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Next generation e-Commerce combining Hybris, IBM Watson and Adobe Experience Manager

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Agenda

- Yaas
- Adobe Experience Manager
- IBM Watson
- Demo

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What is YaaS?

- Hybris as a Service
- Micro-service architecture
- Wide range of diverse bussiness services
- Ability to write and sell your own services

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Why YaaS?

- Scalable
- Highly customazible
- Rapidly adoptable
- Platform agnostic
- Easy to access

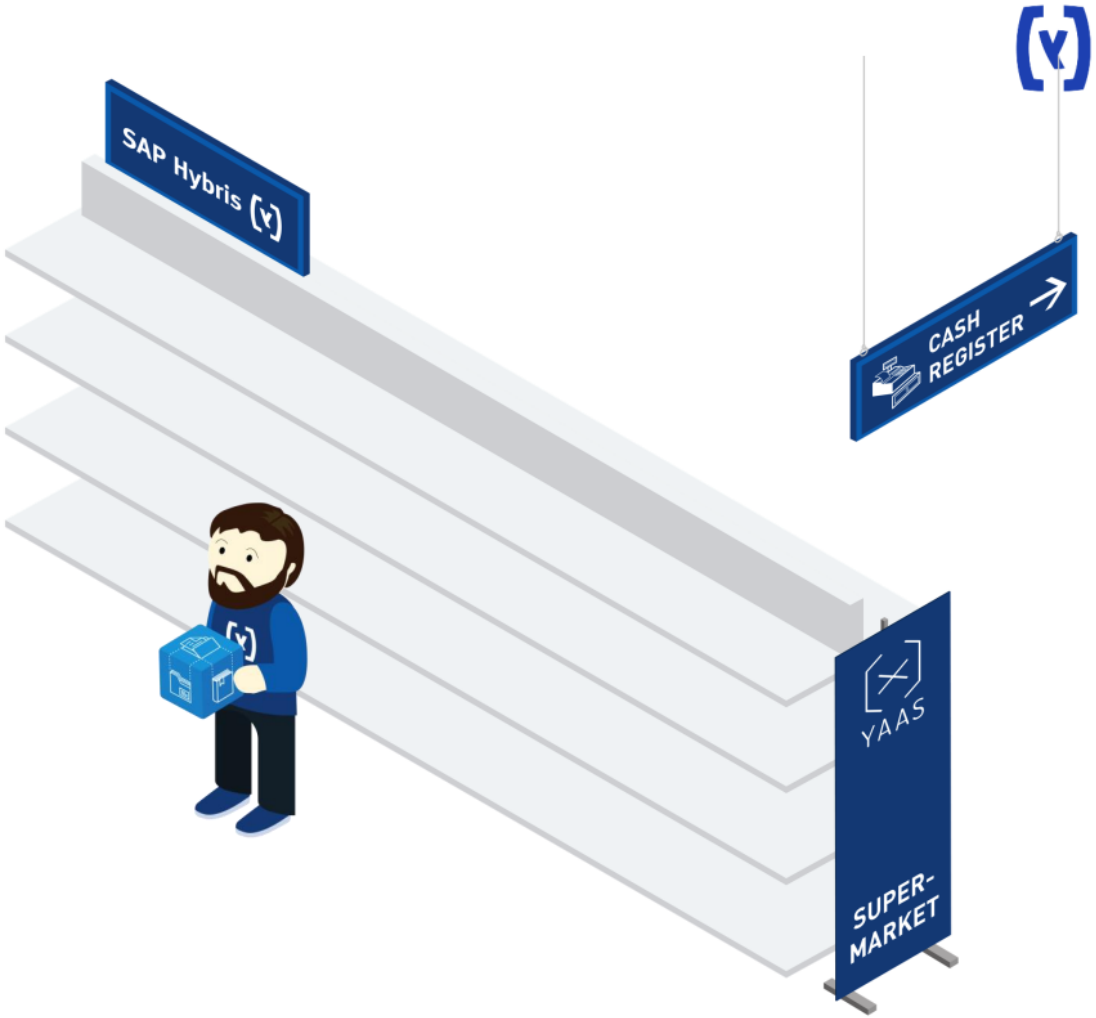
MARKET

BUILDER

DEVPORTAL

\+ COMMUNITY

= **YAAS.IO**



What do you always need for transactional commerce?

