



adaptTo()

EUROPE'S LEADING AEM DEVELOPER CONFERENCE
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Make Your Own DAM Breakfast with AEM

Lisa Brown



**What are you going to tell me, Lisa?
That AEM can make me pancakes
and coffee too?**

— Actual Client Testimonial, June 2025

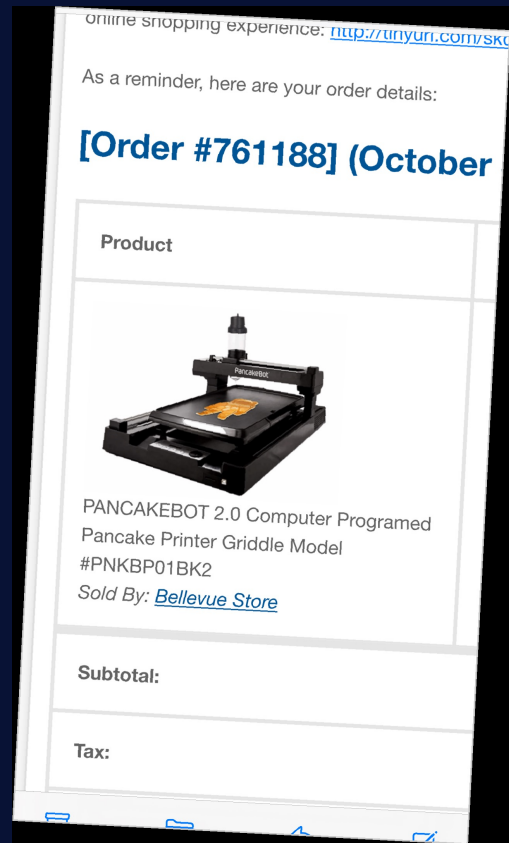
“That AEM can make me
pancakes and coffee too?”

Challenge accepted.

Found at a Habitat for Humanity thrift store.

Because of course.

Receipts.



