



adaptTo()

EUROPE'S LEADING AEM DEVELOPER CONFERENCE
28th – 30th SEPTEMBER 2026

Agents Don't Browse – AEM in the Age of AI

Dominik Steinacher & Carsten Ziegeler - Adobe

About Us



Dominik Steinacher
Senior Manager of Transformational
Growth & Strategy at Adobe



Carsten Ziegeler
Principal Scientist at Adobe

Already in the logs

It queries.

It summarizes.

It acts.

It never renders the page.

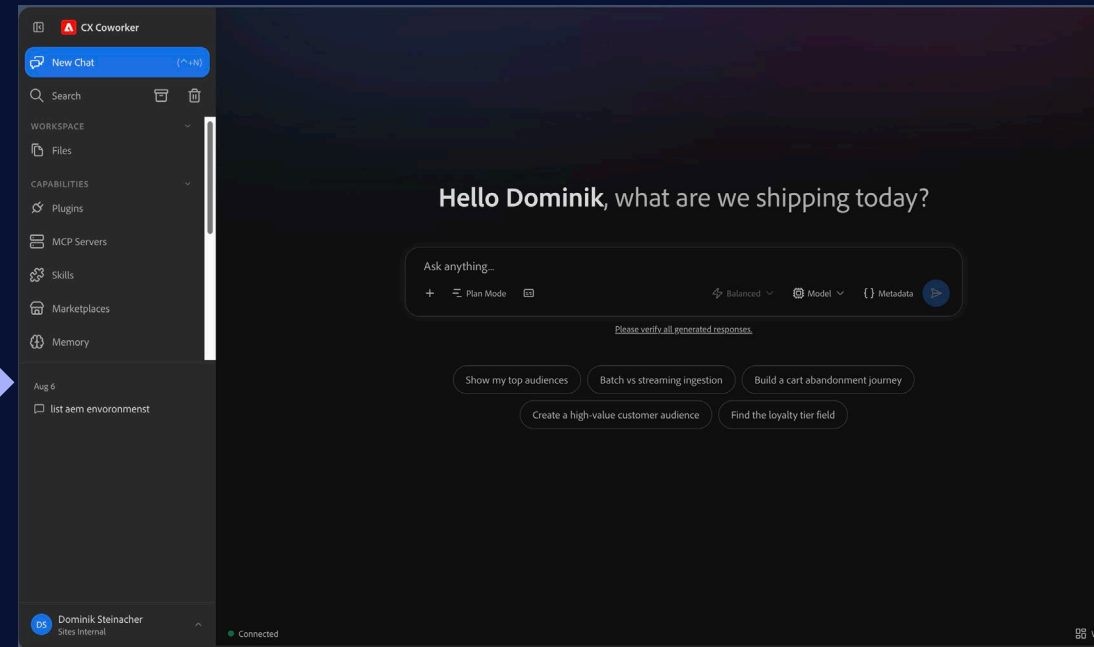
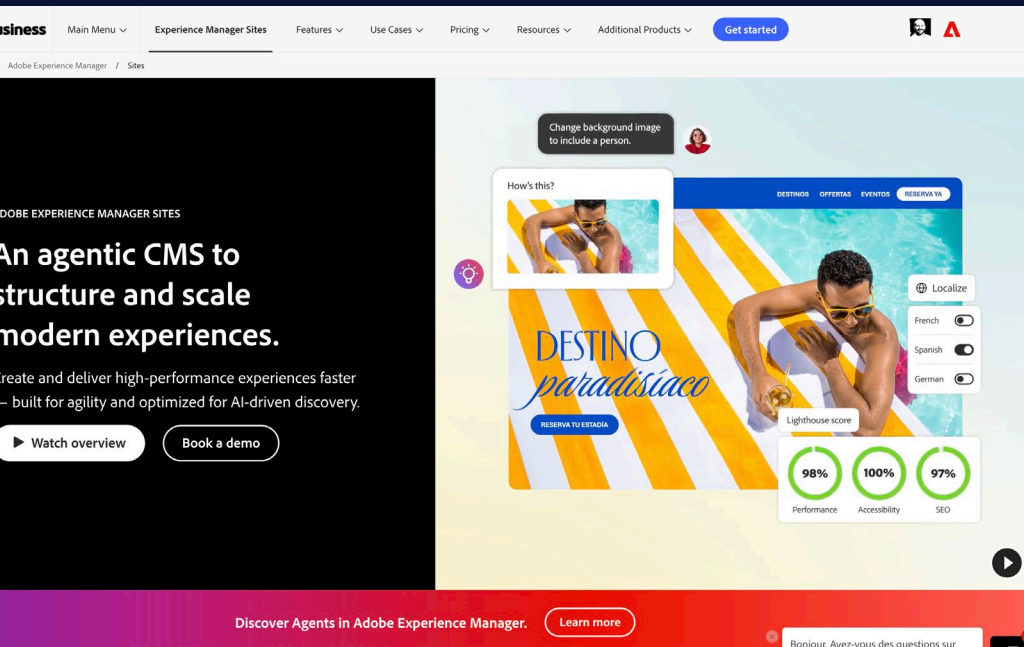
```
GET /en/products/experience-manager  
UA: ChatGPT-User/1.2 - 0 renders, 1 fetch
```

53%

of web traffic is no
longer human.
Thales / Imperva, 2026

Two shifts. Same system.

Most of the conversation only looks at one side.



Agents Consuming

Query, summarize, act — without ever rendering a page.

Agents Operating

Migrate, create, optimize, govern — without a UI flow.

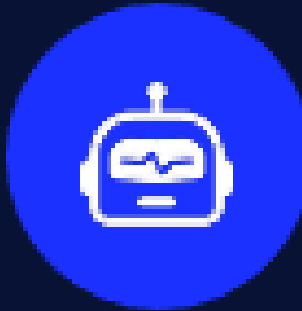
A system in production. 3 Numbers for Credibility.

