Meet Magento ROMANIA RO

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Catalog Service for Adobe Commerce

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Agenda

1. Vision for Composable Commerce
2. Catalog Service
3. Performance
4. Q&A



Composable Commerce



Businesses need a platform that drives innovation

Challenges



Launching capabilities is time and effort intensive

Integrating services and deploying new features to support immersive shopping experiences requires high development efforts



Sharing data across the ecosystem is complex

Data required for insights and decision making resides across multiple systems. Sharing data across business services to deliver a cohesive customer journey is hard



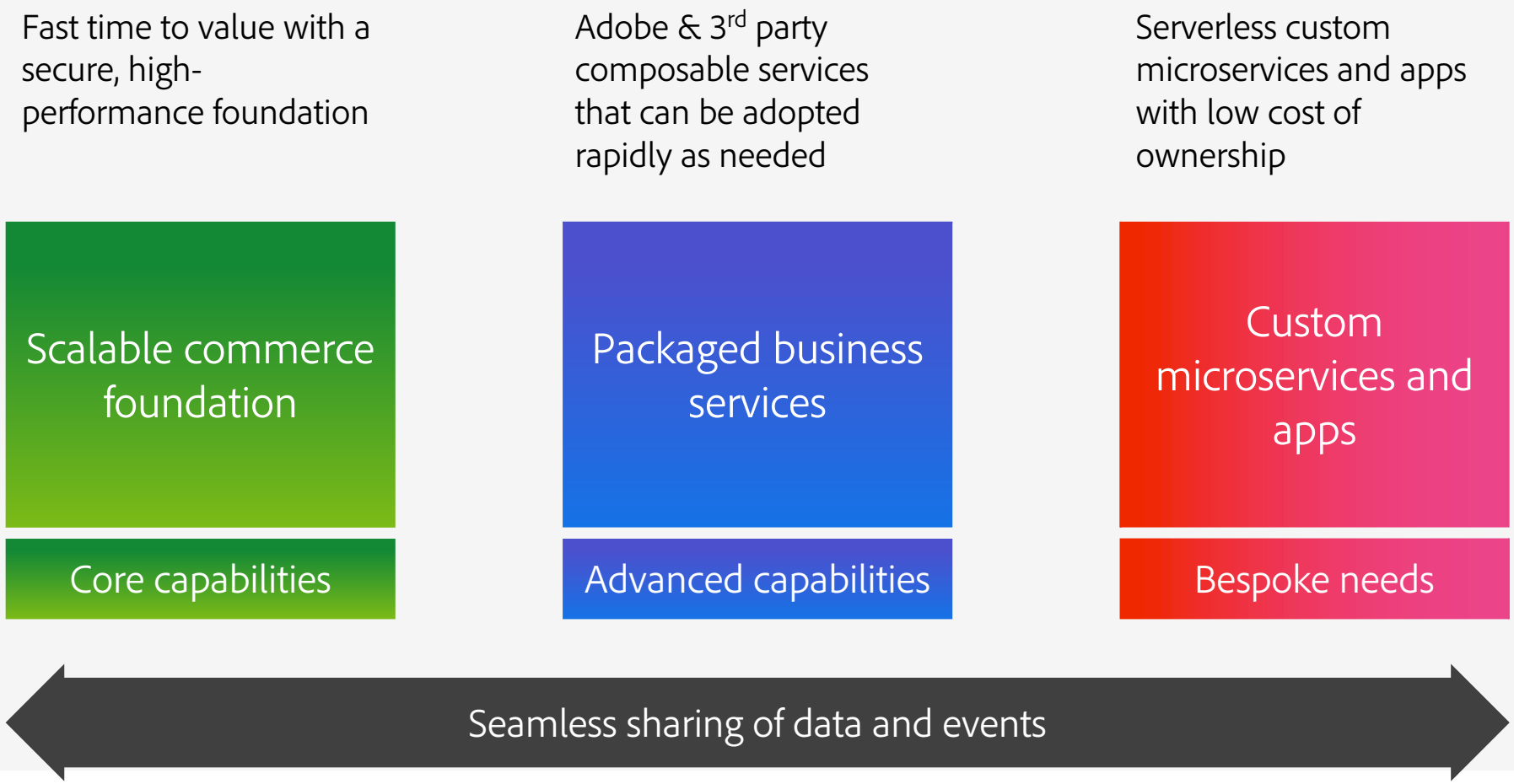
Maintaining custom capabilities and integrations is costly

