ADOBE SUPPORT OFFERINGS

Adobe Experience Cloud

Online | Business | Enterprise | **Elite**

Adobe provides a comprehensive range of technical resources to help support your business included as part of your Experience Cloud license subscription and further enhanced in the ELITE support package. ELITE support includes access to personalized learning paths and monitored community forums via the Adobe Experience League. You can also take advantage of our detailed and in-depth technical product documentation and current release notes. ELITE customers will also have access to a Named Support Engineer as well as a Technical Account Manager who combine and work in partnership with you to provide best in class proactive and reactive support while acting as your designated technical contacts in the Adobe Support Team. With deep experience in your designated Experience Cloud solutions, your support team work to ensure that no matter how complex your support needs are, the Adobe Support team will be there side by side with you throughout, to ensure you maximize your investment in the Adobe Experience Cloud solutions and to help you avoid problems before they happen.

		Online Support	Elite Support
		Included with Subscription	*Paid Support ($)*
Assigned Experts	Account Support Lead		
	Named Support Engineer		✓
	Technical Account Manager		✓
Support Services	Online Support	Business hours	24x5
	24x7x365 P1 Issue Support	✓	✓
	Named Support Contacts (per product)	4	15
	Live Telephone Support		✓
	Escalation Management		✓
	Service Reviews per Year		4
	Expert Sessions per Year		4
	Event Management		✓
	Environment Review, Maintenance & Monitoring		✓
	Release, Migration, Upgrade & Product Roadmap Review		✓
	Cloud Support Activities – Experience Manager as Cloud		✓
Field Services	Launch Advisory Services – First Year of new solution		✓
	Field Service Activities		4

Service Level Targets: Initial Response

Priority	Online Support	Elite Support
PRIORITY 1 Customer's production business functions are down or have significant data loss or service degradation and immediate attention is required to restore functionality and usability	24x7 / 1 hour	24x7 / 15 minutes
PRIORITY 2 Customer's business functions have major service degradation or potential data loss, or a major feature is impacted	Business hours / 4 hours	24x5 / 30 minutes
PRIORITY 3 Customer's business functions has minor to no service degradation but there exists a solution/workaround allowing business functions to continue normally	Business hours / 6 hours	24x5/ 1 hour
PRIORITY 4 General question regarding current product functionality or an enhancement request	Business days / 3 days	Business days / 1 day

Elite Support Features

Technical Account Manager

A designated Technical Account Manager to oversee your Elite experience, coordinate the support and field services engagements, and provide proactive services to maximize your business value.

Named Support Engineer

A designated support engineer who becomes familiar with your solution environment and business goals. The NSE is an experienced support engineer that helps coordinate your Enterprise Support experience..

Case Reviews

Regular scheduled review of open support requests, ensuring customer alignment on case description, business impact, status, priority and agreement on next steps required to ensure an expedient resolution.

Escalation Management

A designated point of contact within Adobe who can provide escalation assistance, regular updates and ensure priority is given to your most critical open support requests.

Service Reviews

A regular review of Elite program services, support metrics, and deliverables, including a forward-looking plan

Expert Sessions

A 60-minute session focusing on a specific product feature and how it can be utilized to solve common business problems.

Environment Review

Proactive review of your solution deployment, configuration, and overall architecture, including integrations.

Solution Roadmap Review

Compare and align Adobe solution roadmap with your project roadmap to mitigate risk and prepare for the future.

Maintenance & Monitoring

Receive maintenance best practices and latest fixes (SPs, MR, patches, FPs) to remain up-to-date on all maintenance checks

Release Preparation & Review

Receive personalized guidance on new product features to take advantage of latest innovations, and have Adobe experts review release and upgrade plan.

Knowledge Transfer

Ongoing knowledge transfer from Adobe Support team to provide best practices around solution usage.

Event Management

Manage key events to ensure you have the right level of support, coverage, and mitigation plan in place during those key business and project milestones.

Online Support Features

Community Forums
Online Forums

Continuous online access to a growing database of technical solutions, product documentation, FAQs and more. Connect with practitioners and other customers on Adobe Community to share best practices and lessons learned

24X7 P1
Phone Support

Authorized users or **Named Support Contacts** can submit issues through all available channels (including phone for P1) and interact with our technical support team on behalf of your company.

Experience League
Self-guided Journeys

Experience Makers are made with Experience League. Customers can kickstart their Customer Experience Management abilities with personalized learning to develop skills, engage with a global community of peers, and earn career advancing recognition

Office Hours
Webinars

Office Hours led by the Adobe Customer Support team includes sessions designed to inform as well as help participants troubleshoot problems and provide tips and tricks for success with Adobe solutions

Live Chat Support*
Chat Support

Start a chat session to get answers & help with case submission
Not all products have live chat support.

Self-help Portals
24/7 Support Portal

On-demand access to the online Self-help Support Portal to submit support requests, review case status, and browse other resources, like our knowledgebase, news and alerts, featured tips, and more.

