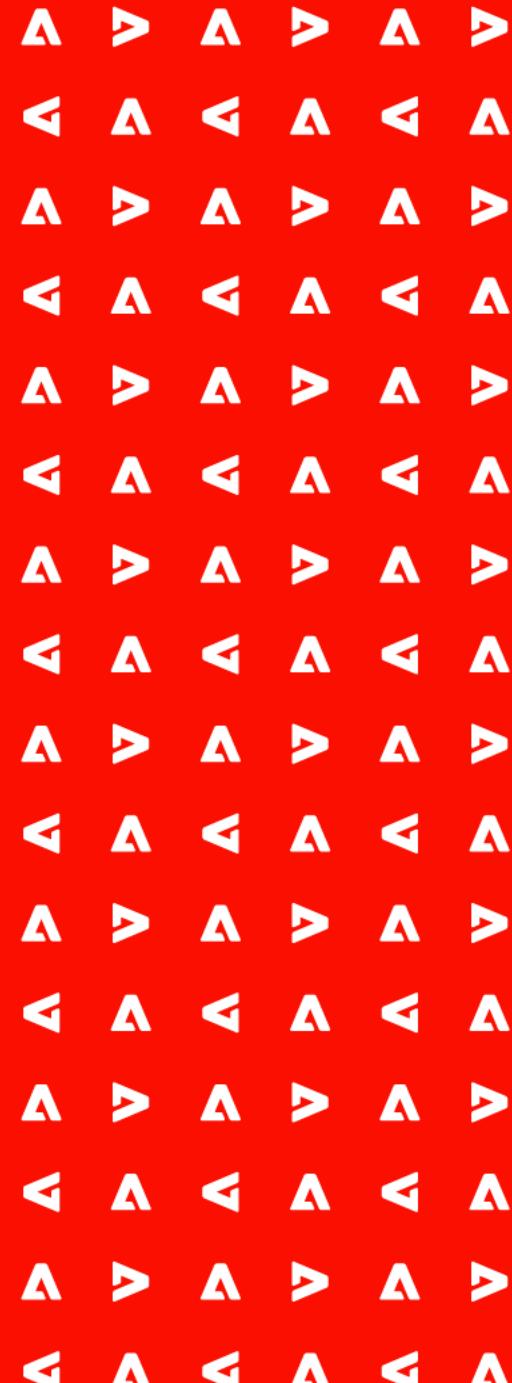




Adobe Experience Manager Procurement Deck

2021



Agenda

Overview

Sites

Screens

Assets

Forms

Cloud Service

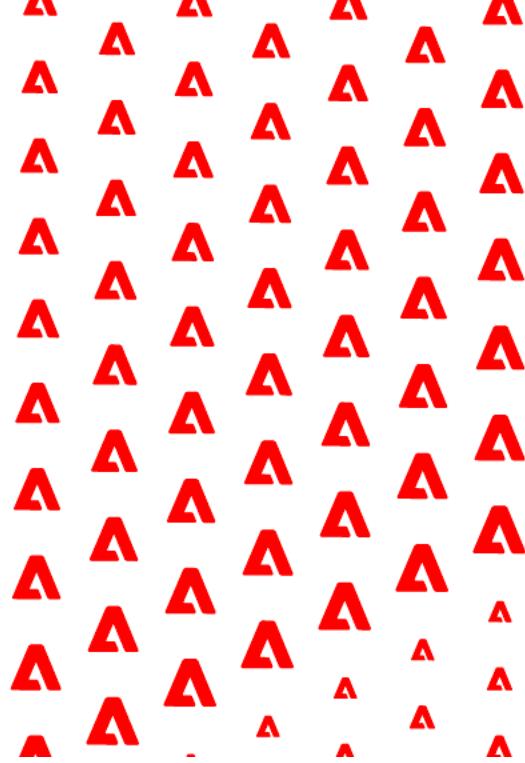
Managed Services

Integrations

Adobe Consulting Services

Adobe Digital Learning Services

The purpose of this deck is to provide detailed information on what features are included in the purchase of various Adobe Experience Manager offerings and add-ons

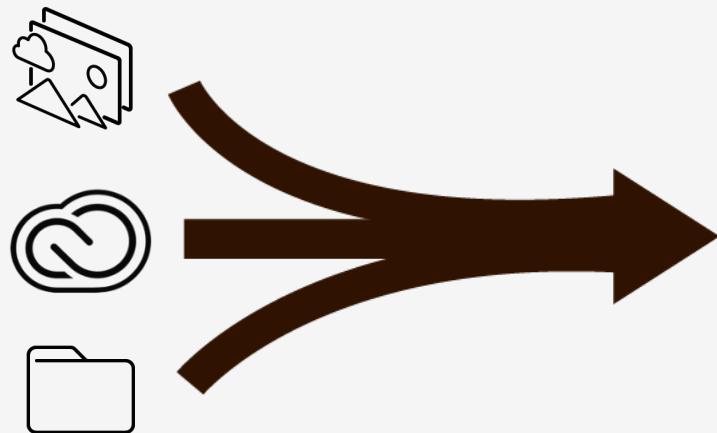


Adobe Experience Manager

Modern cloud application that accelerates creation, management and delivery of personalized experiences across any touchpoint