Speaker Introduction



Lisa Brown

AEM Functional Platform Lead

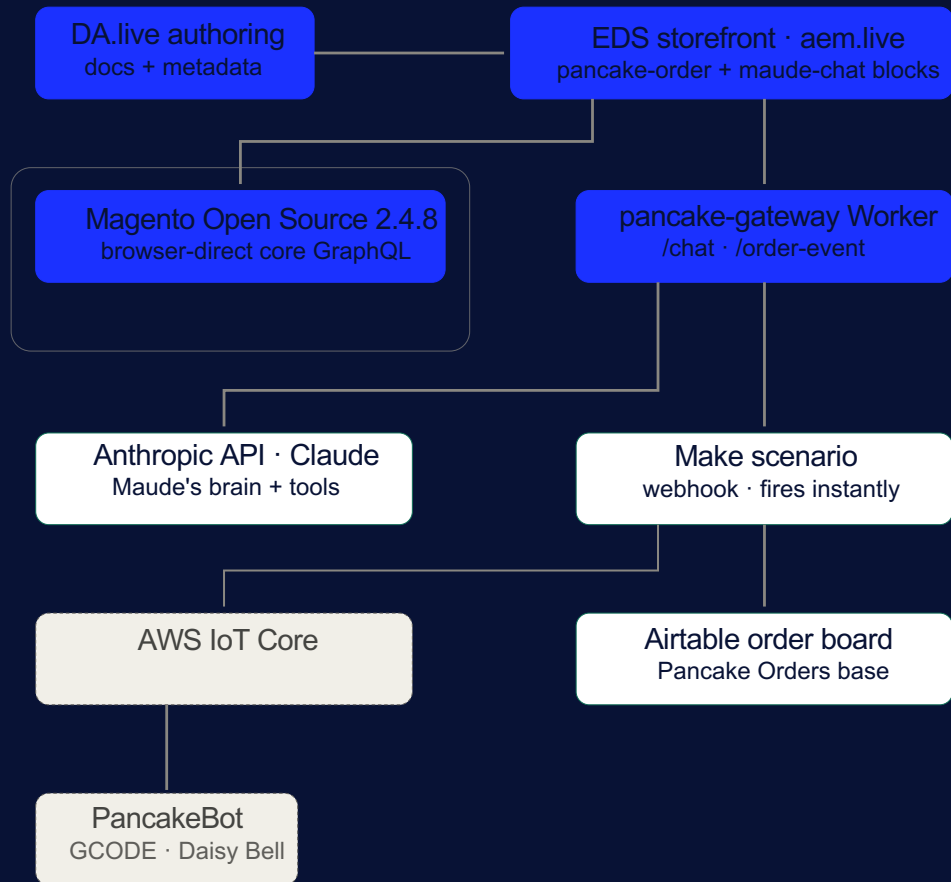
Accenture Song



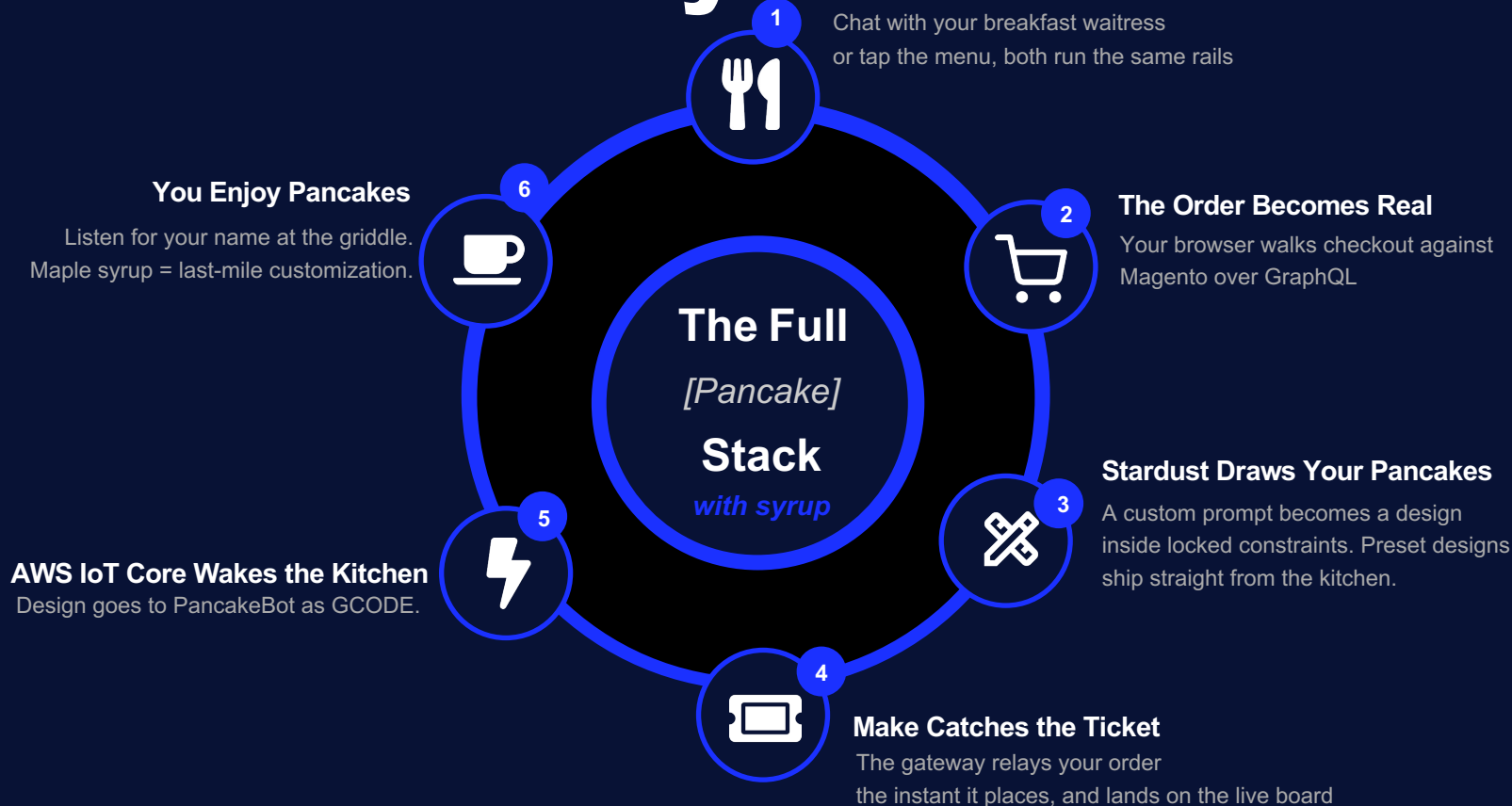
The more constraints one imposes, the more one frees oneself. And the arbitrariness of the constraint serves only to obtain precision of execution.

