



Adobe

Adobe Cloud Platform – At the Heart of Experience Cloud

Klaasjan Tukker | Dir. Product Management – Adobe Cloud Platform – Experience Cloud

#AdobeRemix
S1T2

Experience System of Record

```
100101000101001010  
001010010010001010  
000101010010100101  
100100110010010101  
001011001010010100
```

DATA



UNIFIED PROFILE



CONTENT



Experience Cloud



Creative Cloud for Enterprise



Analytics Cloud



Advertising Cloud



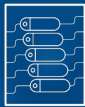
Marketing Cloud



Document Cloud for Enterprise

ADOBE CLOUD PLATFORM

SEMANTICS & CONTROL



ACTION



CONTENT WORKFLOW



DATA



DATA PIPELINE

UNIFIED PROFILE



MACHINE LEARNING

CONTENT



CONTENT PIPELINE



ADOBE CLOUD PLATFORM

DEVELOPER SERVICES

Adobe I/O

APIs • Console • Runtime • Events

INTELLIGENT SERVICES

Adobe Sensei

Sensei Services: Creative Intelligence • Content Intelligence • Experience Intelligence

Sensei Framework and Tools

PLATFORM SERVICES

Content

Sync • Search • Collaboration • XDM

Data

Ingestion • Profile • Governance • XDM

INFRASTRUCTURE

Cloud Foundation

Containers • Storage • Connectors

Why Adobe Cloud Platform?



Innovation

Service Oriented Architecture



Integration

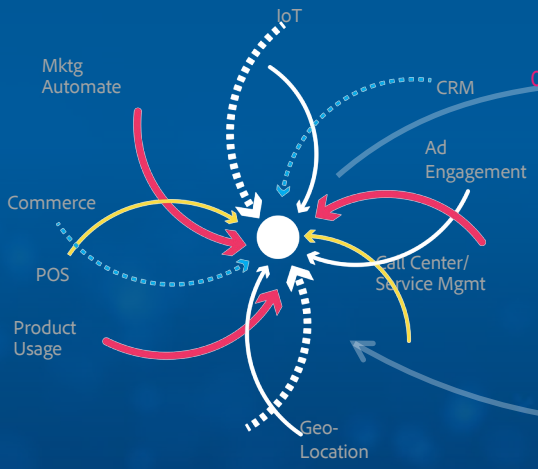
Centralized Data and Content



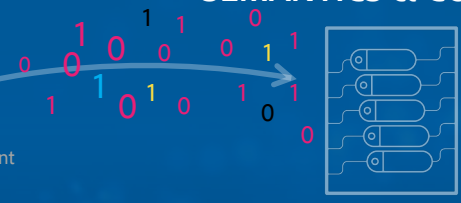
Ecosystem

APIs First, Platform as a Service

DATA PIPELINE



SEMANTICS & CONTROL



MACHINE LEARNING



ACTION



Data

Ingest, standardize, and persist customer data from across your enterprise

Automatically stream Adobe Solutions Data into platform

- 233 Trillion annual customer data transactions

Flexible client-side data capture and integration into experience



Data Integration ecosystem

- Informatica
- SnapLogic
- Unifi

Enable flexible data architectures and various integration patterns

- Ingest and egress APIs

Data Capture – Adobe Launch + Auditor

Launch by Adobe is simplifying the task of deploying Adobe Solutions and capturing event data



Launch

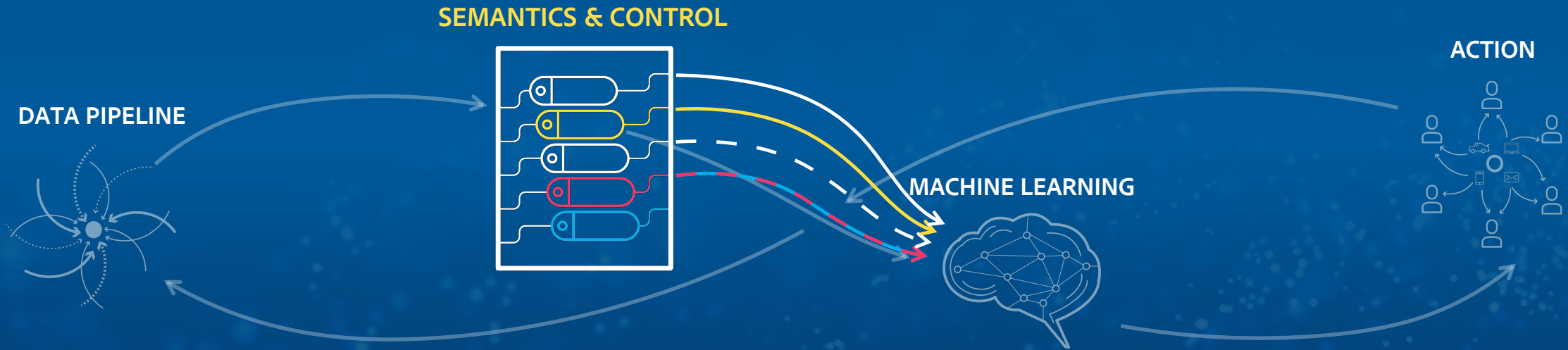
- Client side platform
- Over 30 integrations
- Powerful and easy to use for tag (or any JS) deployment
- Working on Mobile SDK integration
- Available to all customers today!



