

AEROSPIKE
NEXTGEN
NOW
SUMMIT '20

Distributed Personalization in Edge Computing Environment



Sandeep Nawathe

Senior Director of Engineering
Experience Platform
ADOBE



Changing the World Through Digital Experiences

Unleashing
Creativity



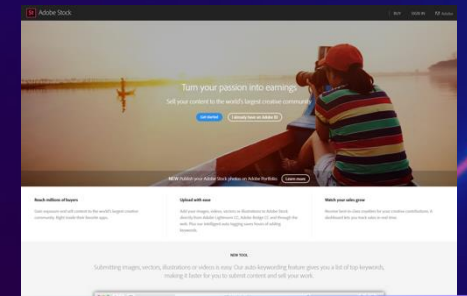
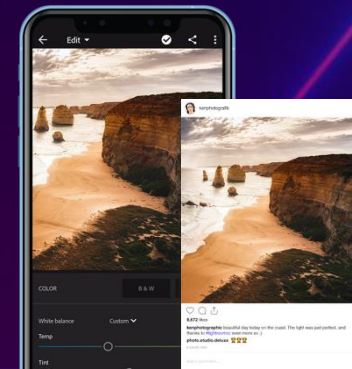
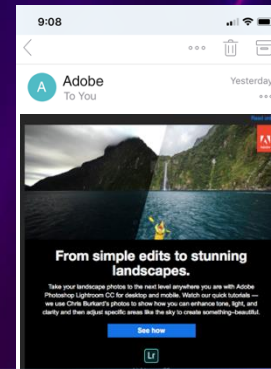
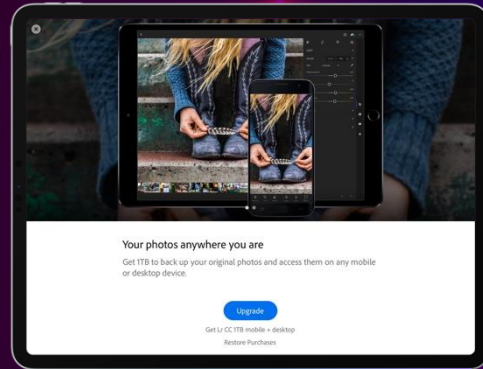
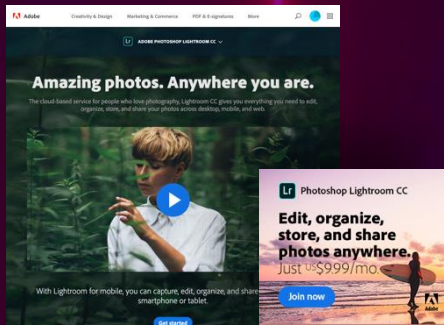
Accelerating
*Document
Productivity*



