

Commerce Connect

3Q24 Roadmap



Tom Bramley
Product Manager

4X Leader 2024



 **Optimizely**

**Named a Leader in
The Forrester Wave™**

Commerce Solutions for B2B,
Q2 2024

FORRESTER®

The graphic features the Optimizely logo, the award title, and a subtitle. To the right, there are three orange boxes with wavy lines and upward arrows, and a blue smartphone displaying a shopping cart icon.



 **Optimizely**

**Named a Leader in
the IDC MarketScape**

Worldwide Headless Digital Commerce
Applications for Midmarket Growth
2024 VENDOR ASSESSMENT

IDC

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 **Optimizely**

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Worldwide Enterprise Headless Digital
Commerce Applications
2024 VENDOR ASSESSMENT

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The graphic features the Optimizely logo, the award title, and a subtitle. To the right, there are several blue and white icons representing digital commerce applications and devices.

1. IDC B2B Commerce Enterprise 2024
2. IDC Headless Commerce Mid-Market 2024
3. IDC Headless Commerce Enterprise 2024
4. Forrester B2B Commerce Q2 2024



Composable Commerce

SaaS Core
(Configured)

- Cart/Checkout
- Punchout
- Order data
- User data
- Organization data
- Purchasing workflows
- Pricing
- Content
- Multi-site/multi-brand
- VMI

Monetize

Deliver modern, relevant commerce experiences your customers will love and maximize revenue growth

Commerce Composable Modules

- Payments
- Promotions
- Search
- DAM
- CSR Portal
- Stored Value
- Segmentation
- Subscriptions

SaaS Core
(Configured)

AND

OR

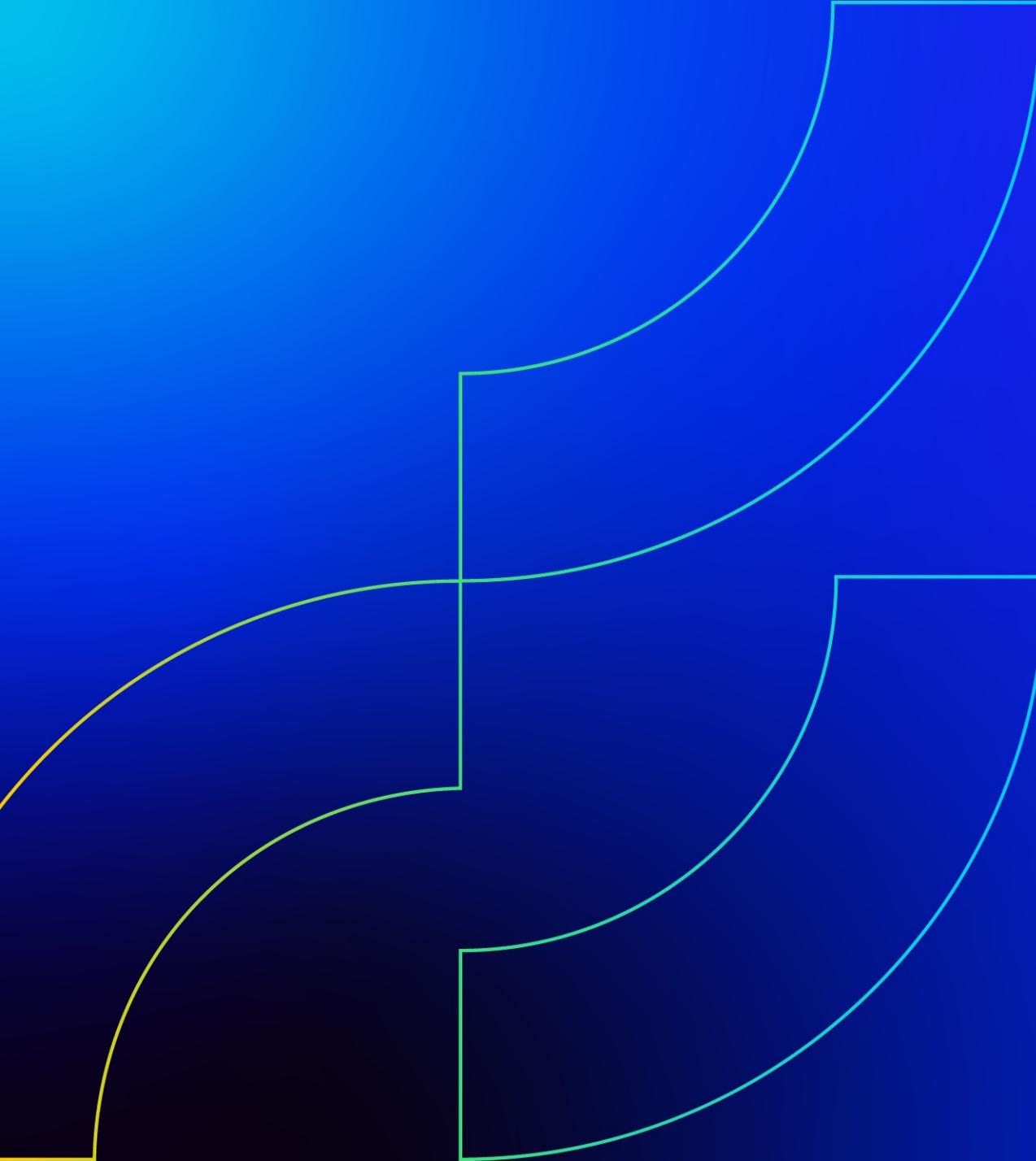
WITH

PaaS Core
(Commerce Connect)

- Optimizely Product Recommendations
- Product Information Management
- Analytics
- Mobile
- Search & Navigation
- Content Recommendations

PaaS Core
(Commerce Connect)

- Cart/Checkout Order data
- Order data
- User data
- Memberships
- Pricing
- *Content
- Multi-site/multi-brand
- Addl. Order Mgmt./POS

