



The Future of Magento



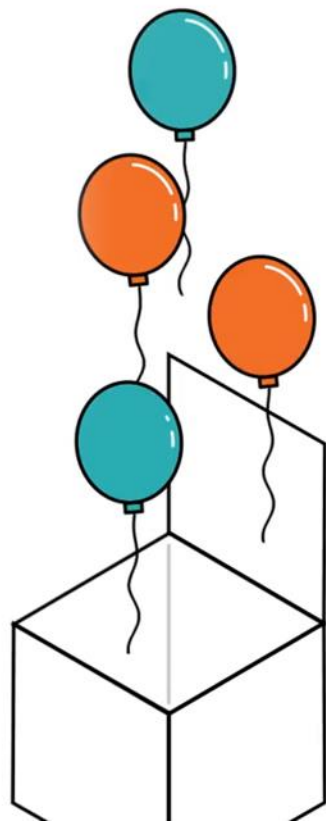
Ben Marks

Magento Evangelist

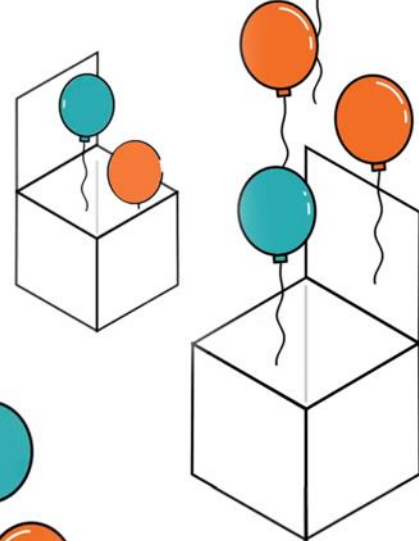
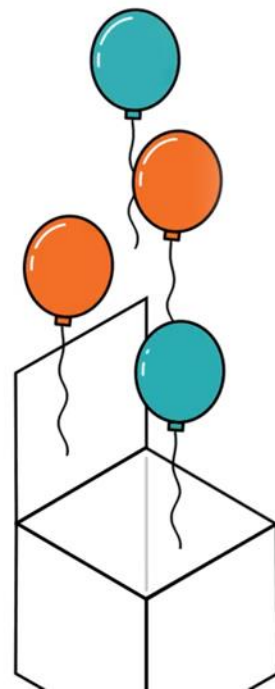
Senior Manager, Strategy & Growth

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@benmarks



CELEBRATING
10
YEARS



Our journey



**Magento
Launches**





Present

The global Magento community drives innovation



255,000+

Magento
Forum
Members



215+ Events

37 Countries

6 Continents



25+

Industry
Verticals



180+

Countries
Represented





The leader in B2B & B2C commerce

2017 Accolades

LEADER



LEADER



TOP PERFORMER



The Magento economy is growing fast

2017

\$124B
Annual GMV

60M
Online Buyers

\$5.1B
Magento Economy (Revenues)




2020

\$224B
Annual GMV

100M+
Online Buyers

\$13.6B
Magento Economy





How will we get where we are headed?

Product Innovation

Strategic Partnerships &
Acquisitions

Growth in Emerging
Markets

Community Collaboration





Magento Commerce Cloud

Magento Cloud Commerce

- PaaS (*not* SaaS) - your code, our infrastructure
- One vendor, one invoice
- Diagnostics
- Developer tooling





