Commerce Connect

3Q24 Roadmap

Tom Bramley

Product Manager

4X Leader 2024

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

Optimizely

Composable Commerce

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

AND

SaaS Core (Configured)

OR

PaaS Core (Commerce Connect)

WITH

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

SaaS Core
(Configured)

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

PaaS Core
(Commerce Connect)

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

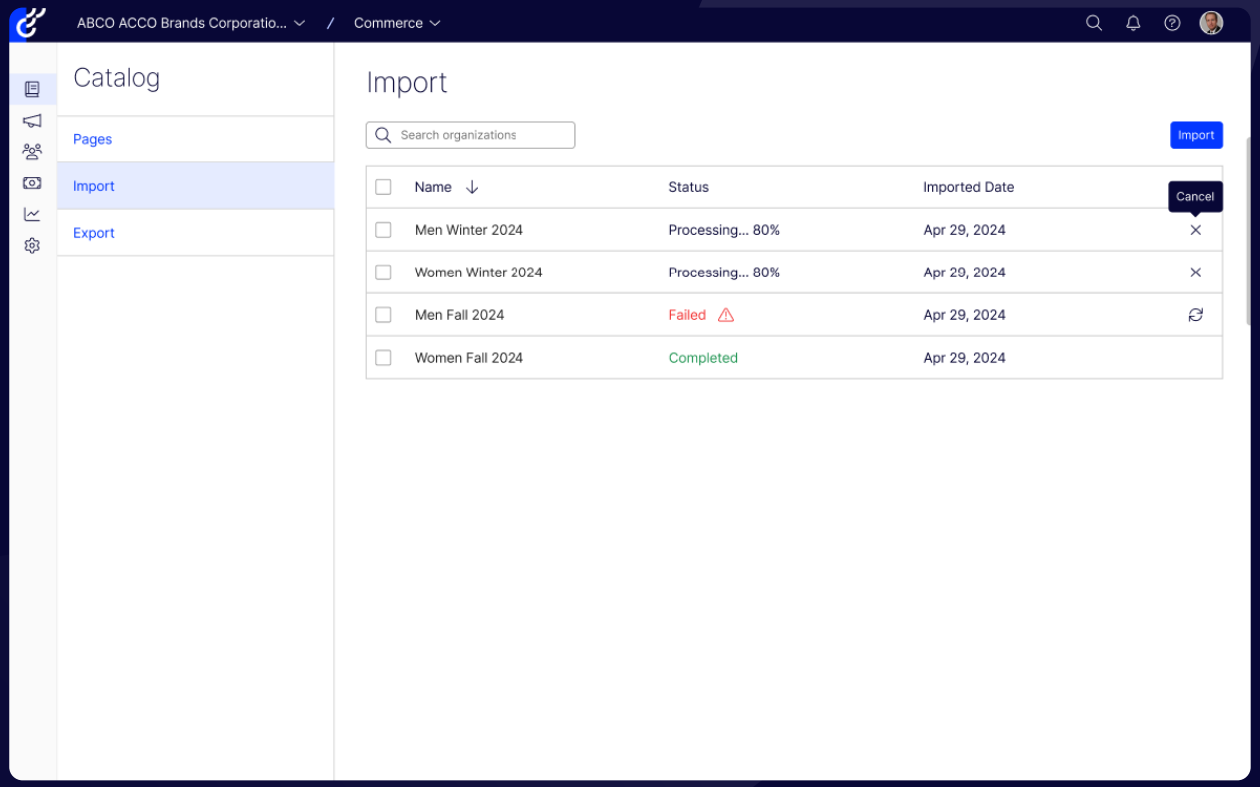
Just released

Import/Export Catalog

Commerce Connect

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

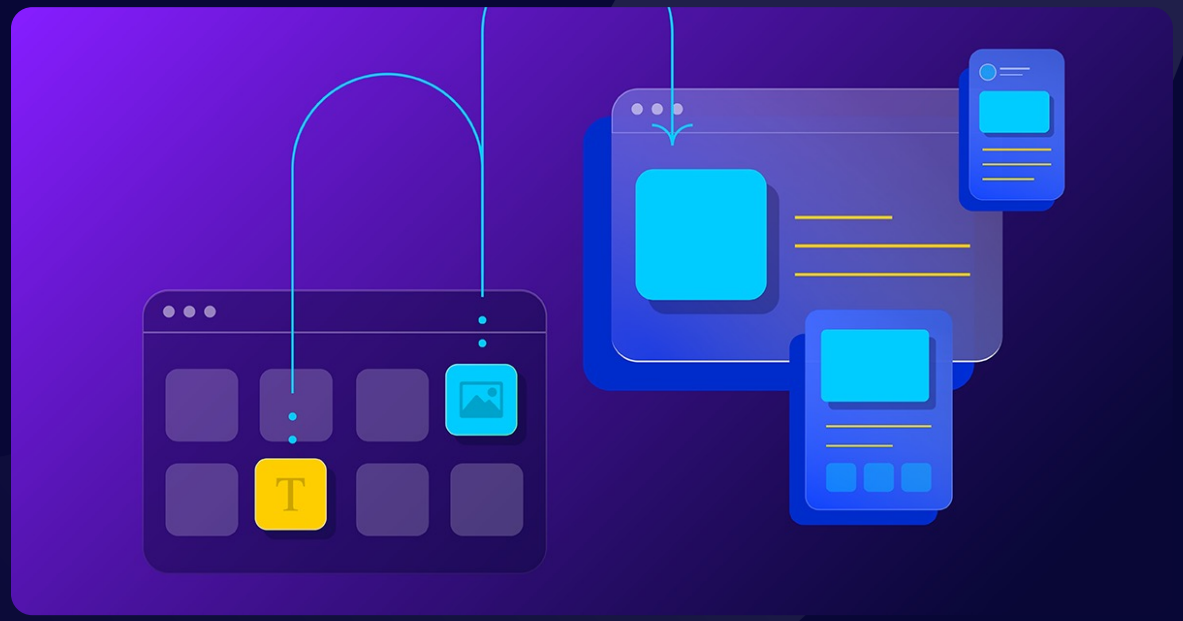


Optimizely Graph Indexing (1/2)

Commerce Connect

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



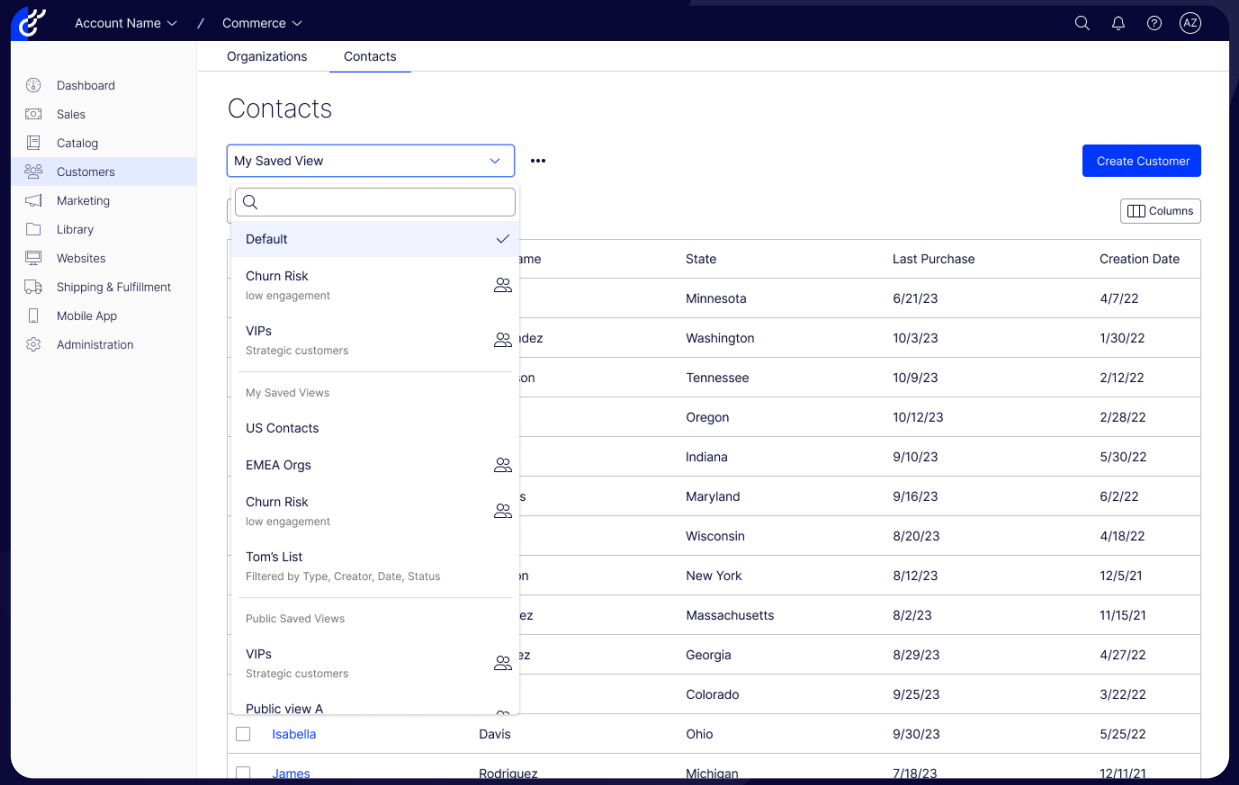
https://world.optimizely.com/blogs/Jonas-Bergqvist/Dates/2024/7/product-listing-page---using-graph/

