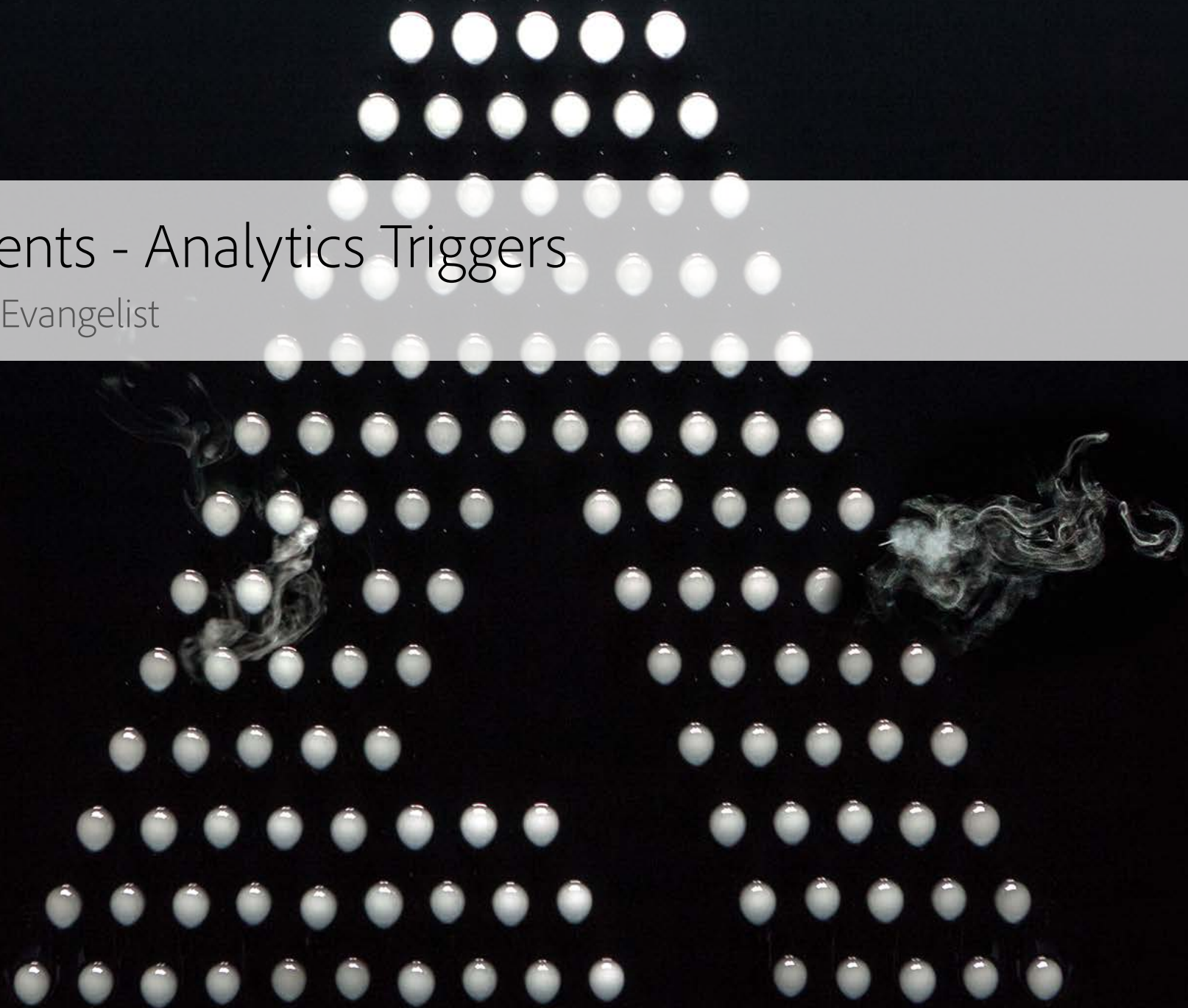




Adobe I/O Events - Analytics Triggers

Sarah Xu, Developer Evangelist





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

Open APIs

CLOUD PLATFORM

CURRENT



Typekit Platform



Adobe Stock



PDF Services



Target



Launch



User Management



Campaign



Smart Content

2018FYQ2
SUMMIT 2018



Analytics



Adobe I/O Management



Cloud Platform - Data



Sensei Content Services



GDPR

Adobe I/O Runtime

Provide developers with a **modern, seamless way** to run **custom code** that extends Adobe's Cloud Platform and services.