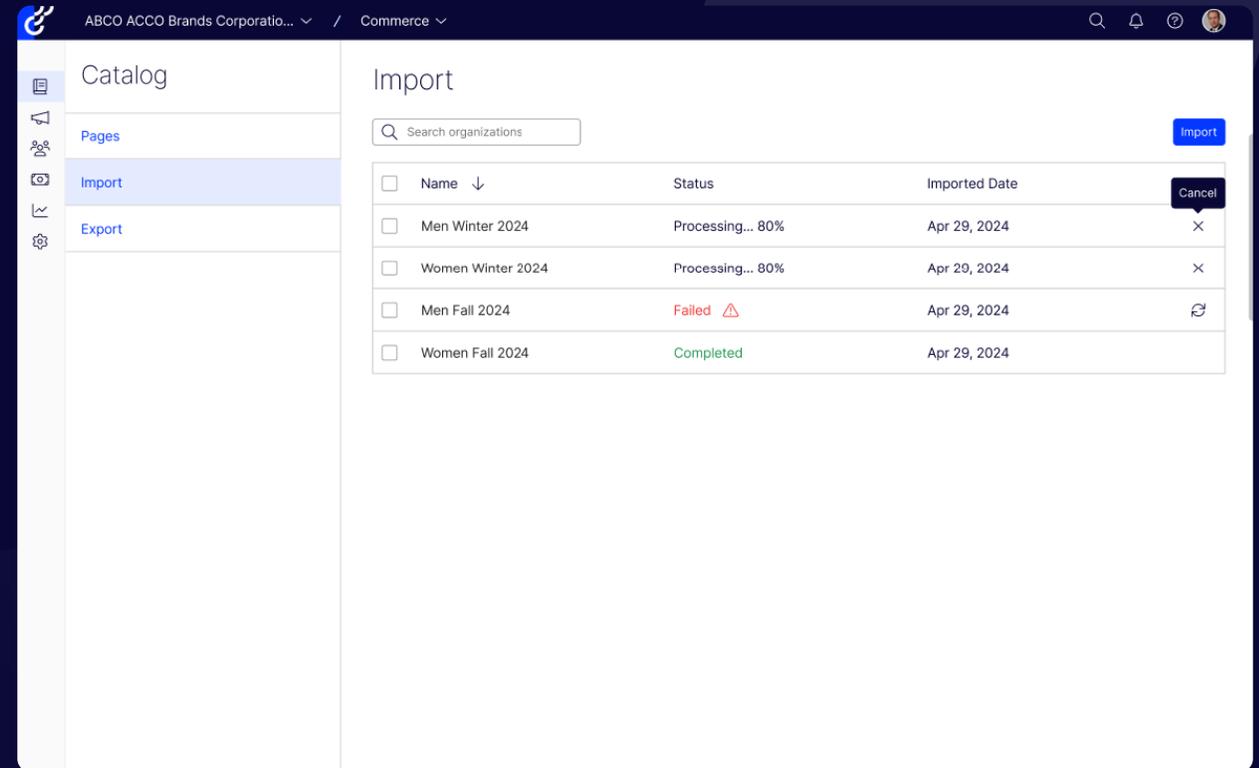


Just released

Import/Export Catalog

Imminent

- Expanded import/export functionality for Commerce Connect starting with ability to export product details and attributes to csv
- More flexibility to work offline to manage and analyze products, categories, and attributes



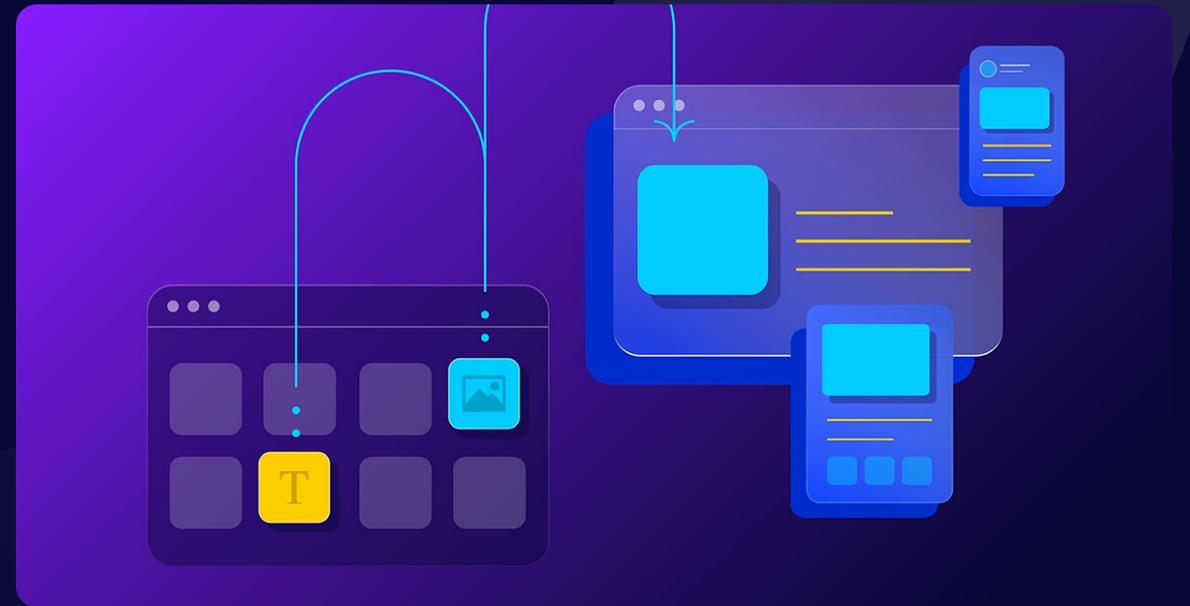
The screenshot displays the 'Import' section of the Commerce Connect interface. On the left, a sidebar menu shows 'Catalog' with sub-items 'Pages', 'Import', and 'Export'. The main area is titled 'Import' and features a search bar for organizations and an 'Import' button. Below this is a table with columns for 'Name', 'Status', 'Imported Date', and a 'Cancel' button. The table contains four rows of import jobs.