Source | Create

Ingest any number of content types: Creative Cloud, Stock, Brand Assets and more



Manage | Assemble

Easily store, find and compose varied experiences

**Adobe
Experience
Manager**

Personalize | Deliver

Intelligent personalization and channel-agnostic content delivery



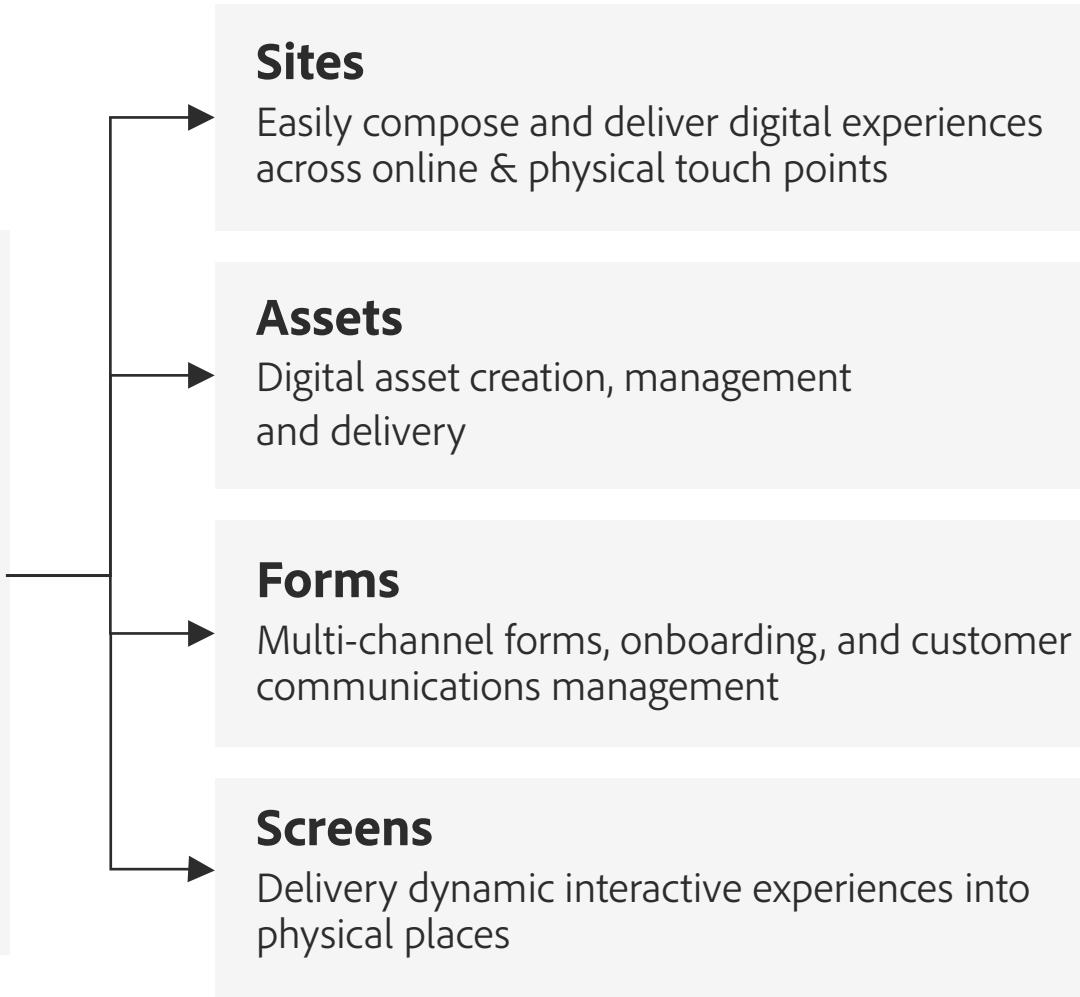
Smart Content Services

Powered by Adobe Sensei
Artificial Intelligence & Machine Learning

Adobe Experience Manager– Application Offerings

Adobe Experience Manager

manages and delivers connected digital experiences across all channels



Cloud Manager

Unified Digital Experience Delivery Platform to manage cloud operations

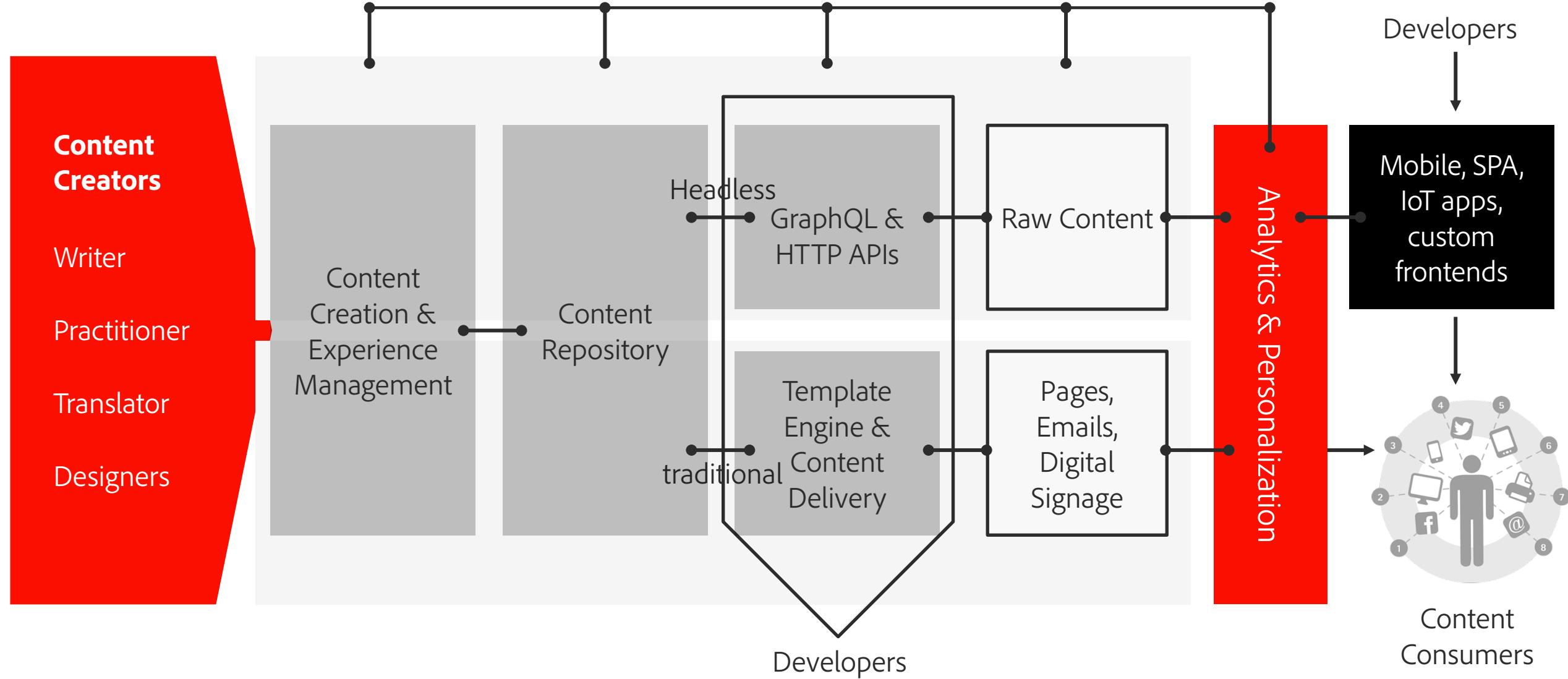
Experience Intelligence

Powered by Adobe Sensei Access within Adobe Experience Manager to Adobe Target, Adobe Analytics, Adobe Campaign and Adobe Sign capabilities



