



ADOBE

COMMERCE

UPDATE 2.4.5

BUSINESS INSIGHTS

MADE EASY

A significant upgrade in terms of platform security, performance & quality, Adobe Commerce 2.4.5 version was pre-released on 26th July and is all set for general availability on 9th August 2022.



QUICK HIGHLIGHTS OF THE NEW UPDATE:

The new version of Adobe commerce is slated to optimize the overall experience for both users as well as merchants. Here are some of its major highlights:

- ✓ Leverages rich commerce data across Adobe Experience Cloud applications to power personalized experiences
- ✓ Dramatically reduces eSKU volumes to improve performance & scale
- ✓ Live Search enables AI-driven personalization for B2B businesses
- ✓ Quick check out that offers a hassle-free buying experience & improves conversion rates

PERFORMANCE & SCALE

Features:

- ✓ Reduction of total number of eSKUs by up to 85% with new methods for creating SKUs across Shared Catalogs.
- ✓ GraphQL API improvements
- ✓ Over 370 Quality Fixes

Benefits :

The above features will lead to faster deployment & quicker response time especially as there will be improved support for more complex B2B catalogs. That it will improve efficiency & sales, is a given.





HEALTH & SECURITY

Features:

- ✓ Updated platform components including support for the latest version of DHL's shipping integration schema & Google's new GTag mechanism for integrating AdWords & Analytics
- ✓ Expanded reCAPTCHA support & 20+ other improved security issues such as:
 - ACL resources added to Inventory.
 - Inventory template security enhanced.
 - Malicious Code filter upgraded to use the Html Purifier library.

Benefits:

These features will not only lend themselves to improved accessibility but also to improved compliance with the latest security best practices.



LIVE SEARCH POWERED BY ADOBE SENSEI



Features:

- ✓ Quick & relevant results for shoppers
- ✓ Robust merchandising rules
- ✓ Simplified execution
- ✓ Live Search supporting B2B pricing & consumer groups that helps with:
 - Eliminating licensing & integration costs for 3rd party search
 - Significant improvement over Elastic Search
 - Being headless it can be embedded in other apps & websites

Benefits:

The big benefit that will accrue from these features is that they go a long way in improving the overall shopper experience as the shopper will have quick access to relevant products. This will in turn lead to a significant improvement in conversion rates. Additionally, the elimination of 3rd party apps and the costs thereof, will result in a competitive advantage for merchants



GRAPHQL PERFORMANCE IMPROVEMENT

Features:

- ✓ Over 37 enhancements to GraphQL
- ✓ GraphQL Schema Rebuild Optimization that ensures website performance is less affected when a merchant rebuilds their GraphQL Schema.

Benefits:

The above features will result in 5% improved response time for all GraphQL APIs leading to an improvement in site performance. It will also reduce the time to rebuild schema by as much as 80%.





CATALOG IMPROVEMENTS

Features:

- ✓ Supports complex catalogs by removing duplicate SKU data from the database
- ✓ Creates unique eSKUs for those assigned to a Shared Catalog

Benefits:

The update will go a long way in supporting larger catalogs, more websites as well as granular "Price Books."

AI DRIVEN PERSONALIZATION



Features:

With personalization emerging as the default standard for engagement, the update offers the following features:

- ✓ Ability to unlock shopper browser data to build a 360-degree customer profile
- ✓ Sharing of server-side data for expanded profiles & analysis

Benefits:

Research data shows that as many as 71% of customers expect personalization while as many as 76% get frustrated when they do not find it. Customers are therefore known to reward companies who offer personalization with a10X improvement in conversion rate, 8X improvement in Revenue per visitor & 9X improvement in Average Order Value. The update will offer a whole new level of customization & personalization for the consumer that will reap rich benefits for merchants.





QUICK CHECKOUT ON ACCOUNT OF THE FOLLOWING FEATURES:

Features:

- ✓ Bolt Network (US-only)
- ✓ 2FA 6-digit code
- ✓ Password-less
- ✓ Wallet benefits
- ✓ Prepopulated checkout fields
- ✓ Security: device, touch/face ID
- ✓ Walmart Pick-up-at-Store (US-only)

Benefits:

With hassle free checkouts, there will be an improvement in the conversion rates as also in repeat purchasing & LTV

ADDITION OF APPLE PAY AS A CHECKOUT OPTION

Features:

- ✔ Apple Pay available to all Adobe Commerce & Open-Source Merchants with Payment Services
- ✔ This payment method does not require shoppers to enter their credit or debit card details.
- ✔ Apple Pay is available on the product details page, mini cart, shopping cart, and checkout workflow.
- ✔ Merchants can toggle on this feature.

Benefits:

A secure & quick checkout experience will, in turn, lead to improved consumer satisfaction & enhanced conversion rates





TO SUM UP

The new update will ensure both – an optimized user experience as well as improved efficiencies when it comes to shop setup. At the same time, it will also enrich the overall site performance. In short, a win-win for both the merchant & the customer.

A robust e-commerce store & an enhanced user experience got a whole new name!

Adobe Commerce 2.4.5 Official Release Notes

<https://devdocs-beta.magento.com/guides/v2.4/release-notes/commerce-2-4-5.html>



ABOUT US

With an international team of over 35 specialists, we are working on opening new potentials for your customers from a wide range of industries every day since 2008. Over 800 projects, our courage to break new ground, our pioneering spirit and our belief in the limitless possibilities of the digital world are what set us apart.

IN THE BUSINESS SINCE 2008



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