<input type="checkbox"/>	Name ↓	Status	Imported Date	Cancel
<input type="checkbox"/>	Men Winter 2024	Processing... 80%	Apr 29, 2024	×
<input type="checkbox"/>	Women Winter 2024	Processing... 80%	Apr 29, 2024	×
<input type="checkbox"/>	Men Fall 2024	Failed ⚠	Apr 29, 2024	↺
<input type="checkbox"/>	Women Fall 2024	Completed	Apr 29, 2024	

Optimizely Graph Indexing (1/2)

Released

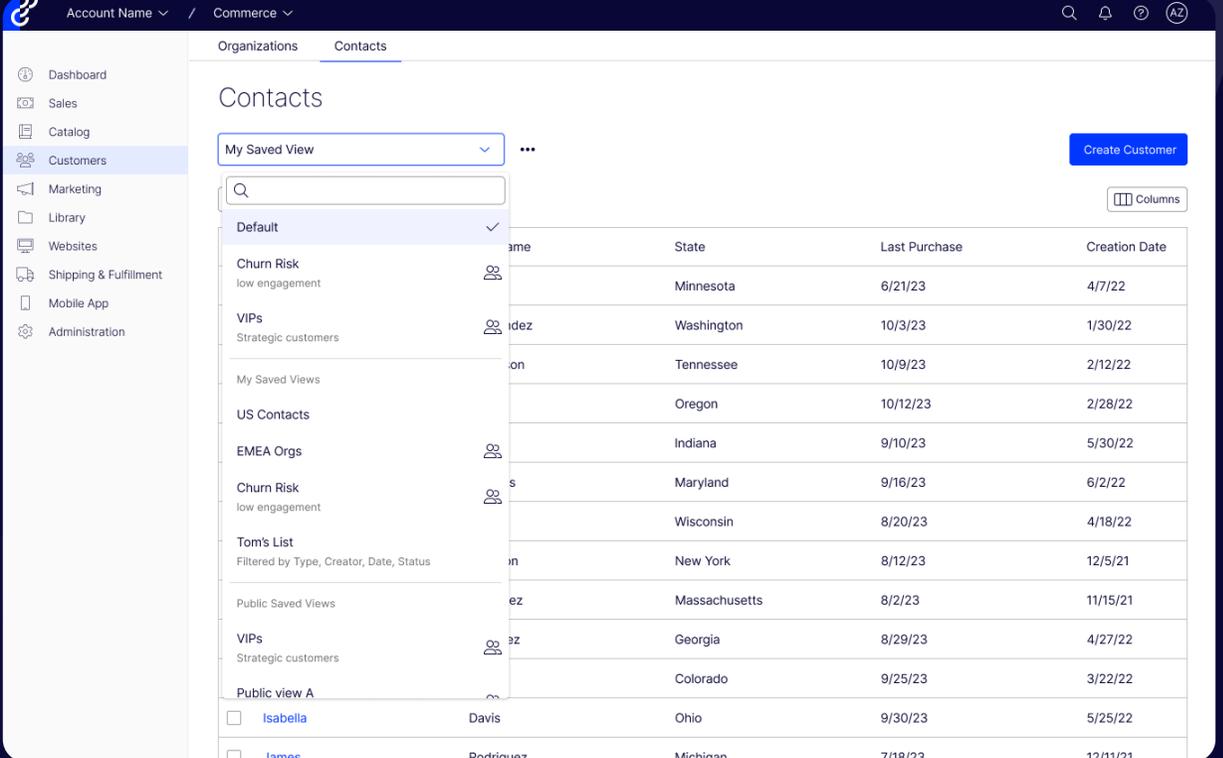
- Products, variants and categories are now indexed in OptiGraph
- Plan to follow with support for stock/inventory and list pricing in Q3
- Tutorial PLP build can be found on Opti World



Customizable Views

Released

- Reimagined design of Filter Views from Commerce Manager (v13)
- Possible to filter and then save views for later. Administrators will be able to create shared views for their teams.



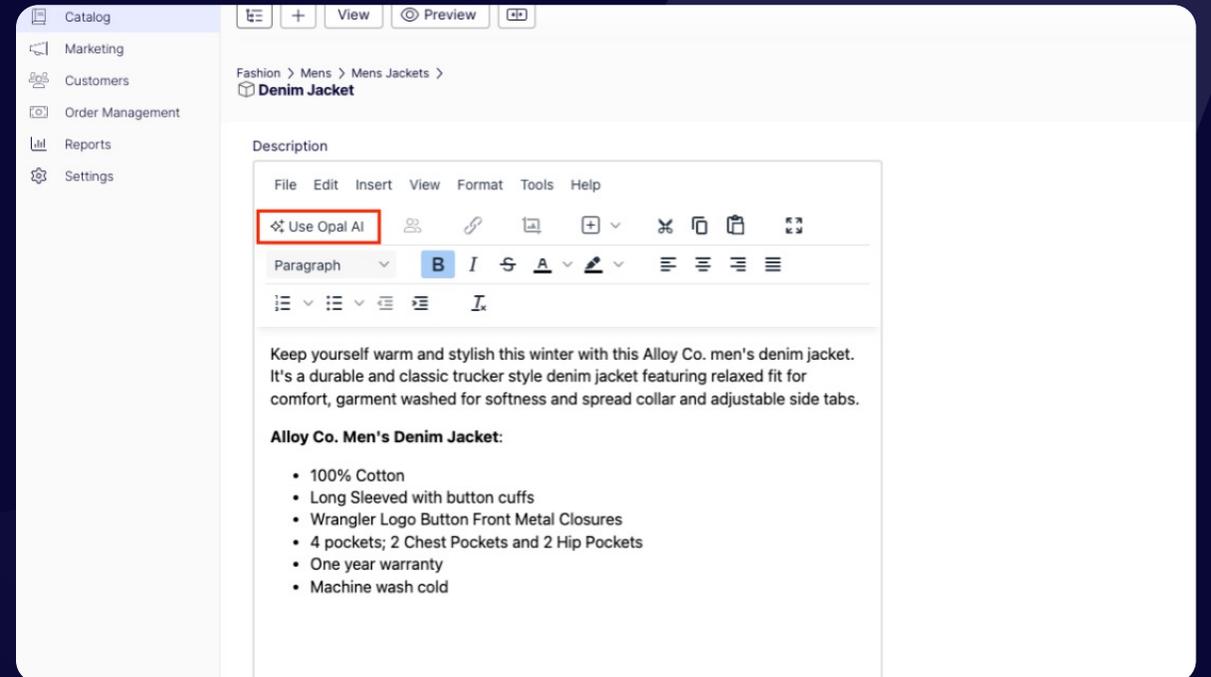
The screenshot displays the 'Contacts' page in the Commerce Connect interface. The left sidebar contains navigation options: Dashboard, Sales, Catalog, Customers (selected), Marketing, Library, Websites, Shipping & Fulfillment, Mobile App, and Administration. The main content area is titled 'Contacts' and features a 'My Saved View' dropdown menu, a search bar, and a 'Create Customer' button. A table of customer data is displayed with columns for Name, State, Last Purchase, and Creation Date. The table includes several rows of customer information, such as 'Isabella Davis' and 'James Rodriguez'.