Adobe Experience Manager Sites

Experience Manager Sites Delivers Omnichannel Experiences: Both traditional and API first delivery



Solution for Content Authors, Developers & Operations



Content Authors

- In-context Editor for Web & SPA
- Re-usable templates and fragments
- Multi-Site Management and Translation
- Workflows, Permissions, Project Governance



Developers

- GraphQL and HTTP API for pure headless delivery
- Support for Web Apps (SPA, AMP)
- Production-ready Components
- Faster Innovations with instant setup and purpose-built CI/CD
- Always Current with flexible access to updates



Operations

- Guaranteed Performance & Availability
- Highest Security Certifications
- Near Zero Downtime
- Faster Upgrades & Maintenance

Why customers choose Adobe Experience Manager Sites

Most common use cases:



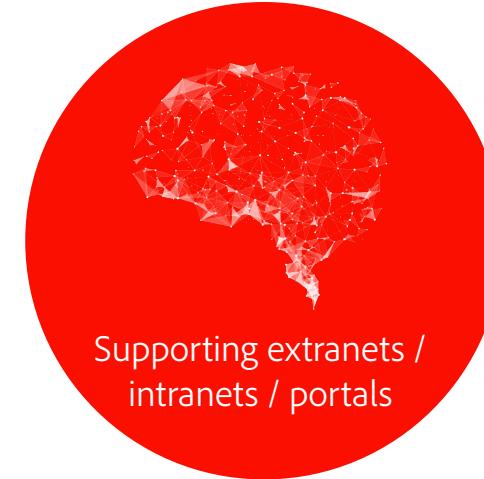
Supporting customer-facing websites



Pushing content to mobile & IoT apps



Pushing content to digital signage



Supporting extranets / intranets / portals

Criteria for selecting Adobe Experience Manager Sites:

- Implementing a single consolidated content management system, both traditional and headless
- Avoiding task duplication via reusable elements
- Benefiting from rich multi-site management features
- Creating authoring efficiencies with natively embedded DAM
- Empowering marketers for content updates
- Integrations with Experience Cloud such as Target, Analytics

Packaging

Adobe Experience Manager Sites

BASE

Cloud Service

Cloud-native service that is always current,
scalable and available.

Managed Services

Experience Manager Sites hosted and managed by
Adobe. Scales based on SLA, users, activity and
service tier (basic vs enterprise).

&

Add-ons

Commerce Integration Framework

Power experience-driven commerce

Dynamic Media & Video

rich media & video delivery

Developer App Builder

framework to extend and integrate AEM

Capacity

storage, backup, dev. instance, users

Adobe Experience Manager – Sites Features

Omni-channel Authoring & Headless Delivery

- Content Fragments (CF)
- Experience Fragments (XF)
- Java APIs for JSON Output at page level
- HTTP API and GraphQL API** for pure headless delivery
- Single Page App (SPA) Editor + JS SDK

Business-friendly Authoring

- Drag-and-drop in-context authoring
- Touch-optimized UI
- Responsive web design
- Design and layout management via Editable Templates
- Connected Global DAM

Low/no-code Developer Tools

- Production-ready out-of-box Core Components
- Style System
- XD UI Kits
- Project Archetype
- Digital Foundations Blueprint
- Developer Sandboxes
- Purpose-built CI/CD

Personalizing Experiences

- Context Hub for simple rules-based personalization
- Export XF to Adobe Target for A/B Testing, MVT, Auto-target and more with Personalization Foundation*
- Content insights, activity mapping, analysis workspace and more with Analytics Foundation*

Globalization at scale

- Multi-site Manager
- Translation Workflows and Connectors

Intelligent Authoring & Delivery (powered by Adobe Sensei)

- Auto-text Summarization
- Smart Layout (Limited Beta)

Content Governance

- Java Content Repository
- Media Library
- Version control - Page Version Comparison, Time Warp
- Search

Administration

- User, Group and Access Rights Management
- Projects, Calendar view and task inbox
- Workflows
- Extensive APIs – Java/HTTP/CRUD

Integrations

- 80+ Out-of-box connectors via partner-driven Exchange Marketplace
- Open Extensible Java APIs with developer documentation to connect to any third-party application

*Powered by Adobe Target/Analytics

** Available first on Cloud Service deployments

Sites ADD-ONS:

Commerce

Dynamic Media and Video

XML Documentation

Adobe Experience Manager Sites - Commerce Integration Framework Add On



Out of the box integration with Magento and a standardized integration layer for integration with any number of 3rd party commerce engines



Deliver branded, personalized shopping experiences and gain insights across web, mobile, social, in store touchpoints and emerging channels



