

APPLICATION OVERVIEW

Adobe Experience Manager

for digital experience management.



Adobe Experience Manager is the industry-leading digital experience management solution for enterprises and midsize organizations. It provides a modern, scalable foundation to deliver compelling experiences that promote brand engagement, drive demand, and increase customer loyalty. Experience Manager includes a complete set of tools to create, manage, and deliver digital experiences across all channels.

Key capabilities:

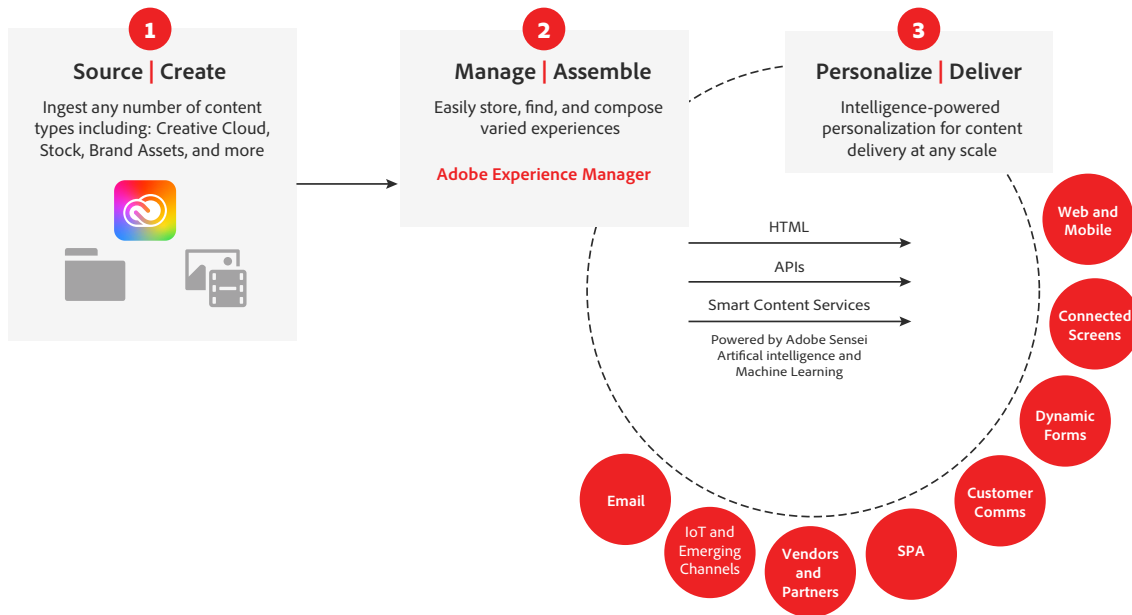
- > Digital asset management and rich media delivery
- > Web and mobile experience management with analytics and personalization
- > Content Services for mobile, SPAs, IoT, and extensible APIs
- > Digital enrollment and customer communications
- > In-venue screens
- > Cloud agility and scale
- > Powerful ecosystem for digital transformation

Experience Manager addresses the needs of marketing, business and IT professionals with easy-to-use and customizable tools for managing rich content and branding, web and mobile sites, single-page applications (SPAs) and IoT experiences, digital forms, and customer communications to meet the demands of distributed global teams. It also benefits IT by providing a single platform that unifies content management across all channels using open technology standards, APIs, shared core services, and Content Services.

With Experience Manager, organizations can leverage the benefits of the cloud, such as agility and scalability, to exceed customer expectations.

The modular capabilities in Experience Manager let organizations quickly focus on a specific initiative, like a global website, to increase brand engagement, service customers, and improve agility across the business. The solution can grow with your organization to meet the expanding expectations of customers, whether supporting an experience-driven commerce strategy or an omnichannel customer experience initiative that connects across web, mobile, print, SPAs, and IoT applications as well as in-venue screens.