Auditor

- Automated site scanning and scoring
- Rolling release has started!

The screenshot displays the Adobe Launch Auditor interface. The top navigation bar includes 'Overview', 'Rules', 'Data Elements', 'Extensions', 'Adapters', 'Environments', and 'Publishing'. Below this, there's a search bar and a list of installed extensions. The main content area shows a grid of extension cards, each with an icon, name, version, and an 'Install' button. The extensions include Adobe Audience Manager (v1.1.3), Adobe Analytics (v1.0.0), Adobe ContextHub (v1.0.6), Experience Cloud ID Service (v3.1.1), Adobe Media Optimizer (v2.0.11), Adobe Target (v0.4.2), Adobe Analytics for Target (v1.0.0), DialogTech Sourcetrak Extension (v1.0.0), D&B-Visitor-Intelligence (v1.0.0), Google Universal Analytics (v1.0.0), and Invoca Tags (v1.0.0). A modal window titled 'Starwood WWW' is open, showing an audit report. The report includes 'AUDIT SETTINGS' (Starting URL, Email Notifications, Audit Status), a 'Download Report' button, and a summary of scores: Overall Score 88/100, Tag Presence 100/100, Tag Consistency 100/100, Configuration 76/100, and 2 Issues Alerts. The 'Tag Presence' section lists recommendations like 'DTM - Library loaded' and 'DTM - One embed code'. The 'Tag Consistency' section lists 'Analytics - Consistent code version'.