**+393%
YoY**



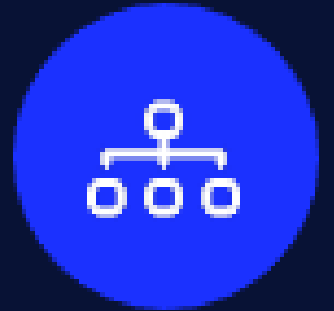
AI-referral traffic to US retail sites
YoY growth, Q1 2026

+42%



Higher conversion rate from AI-referred traffic
vs. non-AI traffic, March 2026

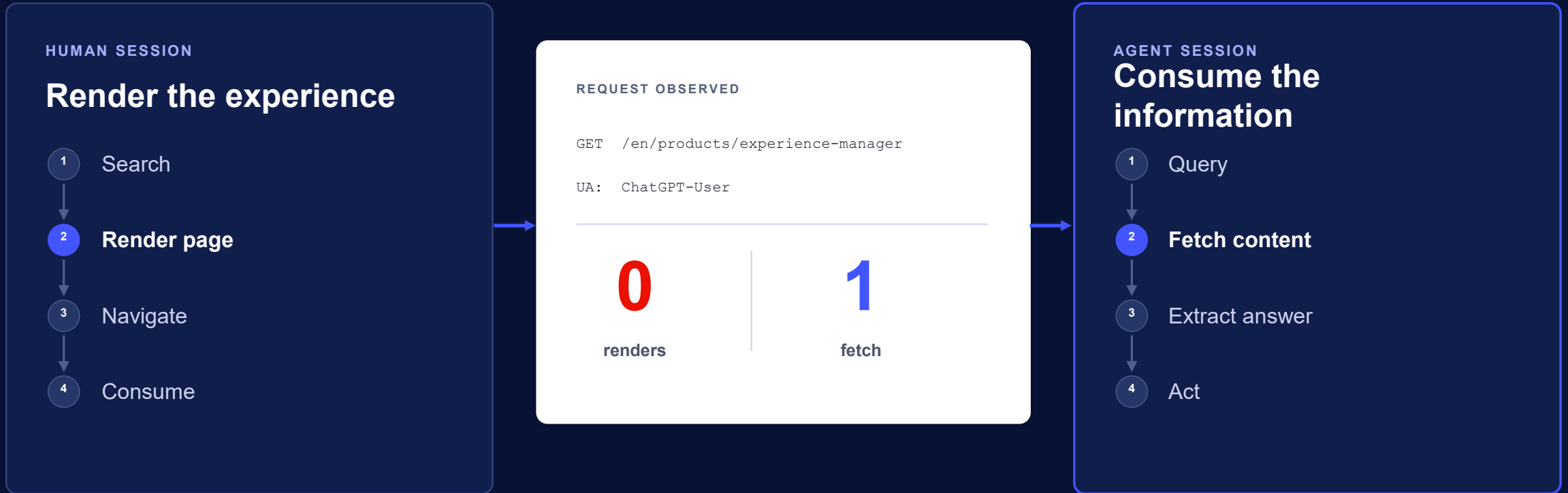
4,580 : 1



Pages crawled per referral
Anthropic, June 2026

Shift 1: Agents don't browse

The same content. A different path.

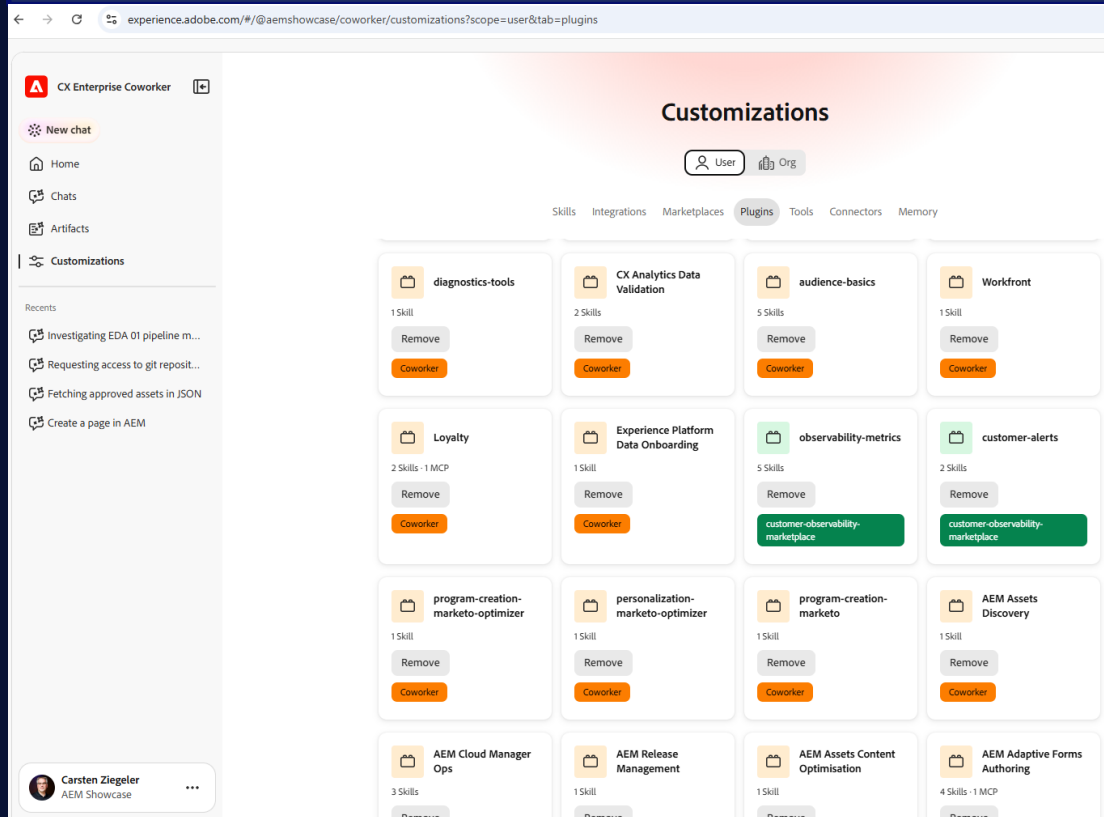


For agents, the rendered page is no longer the contract.