Experience Manager enables organizations to deliver a connected and compelling digital experience across the customer journey—including online and physical interactions—increasing engagement and driving demand.

Digital asset management and rich media delivery.

Experience Manager Assets is a cloud-native, customizable, and extensible solution for digital asset management and dynamic delivery, powered by artificial intelligence. Organizations can create, manage, deliver, and optimize assets—at scale.

Key benefits include:

Create, manage, and deliver images, videos, 3D assets, and more—Bulk upload digital assets to a single global asset repository, making them available to marketers, creatives, and worldwide business units. Apply asset microservices to turn complex, CPU-intensive processes, including bulk asset ingestion and renditioning, into easy automated workflows. Make assets findable with search facets, tags, advanced metadata management, on-the-fly translation of search

keywords, and image recognition technology, powered by Adobe Sensei. Rely on a global cloud infrastructure to optimize the delivery of rich visual experiences across all devices.

Access digital assets in Experience Manager natively from Adobe Creative Cloud—Adobe Asset Link lets creatives locate and easily repurpose digital assets stored in the digital asset management (DAM) system. Use Creative Cloud for enterprise single sign-on to access assets right from within your Adobe Photoshop, Illustrator, and InDesign apps.


Share, source, and distribute assets efficiently—Enable end users, partners, and resellers to search and download assets, as well as contribute content back to the DAM system, with Brand Portal, a turnkey media portal solution. Brand Portal also comes equipped with accelerated downloads and dynamic renditioning. Additionally, developers in Experience Manager Sites use Connected Assets to directly access assets in a separate DAM system built on Experience Manager Assets.

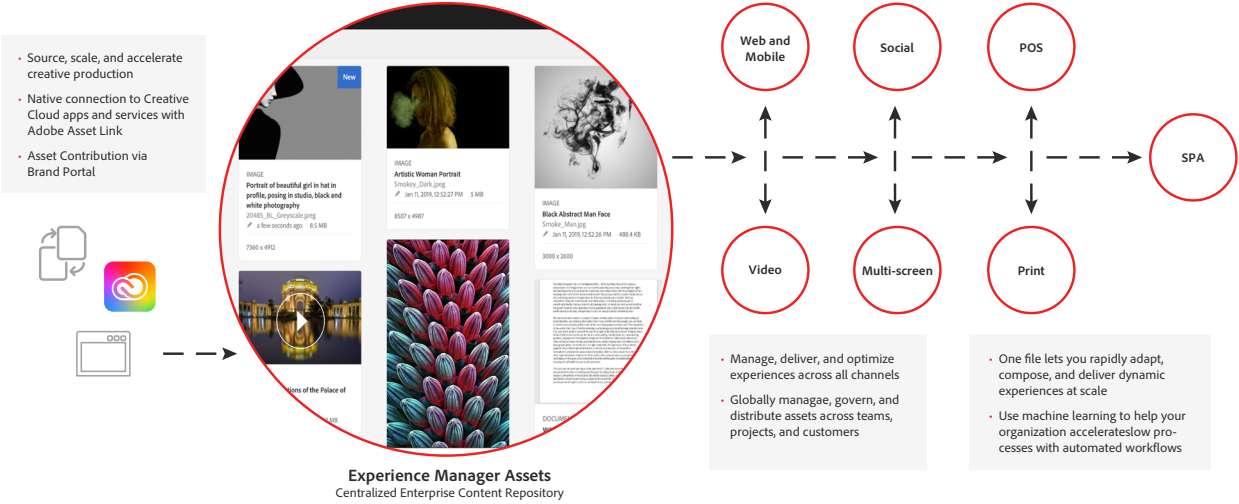
Provide greater transparency and governance across creative and marketing workflows—Track asset production from concept through review and approval. Design and execute simple or complex workflows on individual assets or collections. Perform side-by-side version comparisons to deliver feedback and make informed decisions.