Name	State	Last Purchase	Creation Date
Isabella Davis	Minnesota	6/21/23	4/7/22
James Rodriguez	Washington	10/3/23	1/30/22
John Doe	Tennessee	10/9/23	2/12/22
Jane Smith	Oregon	10/12/23	2/28/22
Michael Brown	Indiana	9/10/23	5/30/22
Sarah White	Maryland	9/16/23	6/2/22
David Green	Wisconsin	8/20/23	4/18/22
Emily Black	New York	8/12/23	12/5/21
Robert Lee	Massachusetts	8/2/23	11/15/21
Alice Johnson	Georgia	8/29/23	4/27/22
Chris Wilson	Colorado	9/25/23	3/22/22
Patricia King	Ohio	9/30/23	5/25/22
Daniel Hill	Michigan	7/18/23	12/11/21

AI: Product desc. Generator

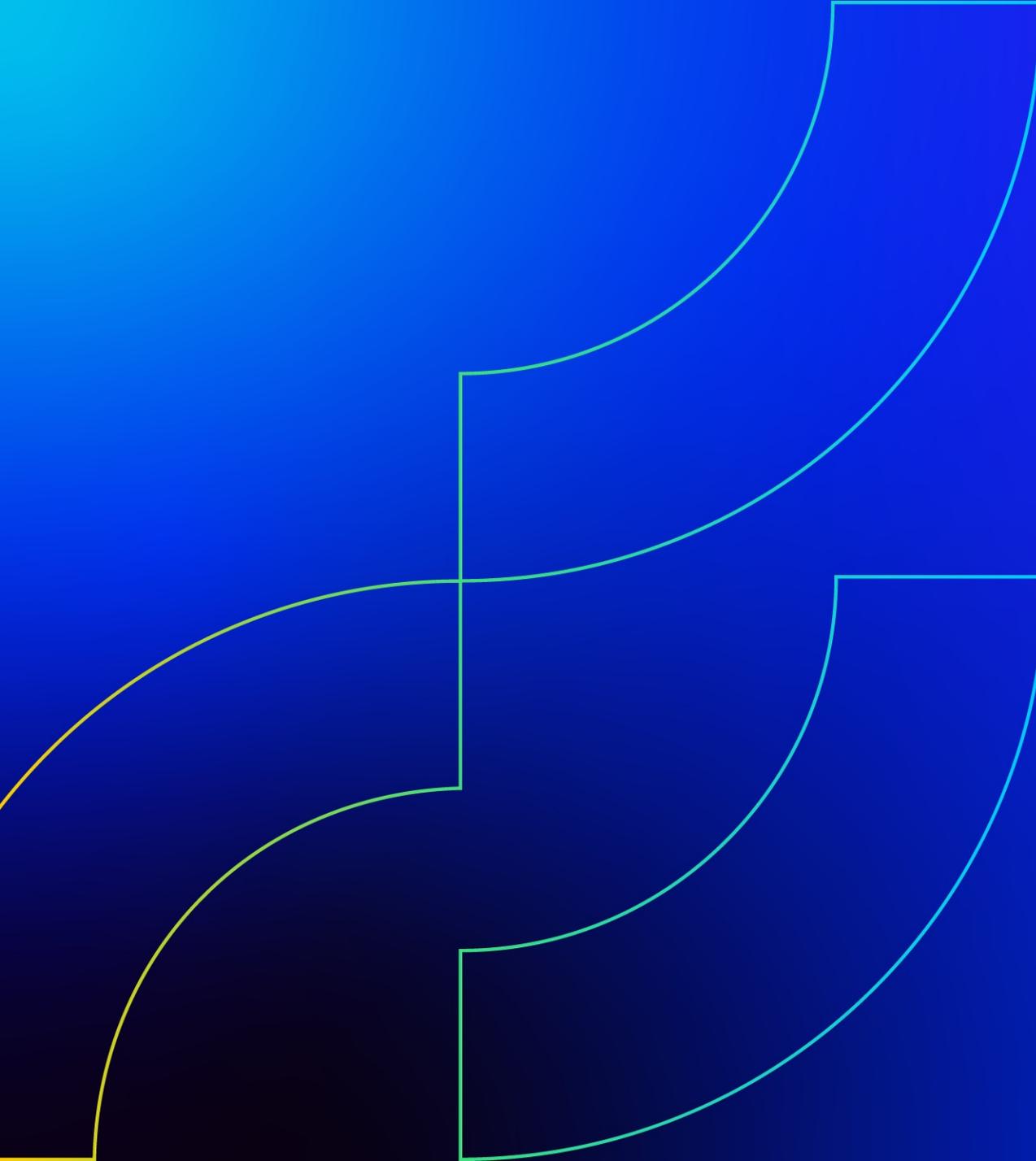
Released

- New widget within the rich text editor for product descriptions utilizing Optimizely AI
- Marketers can re-write content on the fly to improve SEO visibility, content 'freshness' and reduce workload.