— Igor Stravinsky

Architecture



Demo Journey





Meet Maude.

An EDS-native chatbot with a real identity and the judgment to use it.



**I told her I was down on my luck.
She didn't charge me for my coffee.**

Nobody programmed that. Maude inferred it from her character notes, and that was the ah-ha.

Identity Evaluation in Action

When you give an agent a specific identity to anchor on, it starts making decisions you didn't have to write. That's the difference between a chatbot and a character.

Order with Maude

● live

She's worked the breakfast shift longer than most of your dependencies have existed.

Maude

Morning, hon. Griddle's hot. What can I get you — Saturn, Rocket, coffee?

Just a cup of coffee. I'm a little down on my luck.

Maude

Coffee's on me today, hon. What name do I put down?

It's Joe. And thank you, that works.

Maude

So that's one coffee, five dollars, for Joe. That right?

Live order confirmations

Bill-to	Total	Status	Note
Joe adaptTo	\$0.00	Pending	comped ❤️
Maude adaptTo	\$17.00	Pending	
Olivia adaptTo	\$17.00	Pending	

Real Magento orders from testing.



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Six questions to ask any agentic system.

Maude's answers, honestly scored against a mental framework for evaluating agentic systems.¹

Identity

Character notes, not a system prompt.
She comped Joe's coffee because
Maude would.

Memory

Session-scoped by design. She holds
your order, not your history.

Planning

A short, bounded sequence: take the
order, confirm it, fire the mutation.

Narrow Scope

Breakfast orders, and nothing but. She
can't invent a product, for example.

External Tools

The same GraphQL mutations the form
calls. Order #3 by form, #4 by Maude.

Agent Collaboration

Deliberately out of scope. Stardust and
the kitchen are tools, not peers.

¹ [GenAI AI Agents for Business Users](#), by Sabrina Ramonov, O'Reilly Learning

The highest priority question is scope.