Transform and deliver dynamic media—Publish and transform sets of assets—including images, video, campaign banners, or mixed-media sets—to deliver interactive customer experiences that increase engagement and conversion. Reduce tedious manual tasks using Smart Crop, powered by Adobe Sensei, to automatically crop images and video to maintain the focal point of interest upon delivery to any device.

Deliver ROI insights with asset analytics—Track assets based on usage and performance over time—including click-through rates and impressions across digital channels. Tie performance directly to conversion and ROI through an integrated intuitive dashboard.

For more information on the digital asset management capability of Experience Manager, visit www.adobe.com/marketing/experience-manager-assets.html.

 **Customers report a 366% 3-year ROI with Experience Manager Assets.**
 “The Business Value of Adobe Experience Manager Assets,” 2017 IDC White Paper



Experience Manager Assets for digital asset management and delivery.

Web and mobile experience management.

Websites are a primary channel that customers use to learn about and engage with brands across every stage of the customer journey. Web content management (WCM) solutions today need to make it easy for organizations to allow multiple authors to add and update content, create content for all devices and screens, enable content reuse across all host applications, and then deliver these engaging experiences throughout the customer journey, from awareness to purchase to support. The solution must also be able to grow with organizations as more sites are added, while adhering to brand guidelines and security requirements.

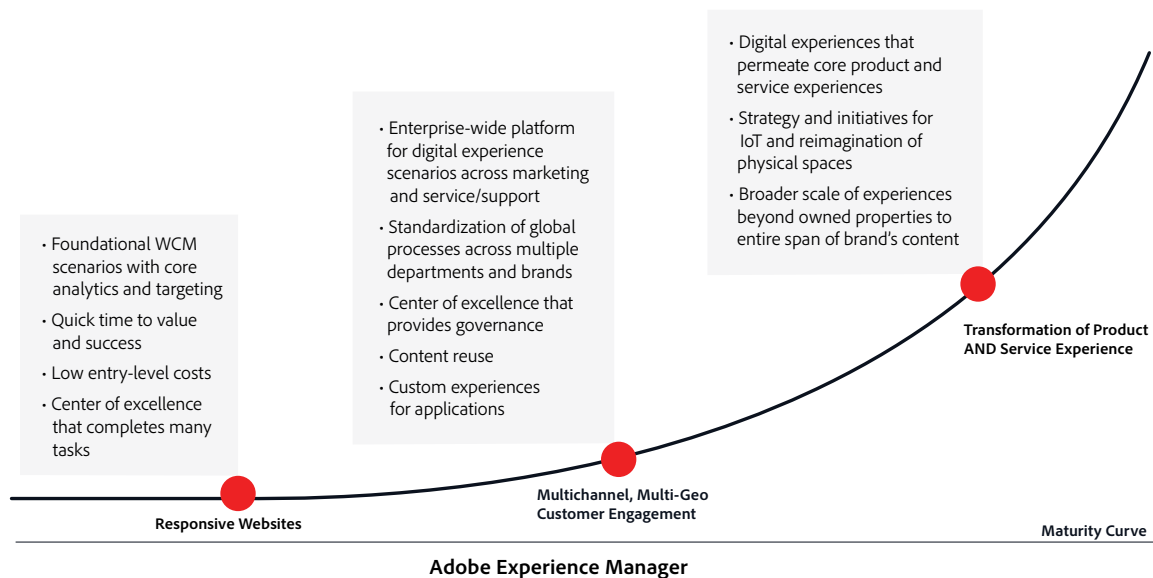
With Experience Manager Sites, midsize organizations and enterprises can take advantage of these features:

Easy-to-use responsive website authoring—Benefit from a modern user interface that enables responsive design in-context authoring, optimizes

content for search engines, and supports content localization and delivery based on context. Author technical communications with XML-based support.