Cloud Support Activities - AEM

Governance for AEM as a Cloud Service

Technical & operational governance to assist AEM as a Cloud Service Customers in adhering to industry standards and best practices for AEM as a Cloud Service

Value-added Services for AEM as a Cloud Service

Identify, review and provide recommendations on customized solution adoption areas that have opportunities for optimization

Customization Best Practices for AEM as a Cloud Service

Drive adoption of customization best practices and core components in AEM as a Cloud Service

Launch Advisory

For customers implementing a **new Adobe Experience Cloud solution,** Launch Advisory is a core set of advisory services and recommendations that are proven to support successful deployments and accelerate time-to-value.

Field Service Activities

Field Services are used for **quick resolution**, focused customer success and accelerated **time-to-value**. If Launch advisory is active there will be **no Field Services in year 1** for any solution product covered by a Support contract.

Kickoff	Define	Design	Go-Live	Post Launch

4 Activities per Year

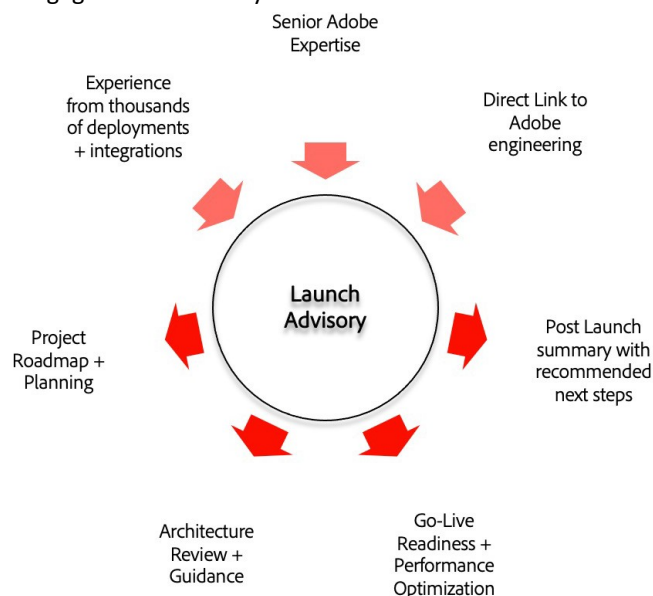**Implementation** ⟶ **Run & Operate**

Adobe solution experts help validate requirements, architecture, development process, and launch readiness reviews with best practice-based guidance to customers and implementation partners.

Launch Advisory will align with your project schedule through common milestones (Kickoff, Define, Design, Go-live and Post Launch) to guide, validate, assess and make recommendations.

Key Deliverables
include:

- Kickoff (including project collaboration plan) deck
- Assessment & recommendations document(s)
- Engagement summary

As an Elite customer, you are eligible for 4 **activities per year**
from the following two tracks: **Technical** and/or **Strategic**.

Technical Track Activities ensure customers are technically sound and maximizing their tool adoption. Specifically, these types of activities include support and recommendations related to platform configurations, integrations and troubleshooting
Types of technical activities available::

- ✓ Health audit
- ✓ Platform audit
- ✓ Feature set enablement
- ✓ Basic integrations and configurations
- ✓ Customer solution troubleshooting
- ✓ Cloud service support

Strategic Track Activities locate opportunities to ensure value is being realized from a customer's Adobe solutions. They include support recommendations related to strategy, measurement and maturity to drive value realization across one or more Adobe solutions.

Types of strategic activities available::

- ✓ Maturity Roadmap
- ✓ Use case development/measurement
- ✓ Reporting & analysis
- ✓ Best practices enablement

Senior Adobe Expertise

Experience from thousands of deployments + integrations

Direct Link to Adobe engineering

Launch Advisory

Project Roadmap + Planning

Post Launch summary with recommended next steps

Architecture Review + Guidance

Go-Live Readiness + Performance Optimization

Resources

Experience League	Experience League is how Adobe helps businesses achieve the value they expect from their Adobe investment. It's the unified place where customers can learn, connect, and grow along a personalized path to success that includes self-help tutorials, product documentation, instructor-led training, community and technical support.
Training	Adobe Digital Learning Services courses are accessible from Experience League. Learning courses integrate both on-demand and instructor-led lessons. Here you can accrue skills that have recognized market value and position them to drive success in your organizations.
Production Issues & System Outages	Status.adobe.com conveys the health information of all Adobe products and services that are deployed in multi-tenant environments. Customers can choose their subscription preferences to get email notifications whenever Adobe creates, updates or resolves a product event. This can include scheduled maintenance or service issues of varying levels of severity.
Terms and Conditions	Terms and conditions detailing Support Services offerings

Regional Hours Of Operation And Language Support

Adobe's local business hours align to the customer's billing region

Americas	Europe, Middle East & Africa	Asia Pacific	Japan [1]
6 am – 5:30 pm	9 am – 5 pm	9 am – 5 pm	9 am – 5:30 pm
Language support only available in English and Japanese			
[1] P2, P3, P4 cases are limited to business hours only **(JAPAN)**			

Unparalleled Expertise   **Accelerated Support**   **Strategic Advice**

To learn more about Adobe Support Offerings and the right level for you, contact your Named Account Manager (NAM) or Customer Success Manager (CSM)