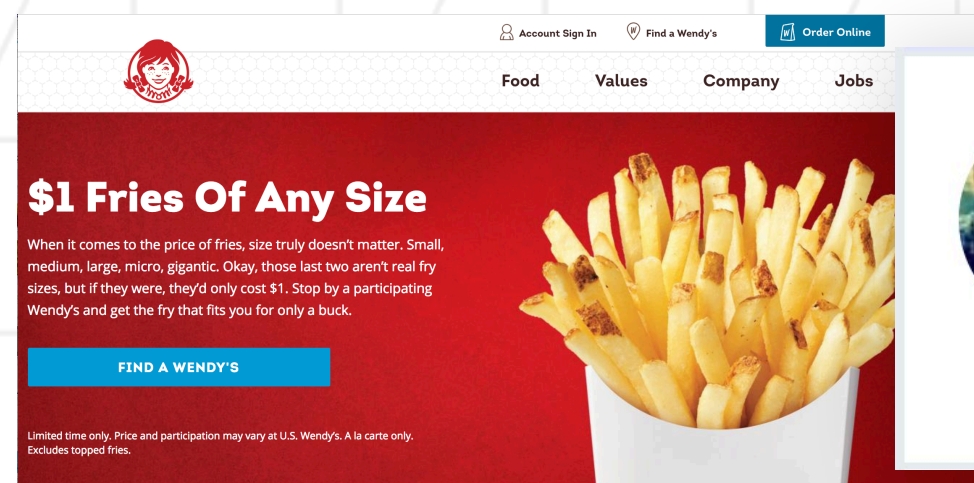
CRM

Update CRM

**Personalized
Homepage**

**In-Store
Purchase**

**Customer
Tweet**



Identify Segments

Update CRM

Keyword monitor...

