

Imagine 2018 Recap

Southeast Magento
Meetup

Hosted By:



Recap Overview

Introductions

Leading the Charge in User Experience

2018 Magento Roadmap

Klevu: AI-Powered Smart Search

Open Discussion

Introductions



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Leading the Charge in User Experience

The Mobile Checkout Experience *Re-Imagined*

- Reduce Friction in the Mobile Checkout
- Mobile **First** v. Mobile **Only**
- Get Creative with Order Confirmation and Order Updates

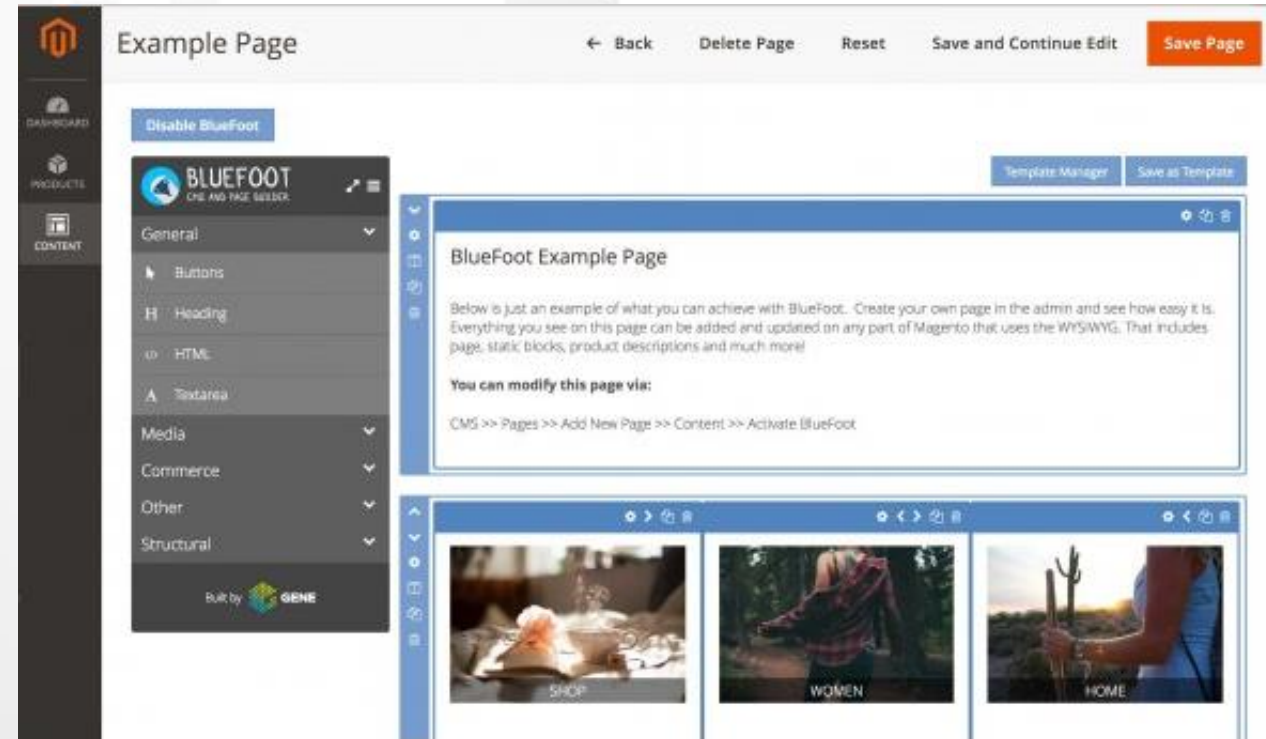
Make Way for *B2B Commerce*

- Millennials in the Workforce
- The Death of the B2B Salesman
- Data-Driven Design & Development

2018 Magento Roadmap

Magento Page Builder

- Inspired by Bluefoot CMS
- Drag and drop functionality
- Endless Page Content Layout
- Storefront Content Preview
- Quick Launch of Updates
- Commerce: *Out of the Box*
- Open Source: *Extension Purchase*



2018 Magento Roadmap

Multi-Source Inventory

- Constant request of the merchant and developer community.
- Truly a collective effort of the greater Magento ecosystem.
- Will work seamlessly with Magento's core functionality – substituting the existing inventory feature, instead of sitting on top of it.
- A good framework, the first step to take before considering Magento Order Manager or an ERP system.
- Has extension points for an ERP or PIM.

2018 Magento Roadmap

Multi-Source Inventory

- Allows merchants to manage multiple-location inventory from the admin.
- Assign products to sources and manage quantity in each source.
- Create stocks to define sources eligible to deliver for each website.
- Control how warehouses are selected/assigned for delivery based on merchant preferences.
- Manually control shipment sources when override is necessary.

2018 Magento Roadmap

Magento Sales Channels

- Publish items to Amazon from your single Magento catalog.
- Powerful, rule-based system.
- New products publish automatically.
- Intelligent pricing rules, single interface.
- It starts with Amazon.

2018 Magento **Roadmap**

Magento PWA Studio

What's a PWA?

A Progressive Web App (PWA) is a website application that uses modern web capabilities to deliver a native mobile app-like experience to users.

PWAs are a Google Initiative, which means it's about to become the industry standard.

2018 Magento **Roadmap**

Magento PWA Studio

What will PWA do for you?

- Single Technology Stack to Support
- Improved Search Rankings
- Increased Mobile Conversions
- Increased Customer Interactions

2018 Magento **Roadmap**

Magento PWA Studio

How is Magento going to help?

- Magento releases the PWA Studio in modular iterations through versions 2.3 and 2.4
- The PWA Studio focuses on decreased complexity
- Performance is the top priority
- PWA BuildPack is available on Github



AI-powered smart search that
Generates sales



www.klevu.com | [@klevusearch](https://twitter.com/klevusearch)

About Klevu

- Enterprise-level search technology with market-leading NLP and machine learning capabilities
- Founded in 2013, in Helsinki (where Klevu is HQ'd)
- Core team now based in London, with offices in Finland, and US
- Plug and play integration with Magento.
- 3,000 merchants worldwide, 40+ countries, 25 languages

Imagine Takeaways

- Magento 1 vs. 2 search & the limitations
- Understanding your current search data
- Uncovering the pain points
- What's next for search

What's next for search?

- Personalization - more advanced, 1:1 level personalization
- Voice search - getting more prominent
- More connected experience - more integrated with other functions (mainly for data)
- Faster experience - performance optimisation investment due to relationship with CR% uplifts

A nighttime photograph of a large, ornate event space at Wynn Las Vegas. The scene is filled with people, palm trees, and illuminated structures. A large, red, conical tent-like structure is prominent on the left. In the background, a building with classical architectural elements is lit up. The overall atmosphere is festive and high-end.

imagine 2019

May 15-19 | Wynn Las Vegas