Normalizing & Governing the Data



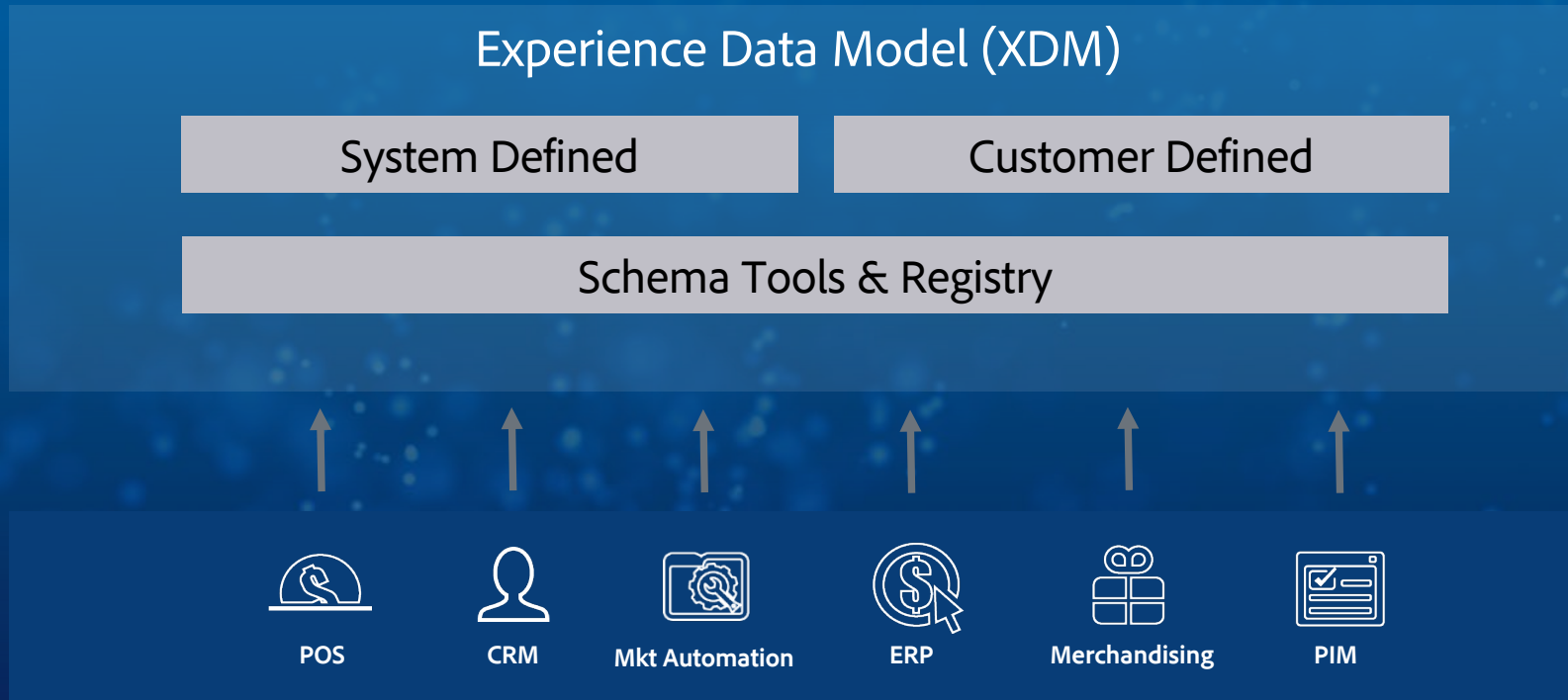
Normalizing



Governance

Experience Data Model: Normalize Cross-Channel Data

Standardized, extensible schema for representing all experience data to enable immediate semantic understanding of cross-channel data and foster an ecosystem of pre-built insights and services



Open

Extensible

Ecosystem

Data Governance: Data Usage Labeling and Policy Framework

1

Labeling

Classify the datasets appropriately based on your legal and corporate guidelines

2

Policy Framework

Create data policies to ensure that data is used in accordance to legal and corporate guidelines

3

Marketer Workflow

At the time of marketing action, data policies take effect providing feedback and guidance

Data, Semantics & Control Demo



Analysis and Insights



Query
Service



Data
Science
Workspace

Query Service

Adobe Solutions, customers, and partners can access all relevant data within a single experience for deeper, faster insights and discoveries



Query Service



Query API



Clients (JDBC, CLI)



SQL Query Gateway



Experience Data Model



Data

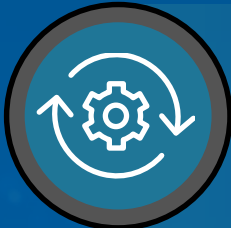
Query Service

The screenshot shows the Data Platform Experience Data Warehouse interface. The top navigation bar includes the logo, 'Data Platform Experience Data Warehouse', and 'Home Depot'. Below the navigation bar, there are menu options: 'New Project', 'Project', 'Edit', 'Insert', 'Components', 'Share', and 'Help'. A sidebar on the left contains a search bar for components and a list of datasets: 'homedepotprod', 'CRM', 'Voice of Customer', 'AAM First-Party', and 'CheetahMail Transactions'. The main area is titled 'Freeform Query' and contains a SQL statement:

```
SELECT pageName, COUNT(DISTINCT visitorID) AS UniqueVisitors
FROM homedepotprod
GROUP BY pageName
ORDER BY UniqueVisitors desc
LIMIT 25;
```

Below the query, there are buttons for 'Run', 'Run Anomaly Detection', 'Save Table', and 'Download CSV'. The results are displayed in a table:

pageName (Column 1)	UniqueVisitors (Column 2)
Search Results	27045
Shopping Basket	22903
Product Detail Page	20990
Home Page	10353



FULLY MANAGED



POWERING ML



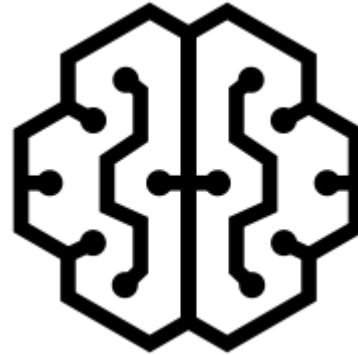
CUSTOMER 360 ANALYTICS

Accelerating Time-to-Insights with ML & AI

Data Science Workspace



AI Service



Advanced Solution Algo's

Powered by Sensei



Supporting Multiple Personas to Accelerate Time-to-Insights

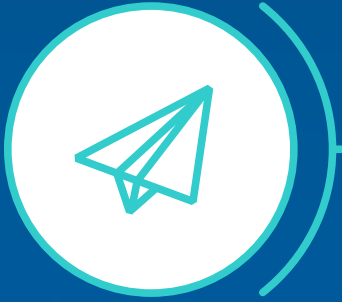


- Empower Data Scientist to deliver custom insights
- Support for ecosystem and open source tooling
- End-to-end lifecycle management