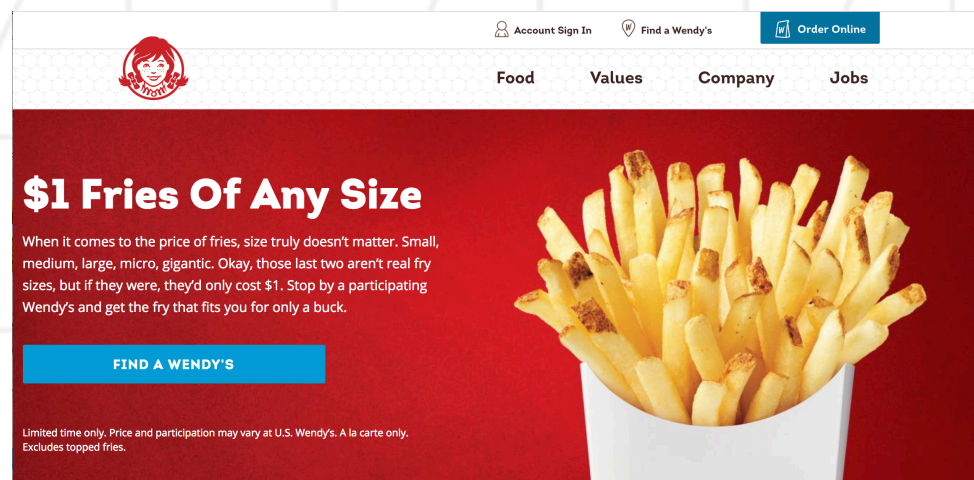


**Twitter Target
Audience**

CRM



Personalized Homepage



Identify Segments



Twitter Target Audience

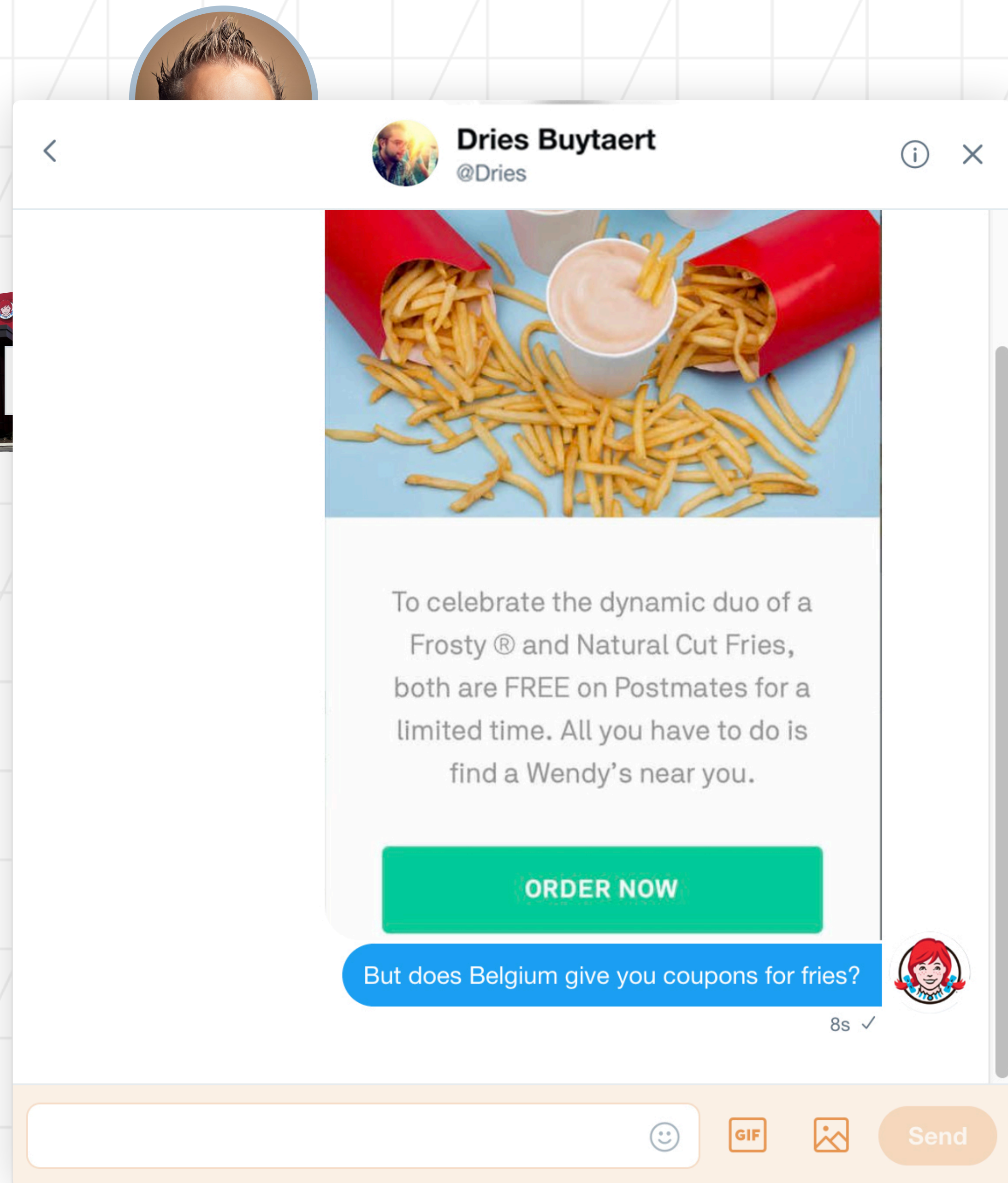
In-Store Purchase

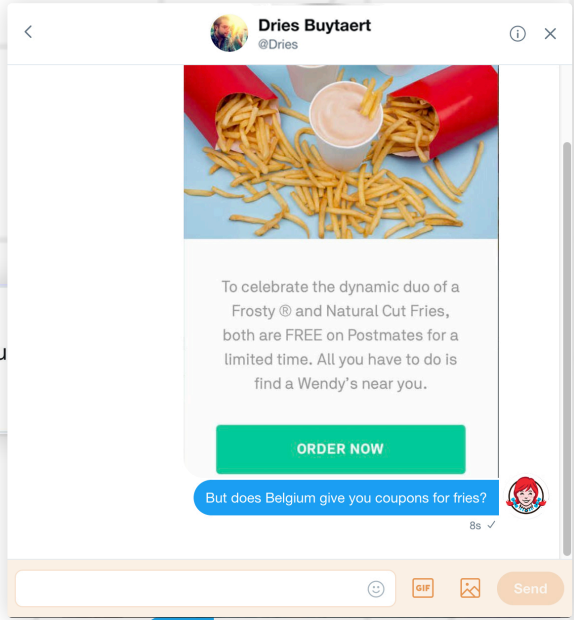
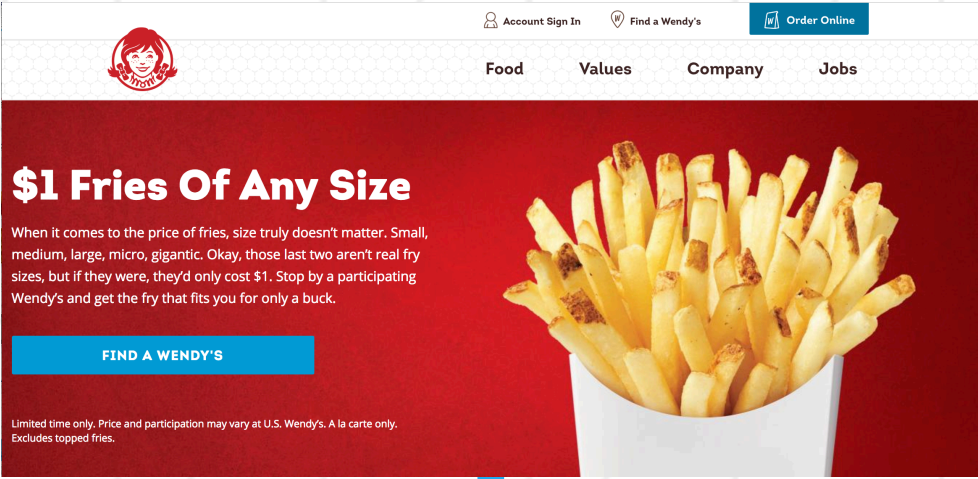


Update CRM



CRM





Twitter Target Audience

Personalized Homepage

In-Store Purchase