Magento Order Management

Magento Order Management

Magento Payments & Fraud





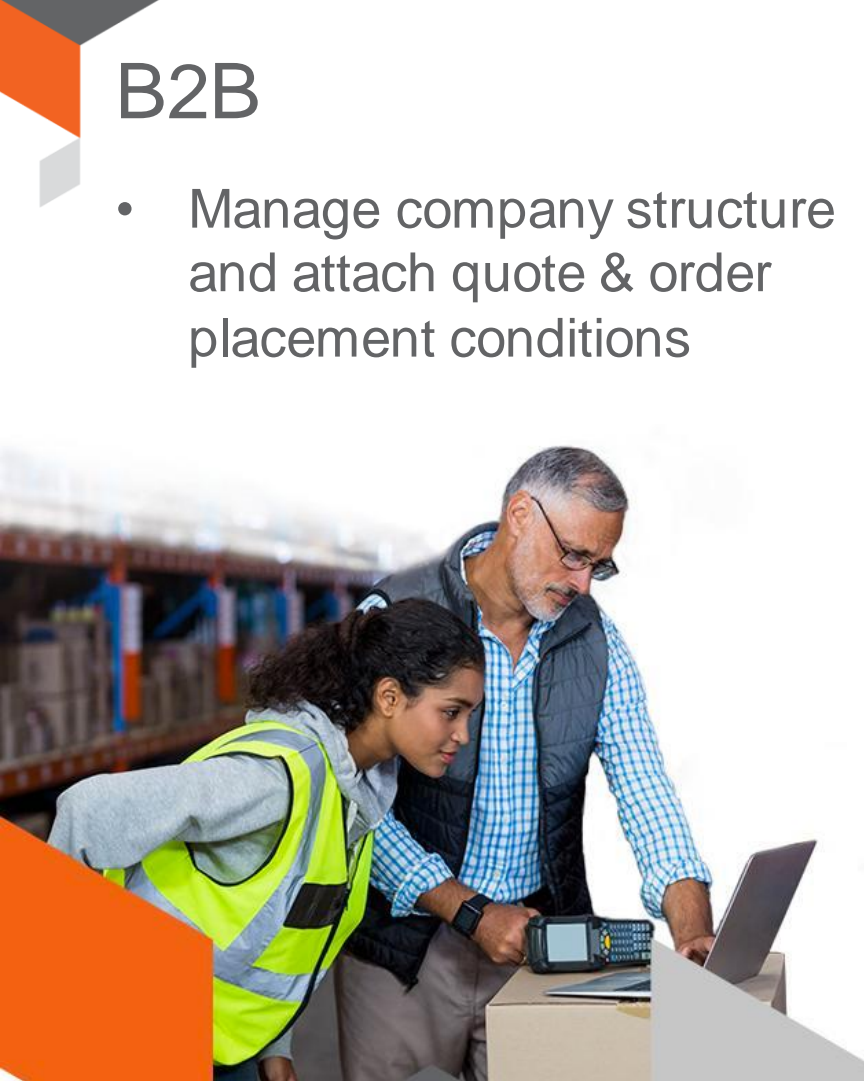
Business to Business



2 aisle

B2B

- Manage company structure and attach quote & order placement conditions



BRENTMILL

All Products Best Sellers Orders and Returns

Account Dashboard
Account Information
Address Book
Company Profile
My Orders
My Quotes
Requisition Lists
My Downloadable Products
Store Credit
My Company
Company Users
Roles and Permissions
My Wish List
Gift Card
Gift Registry

My Company

Business Structure

[Expand All](#) | [Collapse All](#) | [Add User](#) | [Add Team](#) | [Edit Selected](#) | [Delete Selected](#)

- Dale Doback (me)
 - North Riverside
 - Nancy Huff
 - Sterling Heights
 - Derek Huff
 - Robert Doback

B2B

- Extend & view credit on a per-company basis

Company Credit

Outstanding Balance:
-\$2,026.00

Available Credit:
\$17,974.00

Credit Limit:
\$20,000.00

Filters

Columns

Default View

1 records found

20 per page 1 of 1

Date ↑	Operation	Amount	Outstanding Balance	Available Credit	Credit Limit	Updated By	Purchase Order	Comment	Action
Jun 16, 2017	Purchased	-\$2,026.00	-\$2,026.00	\$17,974.00	\$20,000.00	Art Vandelay	BRT-2017-023	Order # 000000009	

Credit Currency

US Dollar

Credit Limit

\$ 20,000.00

Allow To Exceed Credit Limit

☐ No

B2B

- Quickly order by entering or importing SKUs



Quick Order

Enter SKU *

product_dynamic_151

Qty *

2



Simple Product 151

\$10.00

Enter Multiple SKU's

Use commas or paragraph to separate SKU's

Add to List

Add from File

File must be in .csv format and include "SKU" and "QTY" columns. [Download Sample](#)