Shift 2 : The Platform goes agentic

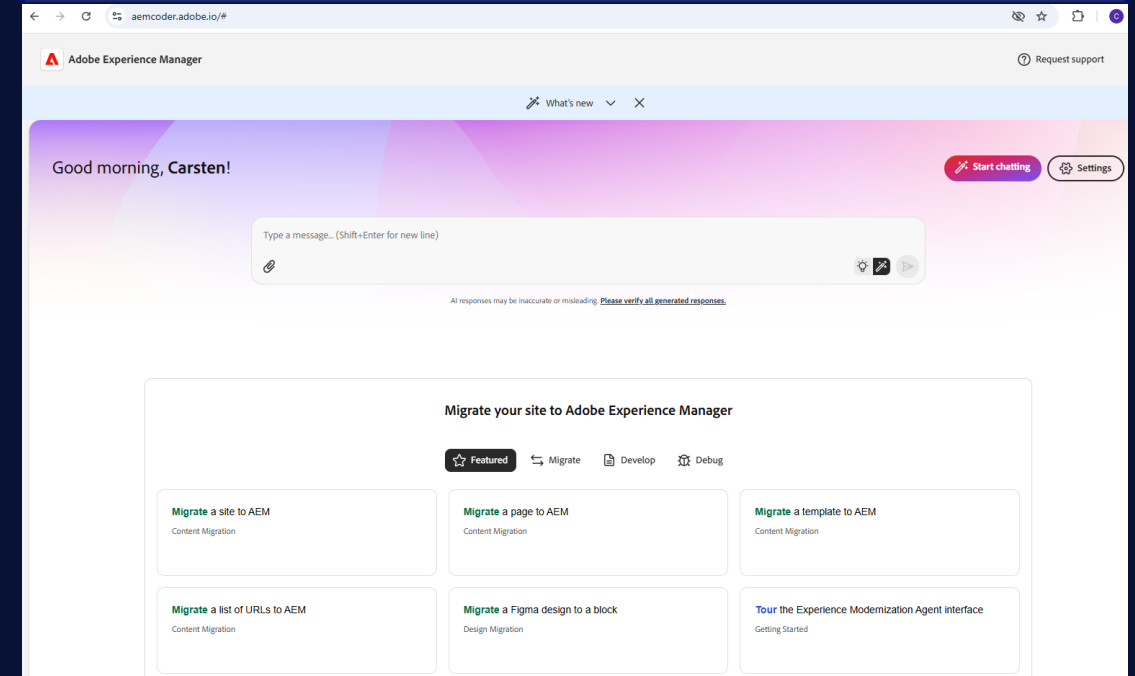
Nobody designed this workflow

Composition



The screenshot shows the 'Customizations' page in Adobe Experience Manager. The interface is cluttered with a sidebar on the left containing navigation links like 'New chat', 'Home', 'Chats', 'Artifacts', and 'Customizations'. The main area displays a grid of 16 customization cards, each with a title, a 'Remove' button, and a 'Coworker' button. The cards include: 'diagnostics-tools' (1 Skill), 'CX Analytics Data Validation' (2 Skills), 'audience-basics' (5 Skills), 'Workfront' (1 Skill), 'Loyalty' (2 Skills - 1 MCP), 'Experience Platform Data Onboarding' (1 Skill), 'observability-metrics' (5 Skills), 'customer-alerts' (2 Skills), 'program-creation-market-to-optimizer' (1 Skill), 'personalization-market-to-optimizer' (1 Skill), 'program-creation-market-to' (1 Skill), 'AEM Assets Discovery' (1 Skill), 'AEM Cloud Manager Ops' (3 Skills), 'AEM Release Management' (1 Skill), 'AEM Assets Content Optimisation' (1 Skill), and 'AEM Adaptive Forms Authoring' (4 Skills - 1 MCP). The bottom left shows a user profile for 'Carsten Ziegeler'.

Knowledge / Speed



The screenshot shows the Adobe Experience Manager chat interface. At the top, it says 'Good morning, Carsten!'. Below this is a text input field with the placeholder 'Type a message... (Shift+Enter for new line)'. To the right of the input field are icons for voice, image, and video. Below the input field, a small disclaimer states: 'All responses may be inaccurate or misleading. Please verify all generated responses.' The main content area is titled 'Migrate your site to Adobe Experience Manager' and features a 'Featured' section with several migration options: 'Migrate a site to AEM' (Content Migration), 'Migrate a page to AEM' (Content Migration), 'Migrate a template to AEM' (Content Migration), 'Migrate a list of URLs to AEM' (Content Migration), 'Migrate a Figma design to a block' (Design Migration), and 'Tour the Experience Modernization Agent interface' (Getting Started). The interface includes a 'Start chatting' button and a 'Settings' button in the top right corner.

Two shifts, one architecture

Four ways it broke in production

Same input,
different
output

Grounding

Who allowed
the agent to
do that?