Customer Tweet

1 sent DM to customer w/ coupon

Identify Segments

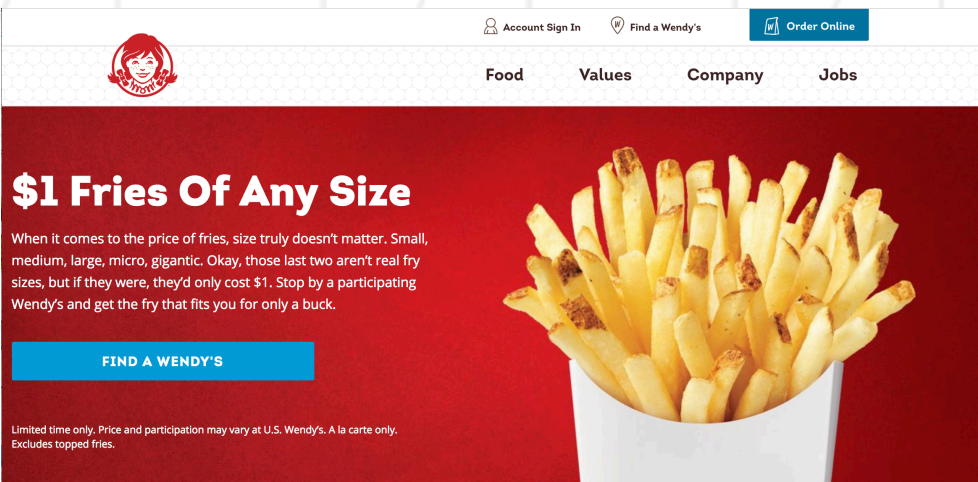
Update CRM

Keyword monitor...

Send DM



Twitter Target Audience



Personalized Homepage



Identify Segments



Update CRM



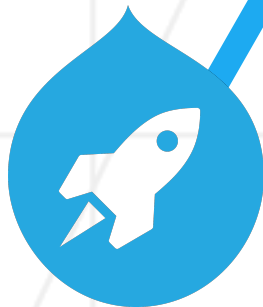
CRM



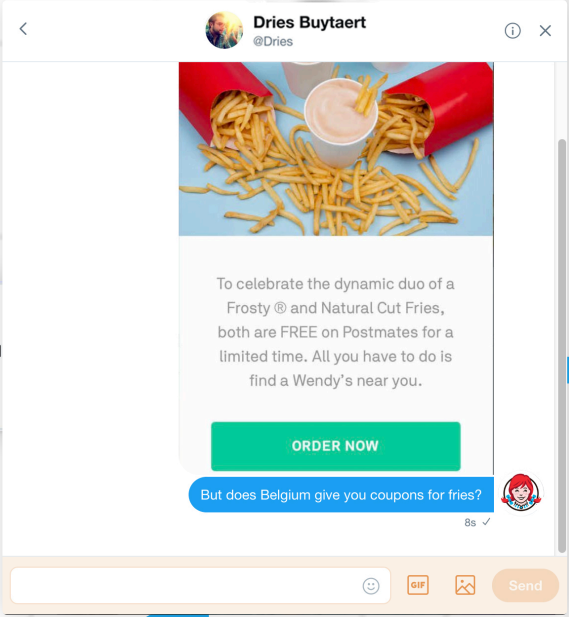
In-Store Purchase

Customer Tweet

Keyword monitor...