Powering
*Digital
Businesses*



Customer Experience Management



Discover

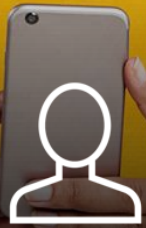
Try

Buy

Use

Renew

Product Strategy Pillars



**DATA &
INSIGHTS**



**CONTENT &
COMMERCE**



**CUSTOMER JOURNEY
MANAGEMENT**



**EXPERIENCE
INTELLIGENCE**



**OPEN
ECOSYSTEM**

Challenges to accomplish Real-time Experiences



Disconnected
Identities



Slow, vulnerable
profile unification



AI/ML operates in a
silo



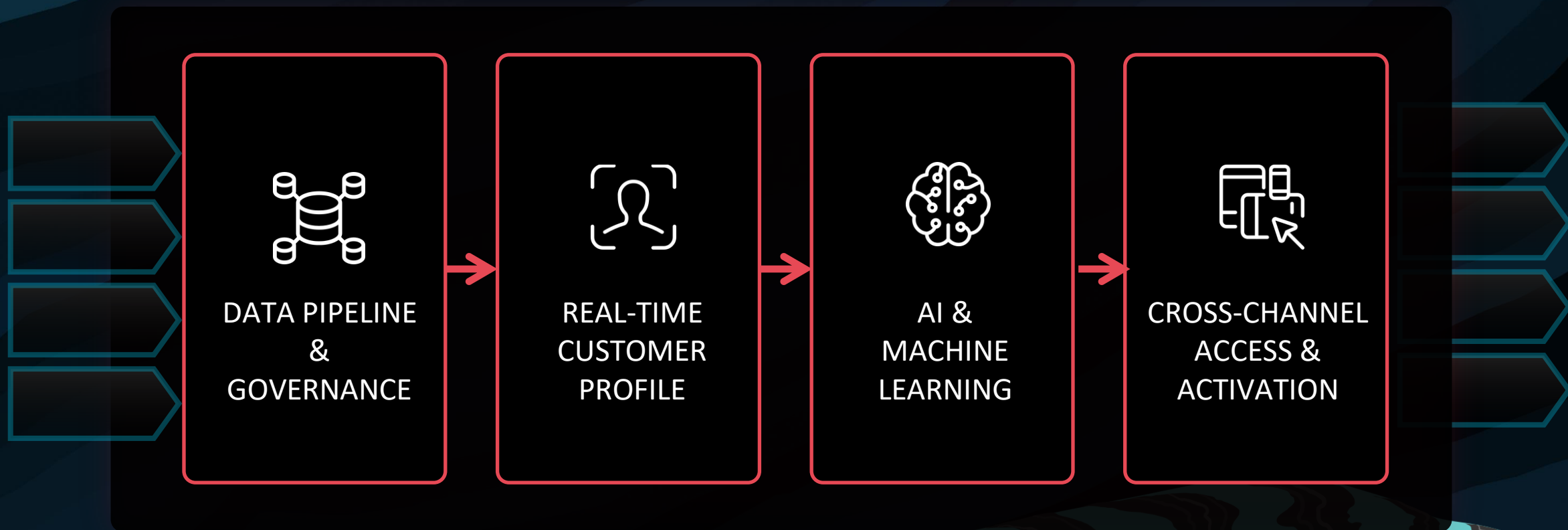
Data governance is
not enforced



Fragmented
Experiences



Adobe Experience Platform