Isolation

The UI is no
longer the
API

Capabilities

Review
moved
downstream

Oversight

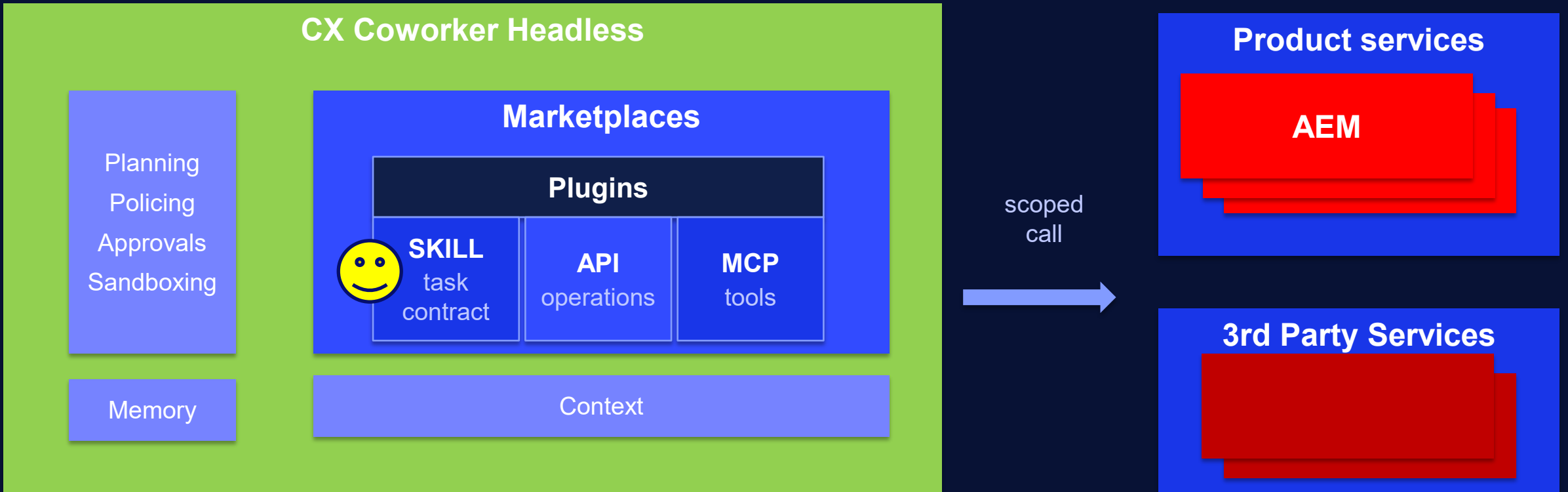
The First Solution



More Problems



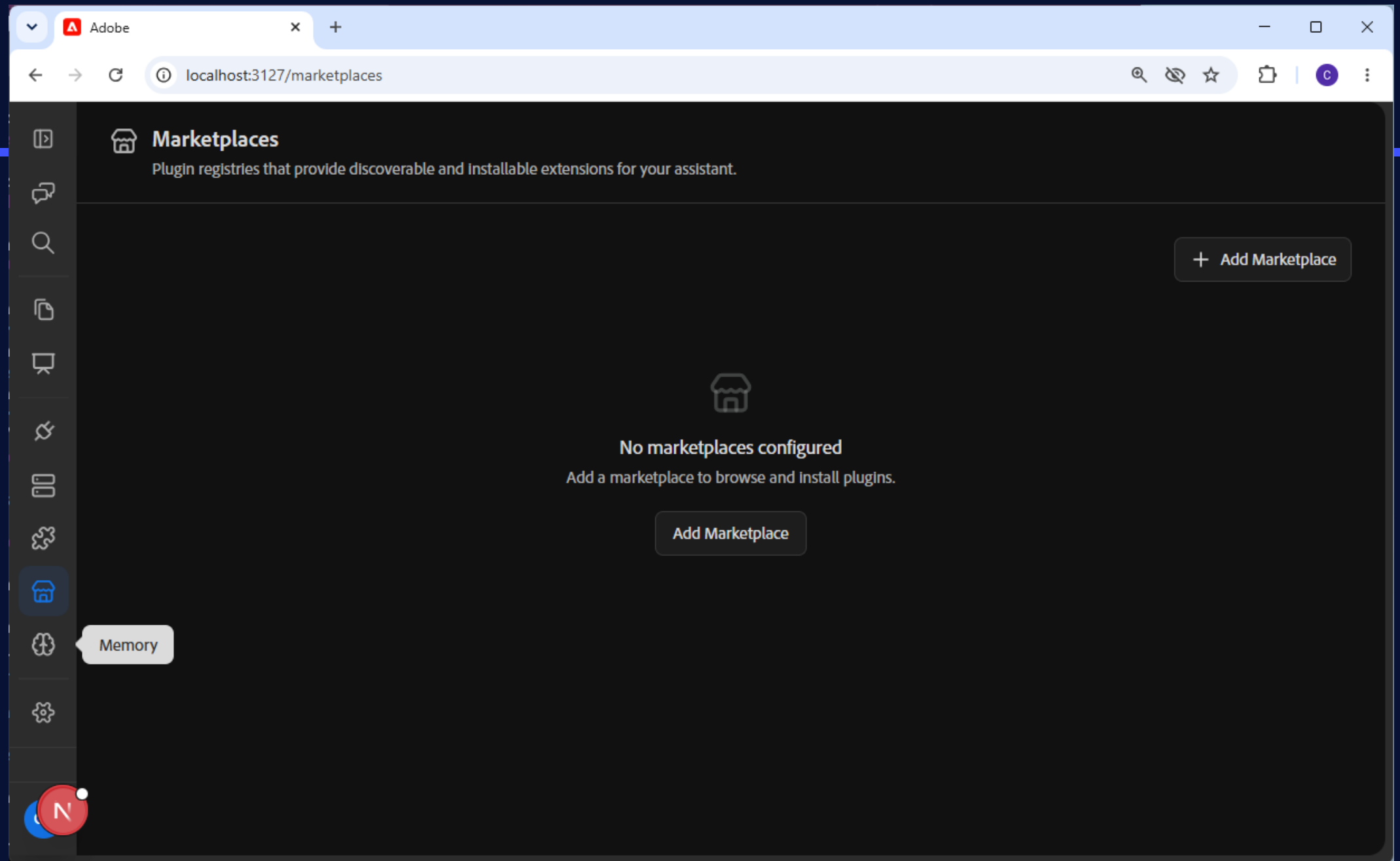
On the Shoulders of Giants





adaptTo()

Demo



Adobe

localhost:3127/marketplaces

Marketplaces

Plugin registries that provide discoverable and installable extensions for your assistant.