Mobile content management support—Beyond responsive sites, Adobe provides layout, design, and content variations for different mobile devices. Leverage reusable Experience Fragments across mobile websites, and deliver content fragments in a headless manner to mobile applications using Content Services APIs.

Analytics foundation and personalization foundation—Leverage a unified customer profile augmented by first-, and second-, and third-party data sources; reusable experience fragments; and a best-in-class personalization and optimization engine to deliver contextually relevant experiences dynamically. Surface content insights and activity maps to make actionable decisions during site authoring.



Develop a digital experience strategy—from responsive websites to a complete digital transformation of your business.

Global-scale management—Manage tens, hundreds, or thousands of sites across different geos. Deliver personalized experiences for different languages, regions, and customer segments. Efficiently maintain a consistent look and brand identity using a centralized content library. And leverage enterprise-grade security in the cloud to safeguard your investments.

Faster time to value—Go live faster with out-of-the-box, production-ready components that can significantly reduce development cost and time. Easily create visual variations of components without back-end coding. Leverage archetypes as a baseline to get started with projects fast. Also, a standard data layer, automated provisioning, and out-of-the-box reporting tools enable you to measure and personalize experiences faster.

For more information on Experience Manager Sites, visit www.adobe.com/marketing/experience-manager-sites/web-content-management.html.



Customers report a 348% 3-year ROI with Experience Manager Sites.

IDC Business Value study, February 2018

Content Services for mobile and IoT applications—and beyond.

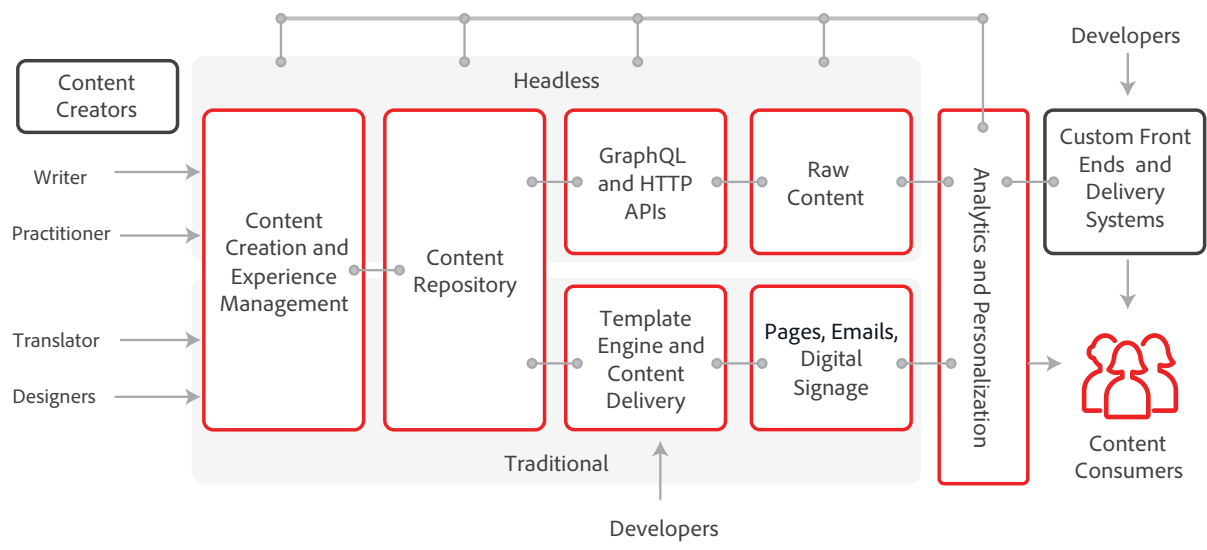
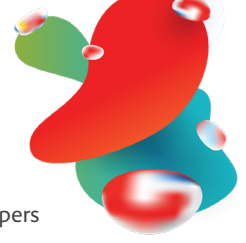
As digital permeates an exploding number of physical devices well beyond mobile devices, new types of digital experiences will emerge—and organizations will need to be able to design for them. Experience Manager Sites is a hybrid content management system (CMS) that supports traditional web and headless delivery. This enables brands to deliver consistent, rapidly adaptable, and personalized content at scale on customers' preferred touchpoint throughout the customer journey.