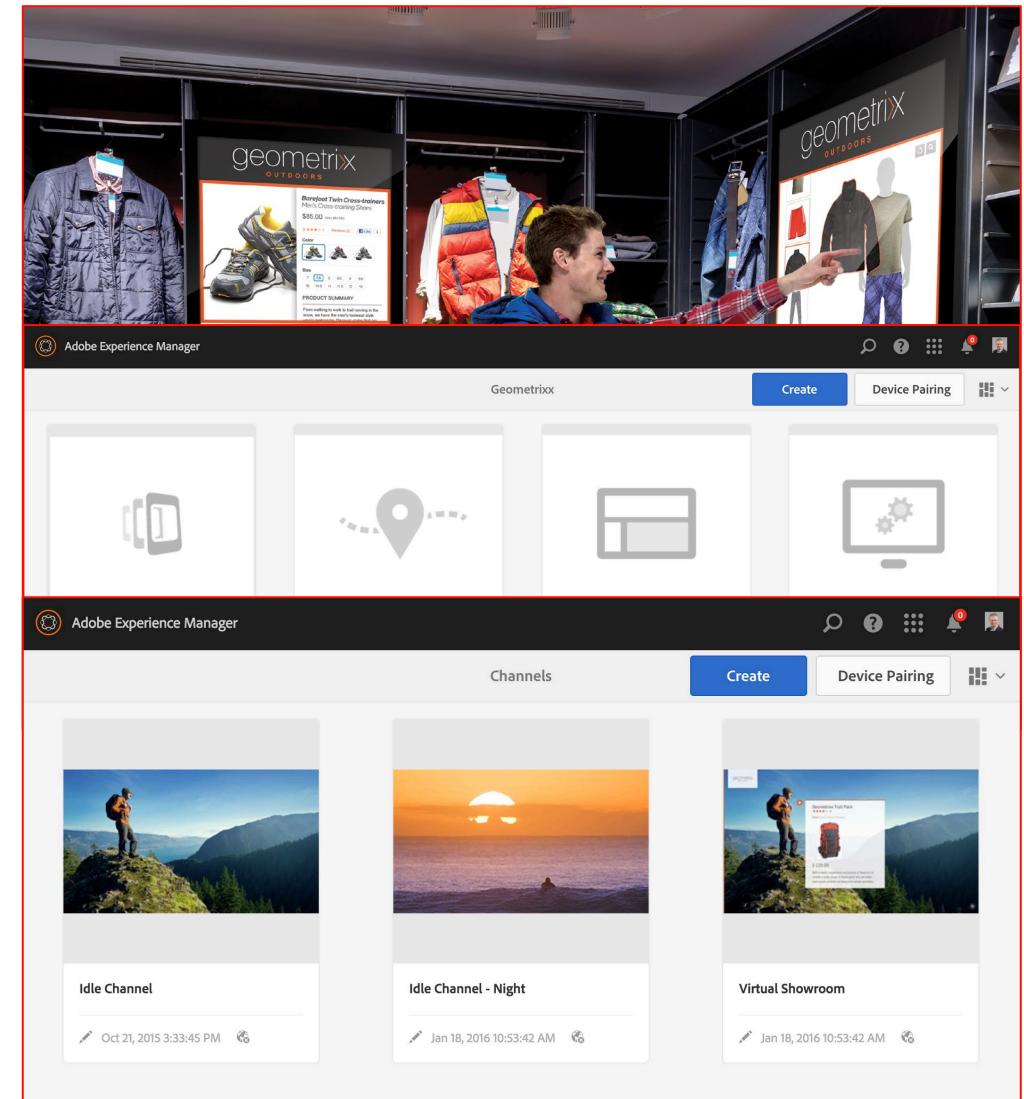
Author and customize pages and components based on target visitor context and merchandising strategies



Build storefronts with out-of-the-box Adobe Experience Manager components, (like Product display, Shopping cart, and others) or Magento's PWA storefront



Leverage Adaptable Commerce Processes and Business Logic (I/O Runtime)



Dynamic Image And Video Delivery



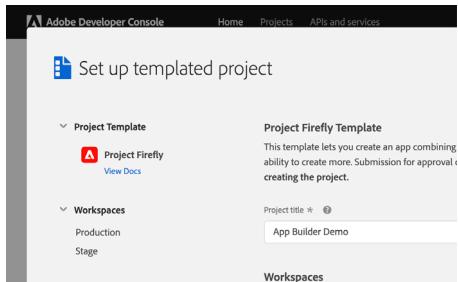
Dynamic Media license required

- Using one file, auto generate and publish unlimited versions, changing size, format, resolution, crop, or effect
- Assures consistent, quality experiences are delivered to any screen, regardless of size or bandwidth
- Full size video is auto-sized for all screens and adaptively streamed to assure a consistent and quality user experience

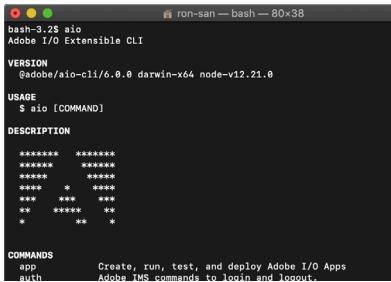
Adobe Developer App Builder

App Builder empowers developers with a complete framework to extend and integrate with Adobe Experience Manager.

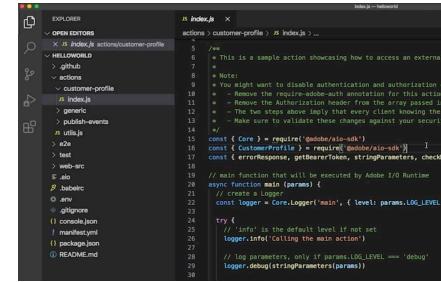
Adobe Dev Console



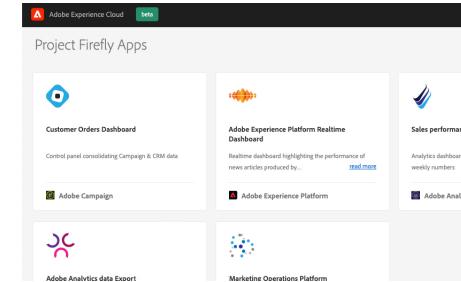
to CLI



to Code



to App



Analytics Foundation and Personalization Foundation* – powered by Adobe Target and Analytics