Products

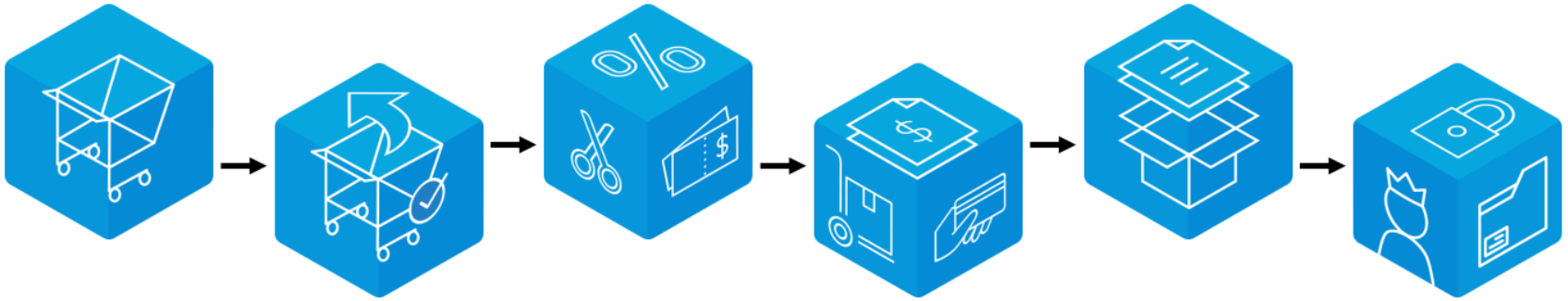
Products on offer, inventory, etc.; categorized, probably