Add Marketplace

Source Type

☒ GitHub ☐ Local Path

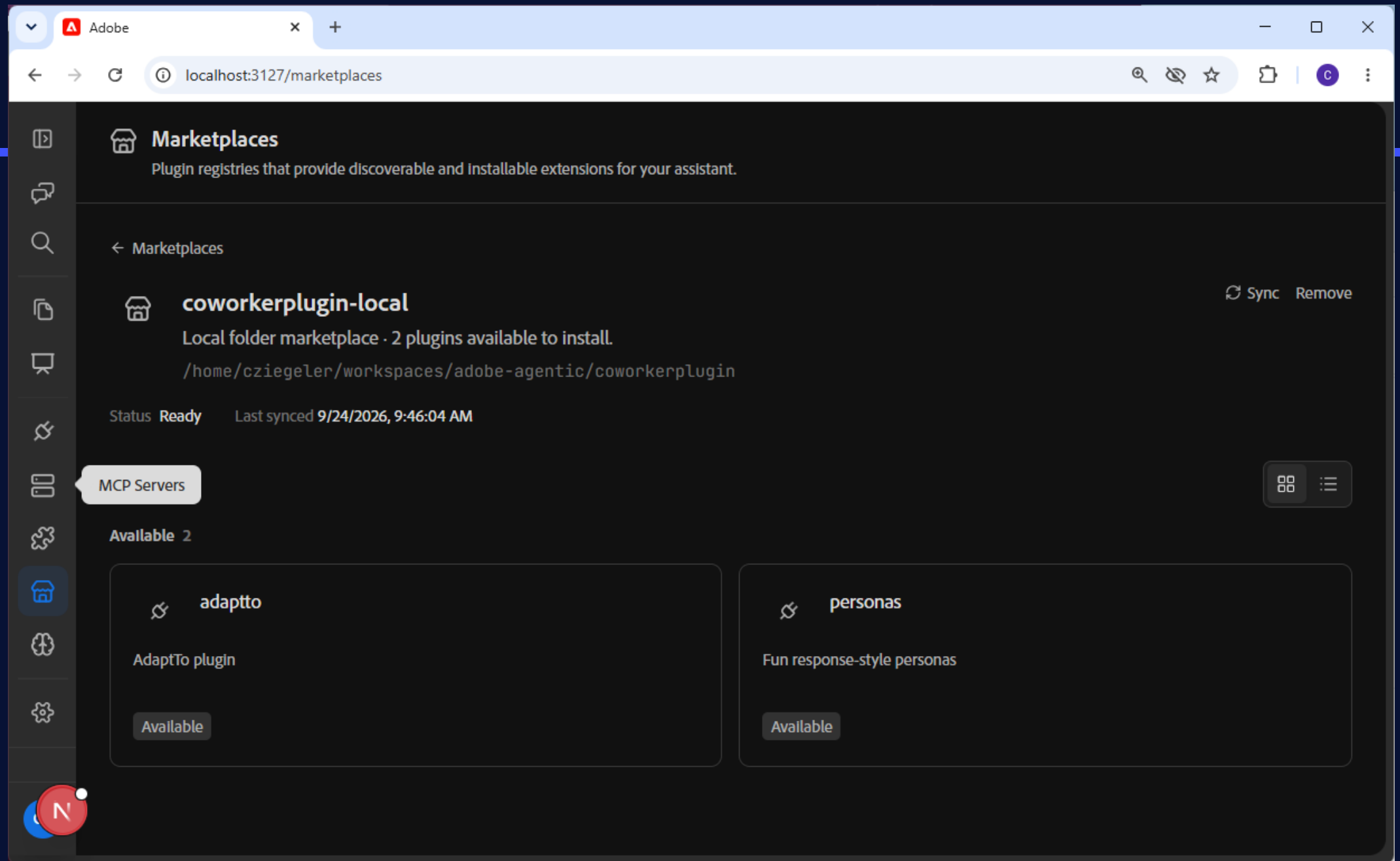
GitHub Repository

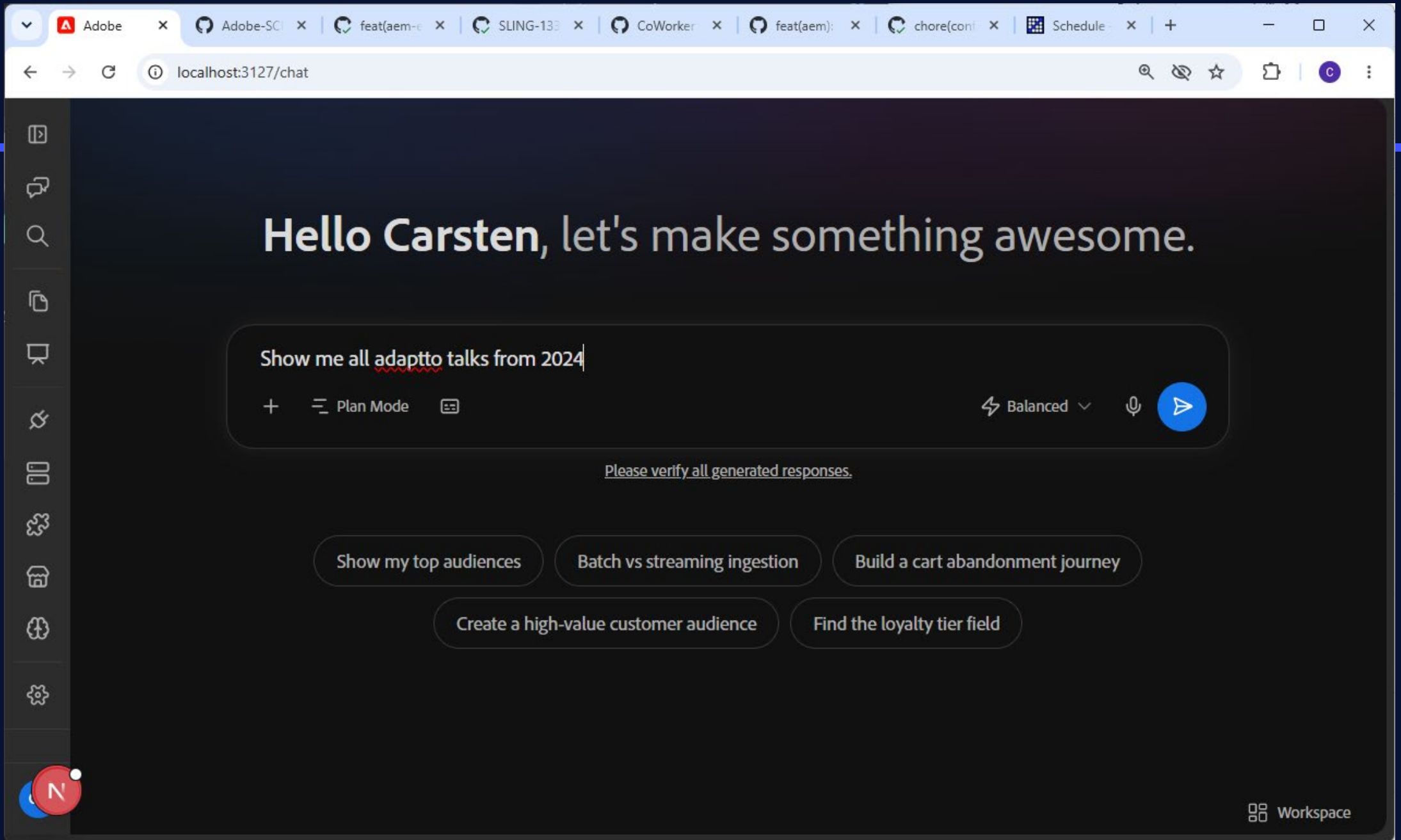
Branch, Tag, or Commit SHA (optional)