Quick Demo





Pipeline

Committed

These items are the ones that receive the most attention and have a **high level of assurance** for completion in the quarter.

There will only be a few of these each quarter.

These are items customers and partners can consider in future planning.

Planned

These items will **target completion** by end of the quarter. but they can be shifted if a committed item is at risk or other items get prioritized after planning.

These items cannot be relied on for future planning.

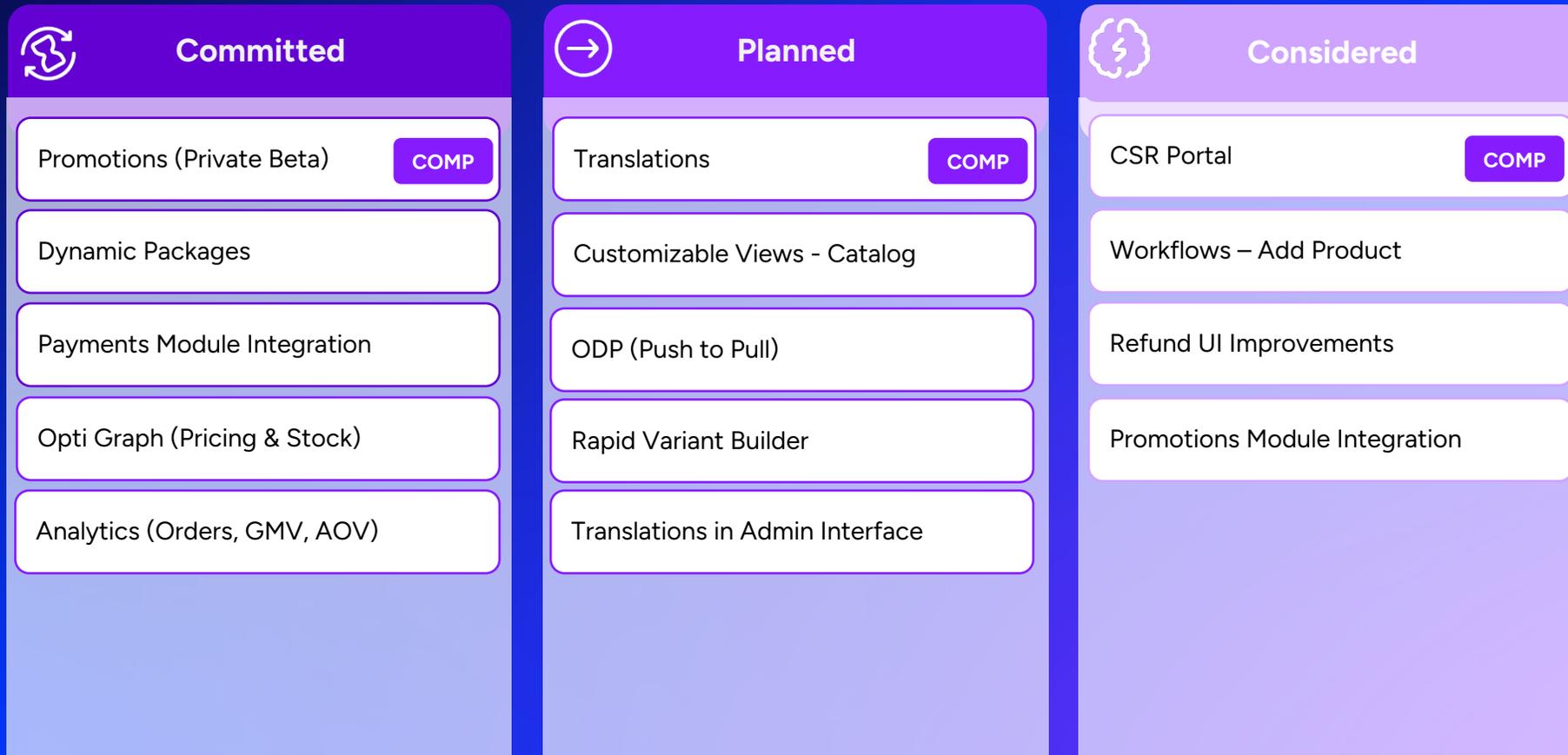
Considered

These items will typically be quality of life or platform improvements, pre-requisite items for future bigger items, or recent customer requests.

We will complete these as soon as possible but have low confidence of completion in the quarter.

These items cannot be relied on for future planning.