Choose File

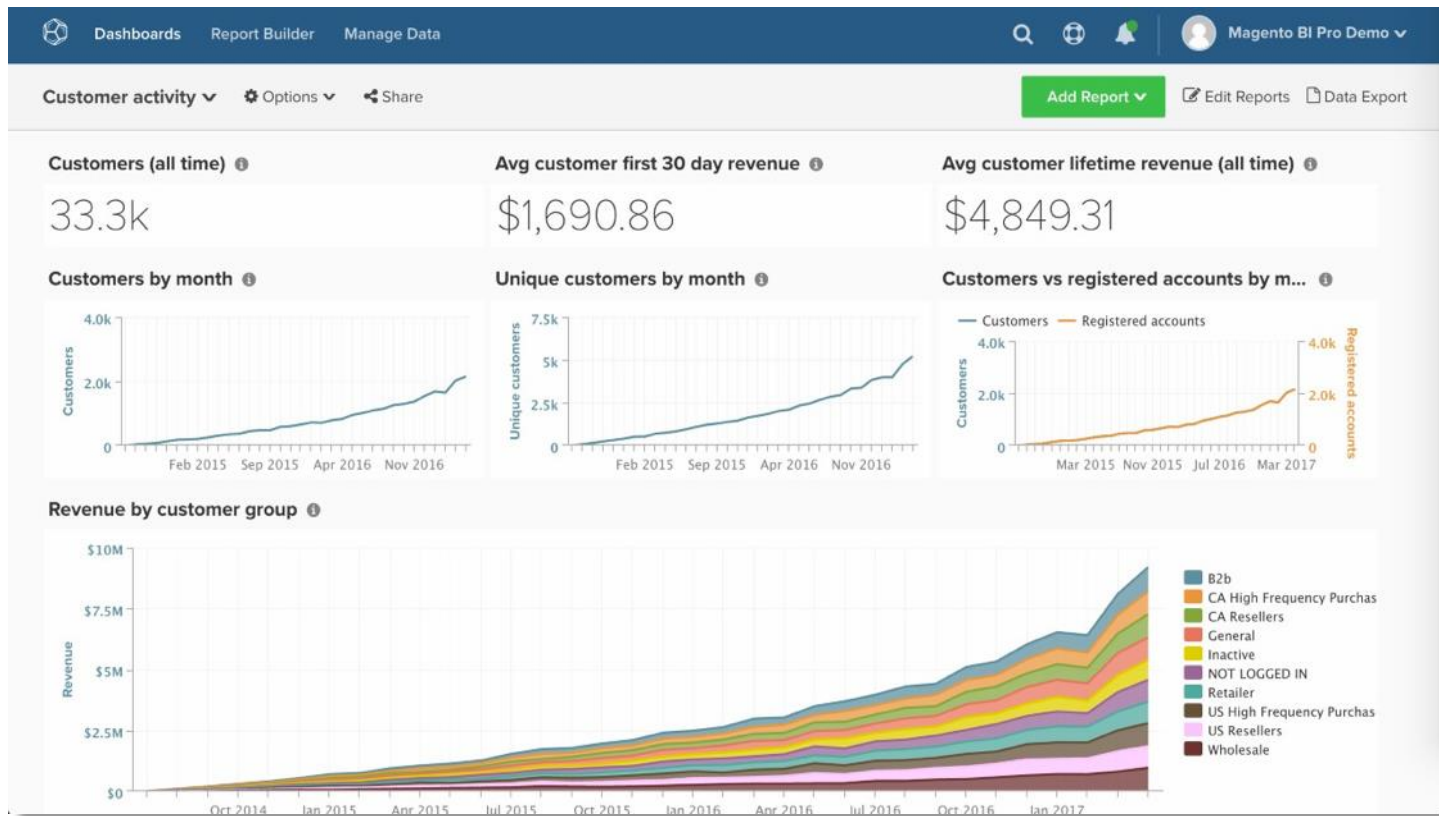
Add to Cart



Magento Business Intelligence

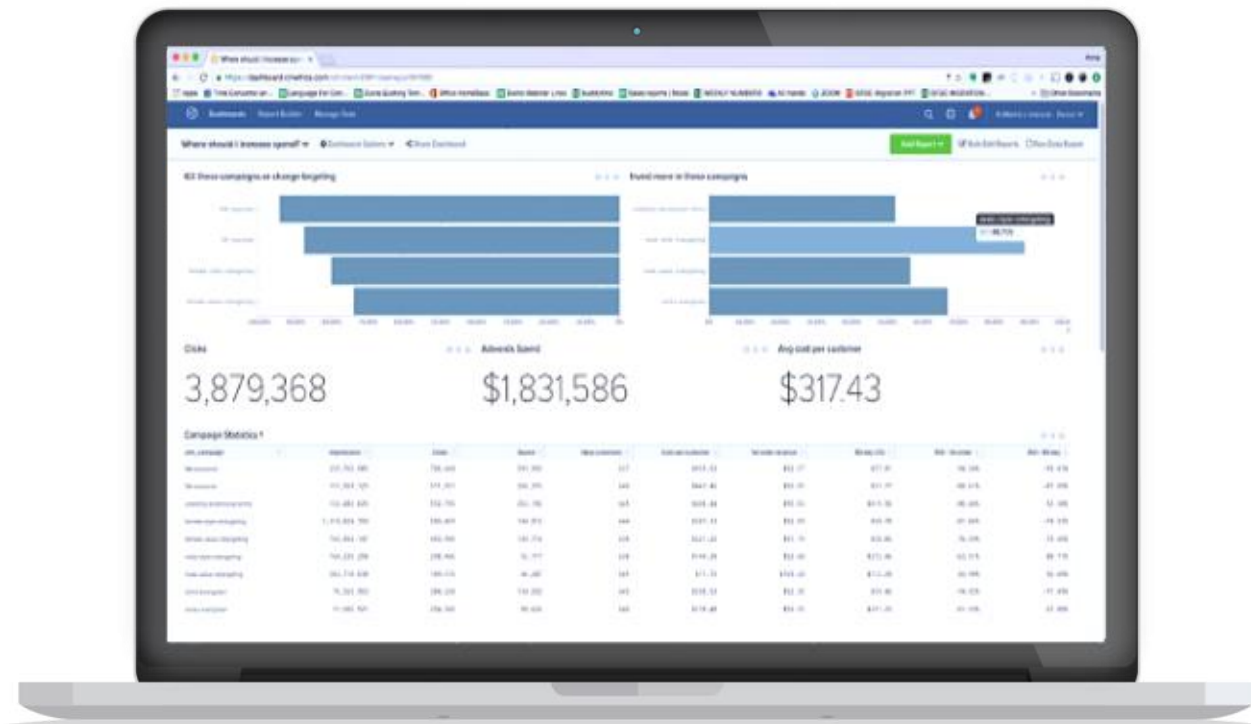


Business Intelligence



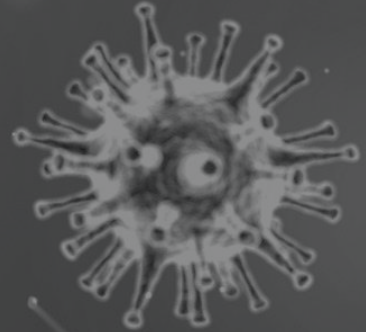
Business Intelligence

- Create custom metrics and reports without formal BI training
- Empower your whole team to be data-driven without any of the technical headaches
- Perform advanced analyses & get granular insights into the health of your business





Magento Security Tool



Security Tool

- Linked to your magento.com account
- Register & scan your site for available patches & vulnerabilities
- Coming Soon

Dashboard / Magento Admin X Magento Security Scan Requ X John

Secure <https://account.magento.com/scanner/index/form/> My Account

Magento Tech Resources | Go to [Magento.com](#) RESOURCES SECURITY DOWNLOAD

Add Site To Security Scan [Cancel](#) [Submit](#)

REQUIRED

Verify Site Ownership

You need to verify that you own your business domain before setting up the scan. This ensures that no one else can use this service on your site. Proving domain ownership is enough to set up Basic scan.