Subdirectory (optional)

Cancel Add Marketplace

+ Add Marketplace





The screenshot shows a web browser window with multiple tabs. The active tab is 'localhost:3127/chat'. The browser's address bar shows 'localhost:3127/chat'. The page has a dark theme. At the top, it says 'Hello Carsten, let's make something awesome.' Below this is a large text input field containing the text 'Show me all adaptto talks from 2024'. To the right of the input field are icons for '+', 'Plan Mode', and a microphone. Below the input field is a blue button with a white play icon. Below the button is a warning message: 'Please verify all generated responses.' Below the warning message are five buttons: 'Show my top audiences', 'Batch vs streaming ingestion', 'Build a cart abandonment journey', 'Create a high-value customer audience', and 'Find the loyalty tier field'. At the bottom right, there is a 'Workspace' button. On the left side of the page, there is a vertical sidebar with various icons: a document, a chat bubble, a magnifying glass, a folder, a presentation, a link, a server, a gear, a brain, a calendar, and a settings gear. At the bottom left of the sidebar, there is a red circular notification badge with a white 'N' and a small white dot.

Adobe x Adobe-SC x feat(aem-e x SLING-133 x CoWorker x feat(aem): x chore(conf x Schedule x +

localhost:3127/chat

Hello Carsten, let's make something awesome.

Show me all adaptto talks from 2024

+ Plan Mode

Balanced

Please verify all generated responses.

Show my top audiences Batch vs streaming ingestion Build a cart abandonment journey

Create a high-value customer audience Find the loyalty tier field

Workspace

Adobe

Adobe-SCM/skylatency: This is

Speaker Instructions - adaptTo()

localhost:3127/chat

Regular Sessions

Title

Speaker(s)

Tags

ACS AEM Commons: Parameterized dialog snippets & various injectors

Niek Raaijmakers

AEM

Adobe.com Learnings with Edge Delivery AEM

Mariia Lukianets

Edge Delivery, AEM

Advancing Developer Experience: AEM as a Cloud Service Innovations

Dominik Sürß, Remo Liechti

DevOps

AEM 6.5 and Java 17

Sagar Miglani, Ashok Kumar

AEM

AEM as a Cloud Service: Empowering Continuous Deployment for Large-Scale Web Platforms

Tomasz Sobczyk, Oskar Jerzyk

DevOps

AEM search - say goodbye to slow queries

nitin-gupta, Mohit Kataria

Oak JCR

Ask anything...

+

Plan Mode

Balanced

N

4 Issues

Please verify all generated responses.

Export

Workspace



The screenshot shows the Adobe AI Chat interface. At the top, there's a browser address bar with 'localhost:3127/chat'. Below it, a table lists 2024 AEM talks. The table has two columns: 'Title' and 'Speaker'. The talks listed are:

Title	Speaker
(Not) Implementing Custom AEM Components for Edge Delivery Services / Crosswalk	Stefan Seifert
AEM Encryption At Build Time	Konrad Windszus
AEM meets Enterprise AI	Roman Müller
Document Authoring ("Dark Alley") for Edge Delivery	Tad Reeves
First-ever IaaS Providers for AEM	Krystian Panek
OpenAPI Launches for Content Fragments	Vlad Băilescu

Below the table, a text prompt is entered in the chat input field: "Look at all talks from Carsten Ziegeler and suggest a new talk for 2027". The interface also shows a sidebar with various icons, a top bar with the Adobe logo, and a bottom status bar with a red notification bubble saying "4 Issues" and a "Please verify all generated responses." warning.



adaptTo() 2026

Adobe

Adobe-SCM/skylatency: This is

Speaker Instructions - adaptTo()

localhost:3127/chat

Why this gap exists

Evidence from trend analysis:

- AI/MCP is saturated at the application layer (2025–2026): 8 of 27 talks in 2026 carry the AI tag; "One AEM MCP Server to Rule Them All", "Rolling Out MCP on AEM", "Agents Don't Browse", "AI Agent-Driven Content Migration" all address AI from the AEM application or product level.
- Zero talks address what the Sling/OSGi platform layer itself needs to change to serve agentic consumers — this is a genuine intersection gap between Sling (Carsten's core territory, 14 talks) and the AI/agentic theme (dominant in 2025–2026, 0 overlap with Sling).
- Carsten's own 2026 talk explicitly ends with the open problem: "grounded generation, isolated runtimes, open integration surfaces instead of another walled-off assistant, oversight designed in." That's the brief for a 2027 platform deep-dive.
- Sling talks are declining: 3 Sling-tagged talks in 2023–2026 combined (Robert Munteanu 2023, Carsten 2024, Carsten 2025). The topic isn't dead — it needs a new angle to stay relevant.

Why it's not a duplicate

The closest existing talks are:

- "One AEM MCP Server to Rule Them All" (2026) — about exposing AEM product APIs through MCP, not about redesigning

Ask anything...

+

Plan Mode

⌨

Balanced

🎤

➤

N 4 Issues

Please verify all generated responses.