Analytics Foundation and Personalization Foundation

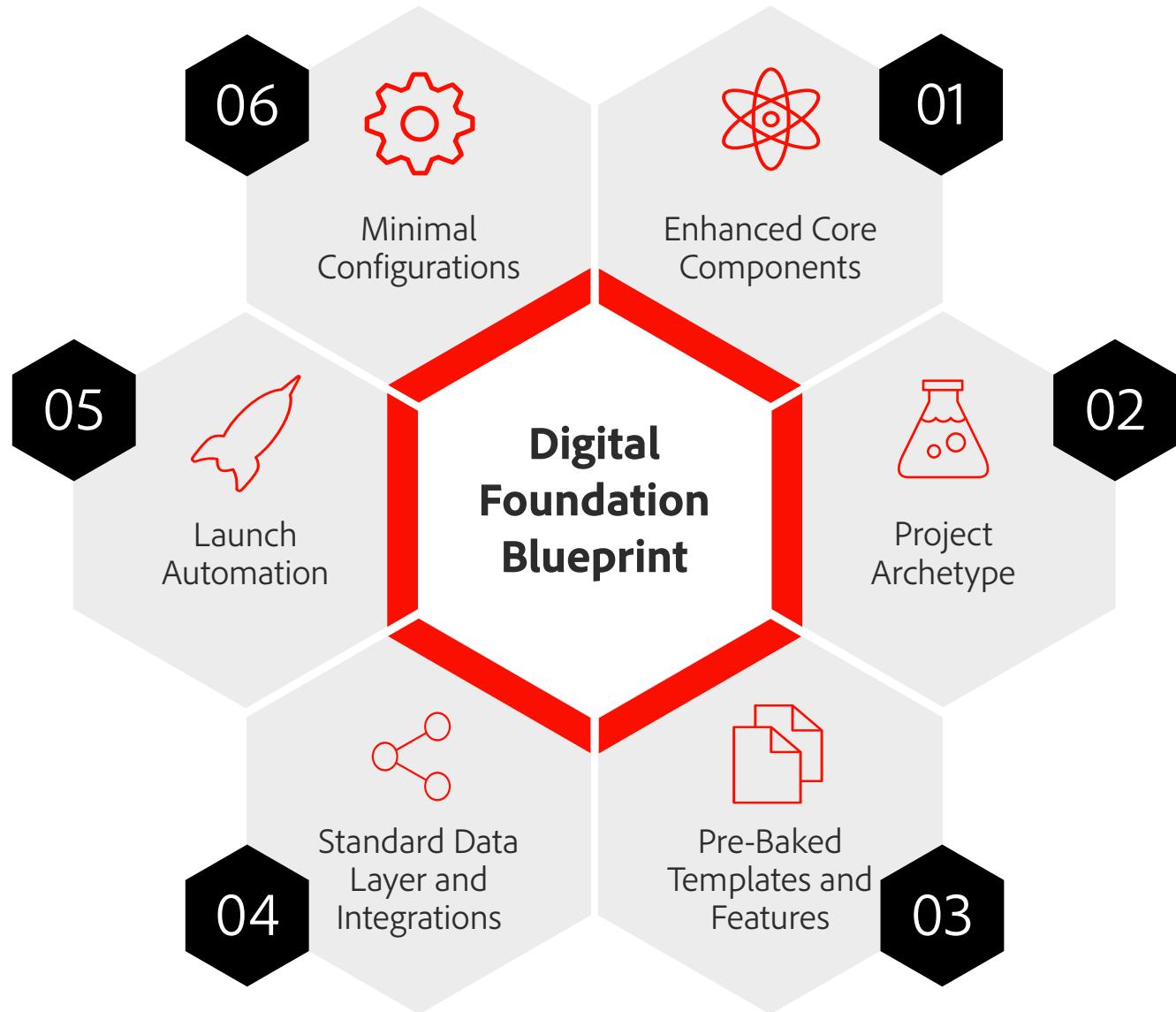
- Smart Layout
- A/B Testing
- Multivariate testing
- Fluid personalization
- Auto-allocate
- Segment builder
- Anomaly detection
- SPA Analytics
- Rules based personalization
- Advanced audience capabilities
- Customer journey optimization
- Analysis workspace
- Mobile analytics
- Usage and lifecycle metrics
- Activity maps
- Content insights

*Included with Adobe Experience Manager Sites for qualifying customers based on volume and usage criteria

Digital Foundation Blueprint to accelerate first time to value

Partner toolkit that includes a suite of standardized processes, automation tooling, and implementation patterns which follow Adobe's best practices

- Lower total cost of ownership by leveraging Adobe components, tools, and best practices
- OOTB reporting and insights relevant to your business model and industry
- Automated provisioning and integration of Adobe Experience Manager, Analytics, and Target
- Build with a Standard Data Layer developed and maintained by Adobe





Adobe Experience Manager Screens

Packaging

Adobe Experience Manager Screens

BASE

Cloud Service

Cloud-native service that is always current,
scalable and available.

Managed Services

Experience Manager Sites hosted and managed by
Adobe. Scales based on SLA, users, activity and
service tier (basic vs enterprise).

Intelligent and Personalized Digital Signage

Built on the industry-leading CMS and DAM suite, Adobe Experience Manager Screens powers better digital in-person customer experiences



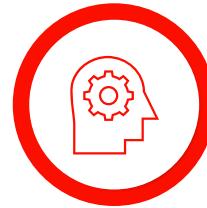
Faster experience creation and delivery

Intuitive content authoring, content-author workflow automations, reusable content and out-of-the-box components and templates



Personalized and relevant

Dynamically delivered content based on data, event, voice, sensor or webcam triggers. Dayparting, scheduling and localization controls for time and location relevance



Intelligent

Built-in AI to enhance productivity, scale content, realize workflow efficiencies and deliver personalized experiences

Adobe Experience Manager Screens Features

Digital signage content authoring & delivery

- Asset Level Daypart Scheduling
- Channel Level Daypart Scheduling
- Embedded Channel for Localization
- Multi-Zone Templates
- Text overlay
- Embedded sequences
- Video renditions
- Command sync
- Channel Level Bulk Image Playback Duration
- Bulk offline update
- Video and image rendition automation

Business-friendly Authoring

- Drag-and-drop in-context authoring
- Touch-optimized UI
- Responsive Channel Layouts
- Design and layout management
- Automated workflows
- Timeline and Dashboard View

