



ADOBE AI

ROCKSTARS

ADOBE AI ROCKSTAR RULES



event **is a showcase** with p



Three presenters, **10 minutes each** **Q&A**



DEMO of everyone's technol



LET'S MEET OUR

ROCKSTARS



Mary Alice Orr
Merkle



Lokesh Alluri
Lenovo



Wilson Faure
Cox Communications



MARY ALICE ORR

↳ MERKLE



ABOUT ME



Alliance Solution Lead
at **MERKLE**

📍 Nashville, TN

🏆 3x AEM Champion

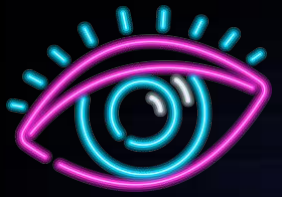
👥 AEM Southeast User
Group Leader

Adobe Platform Focus

AEM | Marketo | Target | AEP | Workfront



Rocking Out 🤘🎸 @ Adobe Champion Forum 2025



THE NOISE

Because of **AI**, everything is **changing** and retail has to **think differently**.

DX 3.0

Next Generation
of Shopping

AI Race

Disruption &
Competition

70%

Cart
Abandonment

- \$300B

UX & Shopping
Friction



THE HOOK

Experience Concierge for Retail

The expert advisor made **digital**, available to the retailer's customers **wherever they are.**

Agentic AI

Agentic Orchestration

Generative UI

Agent Mode
Immersive Experience

Conversational AI

Personality Driven
Agentic Conversation

Utilizing Multiple Adobe Platforms

AEM (Sites & Assets) | Real-Time CDP | CJA | Target | AJO || Agent Orchestrator* | Brand Concierge*