Key supporting elements include:

Content and Experience Fragments—Define a combination of text, assets, and their layout/rendition, so they work across all screens and devices. Repurpose content and Experience Fragments across any channel to prevent duplication and inconsistency and promote agility.

Content Services—Provides tools to define customizable content models and makes any content stored in Experience Manager available through JSON end points to any client. This flexibility powers content for modern web apps and mobile and IoT applications, while providing a holistic way to manage customer experience content. In addition to visual content, deliver audio content to voice channels such as Amazon Echo or Google Home.





Experience Manager gives you the ability to truly manage, deliver, and personalize content across all channels.

SPA editing—Enable IT to build SPAs using their choice of front-end development frameworks—React or Angular—while empowering marketers to edit in-context, preview, and translate the content on SPA. Improve first-page load time and SEO with server-side rendering.

Artificial intelligence—Easily create omnichannel experiences with artificial intelligence (AI), powered by Adobe Sensei. It helps you adapt your content so it will look great on all channels. For example, text summarization recommends varying lengths of an article or paragraph to adapt to different screen sizes and context. Smart Layout realigns the page to surface the most engaging content and helps improve conversion to the next best experience.

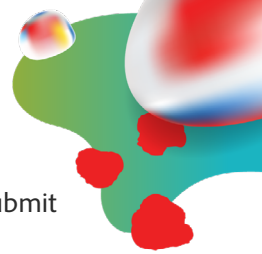
Digital enrollment and customer communications.

For many regulated industries, such as financial services, healthcare, and public sector, forms and documents are an integral part of the customer experience, supporting high-value, complex transactions like mortgage applications and benefits enrollment.

Experience Manager Forms helps organizations deliver streamlined application enrollment, process submissions efficiently, and enable personalized communication across any device or channel, helping you increase conversion and retention.



Customers report a 379% 3-year ROI with Experience Manager Forms.
 "The Business Value of Adobe Experience Manager Forms," 2018 IDC White Paper



With the digital forms and customer communication capabilities of Experience Manager Forms, organizations can:

Author user-friendly interactive forms—Author forms once and deliver across multiple screens, channels, and formats—even print—with easy-to-use tools and templates while meeting Section 508 accessibility standards. Include dynamic behavior to guide customers, or prefill parts of the form through configurable data connections with any back-end system. Add compliant e-signatures via native integration with Adobe Sign.

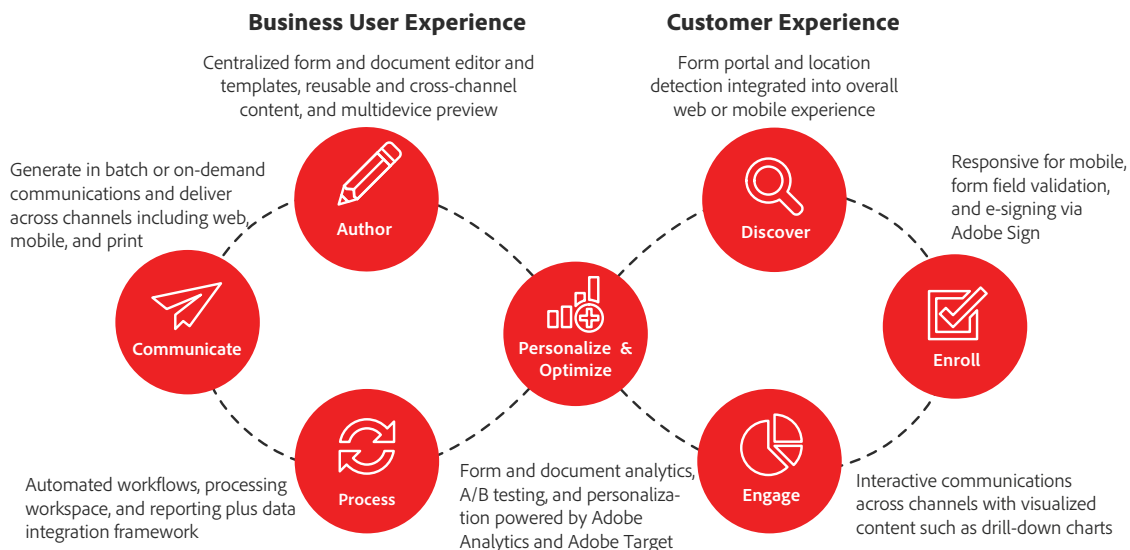
Personalize and streamline customer communications—Create and generate personalized, multichannel communications to drive engagement and upsell/cross-sell across both web and print channels. Deliver based on schedule, in batch, or on-demand correspondence, and embed interactive, drill-down charts across channels.

