Adobe Experience Manager: Commerce

The commerce integration framework accelerates the integration of Adobe Experience Manager and e-commerce platforms, helping IT enable marketers to quickly deliver branded, personalized shopping experiences across web, mobile, in-store, and social touchpoints.

Personalize the shopping experience to gain a competitive advantage
As retail revenues through the digital channel achieve record growth, the competition for customers online is also becoming fiercer. Retailers and e-business executives must transform the shopping experience to differentiate on brand instead of just price and more effectively drive demand while offering a consistent experience across the multitude of digital channels.

Integrating Adobe Experience Manager with an enterprise’s e-commerce system enables marketers to transform the entire shopping experience from initial brand awareness, to immersive shopping experiences, to checkout and long-term brand loyalty. Marketers can author authentic experiences and offers based on marketing and merchandising strategies with a omni-channel shopping experience.

Agile merchandising and marketing

The Adobe Experience Manager intuitive authoring environment lets you rapidly customize product pages and shopping cart and checkout components based on visitor context and merchandising strategies. The integration enables real-time product information access between Experience Manager and the e-commerce engine to enforce product information integrity, such as whether a product is staged versus published, pricing, available inventory, variations, and shopping cart state.
Streamlined authoring of mobile and multichannel touchpoints

Marketers can quickly deliver branded, personalized shopping experiences across web, mobile, in-store, and social media touchpoints. You can tailor these experiences for each touchpoint with device detection and an adaptive design approach. You can also use a responsive design approach to gracefully display the site to best fit the device’s dimensions and bandwidth. You can extend these experiences further to become mobile apps for the customer or store associates.

Easily optimize against key e-commerce goals

The Adobe Experience Manager integration enables you to design shopping experiences across web, mobile, and social touchpoints as well as access analytics and optimization tools, including behavior tracking, web, mobile, and offline customer analytics, user-experience testing and optimization, dynamically targeted search results, promotions, and rich media delivery. Authoring content with these capabilities is unified in the Experience Manager authoring environment.
Amplify product and brand advocates

Easily embed social elements to the product selection and purchasing journey with customer-contributed comments and ratings, allowing you to extend the post-product experience and build loyalty through branded and owned social communities. Social login can also be used for authenticating a customer during checkout.

Search integration

Relevant content critical to the purchase process might exist within the e-commerce system or web content management system. The Experience Manager e-commerce integration gives retailers the option to provide search results across all product and content data to display product information and the corresponding web content, such as brochures, blog posts, videos, and other supporting rich media.
The provided integration framework accelerates the connection between Adobe Experience Manager and e-commerce platforms, such as hybris, so marketers and e-business leaders can rapidly customize the shopping experience. The product catalog is synchronized, along with cart and checkout sessions. You can build a single customer experience platform using the same HTML to deliver content and templates to all browsers, from desktop to mobile phones and tablets. You can then personalize each experience based on the detected device and bandwidth.

The integration framework includes a standard set of APIs that are extensible following modern standards. The APIs enable importing data from a product information management system to a JCR content structure to jump-start your e-business initiative. The APIs also provide a framework for bidirectional notifications and enforcement of changes between Experience Manager and an e-commerce engine across product pages, the shopping cart, and checkout.

For example, a product that is only in staging with the e-commerce system cannot be accidently published to a production product page in Adobe Experience Manager. Similarly, when a visitor logs in during a checkout process, the credentials captured from Experience Manager are authenticated through a secure e-commerce session.

Adobe Experience Manager hybris integration
The Experience Manager–hybris integration occurs at two levels:
• The web presentation layer calls the hybris commerce façade.
• hybris PCM creates a product feed to inform Experience Manager about product changes.

The PCM integration is deployed through the Experience Manager architecture, which has three main layers: web, application, and data.