- Leverage pre-built models and services
- Self-service data preparation, templates, domain-specific tooling,
- Automated workflows

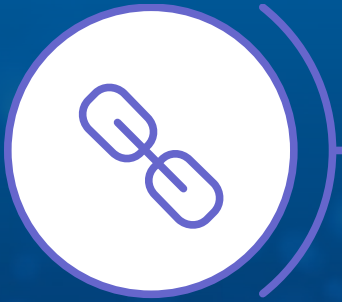
- Insights leveraged by Marketer for enhanced measurement, profile enrichment, and automation

Machine Learning-Based Service Ecosystem



READY TO USE

- Developed by Adobe that do not require customer-specific configuration or training



CONFIGURABLE

- Developed by Adobe that enable customer-specific configuration and training



CUSTOM

- Developed by customer or partner

Data Science Workspace: Derive New Insights

Data Exploration

- Self-service Data Preparation
- Feature XDM's
- Visualizations using JupyterLab



Authoring

- JupyterLab to create new ML/AI recipes
- Import your own Recipe
- Pre-built Adobe authored Recipes



Operationalization

- Auto deployment to Adobe I/O
- Edge deployment for real-time scoring
- Service Gallery

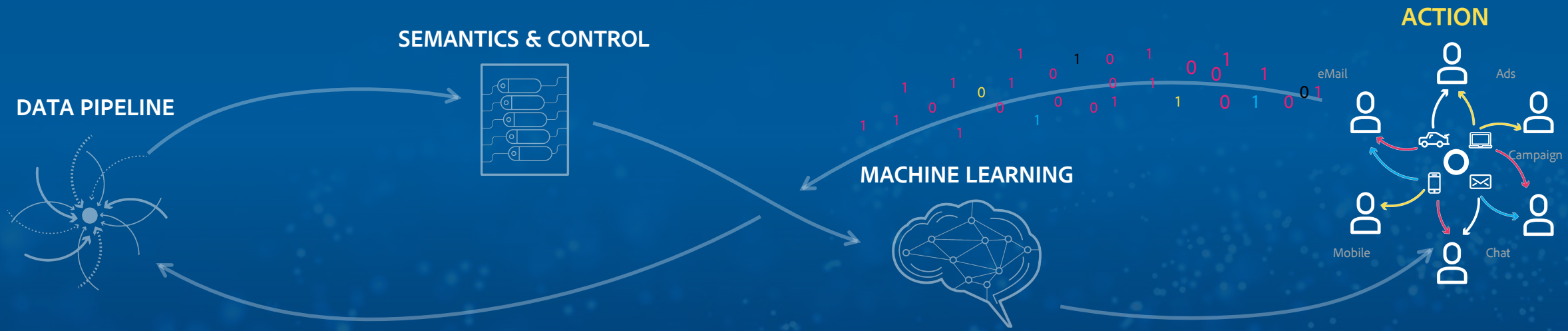


Experimentation

- Model tuning
- Model Efficacy Analytics
- Memory, Compute and storage infrastructure



Data Science Workspace Demo



Experience Cloud Profile



Whole person view

- Centrally accessible source for Experience Cloud solutions
- Rich history of behavioral and interaction data to power machine learning & Sensei
- Third-party/CRM extensibility



Focus on consumer privacy & security

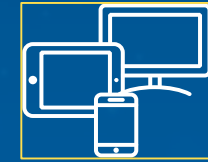
- Help business meet GDPR and other applicable privacy law obligations
- Powerful, intuitive data usage, labeling and enforcement



Single, integrated segmentation experience

- Consolidates disparate segmentation workflows
- Provides a common segment definition language
- Reduces confusion and learning curves for customers

Experience Cloud Profile



WHOLE PERSON VIEW



**FOCUS ON CONSUMER
PRIVACY & SECURITY**



**SINGLE, INTEGRATED
SEGMENTATION EXPERIENCE**

Experience Cloud Profile Demo

EXPERIENCE SYSTEM OF RECORD



“An **Experience System of Record** doesn’t only enable your ability to use Adobe solutions, but it creates an Open Ecosystem for developers and partners to extend your experiences to wherever your customers are connecting.”

Brad Rencher, EVP of Digital Experience

Adobe Cloud Platform and Developers



Roadmap for Adobe Cloud Platform – Data Services

#AdobeRemix
S1T2

Q&A

Klaasjan Tukker

ktukker@adobe.com

Twitter: [@ktukker](https://twitter.com/ktukker)

LinkedIn: [ktukker](https://www.linkedin.com/in/ktukker)