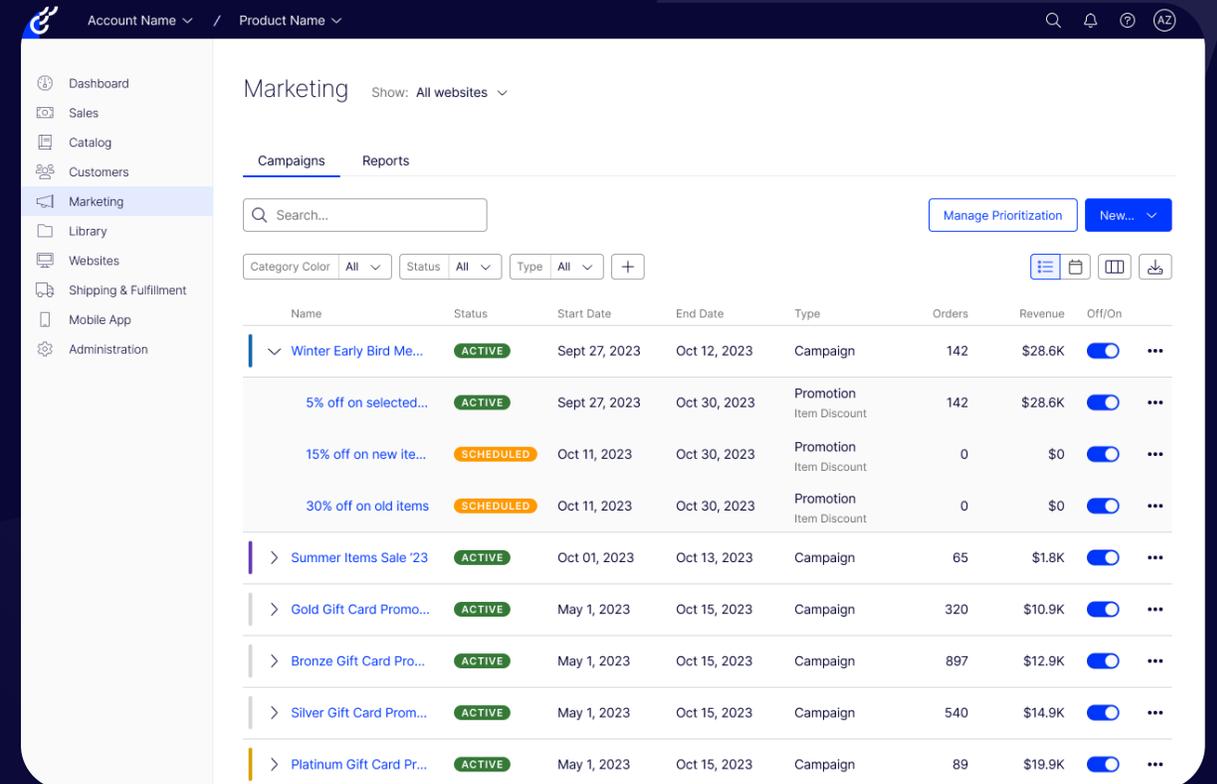
Q3 Roadmap



Promotions (Private Beta)

Committed in Q3

- Enhanced promotions rules and segmentation to increase purchases and conversion rates
- Scalable promotions engine to grow revenue for B2B, B2C, or DTC use cases
- Reimagined rule engine to build custom promotions with ease
- Bulk promo codes
- No technical expertise required to manage



The screenshot displays the 'Marketing' section of the Commerce Connect interface, specifically the 'Campaigns' tab. The interface includes a sidebar with navigation options like Dashboard, Sales, Catalog, Customers, Marketing, Library, Websites, Shipping & Fulfillment, Mobile App, and Administration. The main content area shows a list of campaigns with columns for Name, Status, Start Date, End Date, Type, Orders, Revenue, and Off/On. The campaigns listed include 'Winter Early Bird Me...', '5% off on selected...', '15% off on new ite...', '30% off on old items', 'Summer Items Sale '23', 'Gold Gift Card Promo...', 'Bronze Gift Card Pro...', 'Silver Gift Card Prom...', and 'Platinum Gift Card Pr...'. Each campaign row includes a status indicator (ACTIVE or SCHEDULED), a toggle switch for 'Off/On', and a three-dot menu for additional actions.

Name	Status	Start Date	End Date	Type	Orders	Revenue	Off/On
Winter Early Bird Me...	ACTIVE	Sept 27, 2023	Oct 12, 2023	Campaign	142	\$28.6K	On
5% off on selected...	ACTIVE	Sept 27, 2023	Oct 30, 2023	Promotion Item Discount	142	\$28.6K	On
15% off on new ite...	SCHEDULED	Oct 11, 2023	Oct 30, 2023	Promotion Item Discount	0	\$0	On
30% off on old items	SCHEDULED	Oct 11, 2023	Oct 30, 2023	Promotion Item Discount	0	\$0	On
Summer Items Sale '23	ACTIVE	Oct 01, 2023	Oct 13, 2023	Campaign	65	\$1.8K	On
Gold Gift Card Promo...	ACTIVE	May 1, 2023	Oct 15, 2023	Campaign	320	\$10.9K	On
Bronze Gift Card Pro...	ACTIVE	May 1, 2023	Oct 15, 2023	Campaign	897	\$12.9K	On
Silver Gift Card Prom...	ACTIVE	May 1, 2023	Oct 15, 2023	Campaign	540	\$14.9K	On
Platinum Gift Card Pr...	ACTIVE	May 1, 2023	Oct 15, 2023	Campaign	89	\$19.9K	On

Payments Service Integration

Committed in Q3

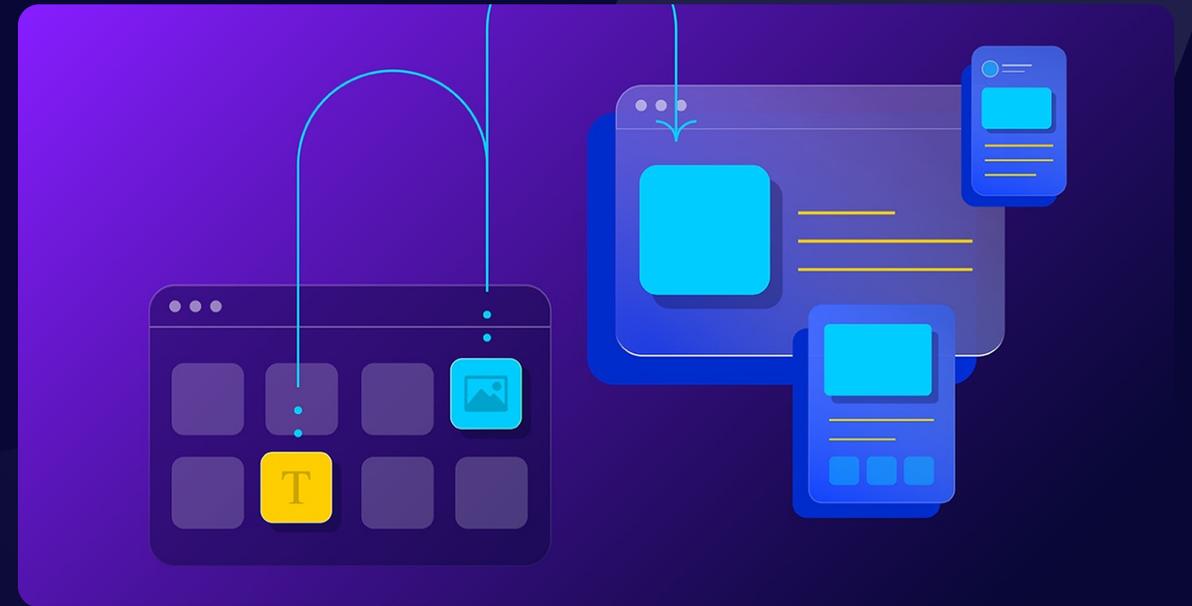
- Access to more than 200+ payment gateways for seamless regional, national, and international payments support
- Two-factor authentication and 3DS support, a requirement in the EU
- Future update: Composable module updated independently from Optimizely Commerce to improve maintenance and time-to-market
- Future considerations: Enhanced rules routing to increase payment conversion through different gateways