The web layer is based on web standards, and the application layer runs the Experience Manager out-of-the-box solutions, such as web content management, digital asset management, social collaboration, marketing campaign management—and now product information management, which is handled in hybris. This middle layer consists of OSGi bundles that are deployed in the third, or platform data layer, which is the content repository platform.
Supported environments

Server platforms
- Linux®
- Microsoft® Windows Server®
- Solaris®
- IBM® AIX®
- HP-UX

Adobe Experience Manager is optimized to run in a virtualized infrastructure, such as the Amazon Elastic Compute Cloud (Amazon EC2) and VMware vSphere.

Java® runtime versions
- Java SE 6 (1.6)
- Java SE 7 (1.7)

Java EE-compliant application servers
Adobe Experience Manager solution comes packaged with an application server. Alternatively, it can be installed in the following:
- JBoss Application Server
- Oracle WebLogic Server
- IBM WebSphere Application Server
- Apache Tomcat

Client platforms
- Microsoft Windows®
- Apple OS X and iOS
- Linux

Browsers
- Microsoft Internet Explorer 7, 8, 9 and 10
- Mozilla Firefox
- Google Chrome

Recommended configurations are included with standard maintenance. Additional configurations are available on request.

For more information
www.adobe.com/go/aem

How it works: Putting it all together

Home and landing pages
Adobe Experience Manager drives the entire customer experience using either the e-commerce system's categories or the Experience Manager hierarchy to create landing and home page content and navigation. Experience Manager can also serve landing page promotions optimized by Adobe Target.

Product category and search results pages
Experience Manager users can drop filtered navigation and custom product list display components into category and search results page templates. Either the e-commerce Product Information Management categories or Experience Manager hierarchy can drive page navigation.

Filtered navigation components can either be based on the e-commerce system or the Experience Manager taxonomy. If the e-commerce Catalog Structure is used, Experience Manager can be synchronized to mirror this hierarchy, including the sub-hierarchy. When authoring pages, Experience Manager authors have the option to accurately preview either the e-commerce organizational structure or the Experience Manager tag-based virtual structure.

Any product category, landing page, or search results page template can use the product list display component. The component can display all products that meet fixed, context, tag, or search query-based operations. Product data is driven by the e-commerce system through the APIs provided by Adobe Experience Manager. Authors can determine which product information to display.

Product detail pages
The integration between the detailed product information managed in an e-commerce system and the rich content authoring and digital asset management capabilities of Adobe Experience Manager result in a solution that can truly create rich, experience-driven commerce.

Product detail page authors can access these key customizable Experience Manager commerce components:
- Product SKU details, such as name and description
- Custom add-to-cart
- Social components, such as user ratings and reviews
- Viewers, including dynamic zoom-and-pan, 360-degree, and video

The product description component sources real-time data, such as descriptions, sizes, prices, colors, from the e-commerce system through standard APIs and specific e-commerce integration packages. Web template authoring and configuration are performed in Experience Manager using the product information component. The component provides for the configurability of the product information, such as which data values are displayed as determined by the design of the page template. Options to display ratings and reviews, inventory status, and pricing are available. Adobe Experience Manager offers out-of-the-box product page templates that are easily configurable, and custom displays can be added using standard Experience Manager operations.

The shopping cart component, including add-to-cart and checkout, is managed and served by Adobe Experience Manager until shoppers click Checkout. After Checkout is clicked, contents in the cart are passed to the e-commerce system for completion and fulfillment.

Social components, such as ratings and reviews, are managed in Adobe Experience Manager, while automated product recommendations can be driven either by the e-commerce system or Adobe Target.

Adobe Experience Manager users have access to dynamic best-in-class viewers, (formerly Scene7™) that are optimized for full-screen zoom, pan, and video on mobile and desktop screens. Users can drag and drop these viewers into any authored Experience Manager page template. Dynamic viewers are automatically optimized for desktop and mobile screens.

Adobe Experience Manager extends core product content management capabilities of e-commerce systems to deliver personalized customer experiences across web, mobile, and social that help companies build a differentiated brand and compete to win in an increasingly crowded digital marketplace.

For more information
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