Export

Workspace

adaptTo() 2026

23

Adobe

Adobe-SCM/skylatency: This is : x

Speaker Instructions - adaptTo() x

+

localhost:3127/chat

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🧠

⚙️

Total	23/25	20/25	17/25
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Two Alternate Candidates

- **Alt 1 (Safe)** — "Sling in GraalVM Production: A Year Later" — direct follow-up to the 2024 Sling Lambda serverless talk, with real production data and lessons. Strongest axis: *Audience fit* (same crowd, natural continuation).
- **Alt 2 (Bold)** — "OSGi Is Dead, Long Live OSGi: Component Models for Agentic Runtimes" — revisits Carsten's OSGi expertise (7 talks, dormant since 2019) from the angle of whether OSGi's dynamic module system is a liability or an asset when building skill-composable agent runtimes. Strongest axis: *Novelty*.

Caveats: The archive confirms the gap and Carsten's trajectory. The specific claim that "no open-source Sling work addressing agentic surfaces yet exists" goes beyond what the talk archive can verify — that's an extrapolation from the absence of published talks, not from a code audit.

01:02 PM

create a page for promoting this talk

+

≡ Plan Mode

📄

⚡ Balanced ▾

🎤

➤

N

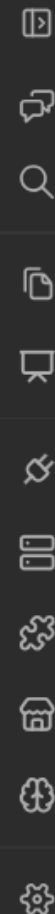
4 Issues

×

Please verify all generated responses.

📄 Export

📁 Workspace



Designing the agentic surface of Apache Sling.

Speaker

Carsten Ziegeler — Principal Scientist, Adobe · Apache Sling PMC

25 adaptTo() talks spanning 2011–2026. Core contributor to Apache Sling, Felix, and OSGi. The only speaker present at every edition of the conference.

Abstract

Apache Sling's resource model, rendering pipeline, and servlet abstractions were built for HTTP request/response cycles and human-navigable URLs. AI agents work differently — they invoke tools, chain operations, and expect grounded results, *never rendering a page*.

Ask anything...

+ ≡ Plan Mode

Balanced ▾

0

Please verify all generated responses.

 Export

Workspace 1

Adobe

Adobe-SCM/skylatency: This is

Speaker Instructions - adaptTo()

localhost:3127/chat

and now rewrite that using /stand-up-comedian

01:26 PM

Loaded Stand-Up Comedian skill >

Alright, folks, picture this: a man walks into a conference and says "I'd like to talk about *middleware adapting to AI*." The crowd goes wild. Or at least the twelve people in the back row who know what a servlet is. Let's give it up for the promo page!

Sling as a skill. — adaptTo() 2027 (comedian edition)

ADAPTO() 2027 · Adobe

Sling as a skill.

Designing the agentic surface of Apache Sling. *(No, not the baby carrier. Although honestly, the resource model does carry a lot.)*

and now rewrite that using /stand-up-comedian

+

Plan Mode

Balanced

Please verify all generated responses.

Export

Workspace 1

adaptTo() 2026

26

Adobe

Adobe-SCM/skylatency: This is

Speaker Instructions - adaptTo()

localhost:3127/chat

Format

Regular session — 45 min + Q&A (Q&A may run long; Sling questions always do)

Level

Advanced (you should know what a ResourceResolver is; no judgement if you don't, just... maybe sit close to someone who does)

Audience

Sling & AEM platform engineers and architects

Tags

Sling · AI · MCP · Architecture · OSGi

Track

Platform & Infrastructure

Same talk, same facts — just now with the energy of someone who has explained OSGi at a dinner party and watched people's eyes glaze over in real time. *Agents Don't Browse 2: The Resource Resolver Strikes Back* is the title I'm personally lobbying for.

01:26 PM

Ask anything...

+

Plan Mode

Balanced

Please verify all generated responses.