Optimizely Graph Indexing (2/2)

Committed in Q3

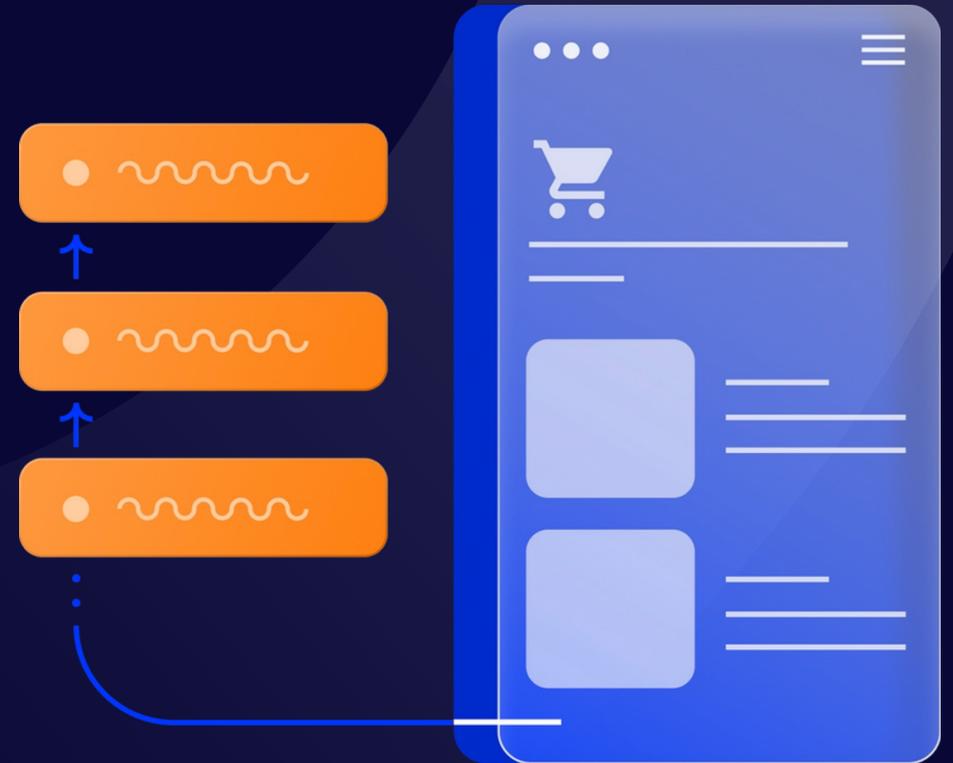
- Index list-pricing and stock/inventory within OptiGraph, building on the foundations in previous quarter
- Will offer integration support (limited capacity)



Dynamic Packages

Committed in Q3

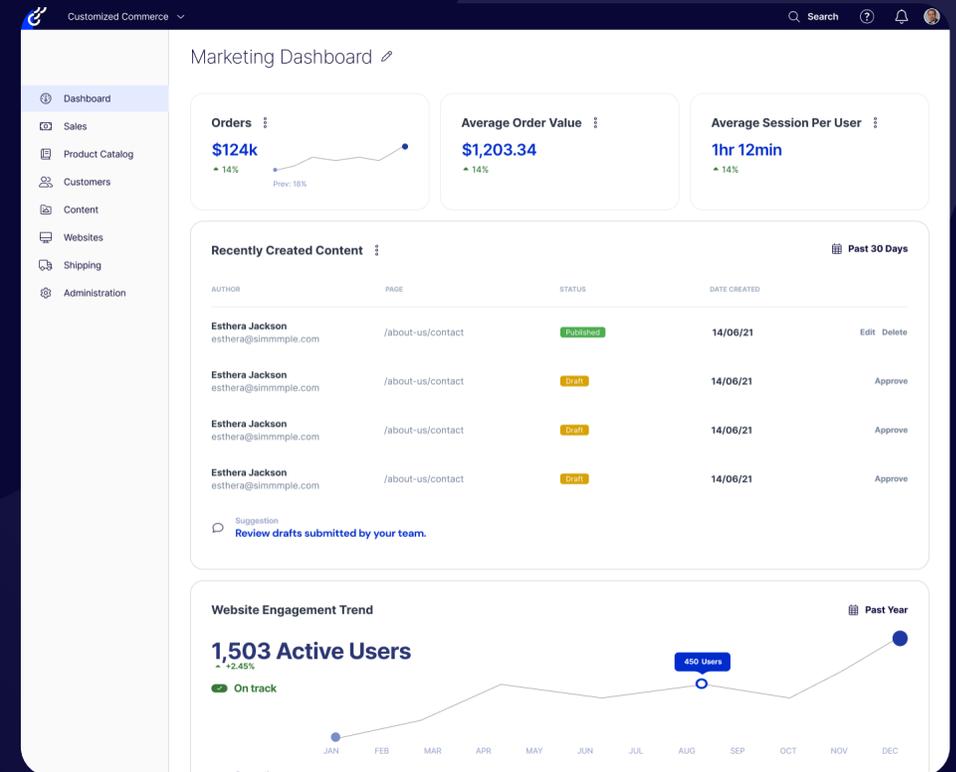
- Dynamic packages will allow Merchants to enable their customers to choose variants within packages, increasing flexibility + choice
- Reduced need to create multiple packages to allow multiple-choice, reducing admin workload



Analytics (Basic)

Committed in Q3

- Commerce performance reporting from a single interface to increase growth
- See number of orders placed, average order value, GMV and more.
- Define time ranges for this data to pull from (e.g., past 30 days.)
- Multi-site merchants can select the site they wish to report on.