Tax calculation

Because you have to

Order history

To let users see their past purchases



Shopping cart

To group items for a transaction

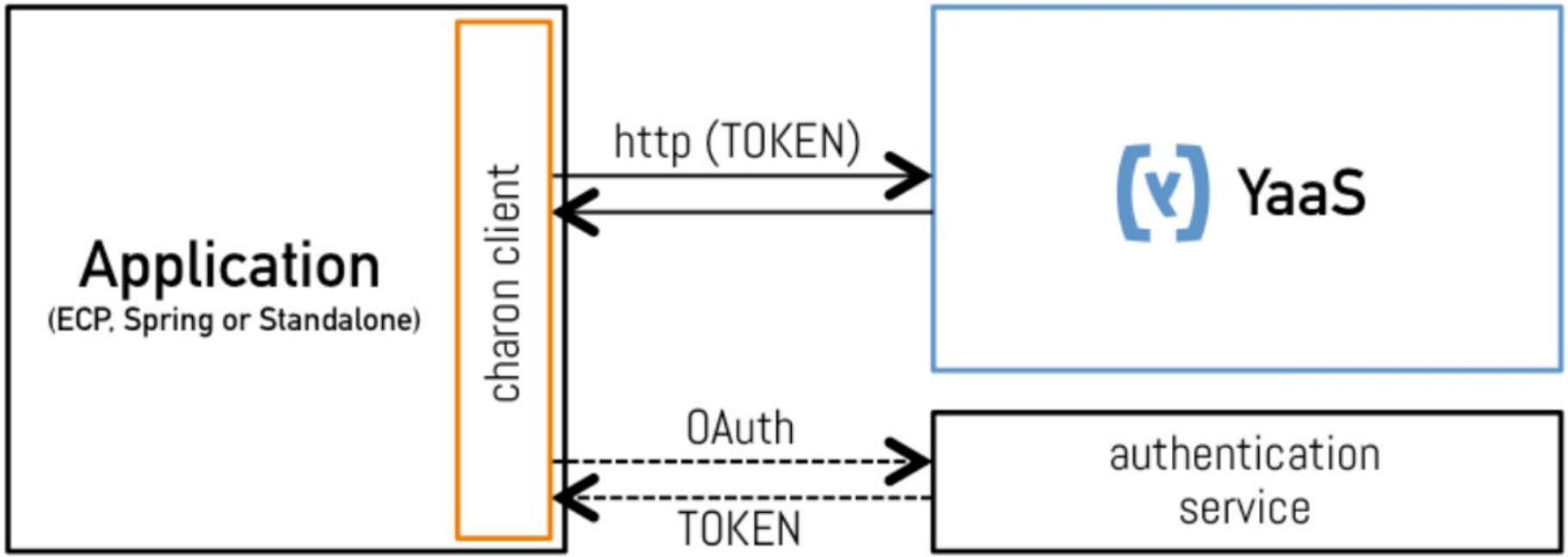
Checkout and payment

Because you want to sell something

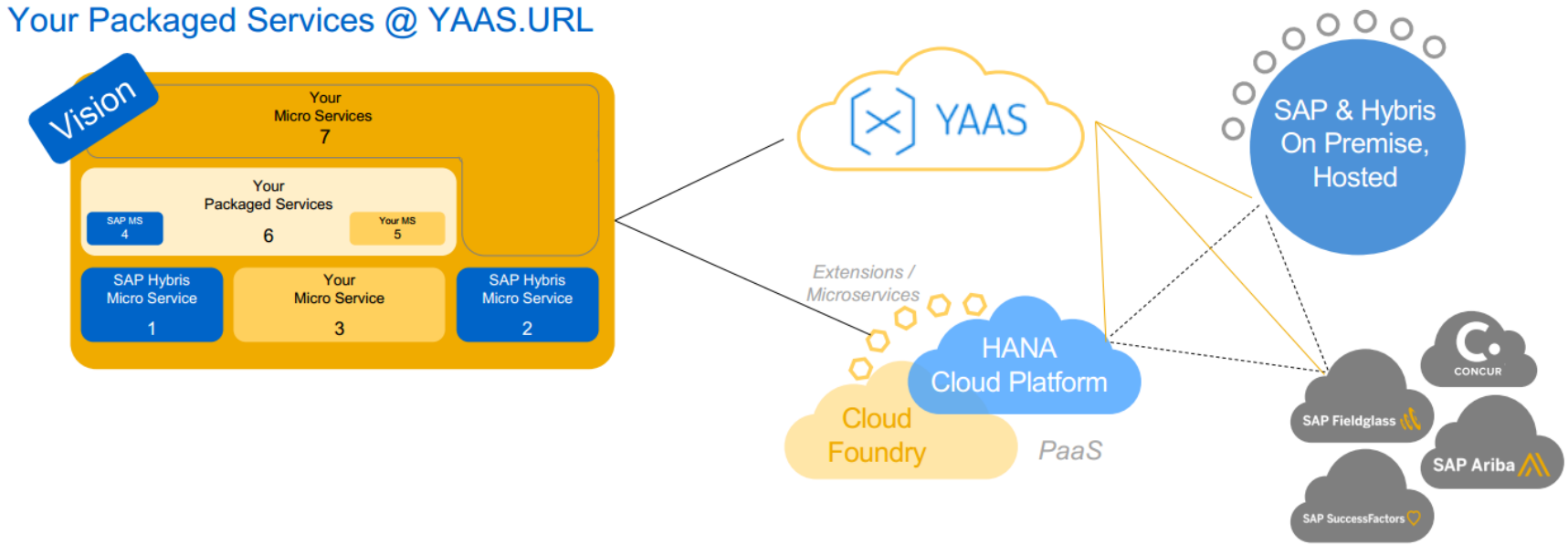
Customer records

To represent your users as they purchase something

YaaS Connector



Building and Consuming Packaged Services
Partner Opportunity & Cloud Transformation



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Adobe Experience Manager

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Adobe Experience Manager

- Enterprise Content Management System
- 2016 Gartner Magic Quadrant leader (Web Content Management)

User perspective

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Developer perspective

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Technology

- OSGi-based framework (Apache Sling and Apache Felix)
- Java Content Repository – Apache Jackrabbit Oak
- Servlet engine – Eclipse Jetty
- Granite UI framework

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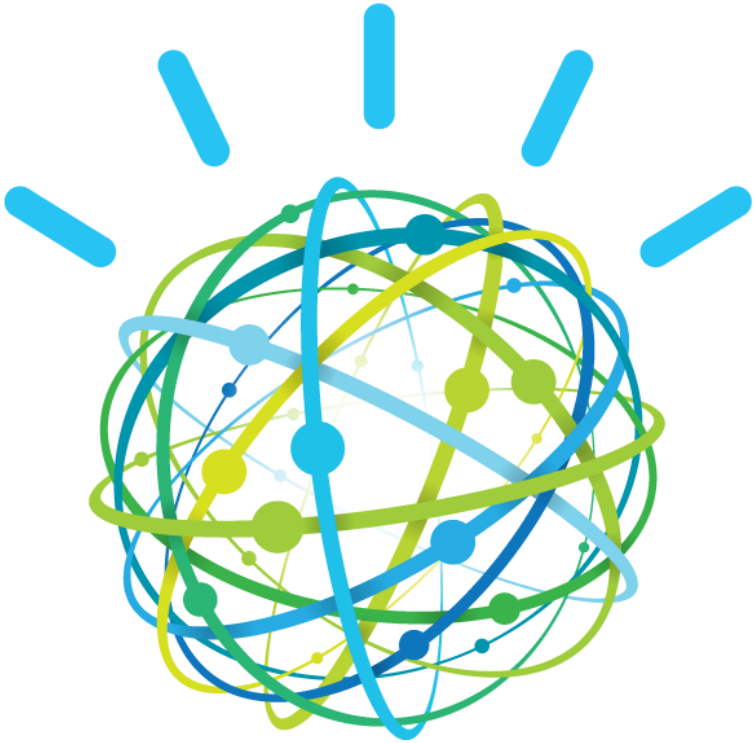

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IBM Watson

- www.ibm.com/watson/index.html
- “Watson is a cognitive technology that can think like a human.”
- Thomas J. Watson – IBM founder
- 2011. Jeopardy!
- AI + sophisticated analytical software
- Watson SDKs (https://www.ibm.com/watson/developercloud/doc/common/getting-started-sdks.html)

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IBM Watson services in demo

- Speech to Text
- Personality Insights
- Natural Language Understanding

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Speech to Text

- Convert human voice into written word
- Advanced statistical modeling techniques
- **Languages:** Supports Brazilian Portuguese, French, Japanese, Mandarin Chinese, Modern Standard Arabic, Spanish, UK English, and US English
- **Audio formats:** FLAC, PCM, WAV, Ogg format, WebM format, mu-law (or u-law) audio data, or basic audio.

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Personality Insights

- extracts personality characteristics based on how a person writes
- Big 5 Personality Traits, Values, and Needs

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Natural Language Understanding

- Analyze text to extract meta-data
- Features:
  - Categories
  - Concepts
  - Emotion
  - Entities
  - Keywords
  - Metadata
  - Relations
  - Semantic Roles
  - Sentiment

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Demo

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Interested?

Contact us on croatia@ecx.io

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Thank You

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