I/O Runtime

Adobe Specific Serverless

Core Foundation

OPENWHISK

Deployed on

ADOBE-SPECIFIC INFRASTRUCTURE

- ▷ Multi-cloud to be close to content & data anywhere Adobe stores it

CUSTOM RUNTIME

to support Adobe-specific workflows

- ▷ Embedded SDKs for accessing Adobe APIs
- ▷ Custom languages like JSX or HTL
- ▷ Access to Adobe-specific information like IMS variables

ADOBE CREATED FUNCTIONS & BINARIES

deployed on Runtime for use by developers

- ▷ Authentication functions to help manage authorization workflows.
- ▷ Sensei algorithms deployed as functions through Sensei Functions
- ▷ AEM Commerce functions for accessing and extending functionality.
- ▷ Functions for working with Content and Data Platforms.

Give developers the ability to build event-driven experiences on top of **Experience, Creative, and Document Cloud** by providing **cross-cloud events**.

Adobe I/O Events - Key Features



Provides added flexibility for working with the Cloud Platform



Events are delivered via webhooks or can be accessed via an API for cases where customers can't provide a URL.



Will work seamlessly with I/O Runtime so that I/O Events can trigger functions and kick off sequences.

Supported Events



Creative Cloud Assets
Create, Update, Delete



Analytics Triggers



AEM

Create, Update, Delete, Publish, Unpublish, Custom Events

Next-Gen Platform – No Code Integrations Driven by I/O Events

MS Flow, Azuqua and More

I/O Events are also exposed in low-code/no-code integration systems like Azuqua and Microsoft Flow. This allows users to integrate Adobe's Cloud Platform with other services without the need to write code.



Adobe I/O Events – Summit Launch



- Announcing GA of I/O Events

- ▷ AEM Events (Asset, Page, and Custom Events)
- ▷ Analytics Triggers Events



Multiple ways to work with I/O Events

- ▷ Webhook “push” to URLs
- ▷ Journaling API for “pull” access to I/O Events
- ▷ Invoke I/O Runtime functions (For Runtime beta users)