Adobe Experience Cloud

Applications



Marketing Cloud

Experience
Manager
Campaign
Marketo Engage
Target



Analytics Cloud

Analytics
Audience
Manager



Advertising Cloud

DSP
Search
TV
Creative



Commerce Cloud

Magento
Commerce

Services

Application Services | Intelligent Services

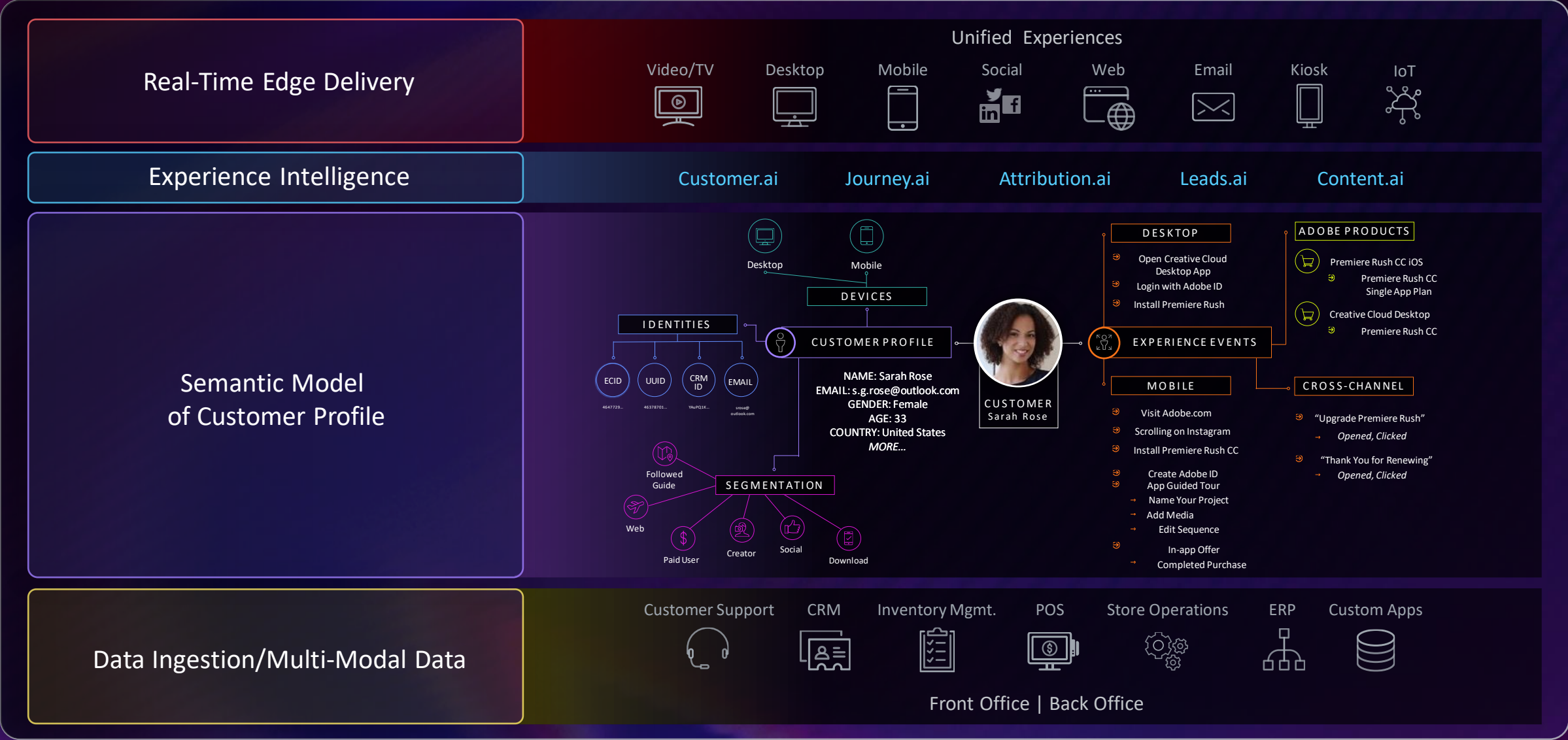
Platform



Adobe Experience Platform

Real-Time Customer Profile | AI & Machine Learning | Open Ecosystem

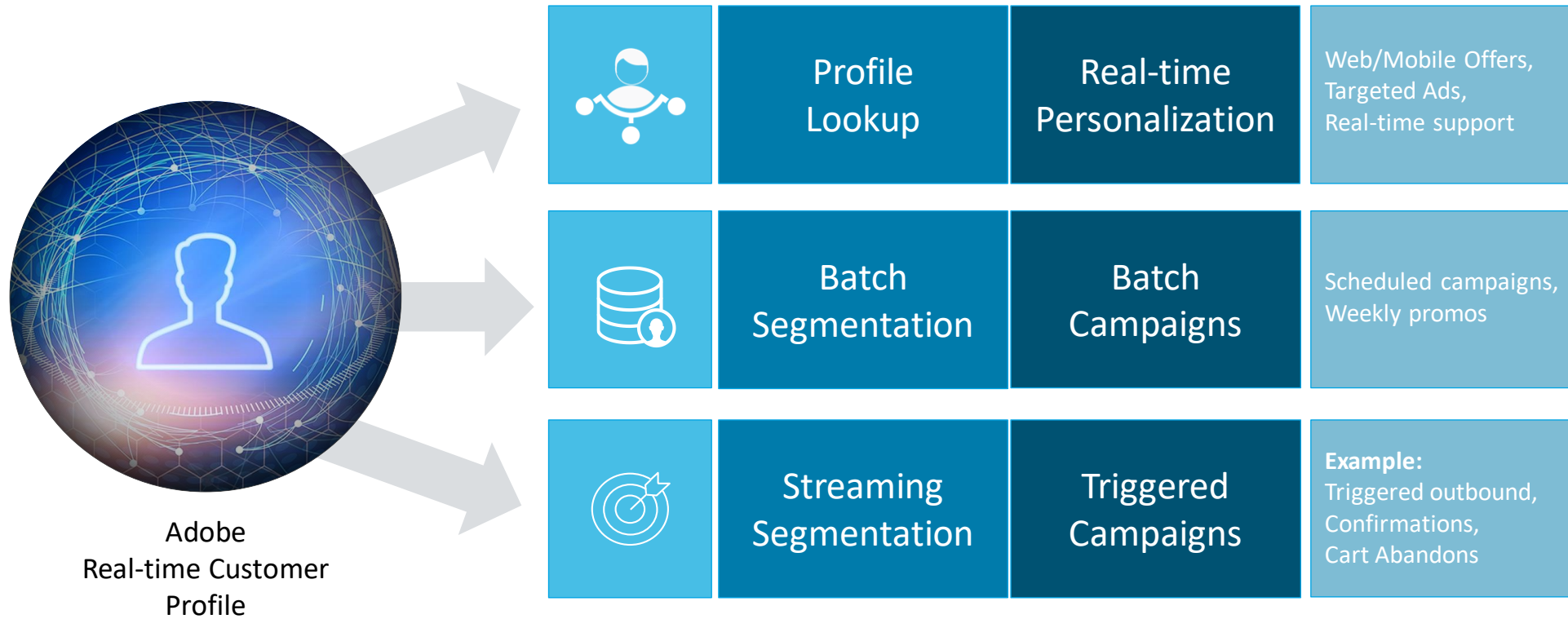
Adobe Experience Platform





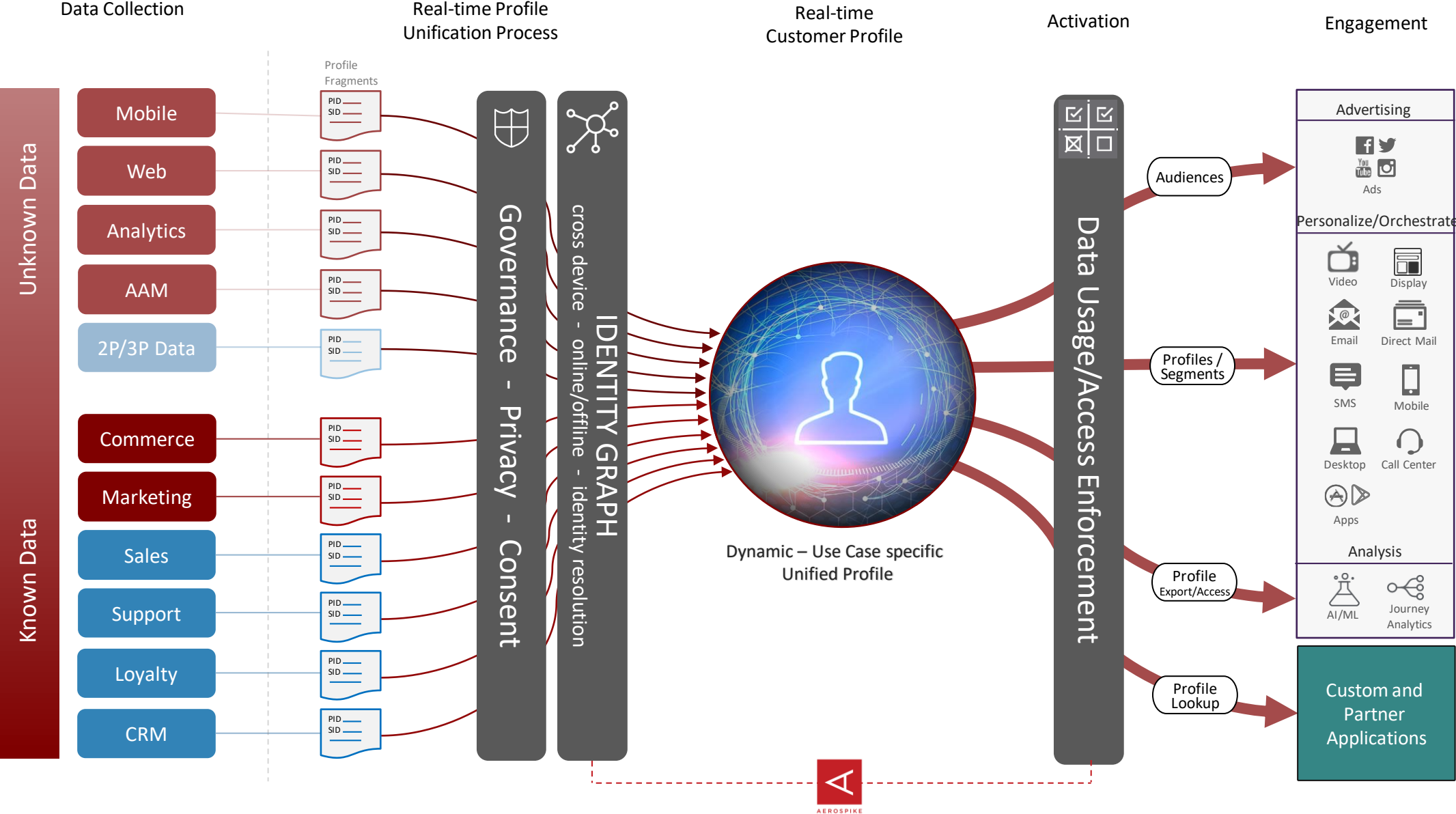