Send DM



Twitter DM sent to customer w/ coupon

User click



Identify segments



AcQUia

***INNOVATION
SHOWCASE***

MATT KAPLAN

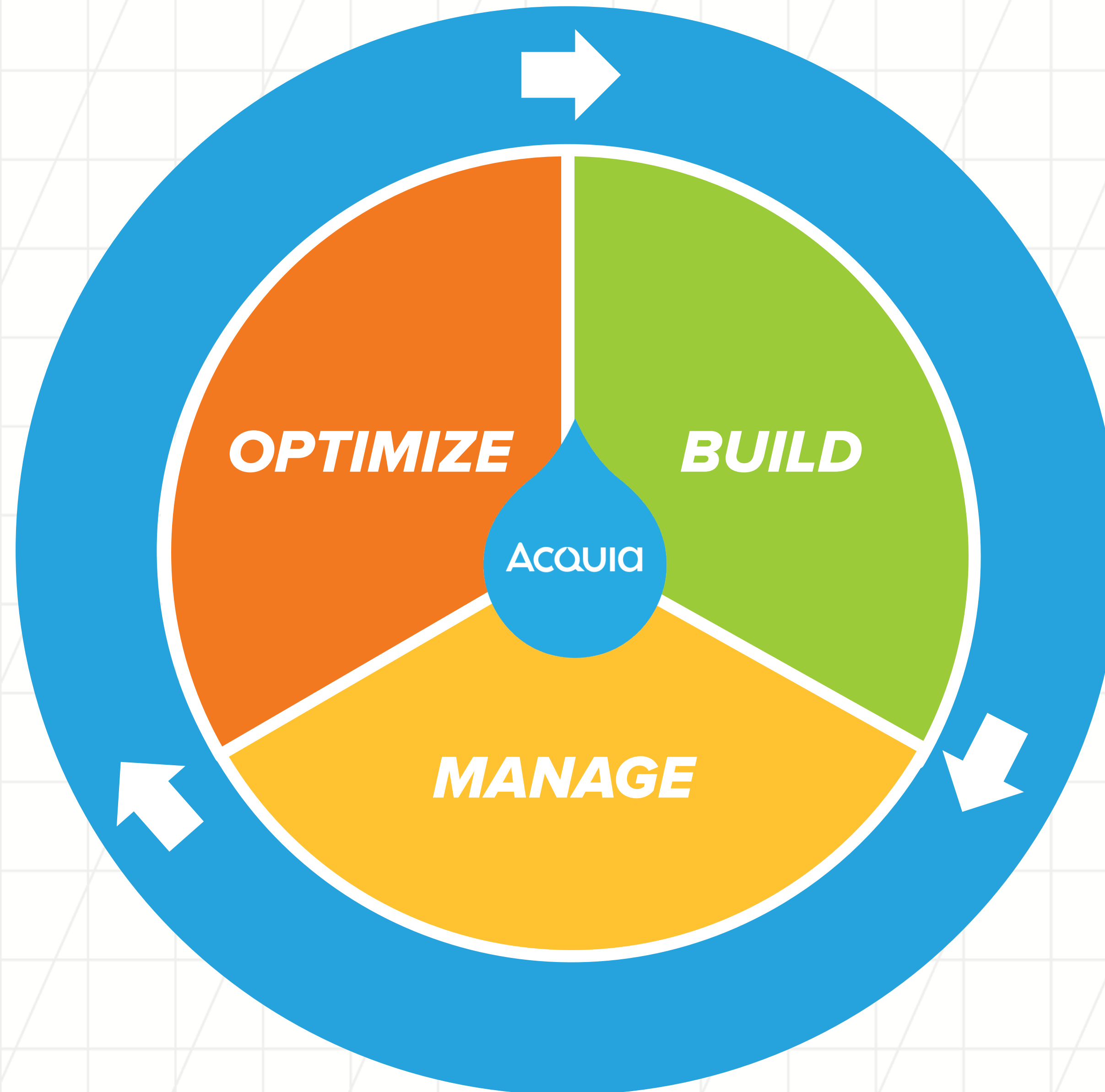
SVP of Products
Acquia



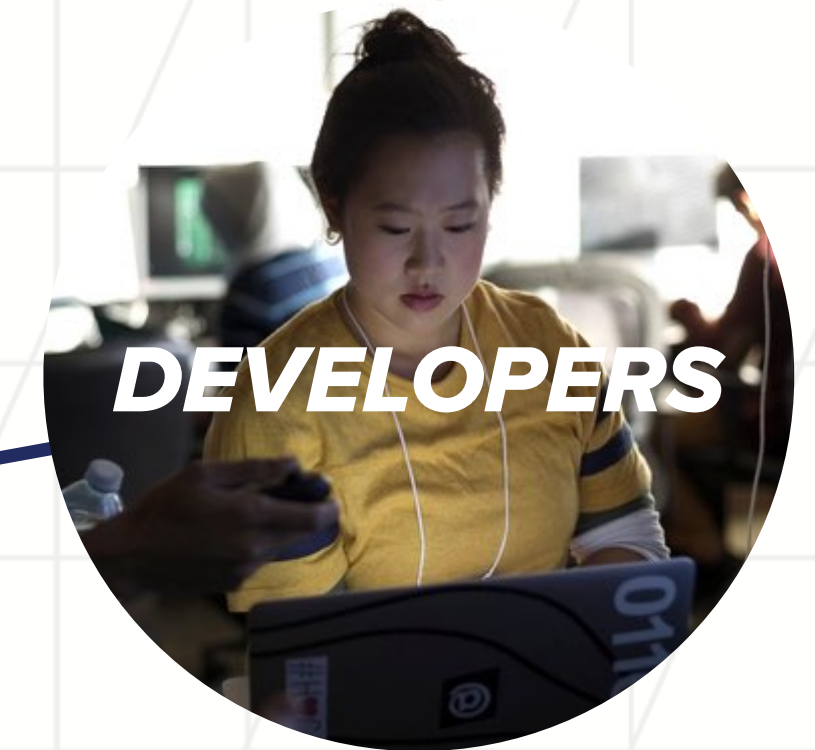
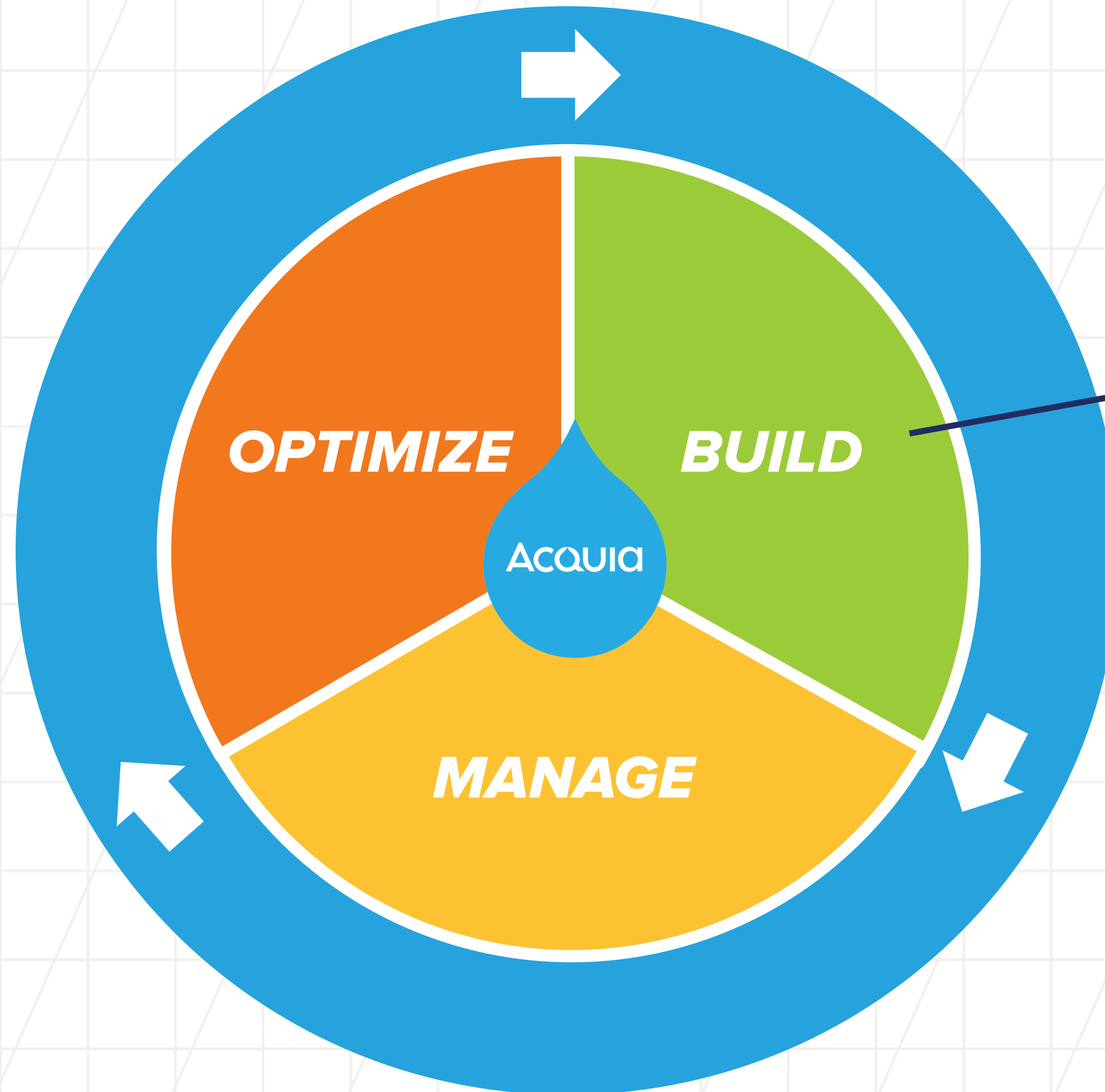
PRODUCT ROADMAP