Low/no-code Developer Tools

- Production-ready out-of-box Components
- Style System
- Developer Sandboxes
- Purpose-built CI/CD

Personalizing Experiences

- Context Hub for simple rules-based personalization – data/event triggers
- Touch enablement for interactive experiences
- Camera and voice activated channels

Globalization at scale

- Unlimited Player device support
- Translation Workflows and Connectors
- Local timezone based activations

Intelligent Authoring & Delivery (powered by Adobe Sensei)

- Padding workflows for custom resolutions

Better Together (Available with Sites and/or Assets)

- Single Page App (SPA) Editor + JS SDK
- Reusable content: Content and Experience Fragments
- Live copy for Experience Fragments
- Connected Global DAM

Content Governance

- Java Content Repository
- Media Library
- Search

Administration

- User, Group and Access Rights Management
- Calendar view and task inbox
- Extensive APIs – Java/HTTP/CRUD

Integrations

- Commerce connectors via partner-driven Exchange Marketplace
- Adobe Analytics

Media Player App

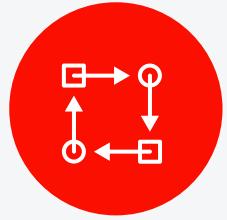
- Remote screenshot
- Auto-restart
- Error logging
- Compatible with Samsung Tizen, BrightSign, Windows, Android, Chromium



Adobe Experience Manager Assets

Adobe Experience Manager Assets

Next generation digital asset management to organize, adapt, distribute rich media & experiences at scale across the customer journey.



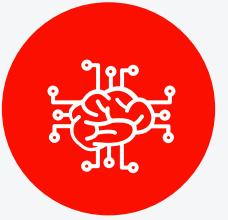
CREATIVE & MARKETING
WORKFLOWS



ASSET
MANAGEMENT



AUTOMATED
EXPERIENCES



EXPERIENCE
INTELLIGENCE

Native
connection to
Creative Cloud

Global content
governance for
Enterprise

Optimized
Rich media
At Scale

AI
automation &
IT flexibility

Why Adobe Experience Manager Assets

Create assets

47%

faster

Search for
and find
assets

74%

more quickly

Deliver
experiences
to market

27%

faster

Reduce time it
takes to launch a
campaign by

20%

366%

ROI on Adobe Experience Manager Assets over three-year
span

Packaging

Adobe Experience Manager Assets

BASE

Cloud Service

Cloud-native service that is always current, scalable and available.

Managed Services

Experience Manager Sites hosted and managed by Adobe. Scales based on SLA, users, activity and service tier (basic vs enterprise).

&

Add-ons

Content Automation

Automated content renditions

Dynamic Media

rich media & video delivery

Asset Share

search, upload, download, share

Personalized Media

product builders, templating

Commerce

connect/integrate product systems

Capacity

storage, backup, dev. instance, users

XML Documentation

Power technical documentation

Developer App Builder

framework to extend and integrate AEM

Adobe Experience Manager – Assets Features

Experience Manager Assets

- Collections & Lightbox
- Advanced Metadata Properties & Management
- Adobe Asset Link (connect to Creative Cloud for enterprise)
- AEM Desktop App
- Processing Profiles
- InDesign Server Integration
- Asset Templates + Catalog Producer Framework
- Adobe Photoshop Illustrator & InDesign linked-assets
- DAM Proxy Server - performance offloading
- Multi-lingual Asset Management
- PIM Integration
- Rights Management
- Camera RAW Support
- Search Facets Management & Configuration
- Pre-built DAM Workflows (e.g. Photoshoot)
- Asset Reporting & Analytics: Asset Insights
- 3D Asset Management
- Connected Assets (MS only)
- Brand Portal
 - Self-Service Access
 - Browse, Search & Download
 - Collections & Folder Sharing
 - Admin Tools
- Smart Tags
- Visual Search
- Assets Admin UI

Media Library

- Basic Metadata Properties
- Tag Management
- Version Control
- Static Renditions
- Projects, Tasks, Workflow Authoring
- Activity Stream (timeline)
- Query Builder (API)
- Marketing Cloud Integration
- UI Customization & Extension
- Comments & Annotation

Assets ADD-ONS:

Dynamic Media & Video

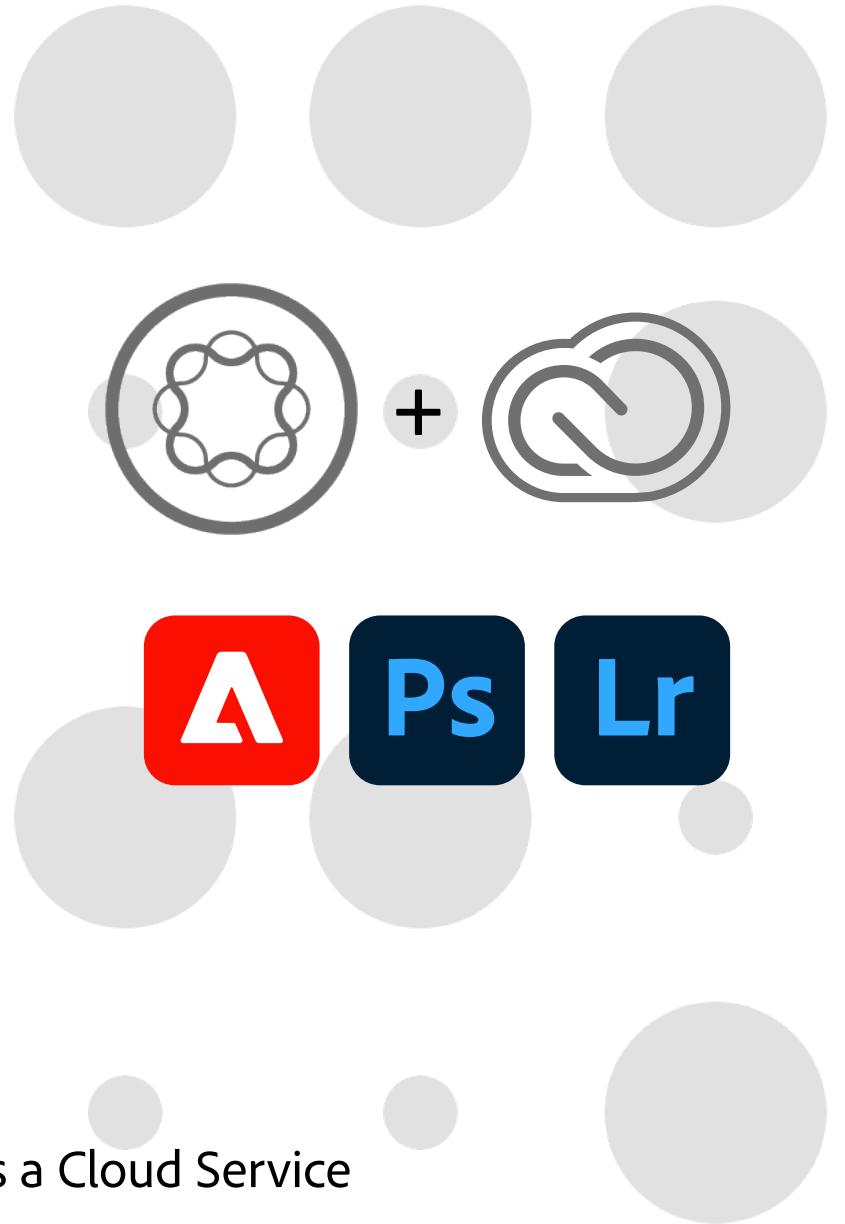
Personalized Media

Asset Share

Experience Manager Assets: Content Automation

Empower content teams with media handling and transformation services, powered by Creative Cloud

- Apply creative operations to your assets at scale
- Automate processing and transformation of raster images and selected creative file formats to produce additional production-ready output
- Available creative operations include auto-toning, auto-straighten, Lightroom presets, image cutout, image masking, Photoshop Smart Object replace and Photoshop Actions



Available as an add-on to Experience Manager Assets as a Cloud Service

Dynamic Image And Video Delivery



Dynamic Media license required

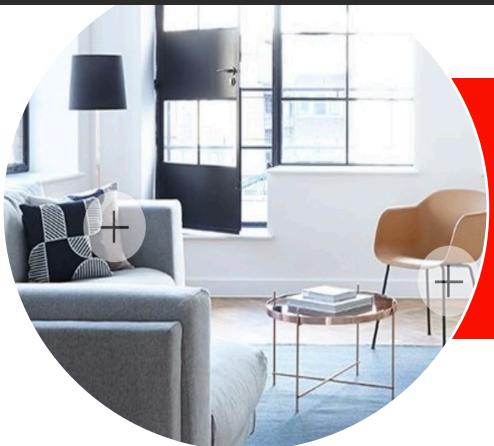
- Using one file, auto generate and publish unlimited versions, changing size, format, resolution, crop, or effect
- Assures consistent, quality experiences are delivered to any screen, regardless of size or bandwidth
- Full size video is auto-sized for all screens and adaptively streamed to assure a consistent and quality user experience

Dynamic Media & Video (add-on) – Key Features



100-SQUARE

Smart Crop for imagery and video (beta) powered by Adobe Sensei Artificial Intelligence & Machine Learning

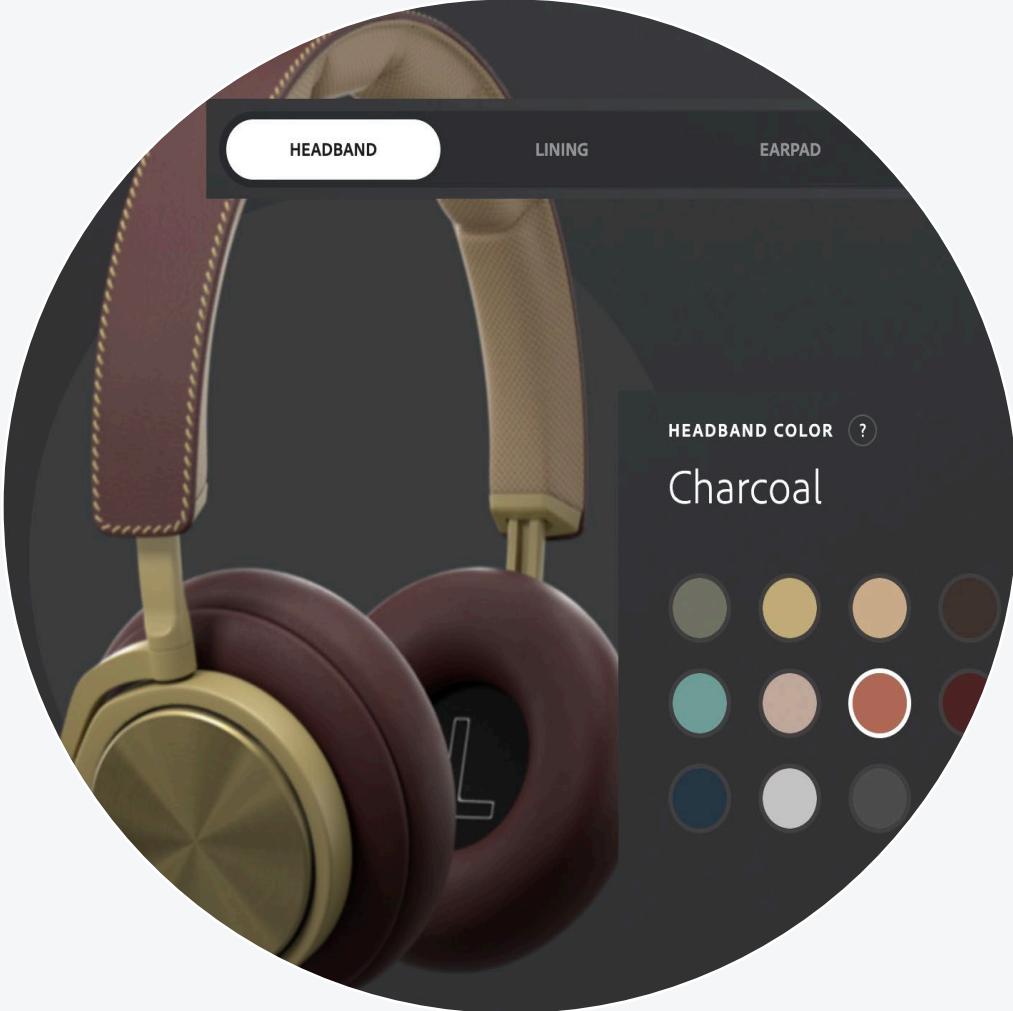


Smart Imaging intelligently adjusts imagery to deliver optimized smaller images with zero loss in visual fidelity