Real-time Customer Profile

Adobe Real-time Customer Profile Access Patterns





Adobe Experience Platform – Real-time Customer Profile



Real-time Customer Profile

Behaviors
Time series digital and physical

Adobe Experience Platform Summit 2019 Platform Lab 04

Profiles > Profile BVrqzwVtzJGrYnvpbpmPWm_3Xrw

Detail Events Segment Membership

Segments
Filtered groups of customers

Primary Attributes

About

FULL NAME
Katie Love

GENDER
Female

BIRTH DATE
-

Contact Information

PERSONAL EMAIL
katie@lumalab.dev

HOME PHONE
1-739-568-6157

MOBILE PHONE
1-734-591-7108

HOME ADDRESS
10 Babe St
Salt Lake City, UT

WORK EMAIL
100003@lumalab.dev

WORK PHONE
1-633-526-4739

WORK ADDRESS
-

Linked Identities

OTHER PROFILES LINKED TO THIS PROFILE

ecid
27685344847790114823973984861854544939
29982875461498970343435592255719984639
18076961478266545575664322026301762620
40648227589274994851947082804147937210
88818091264325072370559120209578525586

crmid
100003

email
katie@lumalab.dev

aaid
3FB7A5F2582D9C81-C7B0D289FD731FD
35637616F14CE1FA-165E3D3686C9ICAA
4CDF383F6999274F-663427C94FDEF36D
761851E2101B17D0-1B80FID79F110114