Acquia Engage
— AUSTIN, TX —

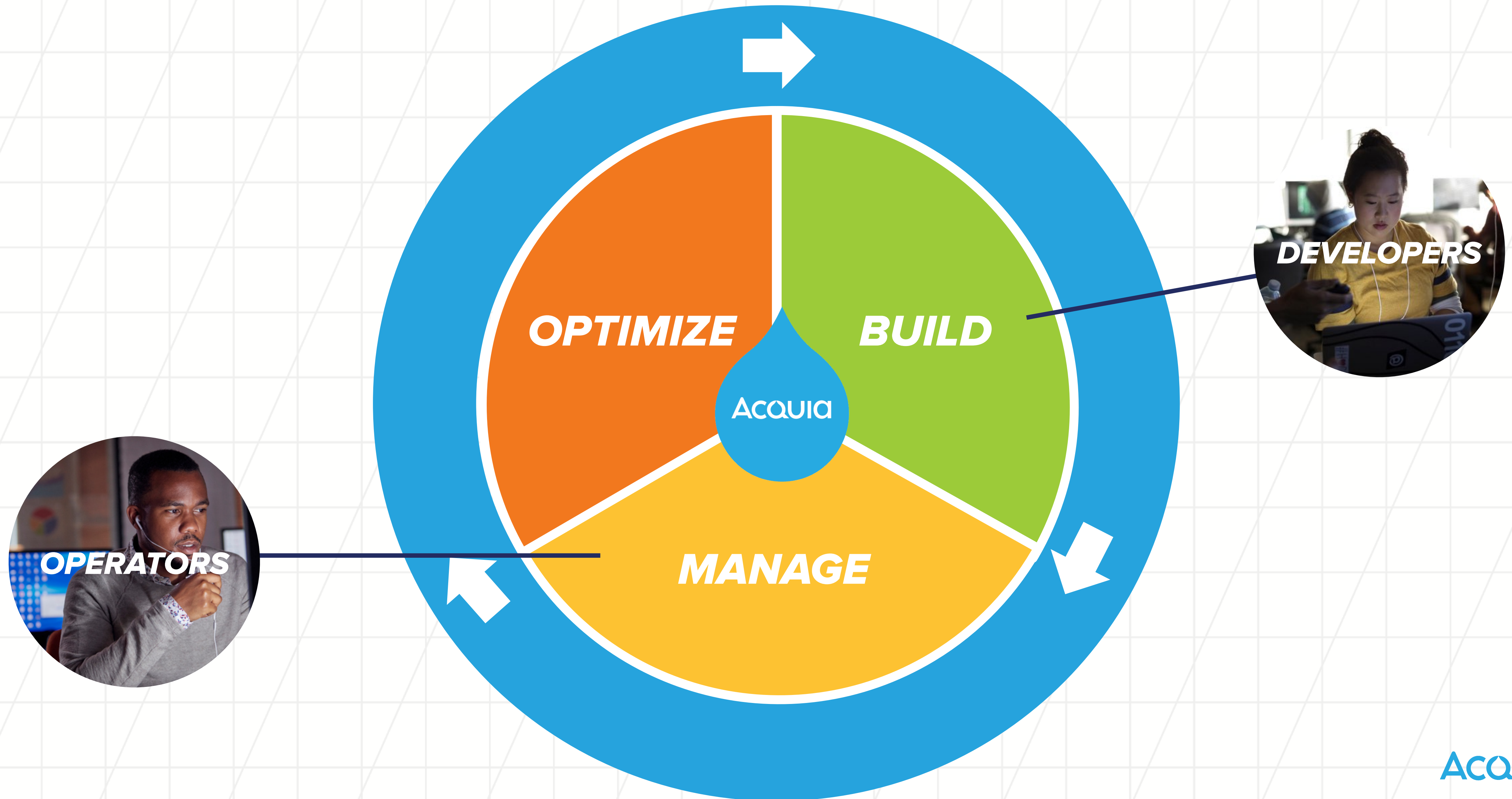
ACQUIA EXPERIENCE PLATFORM STAKEHOLDERS



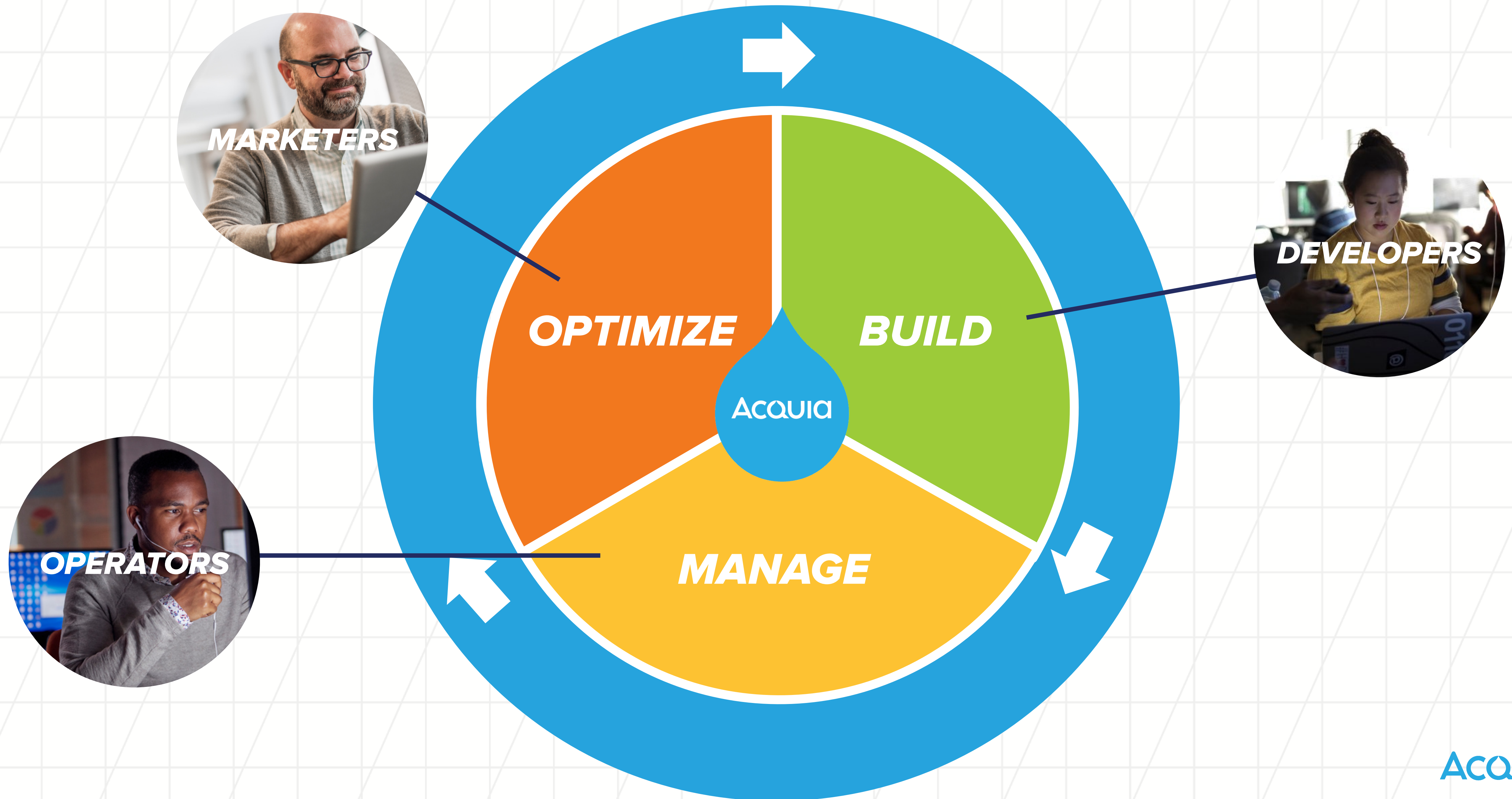
ACQUIA EXPERIENCE PLATFORM STAKEHOLDERS



ACQUIA EXPERIENCE PLATFORM STAKEHOLDERS



ACQUIA EXPERIENCE PLATFORM STAKEHOLDERS