Customizable Views

Commerce Connect

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.

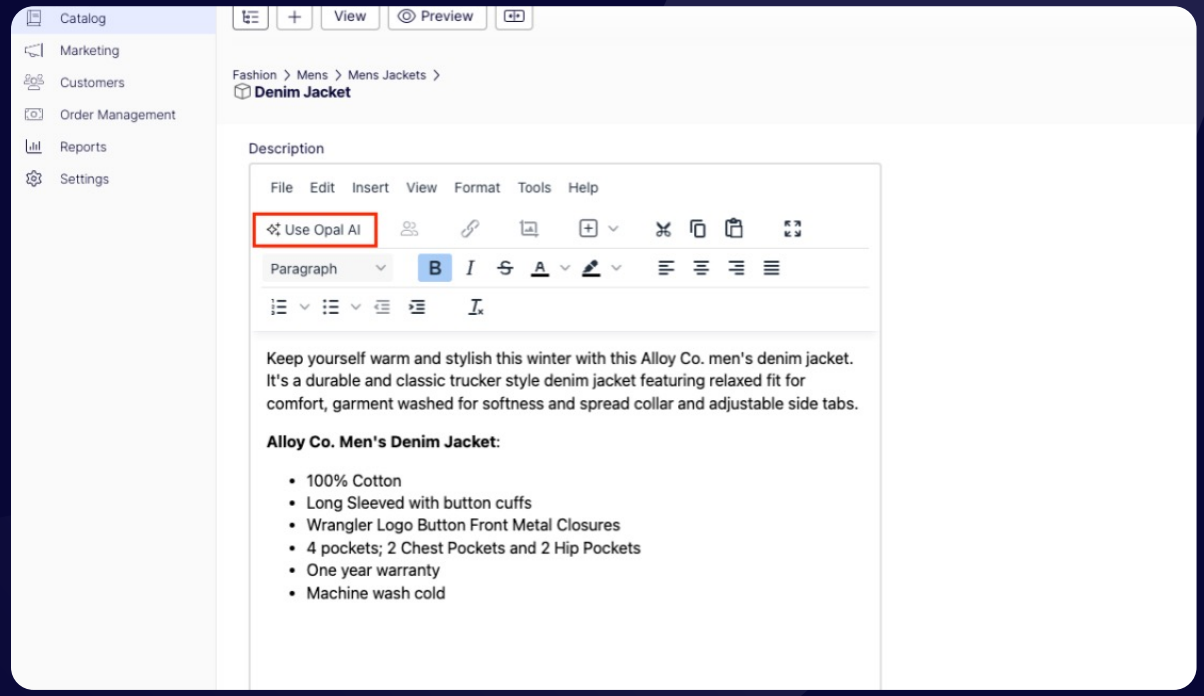


AI: Product desc. Generator

Commerce Connect

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.