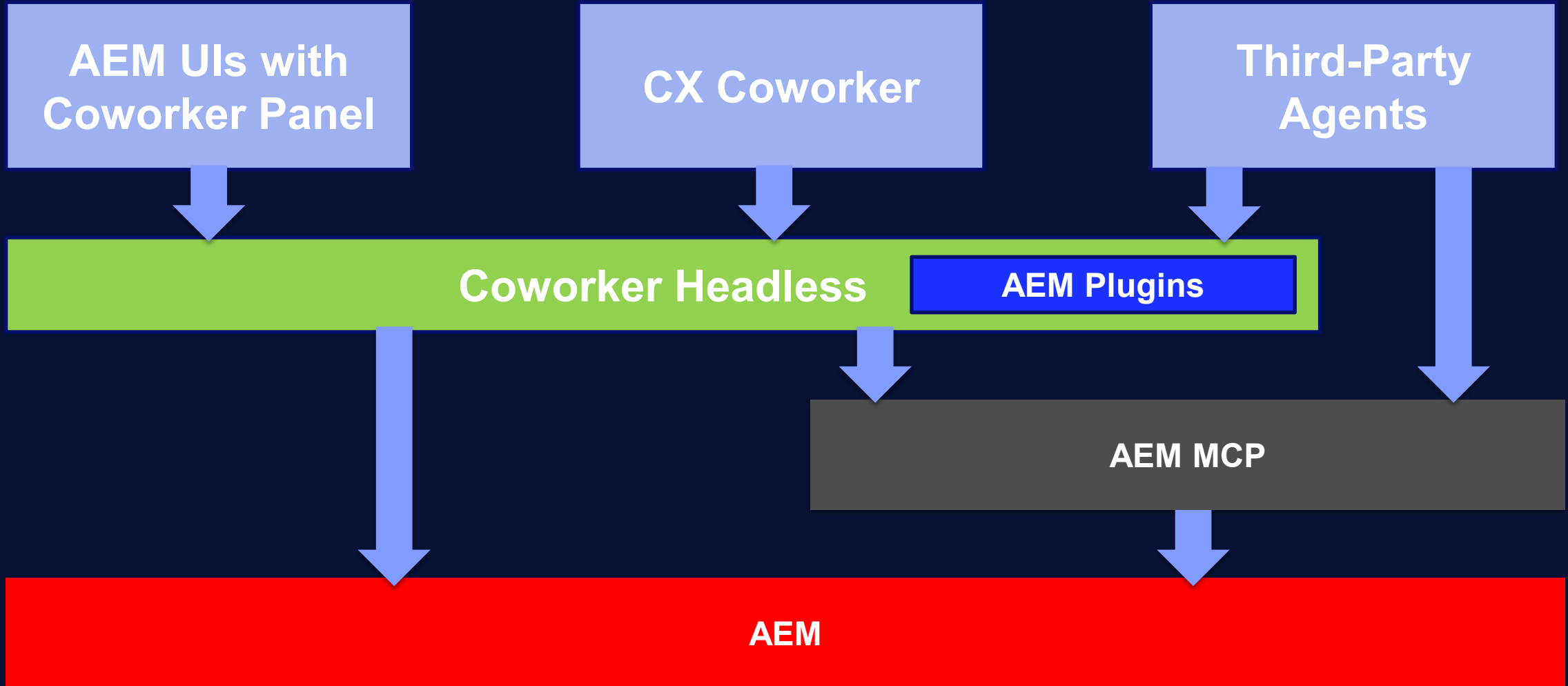
Export

Workspace 1

Extensibility



Open for Business



What's Still Rough?

Which one did you mean?

Routing

Why did it do that?

Observability

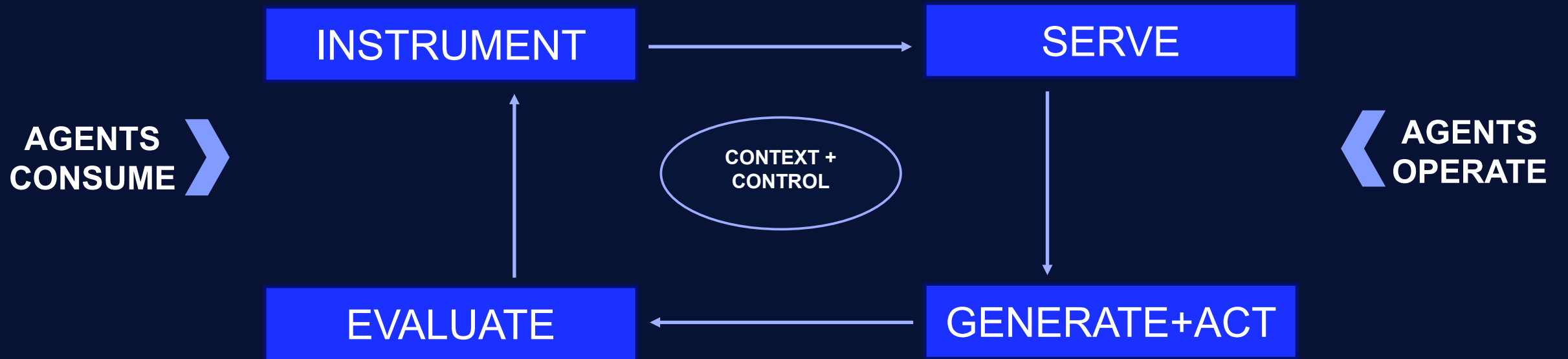
What happens at step 217?

Recovery

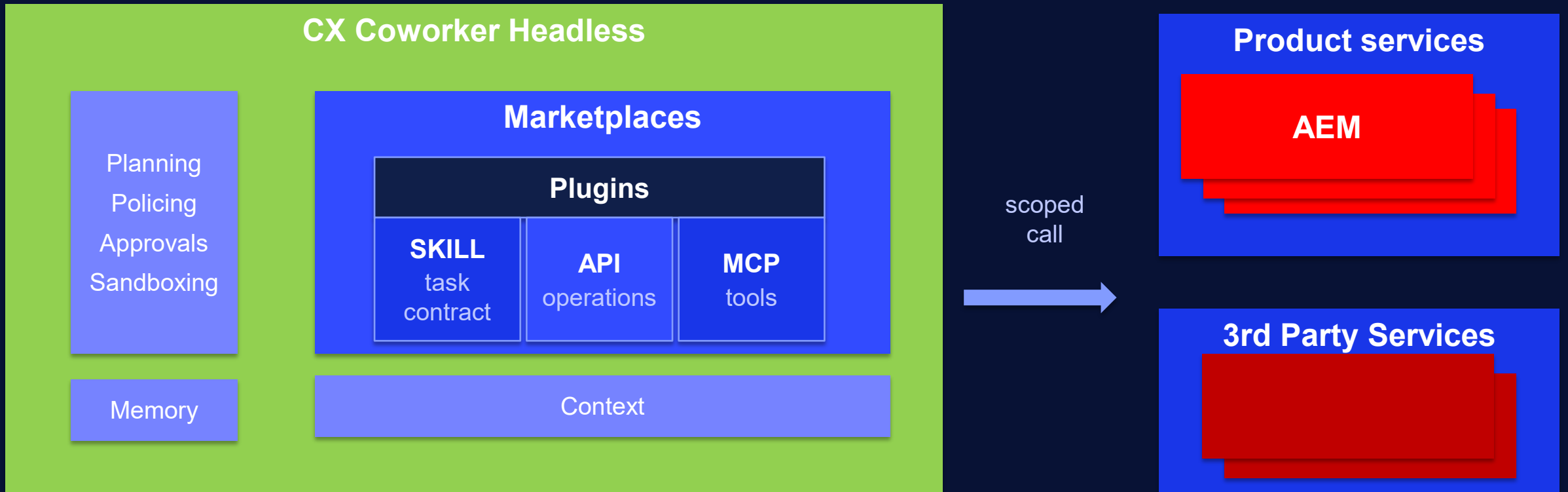
(Mind)Find the Gap



One Architecture



2 Shifts - One Architecture



Four Things Worth Stealing

- **Capabilities over UI flows**
- **Ground before you generate**
- **Isolate the blast radius**
- **Build less, inherit more**

Take this with you



GO AND TRY IT

experience.adobe.com

<https://experience.adobe.com/#/home> — or point a phone at the code.

Dominik Steinacher · Carsten Ziegeler

AEM Engineering, Adobe — find us in the hallway track for the longer version.

Agents don't browse!

Adobe