Ensure consistent and timely responses—Submit form data with a robust workflow engine that connects to existing back-office systems, business rules, and people, so organizations can quickly take action. Connection to web services enables secure payments or other capabilities.

Fragment-based authoring—Create a form or document fragment, such as a group of fields or a prefilled data field, and use it in any form or document. Reuse common components and templates to create new forms and documents.

Automated forms conversion—Use Adobe Sensei to automate the process of converting batches of legacy PDF or XDP files to mobile responsive forms for any device in just a few clicks.

For more information on Adobe Experience Manager Forms, visit www.adobe.com/marketing-cloud/experience-manager/forms-document-management.html.



With Experience Manager Forms, organizations can create and manage mobile-responsive forms and personalized customer communications at scale.

In-venue screens.

Brands that want a competitive advantage can harness the power of digital screens to drive higher in-venue engagement through compelling experiences that delight and surprise. Bridge your online engagement and offline experiences with in-venue digital screens. Increase revenue due to higher brand engagement through better in-venue experiences.

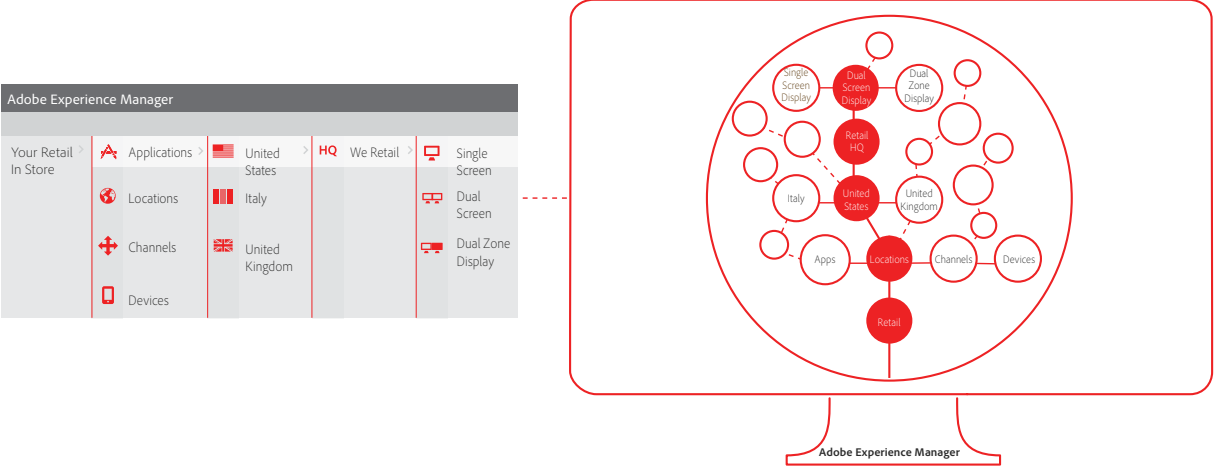
Experience Manager Screens enables marketers and store operations to efficiently design, deliver, and optimize experiences on all digital displays, from interactive kiosks to digital signage, leveraging the same platform used to deliver their brand's web and mobile experiences.

