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

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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.
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
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
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
Imagine 2019
May 15-19 | Wynn Las Vegas