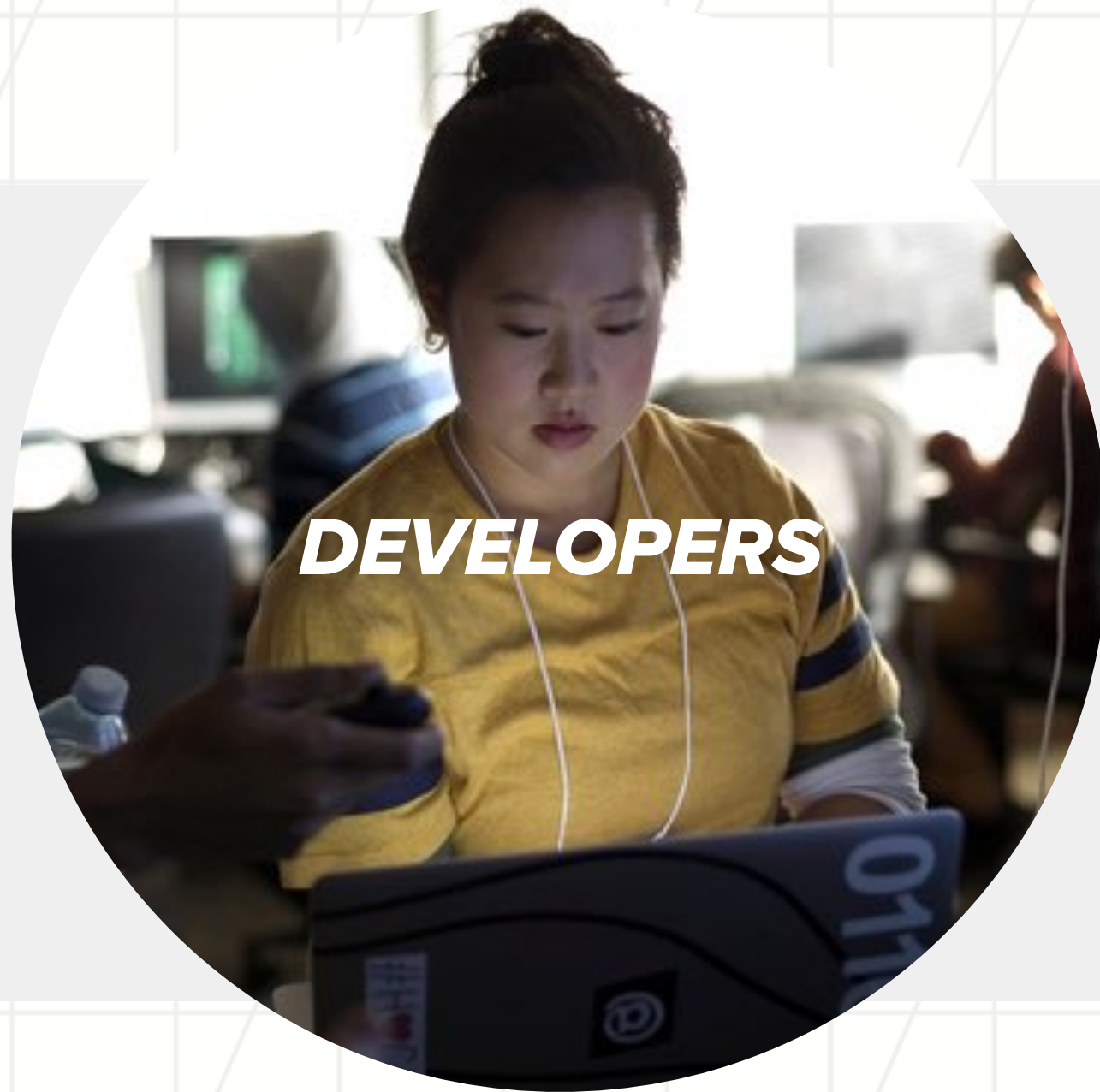


OUR CONTINUED PROMISE:
FREEDOM



Acquia

ROADMAP: DEVELOPERS & SITE BUILDERS



YOUR FEEDBACK

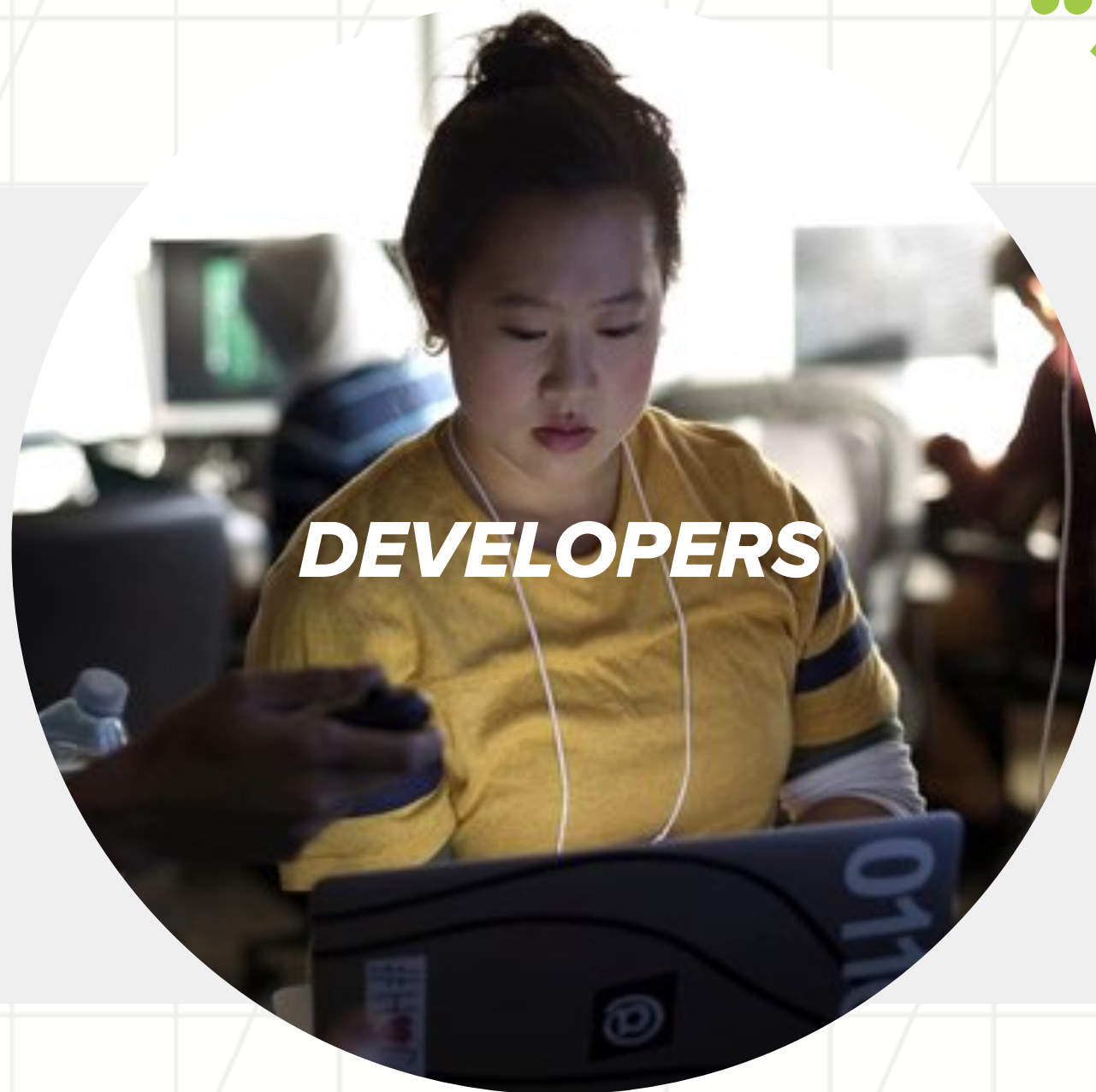
- Simpler end-to-end developer experience
- Tools for rapid development & integrations
- Greater flexibility & choice