Note: Roadmap is forward-looking and subject to changes based on market demands

Q3 Roadmap

Commerce Connect

Committed

- Promotions (Private Beta) — COMP
- Dynamic Packages
- Payments Module Integration
- Opti Graph (Pricing & Stock)
- Analytics (Orders, GMV, AOV)

Planned

- Translations — COMP
- Customizable Views - Catalog
- ODP (Push to Pull)
- Rapid Variant Builder
- Translations in Admin Interface

Considered

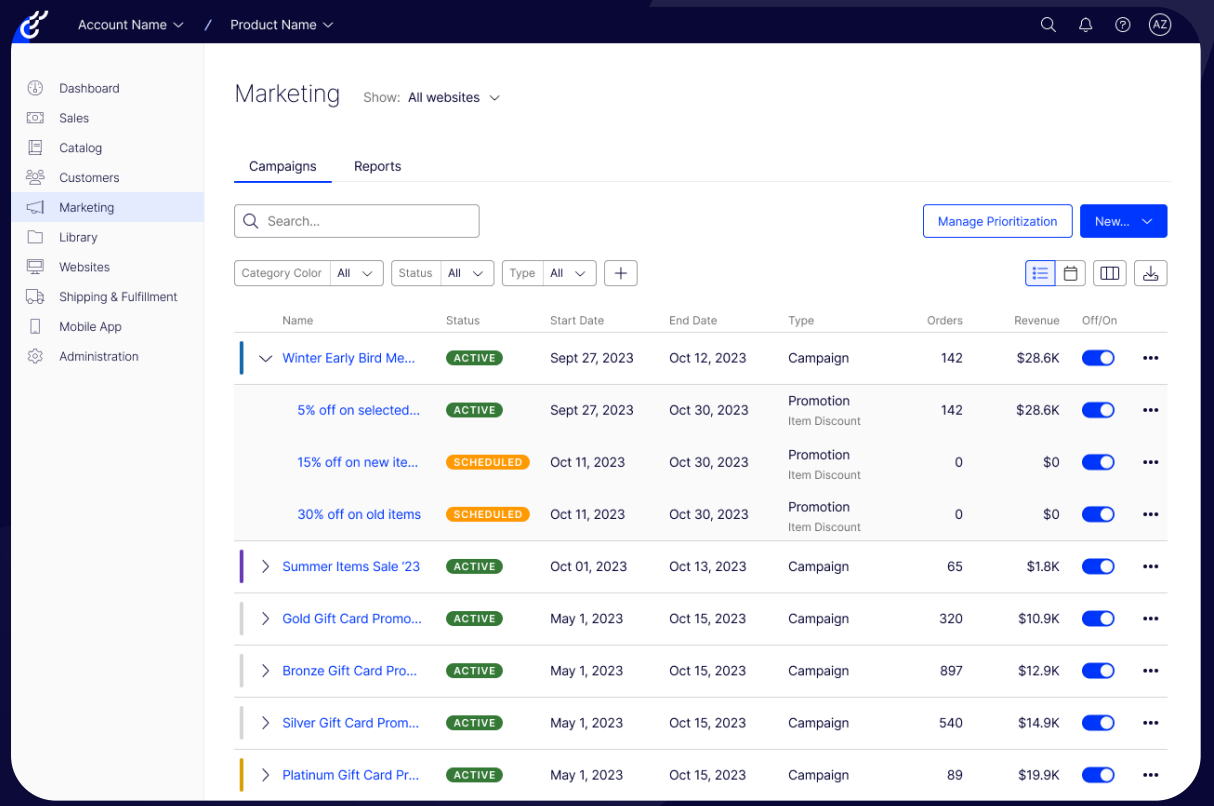
- CSR Portal — COMP
- Workflows – Add Product
- Refund UI Improvements
- Promotions Module Integration