Site URL (example <http://www.mystore.com>)

Site Name

Confirmation code [Copy](#)

[Generate Confirmation Code](#) [Verify Confirmation Code](#)

Instructions

1. Enter your site URL and click Generate Code
2. Copy the generated code
3. Log in to Magento Admin
4. In Magento Admin, add the code in the HTML head or footer. See instructions.
[Magento 1](#) [Magento 2](#)
5. Click Verify Confirmation Code. If code fails please contact your System Integrator or hosting provider

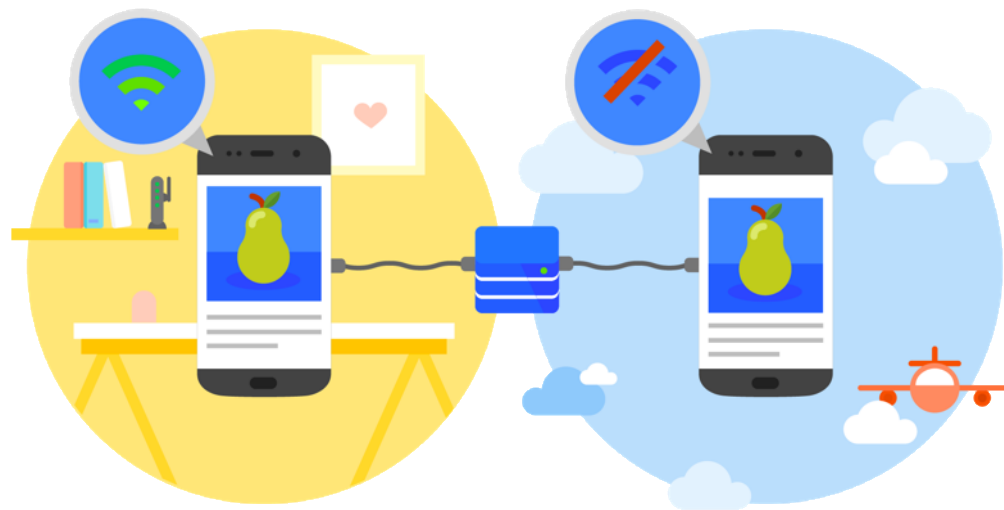


Progressive Web App



Magento PWA Studio

- Collaboration between Magento & Google
- The next (final?) evolution of mobile-first strategy
- Essential for relevance in emerging markets
- Drives improved developer experience & tooling
- Follow @JamesZetlen



<https://developers.google.com/web/progressive-web-apps/>



Emerging Markets



Emerging Markets

- Huge growth in shoppers in APAC
- Each market is different, and there are different markets inside
- Communications, culture, and commerce are all challenging
- Magento office open in Singapore, with boots on the ground in China, Hong Kong, and India
- Meet Magento office opening in Shenzhen
- Education initiatives underway



Credit: Guido Jansen // @guido



Community Collaboration

Community Collaboration

- Expanding on the open source ethos of the Magento community, Magento will continue to work closely with you
- GitHub-based collaboration
- “Contribution Day” - Industry-first approach
 - *See Max’s presentation at 11 today for more*
- MSI – First feature built as a joint venture with our community (Next event: Munich 29 Sept)
- Community contribution incentive program





Magento Innovations Lab

Magento Innovation Lab

- An acknowledgement & celebration of the collective ingenuity of the global Magento community
- A channel to discover bleeding-edge & novel Magento integrations - Think IoT, AR, VR, AI, chatbots, etc.
- Open to anyone & everyone
- Focused on storefront customer experience
- Limited to pre-market & open source initiatives
- Current examples:
 - [Alexa order status integration](#)
 - [Facebook Messenger product suggestions](#)
 - [One-click order button](#)
- Initial round submissions being accepted through October 20th

Push forward!





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