ROADMAP: DEVELOPERS & SITE BUILDERS

“Simplicity without compromising flexibility”

YOUR FEEDBACK

- Simpler end-to-end developer experience
- Tools for rapid development & integrations
- Greater flexibility & choice



ROADMAP: DEVELOPERS & SITE BUILDERS

“Simplicity without compromising flexibility”

- ✓ In-context workflow management
- ✓ Simple moderation dashboard
- ✓ Enhanced SEO
- ✓ Quickstart experience
- ✓ JSON API with OpenAPI Support

2018 HIGHLIGHTS

COMING SPRING 2019

ACQUIA LIGHTNING 4.0



COMING SPRING 2019

ACQUIA LIGHTNING 4.0

- ⚡ Newly redesigned Admin experience
- ⚡ Radically simpler page building
- ⚡ Out-of-the-box page building components
- ⚡ Streamlined developer experience
- ⚡ Quick connectors to all Acquia products

ROADMAP: OPERATORS

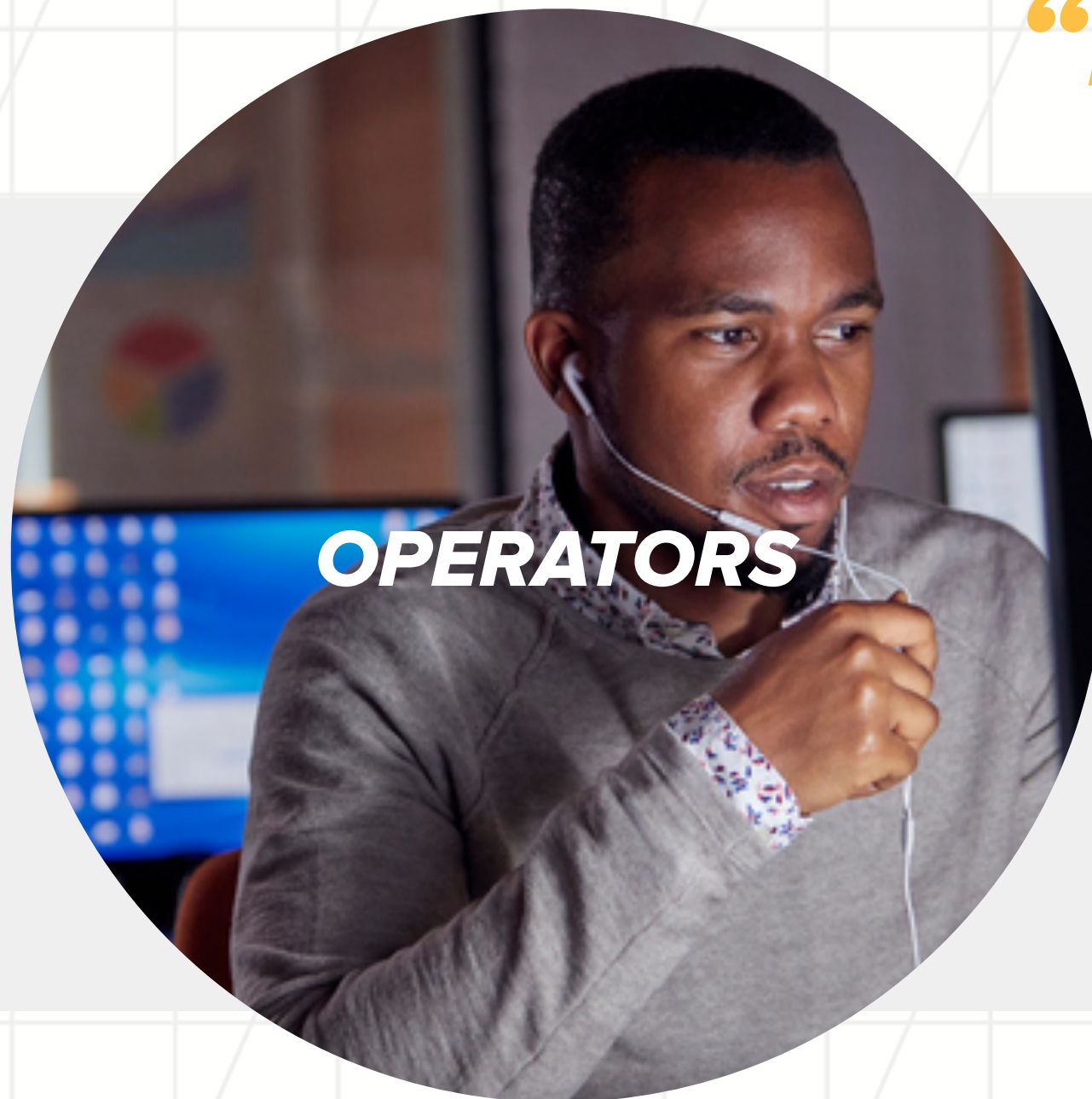


YOUR FEEDBACK

- Manage sites not servers
- Greater insights and proactive alerts
- More automation to reduce costs