THE BAND

AWARENESS

Intent Validator

AI captures goals, validates budget, and identifies risks upfront

DISCOVERY

Product Curator

Filters noise, curates personalized product options in real time

CONSIDERATION

Solution Builder

Previews guided workflows and compatibility

PURCHASE

Purchase Architect

Builds total kits for seamless fulfillment and checkout

POST-PURCHASE

Execution Guide

Agent driven guidance, with delivered tutorials

LOYALTY

Lifecycle Navigator

Historical driven upgrades, tips, and offers



THE HIT

Who Wins



Retailers



Brands



Shoppers



Stakeholders



THE SHOW

Retail Location

Sensitive Skin

Dry Skin

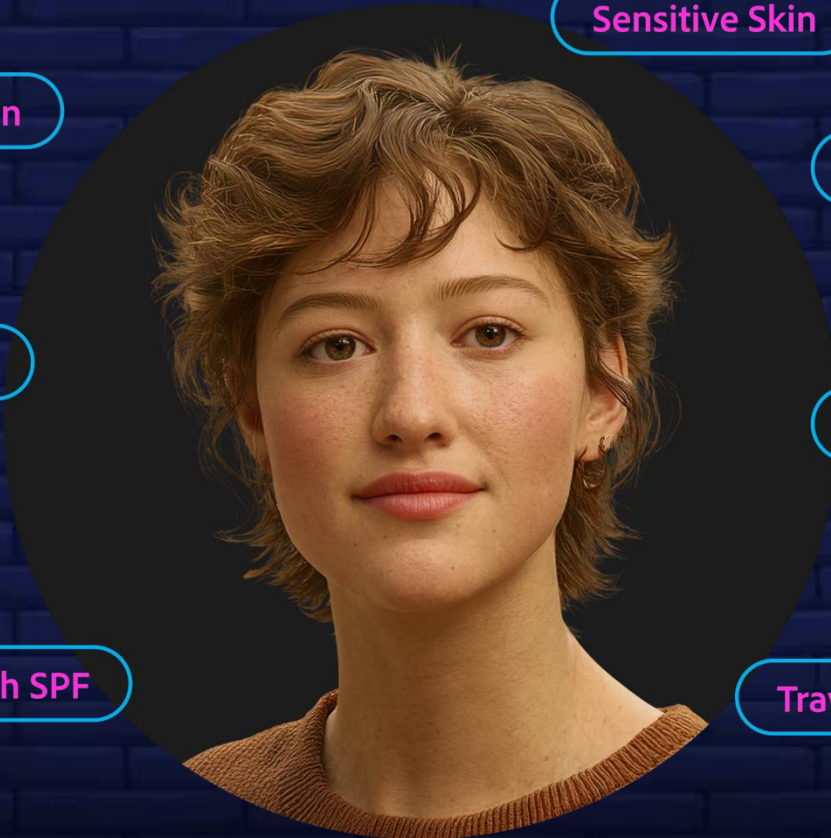
Ingredient Focused

Middle Budget

Beach Vacation

High SPF

Travel-Size





Kiddies Men New Popular Women

Concierge Mode

Help me plan an all natural organic regime.

Get Trip-Ready in Minutes

Meet your personal beauty advisor for your upcoming travel.

Try Concierge Mode



Discover Our Best Sellers

[View All](#)

Top ★★★★★  

Top ★★★★★  

Top ★★★★★  

Best Seller ★★★★★  



THE ENCORE

1

CHALLENGE

- 🔧 AI Disruption
- 🔧 Poor Experience Losses

2

SOLUTION

- 🔧 Expert advisor made digital
- 🔧 3 AI experience paradigms
- 🔧 6 specialized agents
- 🔧 Multiple Adobe Platforms

3

RESULT

- 👤 Trusted personality driven Experience
- 👤 Increase basket size and conversion
- 👤 Hyper-personalization and data rehydration

THANKS



ROCK ON!



Connect with Me





LOKESH ALLURI
LENOVO



DEMO-Context



WHAT

Revenue Drop in
January



WHY

What's driving the
decline



Action

What action should we
take?



DEMO

AI Assistant

Welcome, Lokesh

Can you give me the details of revenue and

+ Prompt library Customer Journey Analytics



Document last modified: Tue at 2:13 PM

AI Assistant is powered by Adobe Experience Platform Agent Orchestrator. [Please verify all generated responses.](#)

Suggested prompts

View all prompts

How should I get started using Agent Orchestrator and AI Assistant?

General Learn All

Show sessions by month this year

Data insights Analyze +1

Trend events last month

Data insights Analyze +1



RESULT

Business Question

AI Insight

Actionable Insight

Natural Language Queries

Instant Analysis

Actionable Outputs

From Questions to Insights-in seconds, not Days !!



THANKS





WILSON FAURE
COX COMMUNICATIONS

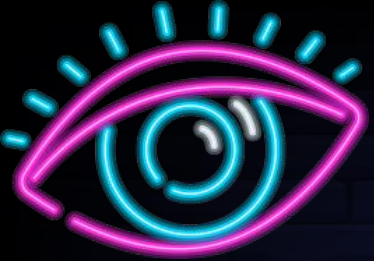




About Me

- ▣ 3x AEM Champion
- ▣ 2024 Experience Makers Finalist
 - ▣ Atlanta, GA
- ▣ Fun Fact: No Musical Talent





CHALLENGE

Playing Every Instrument at Once

Cox manages thousands of pages across complex customer journeys, from upgrading Internet plans to signing up for mobile, serving 6M+ customers across diverse markets.

Every page starts as a UX design, then is manually rebuilt in AEM component by component - 3 to 14 hours per page, hundreds of pages a year.

Content Authors spend more time rebuilding than creating value.





SOLUTION

Building the Band

Design-to-AEM Automation (The Sound Engineer)

Created a ML-powered pipeline that converts UX designs into ready-to-publish AEM pages in minutes, not hours or days.

3 data input and a click of a button: Page is created ready for review

AEM Content MCP (The Tour Manager)

AI agents search, update, and promote content through natural language via AEM MCP.





RESULT

Now the Band Plays Itself

UX designs converted to AEM pages in less than 3 minutes instead of 3-14 hours. Roughly **5,000 authoring hours saved** annually across over hundreds of pages.

Content operations **orchestrated through conversation** via AEM MCP, can update assets and pages to production in minutes, not days.

Authors went from rebuilders to **Reviewers**, free to focus on **Strategy and Creative Vision**.