Integrating disparate services and data sources, building custom UIs features lead to high costs of maintenance

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Adobe enables businesses to build an agile commerce platform



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Adobe makes composable commerce easier

Modern composable platform enables business agility and speed-to-market through easy extensibility & simplified integrations

Easily Deploy Composable SaaS Services

API-first SaaS based services such as Live Search, Product Recommendations, Catalog, and Payments

API Mesh: Orchestration layer to add, upgrade, and replace 3rd party services with Adobe Commerce

Integrate, Extend, & Innovate at Low Cost

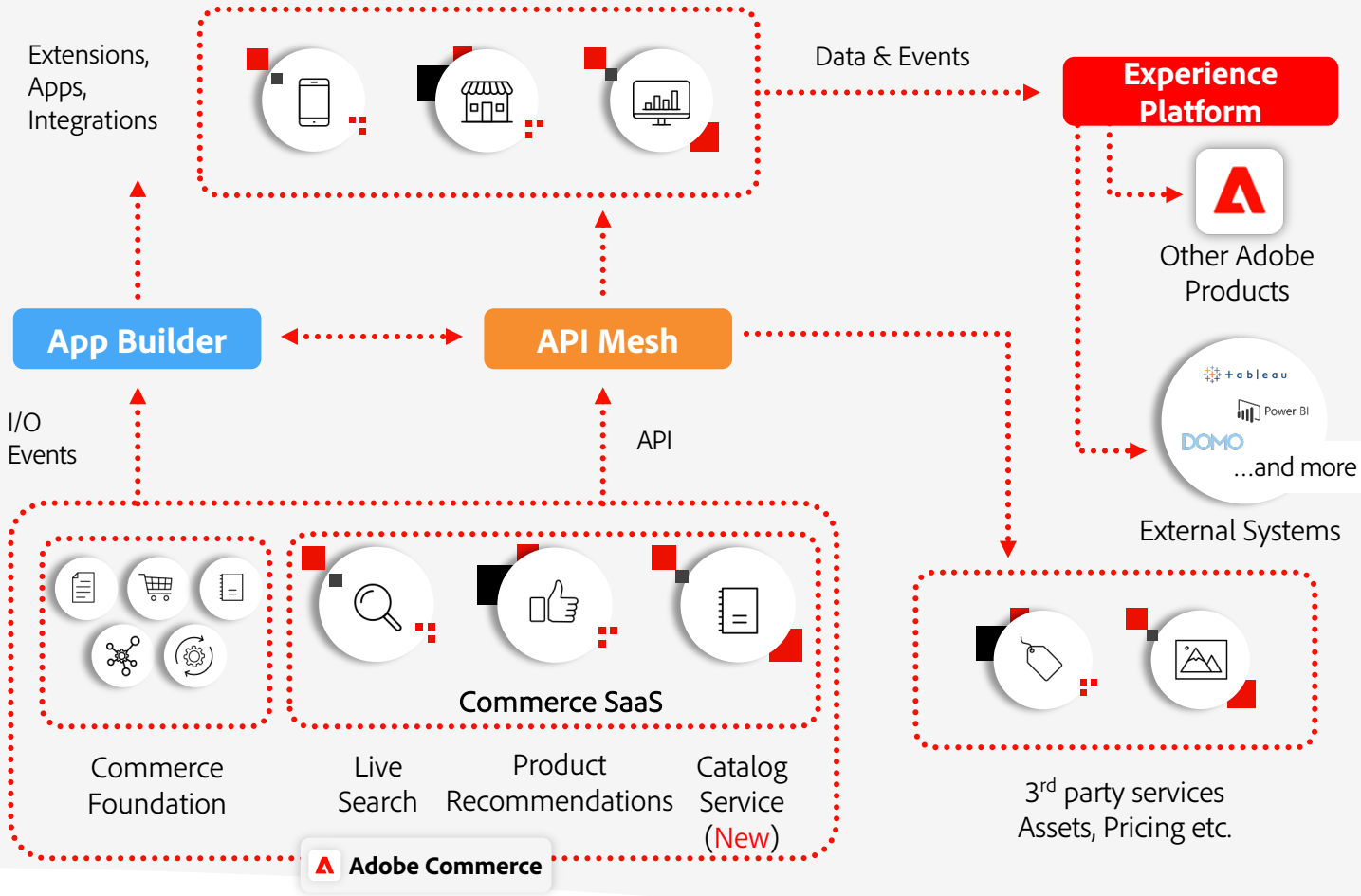
App Builder: Cloud native, event driven, and low-code environment for building integrations and customizations