ROADMAP: OPERATORS

“Effortless scale, security, and performance”



YOUR FEEDBACK

- Manage sites not servers
- Greater insights and proactive alerts
- More automation to reduce costs

ROADMAP: OPERATORS

“Effortless scale, security, and performance”

- ✓ Stack Metrics insights
- ✓ Log streaming and forwarding
- ✓ Acquia Cloud Edge workers
- ✓ Strengthened compliance (GDPR)

2018 HIGHLIGHTS

COMING SPRING 2019

NEXT GENERATION ACQUIA CLOUD



COMING SPRING 2019

NEXT GENERATION ACQUIA CLOUD

- ☁ Multi-site features for everyone
- ☁ Seamless auto-scaling
- ☁ Better isolation & site density
- ☁ Extended Cloud API
- ☁ Single sign-on & federated login

ROADMAP: MARKETERS



YOUR FEEDBACK

- Simpler personalization experience
- Less reliance on developers and code
- Greater insights & integrations with MarTech

ROADMAP: MARKETERS

“Point, click, personalize”

YOUR FEEDBACK

- Simpler personalization experience
- Less reliance on developers and code
- Greater insights & integrations with MarTech



“Point, click, personalize”

- ✓ ML-based content recommendations
- ✓ Improved geolocation accuracy
- ✓ Enhanced analytics and reporting
- ✓ Advanced content syndication
- ✓ Dynamic DAM templates

2018 HIGHLIGHTS

COMING Q1 2019

ACQUIA LIFT 4.0

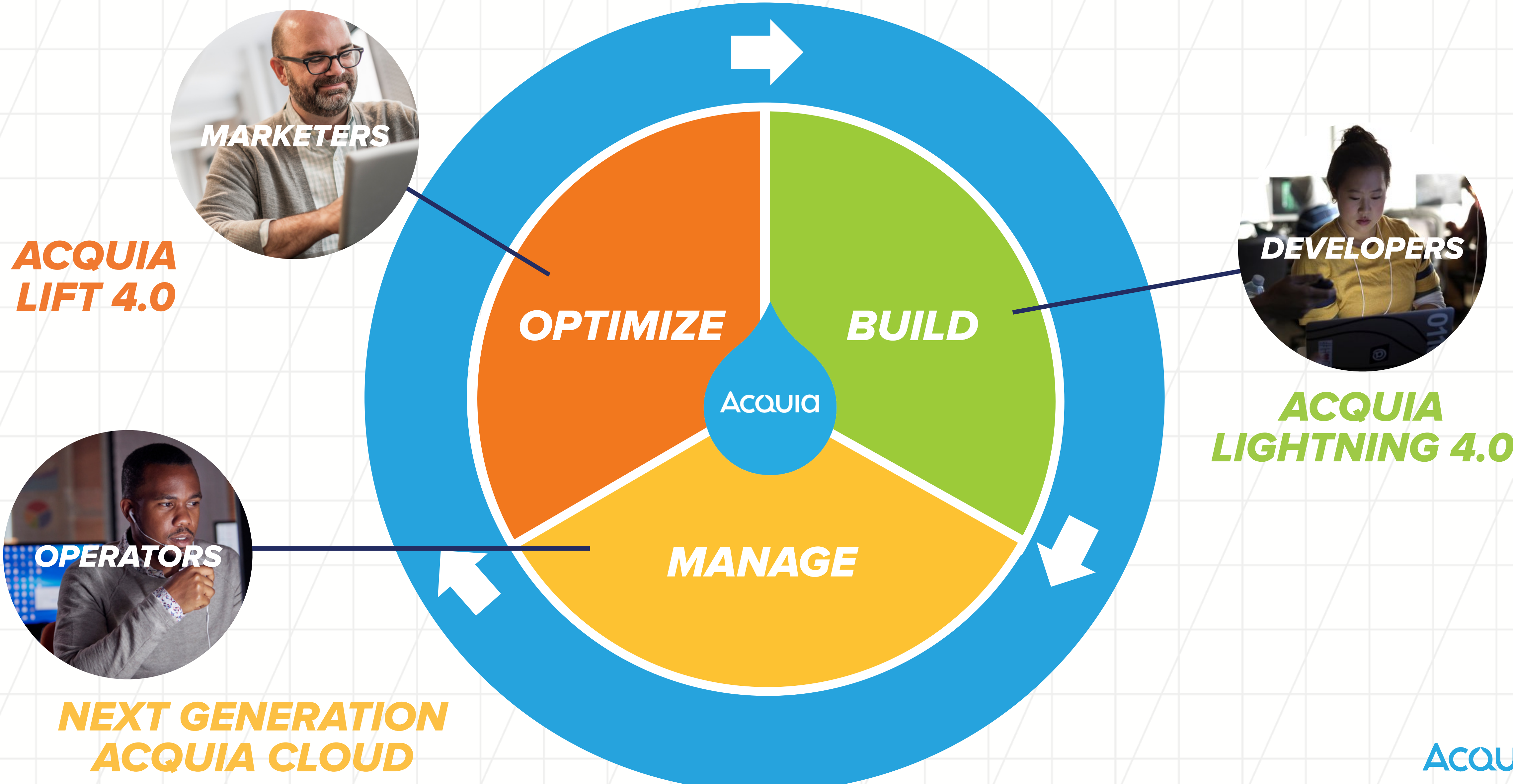


COMING Q1 2019

ACQUIA LIFT 4.0

- ✦ Guided step-by-step personalization
- ✦ A/B testing & targeting with no code
- ✦ Campaign-based scheduling
- ✦ Superior multi-lingual personalization
- ✦ Real-time dashboards

ACQUIA EXPERIENCE PLATFORM STAKEHOLDERS



The background is a dark, almost black, space filled with abstract digital elements. In the upper half, numerous thin, vertical blue lines of varying heights are scattered across the frame. Some of these lines have small white binary digits (0s and 1s) at their tips. The lower half of the image features a bright, glowing blue horizontal band that stretches across the width of the frame. This band has a textured, grainy appearance, resembling a digital signal or a data stream. The overall effect is one of high-tech, digital, and futuristic aesthetics.

50+ THINGS WE DELIVERED IN 2018