DEMO



EM

in



SUMMARY

1

Challenge

Every page rebuilt manually from UX Design, 3-14 hours each, no time for strategy

2

Solution

Automate Process from Design to AEM pages, and orchestrate using AEM MCP

3

Result

5,000+ hours saved, pages in minutes, authors from rebuilders to reviewers

Measurable impact across time, quality, and team focus - freeing Content Authors to create value.

THANKS







Q&A

NEW AT SUMMIT 2026

SESSION S500 · IN PERSON · GENERAL AUDIENCE

The Adobe Agentic Marketing Garage

For the first time at Adobe Summit, not all presenters are human.

The Adobe Agentic Marketing Garage is a live, hands-on lab built for AI agents—and the marketers who work with them.

GET HANDS ON WITH AGENTS.

Get certified by Adobe

Turn agents into better collaborators with Adobe Experience League training and certification.

Learn from other agents

Help agents skill up in real time by learning from other agents, improving with every interaction.

Solve real marketing challenges

Watch agents solve human-prompted marketing challenges and vote on the strongest approaches.

Built *for* Agents. Built *with* Agents. Built *by* Adobe.

Wednesday, April 22 · 10:00 AM – 12:00 PM · Casanova 501-505

Your Guide to Learning More about Agentic AI at Summit

Get inspiration from our keynotes & breakout sessions

- [SK1] Moving Enterprises From AI Experimentation to Customer Experience Impact
- [S855] Customizing and Orchestrating Agentic Workflows Across the Ecosystem
- [SK3] The New Era of Customer Engagement: Turning Moments into Lifetime Value
- [S602] Agent Orchestrator Unpacked: The Tech Powering Agentic Customer Experiences
- [S856] Building an Open Agent Ecosystem Across Enterprise Workflows
- [S604] Design AI-Powered Experiences with MCP, Agent-to-Agent Orchestration, and Skills
- [CP23] Shaping the Future of Marketing with Adobe Marketing Agent for Copilot

Gain hands-on experience in our labs

- [L817] Hands-On with AI Agents in Adobe Experience
- [L535] Level Up Your AI and Agentic Skills in Adobe Journey Optimizer
- [L815] Accelerate Marketing Workflows with AI Assistant and Agent Orchestrator
- [L515] Using AI to Build Audiences in Adobe Real-Time CDP
- [L121] Unlock Insights Faster with Customer Journey Analytics Data Insights Agent

Meet the team at AI Zone @ Community Pavilion

A dedicated zone to showcase how our AI-driven solutions are leading the charge in revolutionizing business transformation and enhancing customer interactions, empowering you to ignite creativity, boost productivity, and achieve extraordinary business outcomes

Date & Time (PDT)

- Apr 20 | 4:30 PM – 5:30 PM
- Apr 21 | 11:30AM – 12:30 PM
- Apr 21 | 1:30 PM - 2:30 PM
- Apr 21 | 3:00 PM – 4:00 PM
- Apr 21 | 4:30 PM – 5:30 PM
- Apr 22 | 9:00 AM – 10:00 AM
- Apr 22 | 11:15 AM – 11:40 AM

Date & Time (PDT)

- Apr 20 | 9:30 AM – 11:00 AM
- Apr 21 | 4:00 PM – 5:30 PM
- Apr 20 | 9:30 AM – 11:00 AM
- Apr 21 | 4:00 PM – 5:30 PM
- Apr 21 | 1:00 PM – 2:30 PM
- Apr 22 | 8:30 AM – 10:00 AM
- Apr 21 | 4:00 PM – 5:30 PM
- Apr 21 | 4:00 PM – 5:30 PM

Date & Time (PDT)

- Apr 20 | 9:00 AM – 2:00PM, 4:00 PM – 7.30 PM
- Apr 21 | 10:30 AM – 6:00 PM
- Apr 22 | 10:00 AM – 3:00 PM

Take the survey in the Summit app for a chance to win!

Session prize (one per session)

\$20 Starbucks gift card



Grand Prize (one per day)

Marshall Portable Bluetooth Speaker



Scan to take the survey