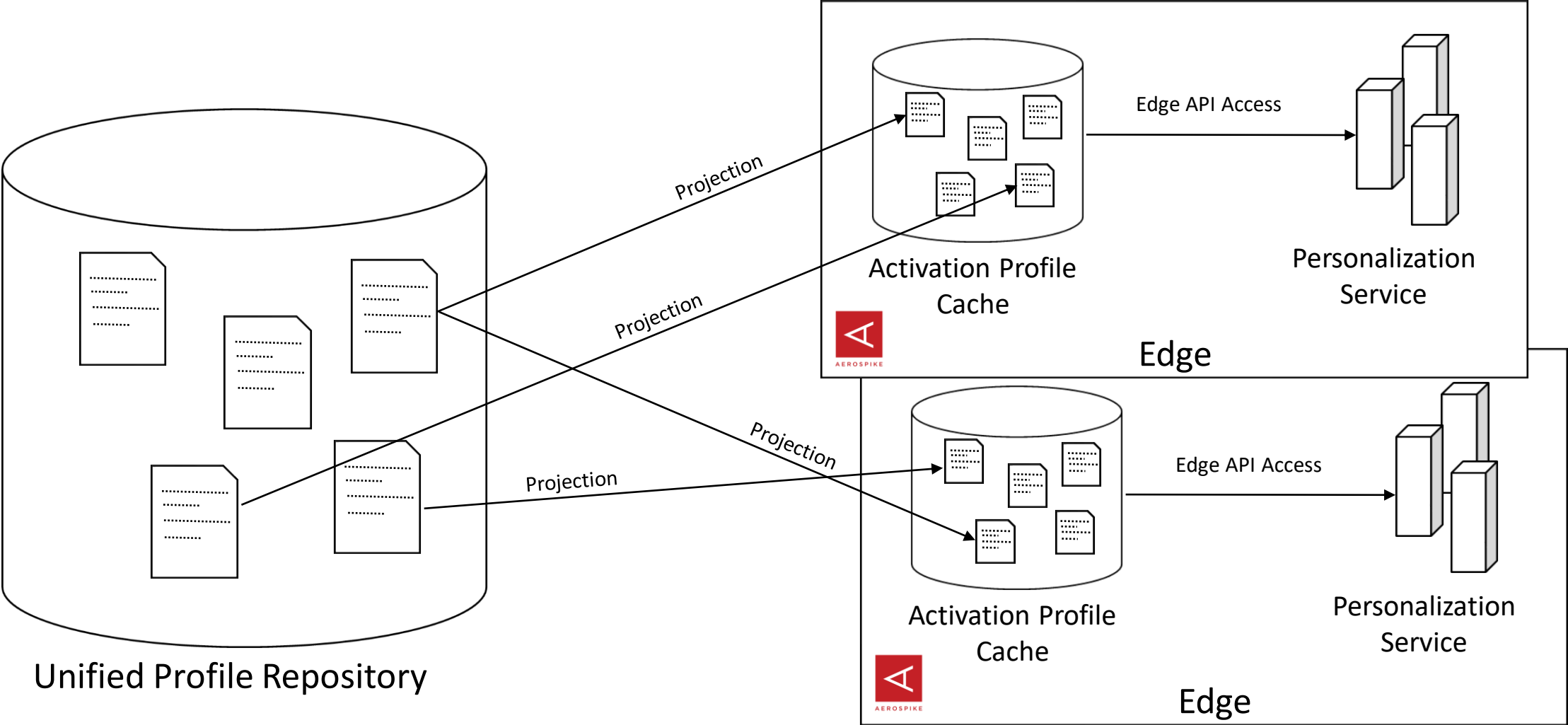
Channel Preferences

CHANNEL	STATUS
Direct Mail	No
Phone	No
SMS	No
Email	No
Facebook News Feed	No
Twitter Feed	No

CUSTOMER INPUTS
From web form

OTHER DATA
From CRM source

LINKED IDENTITIES
Stitched by Identity Service



- Blogs

- [A New Architectural Approach to Building a Unified Customer Profile in Today's Ever-Changing Big Data Landscape, 4/9/2020](#)
- [Reimagining the Customer Profile — Lessons Learned from Customer Implementations, 4/1/2020](#)
- [\(Part 1\) Solving the Conundrum of Disparate Data and Different System Architectures to Build a Truly Unified Profile, 3/19/2020](#)
- [\(Part 2\) Solving the Conundrum of Disparate Data and Different System Architectures to Build a Truly Unified Profile, 3/27/2020](#)