Low cost of ownership: Applications built on App Builder require no provisioning or scaling of infrastructure and minimal code to maintain

Standardize Data and Event Sharing

Capture data & events from Adobe commerce

Share to Adobe & 3rd party services via Adobe I/O Events



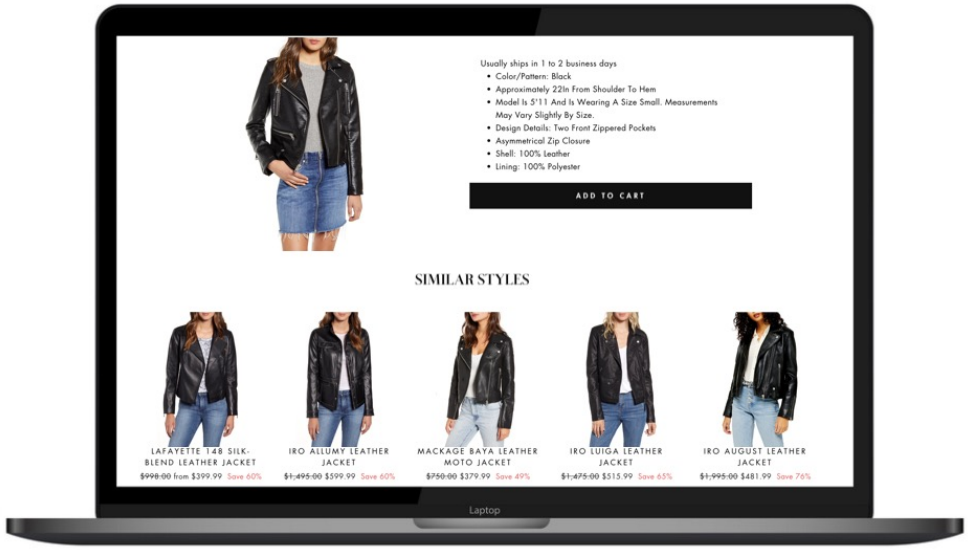
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Intelligent Commerce powered by Adobe Sensei

Leverage artificial intelligence to understand and act on visitors' behavior to ***personalize the shopping experience and optimize business performance.***

Product Recs merchants see
+20% Avg Order Value
after launching

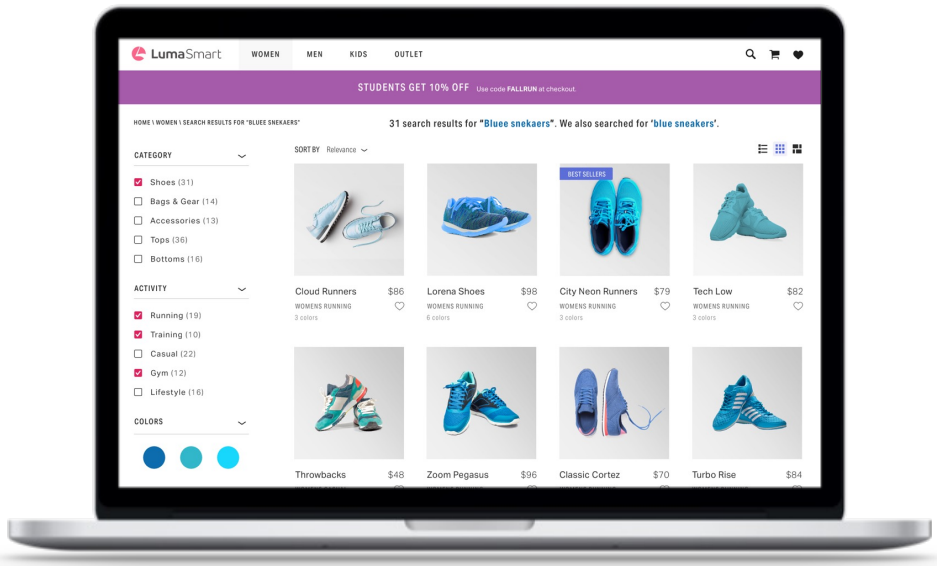


Product Recommendations

New recommendation algorithm uses computer vision to dynamically deliver visually similar items

Forester 2022: scored these services 5/5 for AI/ML in Commerce.

