

ACQUIA

COMPOSABLE COMMERCE FOR THE DIGITAL-FIRST ERA

INTELLIGENTLY HUMANIZE EXPERIENCES AT SCALE BY UNIFYING DATA, CONTENT, COMMERCE AND DIGITAL MERCHANDISING

Up to the mid-2000s, eCommerce was *the* differentiator. Today, customers shop on their own terms; gone are the days of cookie-cutter web stores. Every customer journey is as unique as the individual engaging themselves, spanning multiple devices and channels, in real-time, and often at the same time. It's no easy task to keep up.

- **73%** of consumers use multiple channels during their shopping journey (HBR)
- eCommerce has experienced **10 years of growth in just 3 months** in 2020 (McKinsey)
- Customers are likely to **spend 140% more** after a positive experience than customers who report negative experiences. (Deloitte)

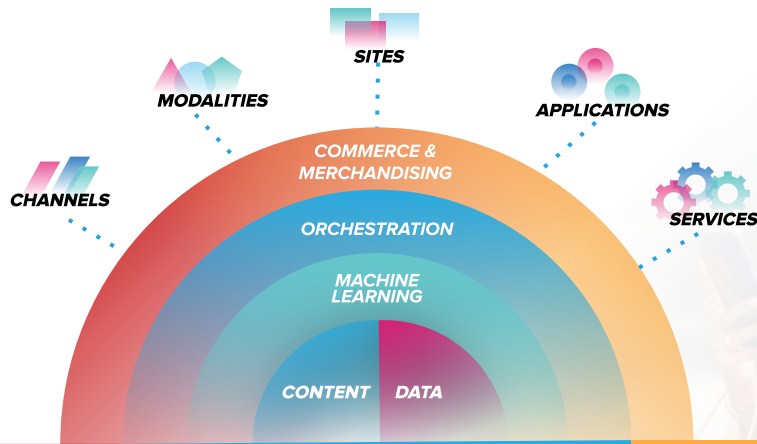


“There has to be a big shift in how businesses look at enterprise software investment. We are moving from legacy systems being not just added weight that a business has to carry, but an actual roadblock to that business evolving.”

- Kelly Goetsch - CPO, commercetools

THE WORLD'S ONLY OPEN, INDEPENDENT & BEST-OF-BREED SOLUTION

As the only independent leaders in their respective categories, Acquia Open DXP, commercetools, and Lucidworks have created the most intelligent, flexible and agile solution to allow Marketers to craft composable, individualized experiences at scale supporting all elements of the customer journey in a digital-first world.



Lucidworks

- Open Insight Engine
- Hyper-Personalized Merchandising & Product Discovery
- AI-Driven Relevancy and Recommendations
- Guided Insight Discovery

Acquia

- Open Digital Experience Platform
- Unified Data Foundation
- Composable Enterprise
- Omnichannel Intelligent Insight + Content
- Unified & Persistent Customer Experience Activation

commercetools

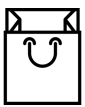
Next generation commerce

- Headless Commerce Platform
- API-first framework for maximum flexibility
- Cloud-native system providing unlimited scalability
- Microservices empowering experimentation and innovation

ACQUIA DIGITAL COMMERCE UNLOCKS:



Profile With Precision. Drive real-time personalized commerce experiences based on the 360 Profile, including zero-party, behavioral, product, transactional, financial, and operational insights to drive engagement, foster a relationship, and inspire your customers.



Deliver Shoppable Experiences. Quickly create shoppable experiences at every touchpoint linking product data to content. Connect customers with meaningful content embed this product data and clear, actionable checkout options.



Personalize End-To-End Journeys. Deliver value to your customers by fueling humanized experiences, mobilizing content combined with rich customer insights and machine learning from Acquia CDP with commerce data to drive customer engagement improve conversion



Power Intelligent Promotions. Incorporate AI and dynamic pricing, offers, and timing into your targeting strategy to individually incentivize conversion and strategically expand product adoption across your product catalogue with identified high-value customers.



Unify Digital & Physical Experiences. Empower employees and service representatives with relevant customer profile, preference, and purchase history data in real-time, delivering personalized, consistent experiences in-person, through digital signage, and online.



Augment Customer Intelligence. Unify commerce data with rich customer insights in Acquia CDP for a complete understanding of your customers' journey, gaining insight into customer lifetime value, potential churn, high-value and outlier segments to act on.

ACQUIA

Unlock your content and data to accelerate digital transformation and deliver digital experiences that engage, convert, and grow through the world's only Open DXP

Acquia's Open DXP enables more rapid digital transformation. Our Open approach to digital transformation unlocks your content and customer data to provide teams with the easy-to-use tools for Marketing and IT to create winning experiences with the freedom to move quickly without constraints. It's a new model for digital transformation, comprised of integrated, flexible, packaged business capabilities for marketers, developers, and IT. Acquia's open DXP is faster to implement, easier to manage, and built to work with best-of-breed tools.



Make Every Moment Shoppable With a True Cloud Commerce Platform

commercetools offers a true cloud-native multi-tenant commerce platform, providing the building blocks for the post-web era with their leading-edge API first approach. The platform combines the reliability and stability enterprise businesses need to thrive with the agility, flexibility and speed that is essential for success in the digital industry.

Lucidworks

Take Control of Merchandising at Scale & Accelerate the Path to Purchase

Lucidworks offers the Connected Experience Cloud (CXC) that captures user signals from every action and applies them to omnichannel digital experiences everywhere. CXC combines the power of search and machine learning to personalize experiences that meet employees' and customers' unique intent. The world's largest brands, including Lenovo, Morgan Stanley, Red Hat, Reddit, and Cisco Systems rely on Lucidworks' suite of products to power product discovery, customer service, and knowledge management applications that delight customers and empower employees.

BENEFITS

Agility. Empower marketers to build digital experiences quickly and easily with intelligent insights, composable content & commerce across channels, touchpoints and the entire customer journey.

Flexibility. Support every business aspect: Multi-Tenant CDP, Multi-Tenant Customer Journey Orchestration, Multi-Tenant Commerce, Composable Multi-Site Experiences.

Scalability. Auto-scalability to reliably support seasonal and inorganic peaks. Extensibility to support new data stores, event types, products, channels and experiences.

Standardization & Governance. Microservice & Component based architecture for repeatability and reuse driving standardization & compliance at scale.

Future-Proof. Agile microservices support continuous innovation and optimization so you can continuously test, refine, and optimize.

Maximize your Acquia Investment. Seamless integration of leading headless, cloud-native commerce platform with Acquia Open DXP enabling shoppable experiences everywhere.