Design—Create experiences with a cross-channel authoring UI, SPA Editor, approval workflows, and centralized asset management that is shared across web and digital signage.

Deliver and schedule—Reliably manage devices, playlists, and content at scale across signage networks.

Optimize—Use data-triggered content to personalize experiences and Adobe Analytics integration to drive usage insights.

For more information on Experience Manager Screens, check out <https://business.adobe.com/products/experience-manager/screens.html>.



Easily deliver personalized experiences to in-venue digital signage networks with Experience Manager Screens.

Cloud agility and scale.

With Experience Manager, midsize and enterprise organizations can leverage the benefits of the cloud to exceed customer expectations. It provides you with agility to achieve speed to market while being flexible and extensible to meet unique business requirements.

Key benefits include:

Access innovations fast—Enable your teams to access product innovations quickly with simplified and streamlined feature updates, resulting in minimal disruption of service for the marketers.

High availability and performance resiliency—Built-in redundancy and proactive monitoring to provide mission-critical service-level availability with robust protection against unpredictable cloud outages.

Security coverage and compliance—Minimize the risk of security threats with Adobe-backed security rules based on certifications, including ISO 27001, SOC 2, and industry-specific regulations.

Scale with business needs—The system constantly monitors the need for capacity based on traffic and automatically scales to ensure optimal performance at all times.

Accelerate time to market—Leverage Cloud Manager, a purpose-built yet fully configurable and extensible CI/CD pipeline to automate functional and load testing, and quickly bring up production-ready environments to build and iterate on ideas.

Increase developer productivity—Conduct automated code inspection, testing, and security validation based on Adobe's engineering best practices for fast releases without compromising quality.

API connectivity—Complement existing systems and external notification channels.



Unified solution with powerful ecosystem for digital transformation.

Experience Manager is part of Adobe Experience Cloud, which offers a set of common capabilities that equip marketers to share data, insights, context, and profiles across Experience Cloud solutions—accelerating time to value and powering integrated marketing magic. Key features include:

- > Native connections to Adobe Marketing Cloud (Adobe Target/Adobe Campaign) for delivering personalized experiences across any channel—web, mobile, email, social, and SMS
- > Native connection to Adobe Analytics Cloud for accessing rich first- and third-party user data with unified profile, advanced segmentation, and predictive analytics
- > Adobe I/O that offers APIs, libraries, and associated documentation to connect Experience Manager with almost any third-party application

Experience Manager also has a large ecosystem of implementation partners, developer user groups, and comprehensive digital learning resources to fast-track your digital transformation goals:



Services

600+ certified implementation partners



Community

Experience League that offers guided self-serve learning, community, and the ability to connect with experts



Digital Foundation Blueprint

Developer-focused tools, training, and success-driven best practices to speed time to value



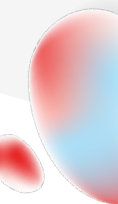
Skills

Adobe Digital Learning Services for training and certifications



Guidance

Digital maturity assessment and prescriptive guidance for success offered by Adobe Consulting Services



About Experience Manager.

Experience Manager allows marketers and developers to create, manage, and deliver customer-facing digital experiences across every channel—web, mobile, social, video, in-store, SPAs, and IoT. The solution spans digital experience management including web and mobile, digital asset management, forms, and communications. Experience Manager integrates with other Adobe solutions, allowing businesses to use data insights to deliver targeted content to identified segments and transform content into engaging, personalized experiences—optimizing customer engagement and lead generation and accelerating revenue.

For more information.

www.adobe.com/go/aem



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