Beta of Azuqua Connector

- ▷ AEM Events
- ▷ Analytics Triggers Events

Lightning-Fast Event-Driven Integrations

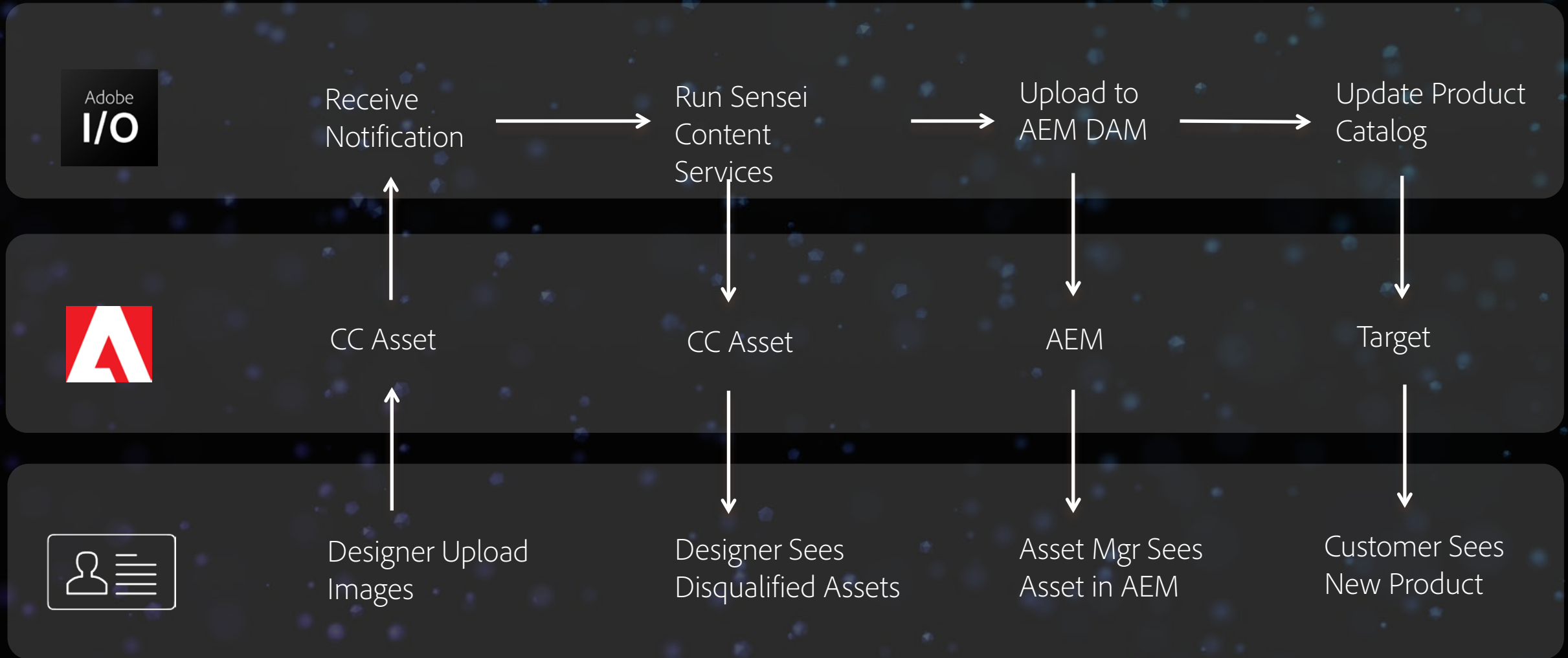
Build event-driven experiences on top of Adobe's Cloud Platform

With Adobe I/O Events, you can code event-driven experiences, applications, and custom workflows that leverage and combine [Adobe Experience Cloud](#), [Creative Cloud](#), and [Document Cloud](#).

Developers define what type of events they want to subscribe to and the webhooks that Adobe I/O Events should call when that event happens. Respond to events when you want, how you want, to deliver effective, personalized experiences for your users.

[Get Started](#)

Adobe I/O Use Cases



I/O Events – Analytics Triggers



- Session Start
- Session Ends
- Action
- Abandonment

Customer Relationship Management:

- Recency
- Product Interest
- Self-help support

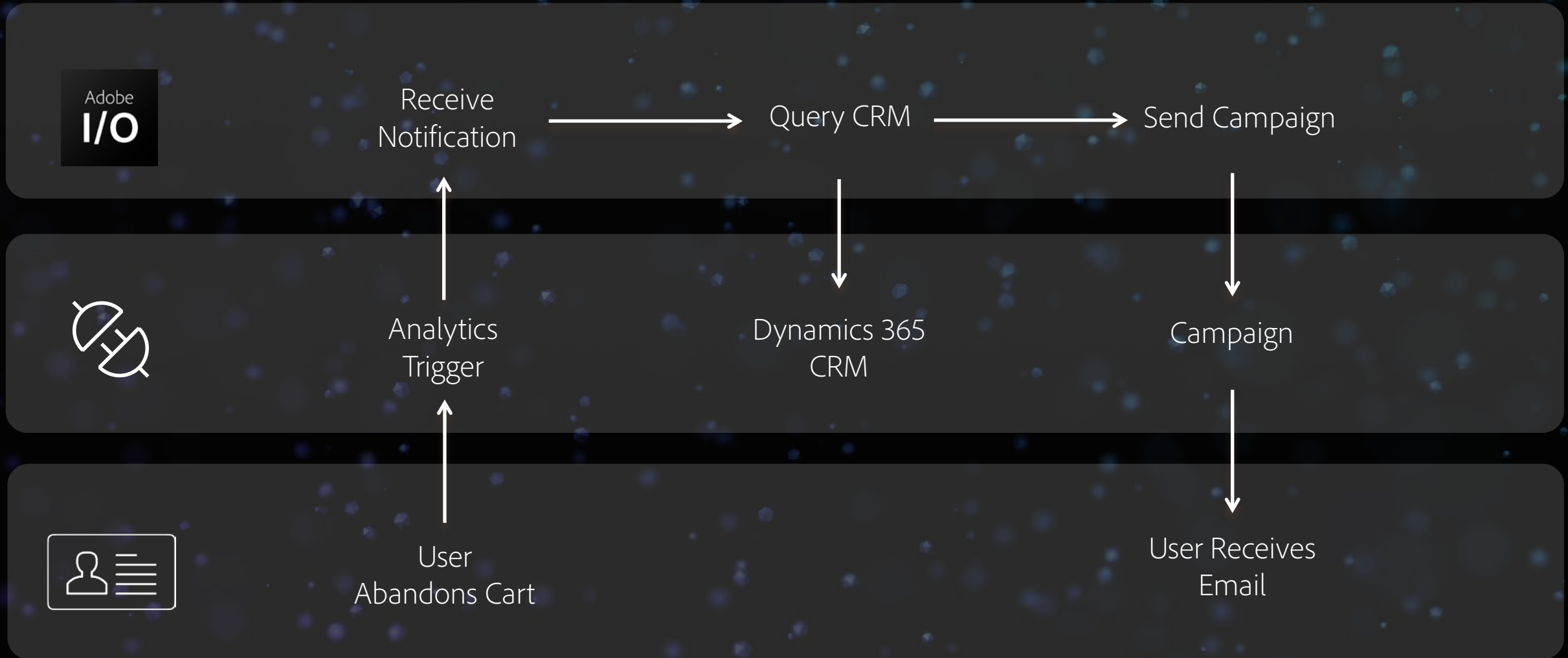
Remarketing

- Retention
- Right-time messaging

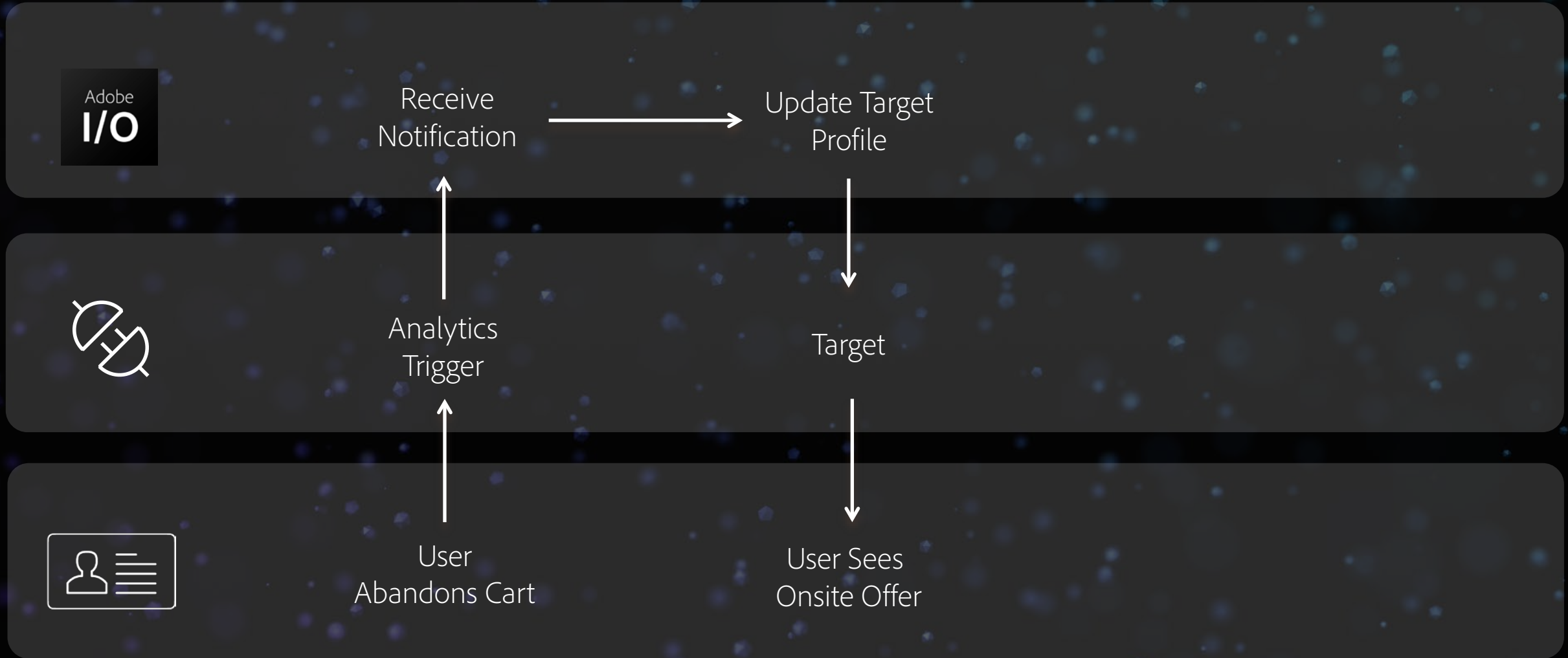