Live Search merchants see
+15% Conversion Rate
after launching



Live Search

Cloud-based SaaS service automatically analyzes data to deliver hyper-relevant search results

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Catalog Service

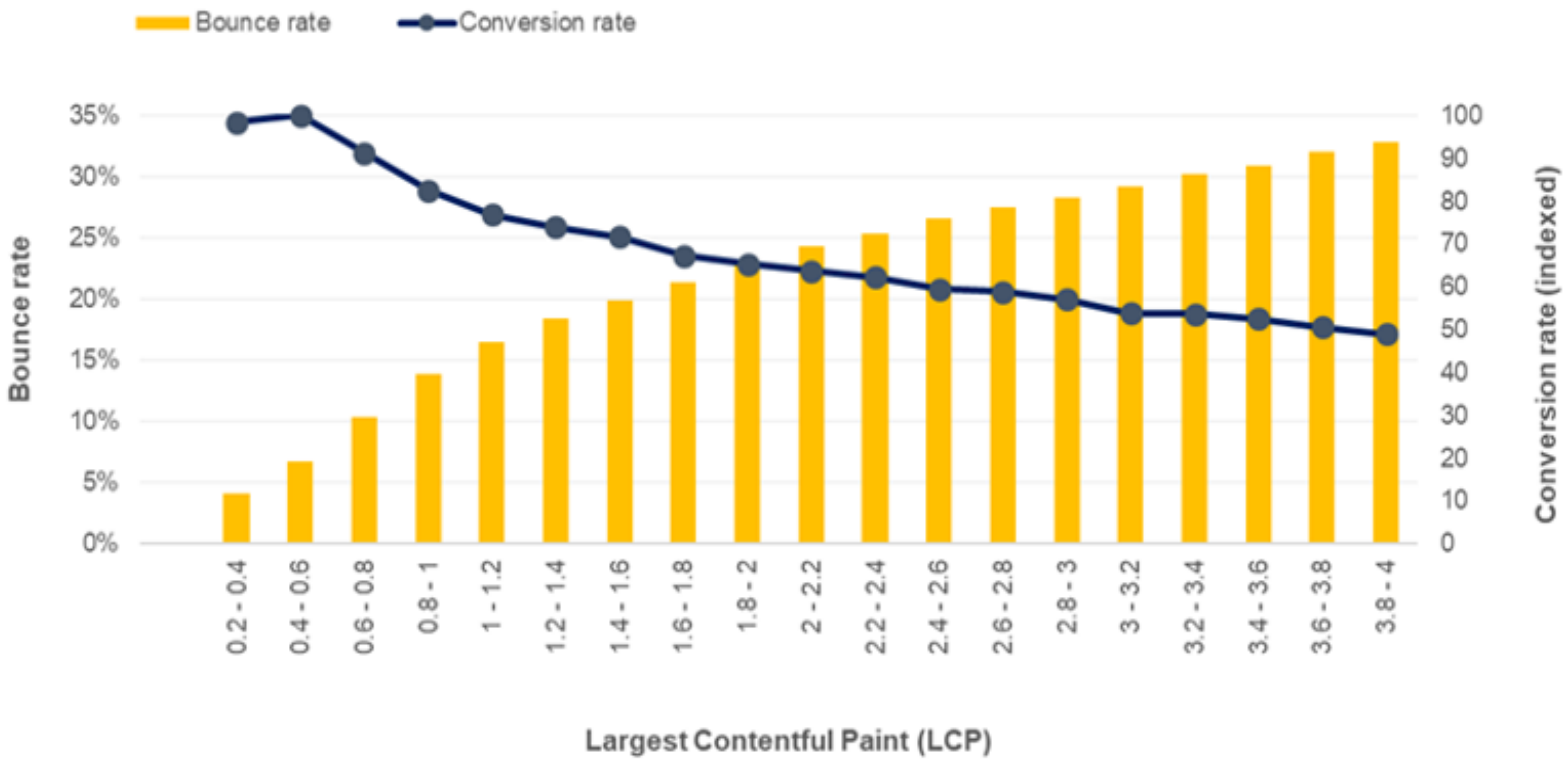


The benefits and challenges of an extensive product catalog

Businesses are continuously expanding assortments.
For every 10% in additional SKUs companies achieve 12% GMV growth.

For every 1 second improvement in page load time, conversions increased by 2% (Walmart).