FREE

- **Conversation**

Maude improvises tone, judgment, small kindnesses

- **Pancake design**

Stardust invents inside a locked color + shape set

LOCKED

- **Catalog & pricing**

Maude can't invent a product or comp the griddle

- **Checkout mutations**

Deterministic GraphQL chain: no generation in the money path

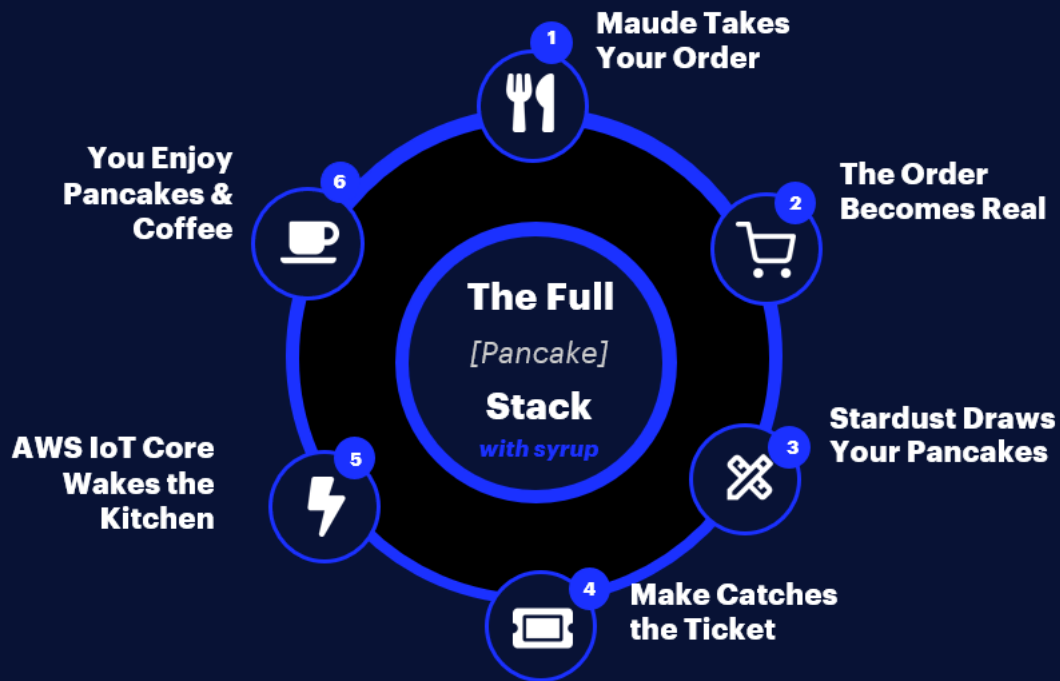
- **GCODE bounds**

What reaches the hardware is generated, but bounded

Agentic systems fail when everything is generative. They ship when generation is scoped.



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DEMO

The pancake was a placeholder.

1

Conversational intake

an agent takes the order

2

Catalog + checkout

commerce backbone, deterministic

3

Constrained generation

creativity inside locked bounds

4

Orchestration

events routed the instant they fire

5

IoT dispatch

cloud to device, no hands

6

Physical output

any endpoint with an API

To translate: find a stalled process · find its last-mile physical gap · decide what's free and what's locked.



Example: MRO Supply Chains

Breakage and loss leave construction crews a handful of parts short: never much, but enough to stall a team while a courier runs to the site.

1/2 day

of crew labor lost to a four-bracket gap

< 1 hour

part in hand, printed in the trailer

I HAVEN'T BUILT THIS ONE

- 1 Foreman describes the missing part to a site agent
- 2 Matched or parametrically generated inside engineering-certified constraints
- 3 Ordered against the parts catalog
- 4 Orchestration fires; GCODE dispatched to the trailer's 3D printer
- 5 Part in hand — crew never stops

Certified-printable catalog only: load-rated parts route to procurement.

Same architecture you just watched. Different GCODE.

Can AEM help me improve my beer?

FREE

Recipe and flavor exploration, inside a style's guidelines.

LOCKED

Mash temps, ABV target, food safety.
The chemistry isn't up for improvisation.

PHYSICAL ENDPOINT

A brew controller with an API. Same architecture, different GCODE.

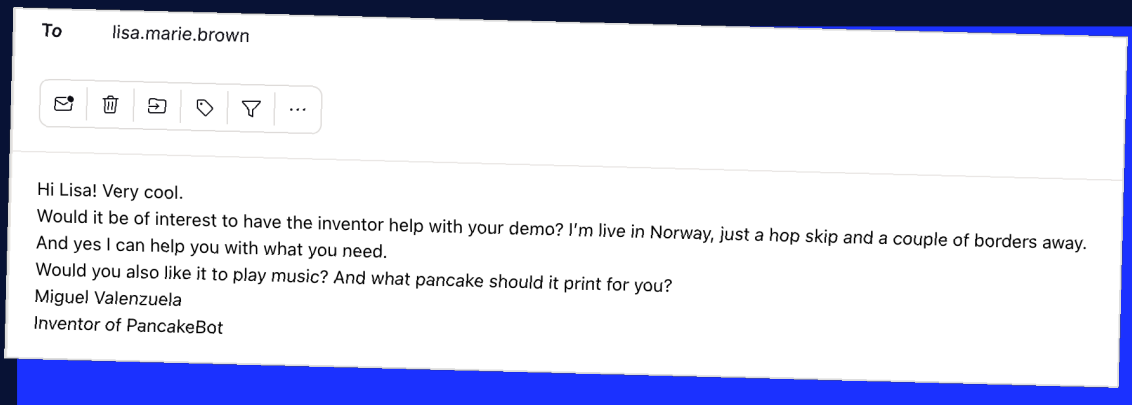
It depends on what you're willing to lock.



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Questions?

Feedback welcome too.



— Miguel Valenzuela, Inventor of PancakeBot, Norway



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Thank You



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Appendix

Architecture