Cloud App Orchestration

- Cross-Team Notification
- Process Activation

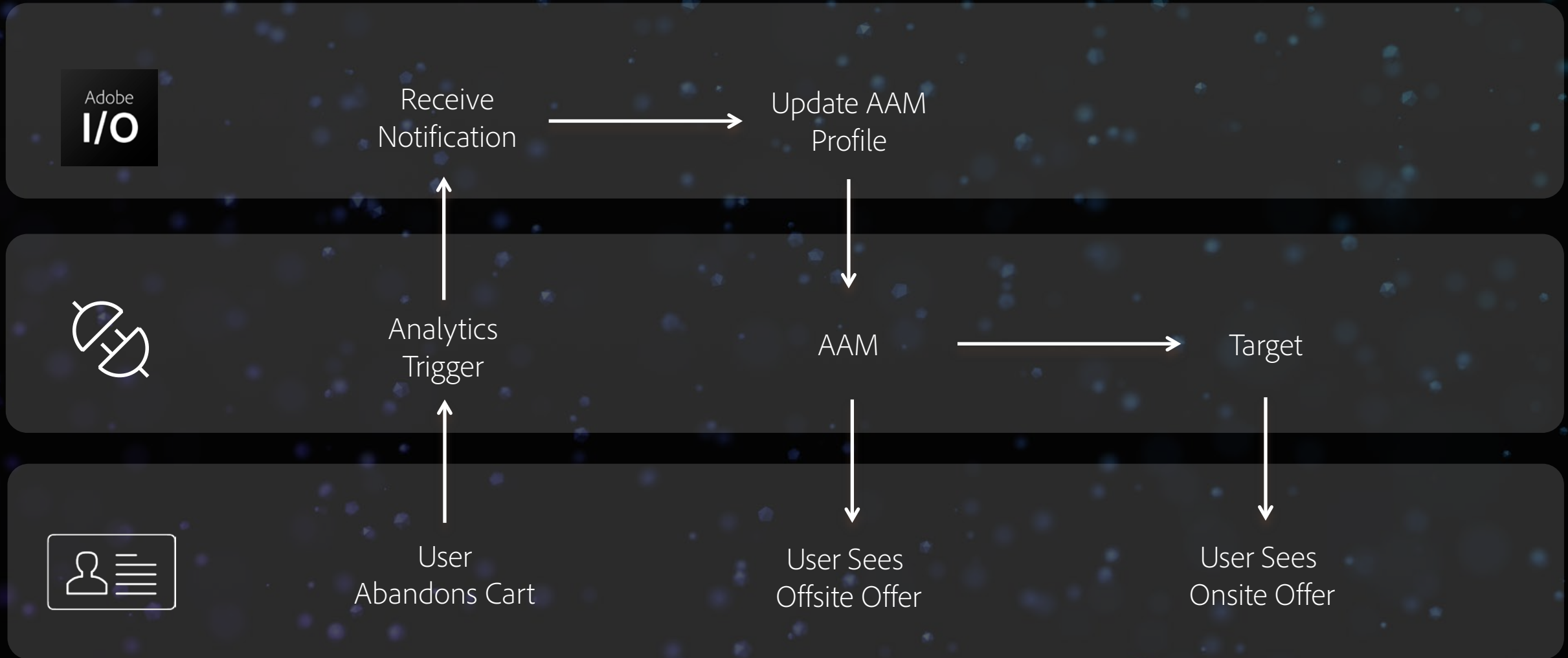
Adobe I/O Use Cases