Each 100ms improvement in their homepage's load time resulted in a 1.11% increase in conversion.



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Catalog Service for Adobe Commerce

SaaS service that augments current APIs and provides fast catalog data retrieval for performant shopping experiences and improved conversion rates.

Performance

- Incredible fast and highly-scalable
- Simplified catalog schema that doesn't change

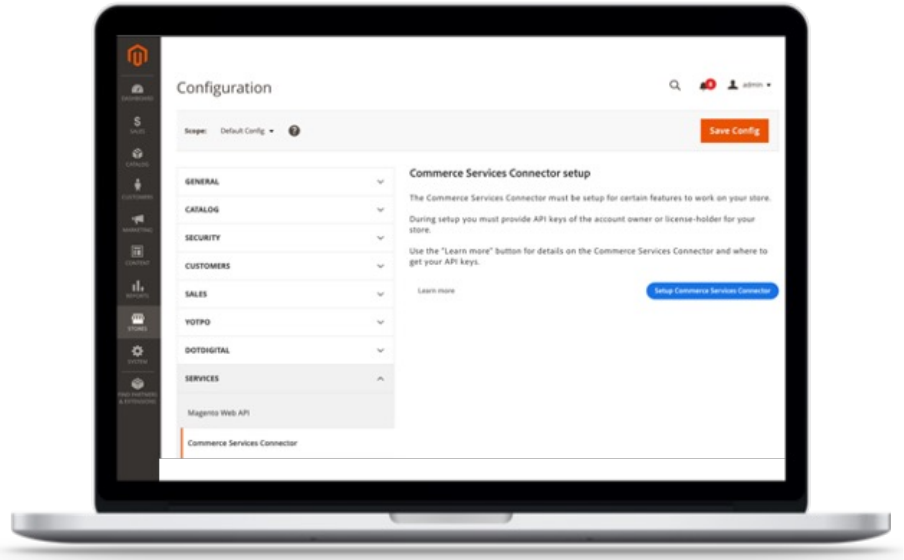
Composability

- MACH design
- Stand-alone or Federate existing SaaS services (e.g. Live Search)
- API Mesh compatible

Reliability

- Adobe-managed with High Availability up to 99,99%
- Multi-region US/EMEA/Other

Included in any Adobe license for Commerce 2.4.4+



Feature-ready to hyper-boost

Product detail pages (PDP)

Product listing pages (PLP)