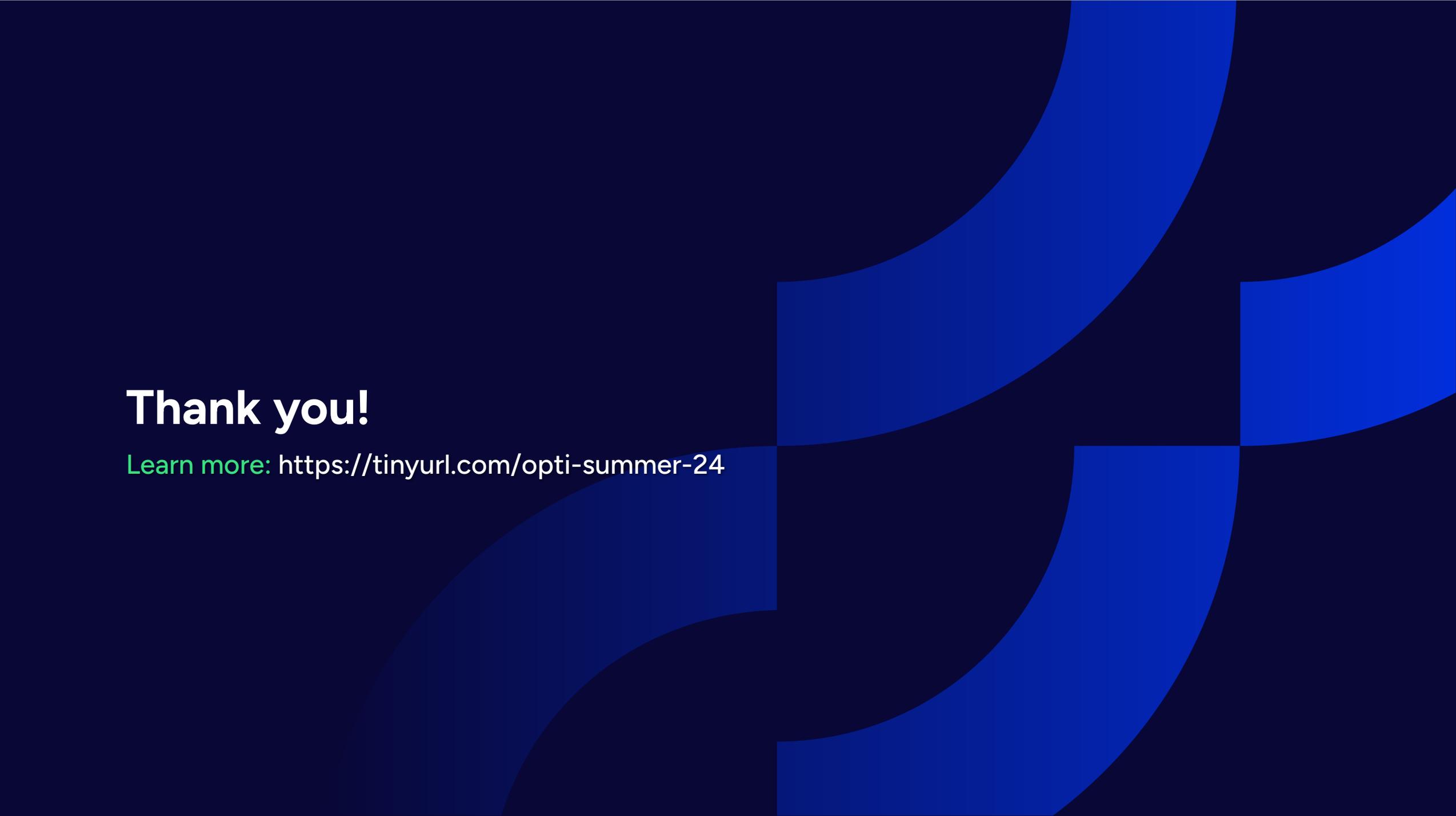


Note: Concept image to demonstrate direction

Planned



	Description	Merchant Benefit
Catalog UI Customization	Capability to customize the presentation of columns in catalog UI view within Admin interface	Flexibility to view relevant data for products within the catalog. Also brings catalog view on par with all other views within the admin interface
ODP connector (Push > Pull)	Reconfiguring the ODP connector from Push configuration to a Pull configuration	Aligns the ODP connector with all other <i>Commerce Connect</i> connectors (all others are Pull configuration), simplifying integration with ODP.
Rapid Variant Builder	Upon creation of a product, automate the population of product variants through template(s) / wizard.	No more repetition of administering products when manually configuring related SKUs. Build one template and apply to many variants to rapidly populate all variants of a product type
Translations in Admin UI	Integration of the Translations Composable Module to translate Product Objects	Translation Management solution embedded directly into the solution to enable translation with ease
Translations (Beta)	Leverage AI to provide translate content for storefront, website, and product content. AI translation proposed and acceptance done by team members.	Designate content to be translated and receive results back in real-time, utilizing AI translation through partnership with Google



Thank you!

Learn more: <https://tinyurl.com/opti-summer-24>