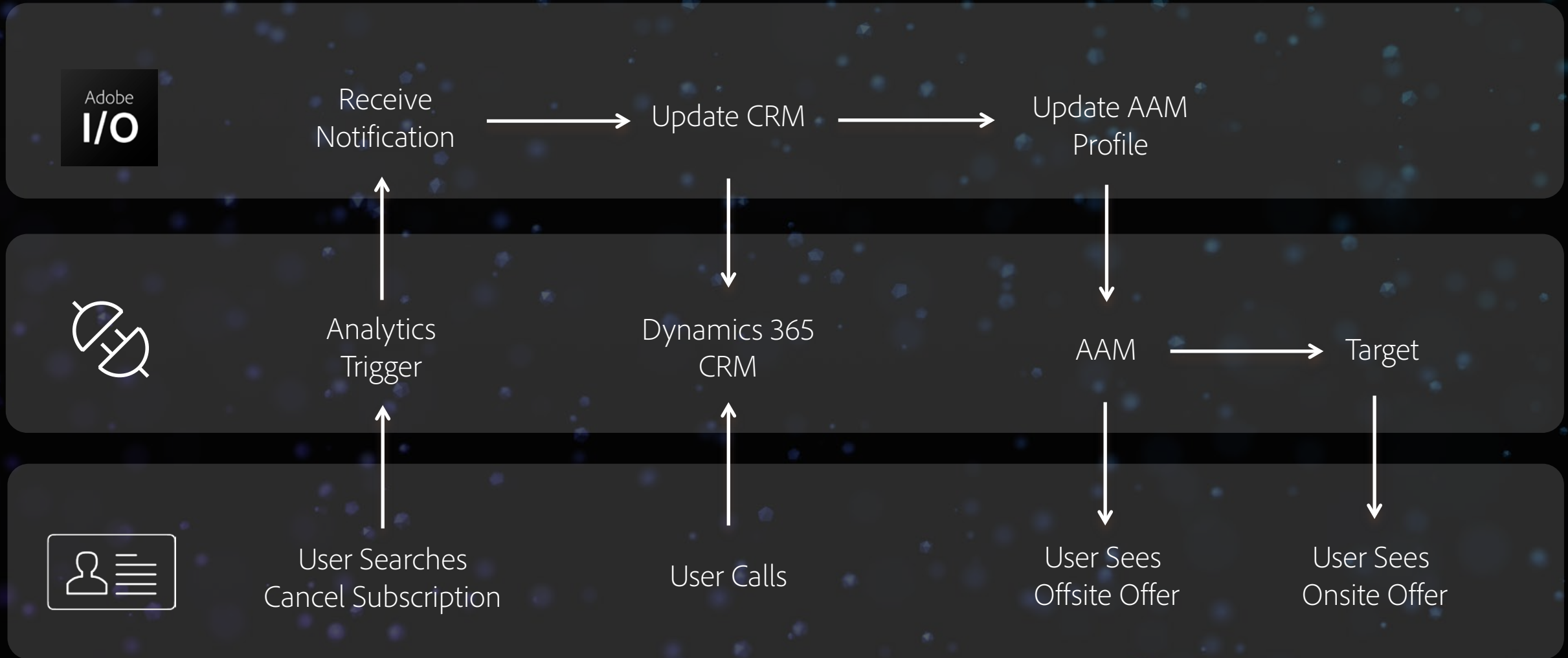
Adobe I/O Analytics Triggers Use Cases



Adobe I/O Analytics Triggers Use Cases



Adobe I/O Analytics Triggers Use Cases





Adobe