Category pages

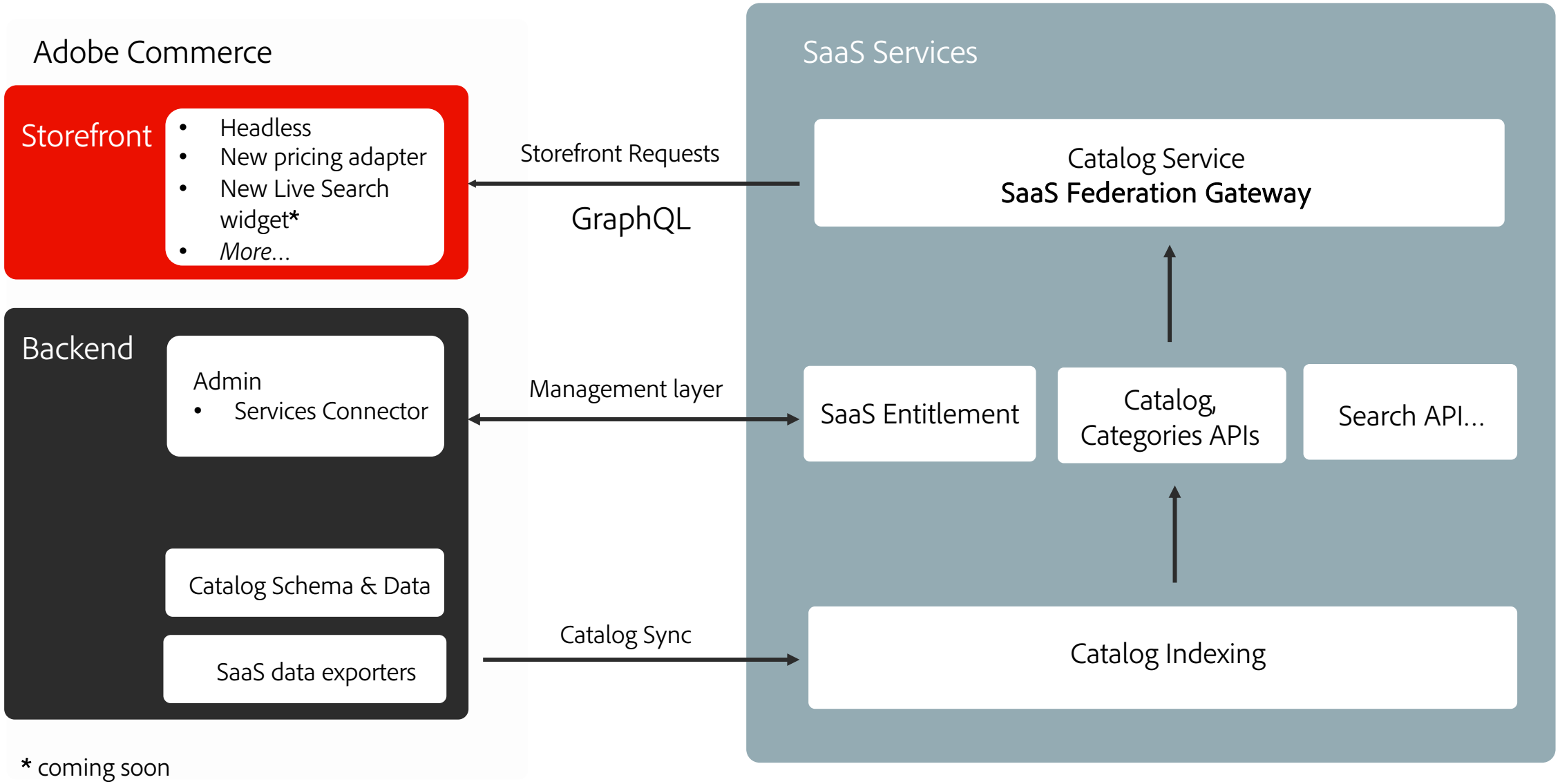
Search results pages

Product carousels

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Architecture



* coming soon

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Boost site performance and increase conversion with Catalog Service

*Retrieve product information up to **10x** faster* compared with latest Adobe Commerce release (benchmark performance).*

Boost Performance



Product PDP & PLP & category information (menus and trees) can be retrieved and displayed in a **blink-eye.**

Increase Flexibility



Transition to a **headless architecture** for added flexibility, better scalability and faster deployment.

Hyperscale Support for Large Catalogs



Reduce barriers for merchants with **extensive** or **complex** product catalogs.

Available Now

KEY BENEFITS

Increase website conversions	**Achieve 100 Lighthouse score**	**Remove limits on catalog**	**SaaS service = no maintenance**

* Based on internal benchmarking.

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Remove Price Indexing with the SaaS indexation

*Gain a competitive advantage by reacting to market conditions much faster. Price changes get updated across your websites and customer groups up to **90%** faster!**

High velocity price changes



Merchants that require **repeated changes** to their prices to meet strategic goals. Promotions, discounts, markdowns

Complex and High Velocity Business Models



Merchants with **shared product catalogs** across multiple websites (domains/brands) and/or customer groups.

Hyperscale for Large B2B Price Books



Merchants with **extensive** shared product catalogs that contain **unique prices** across websites or customer groups.

KEY BENEFITS

Available Now (headless & Luma)

Near-real time prices updates	No limits on business growth	Reduce Costs	Runs on Adobe's cloud infrastructure

* Based on internal benchmarking.

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Performance



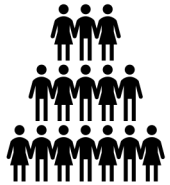
Imagine: a Challenging catalog



- 500k unique SKUs
- 260M prices
- 2.5M variants
- 1000 customer groups
- 5 websites, 5 store views

10x the max limit for Adobe Commerce eSKUs

Effective SKU = eSKU = N[SKUs] x N[Stores] x N[Customer groups]



and Challenging traffic conditions

- 500k concurrent RPM (requests-per-minute) for 1 hour

Quiz Catalog Service: What is the average response rate (ms) for product queries?

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Measurement - 2.5B eSKU at 500k RPM

Method	Name	Average (ms)	95%ile (ms)	Average size (bytes)
POST	GatewayProduct	165	340	1001
POST	GraphQLRefineProduct (10%)	269	610	1466
	Aggregated	**170***	**360**	**1024**

* Based on internal benchmarking with test data, real life conditions could differ



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Q&A




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