Promotions (Private Beta)

Commerce Connect

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

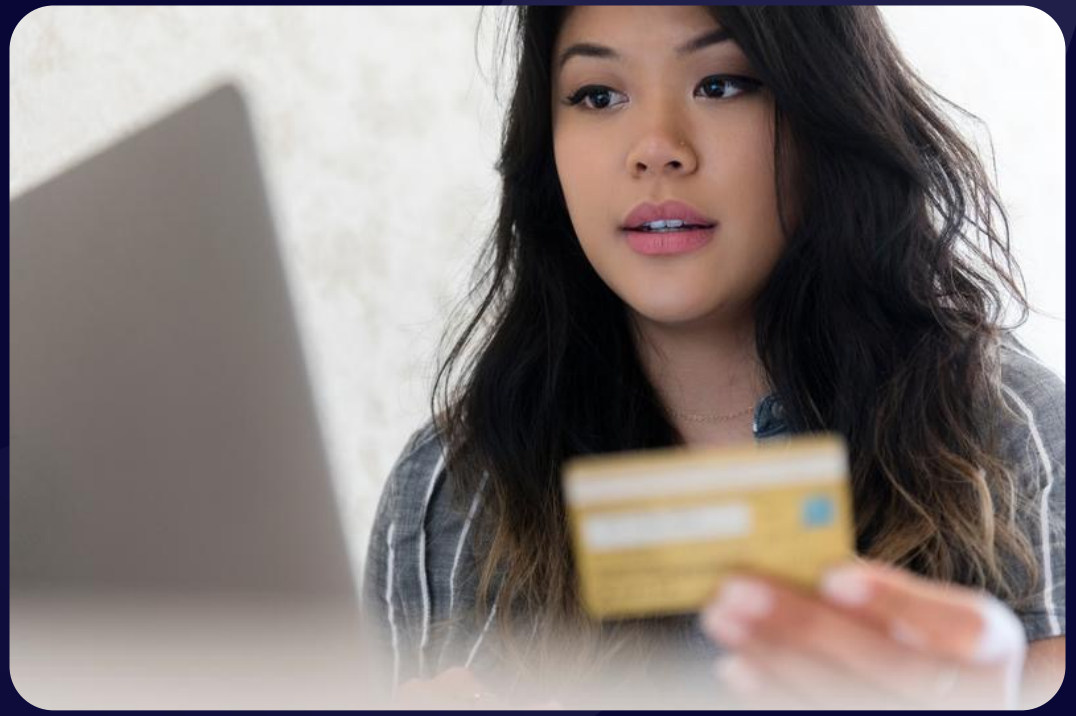


Payments Service Integration

Commerce Connect

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

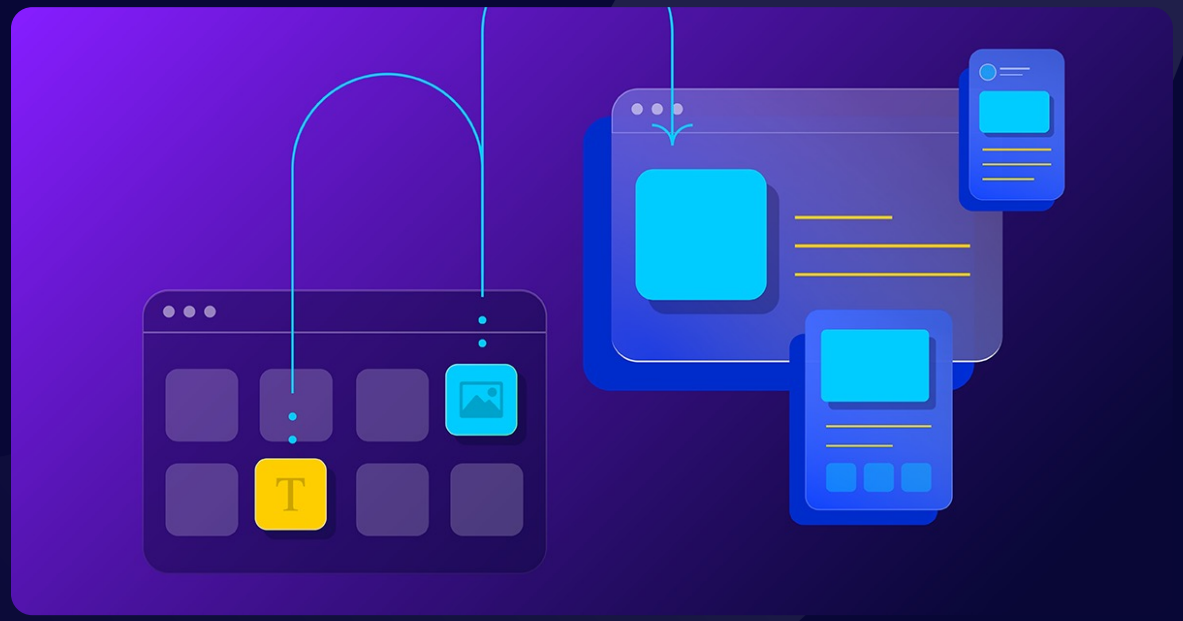


Optimizely Graph Indexing (2/2)

Commerce Connect

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

Commerce Connect

Committed in Q3

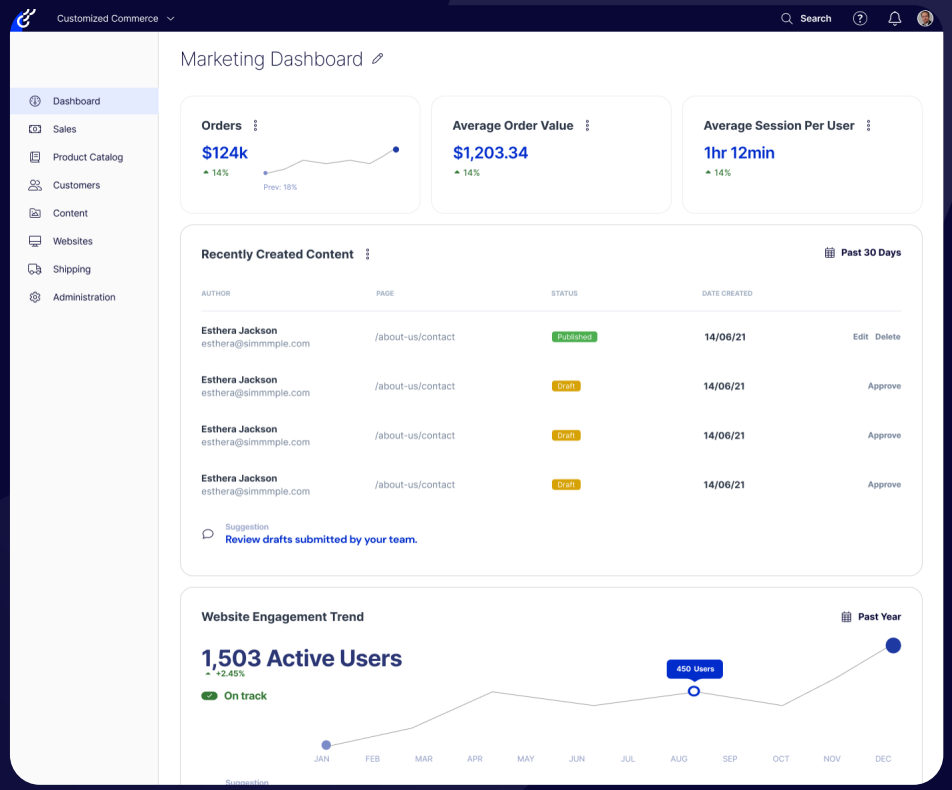
- Dynamic packages will allow Merchants to enable their customers to choose variants within packages, increasing flexibility + choice
- Reduced need to create multiple packages to allow multiple-choice, reducing admin workload

Analytics (Basic)

Commerce Connect

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

Commerce Connect

	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 *Commerce Connect* 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