Build engaging **Shoppable Media** elements featuring video and product imagery via an easy-to-use interface

Personalized Media (add on to Dynamic Media & Video)



Visual Configurator & 1:1 Templating

Dynamic personalization capabilities provide marketers the unique ability to use rich media asset templates to easily manipulate the content and properties of images and display banners for streamlined localization, targeted promotions, or personalized content variations.

Visual authoring and rendering tools are included to allow the creation of immersive virtual product builders and configurators. These features dramatically reduce the time and cost to deliver unique and sophisticated online visual experiences.

Asset Share (Custom Media Portal) – Add On



Customizable media portal for custom branded, bespoke experience for asset distribution



Leverage the open source project, Asset Share Commons for a faster implementation. A reference implementation a developer can skin with basic CSS or use as a base for further customization.



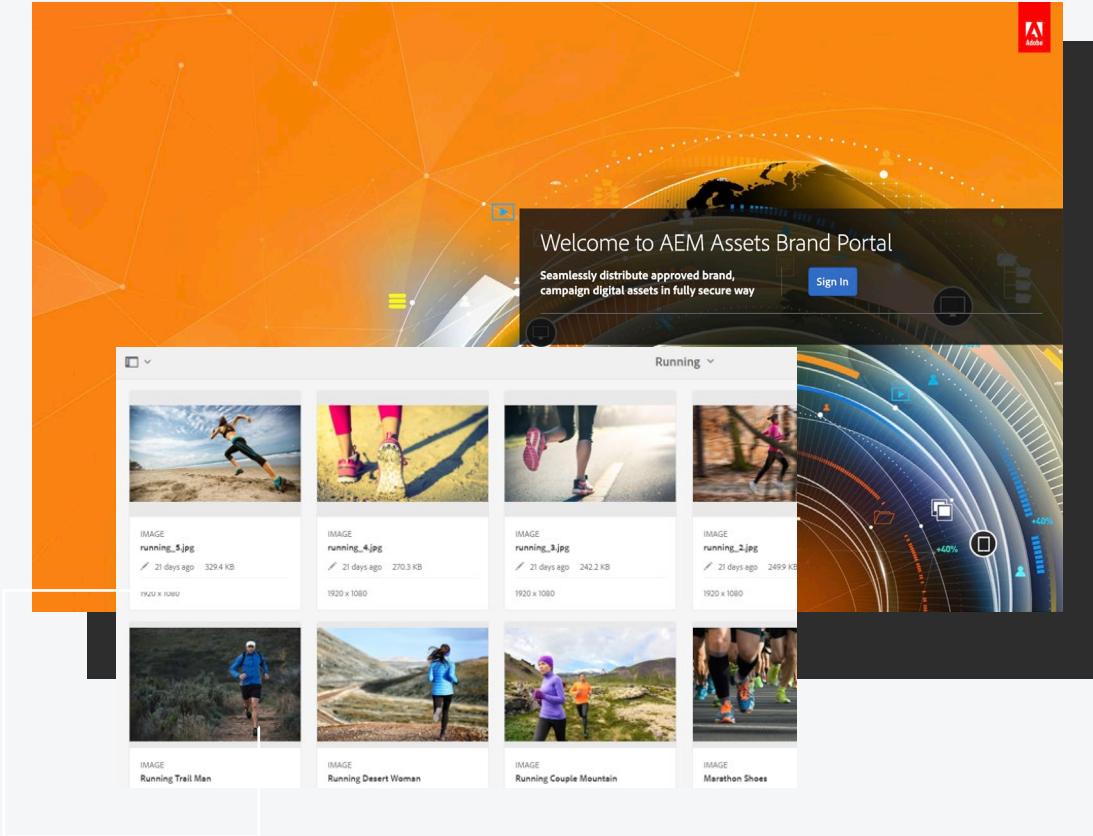
Drag and drop building blocks to create custom branded interfaces without IT or development resources

The screenshot displays a custom media portal interface. At the top, there's a navigation bar with links for HOME, WHAT'S NEW?, FAQS, and CREATIVE ASSETS. On the right, a user profile shows 'Hello, Admin Vader' and a shopping cart icon with '4' items. Below the navigation is a search bar with placeholder 'What are you looking for?' and a 'Search' button. To the right of the search are three filter icons: a grid, a list, and a magnifying glass. Underneath the search is a section titled 'Sort By' with dropdown menus for 'Direction' and 'Type'. The main content area shows a grid of asset thumbnails. Each thumbnail includes the file name (e.g., 6.jpg, 4.jpg, 3.jpg), size (e.g., 55 KB, 50.7 KB, 49.9 KB), type (IMAGE), and download/share/add to cart options. One specific asset, 'Building', is highlighted with a red box. This asset has a larger preview image showing a geometric pattern of dots on a grid. Below the preview, the asset details are shown: 'Building', 'DATE 11 SEP 2017', 'RES 2048x1536', 'TYPE IMAGE', 'DOWNLOAD', and 'ADD TO CART'. To the right of the main grid, there's a sidebar with more filters: 'FILE TYPE' (radio buttons for All, Images, Documents, Videos), 'ORIENTATION', and 'ADVANCED' (with a 'Tags' dropdown). The sidebar also features a 'Download' button and an 'Add to Cart' button.

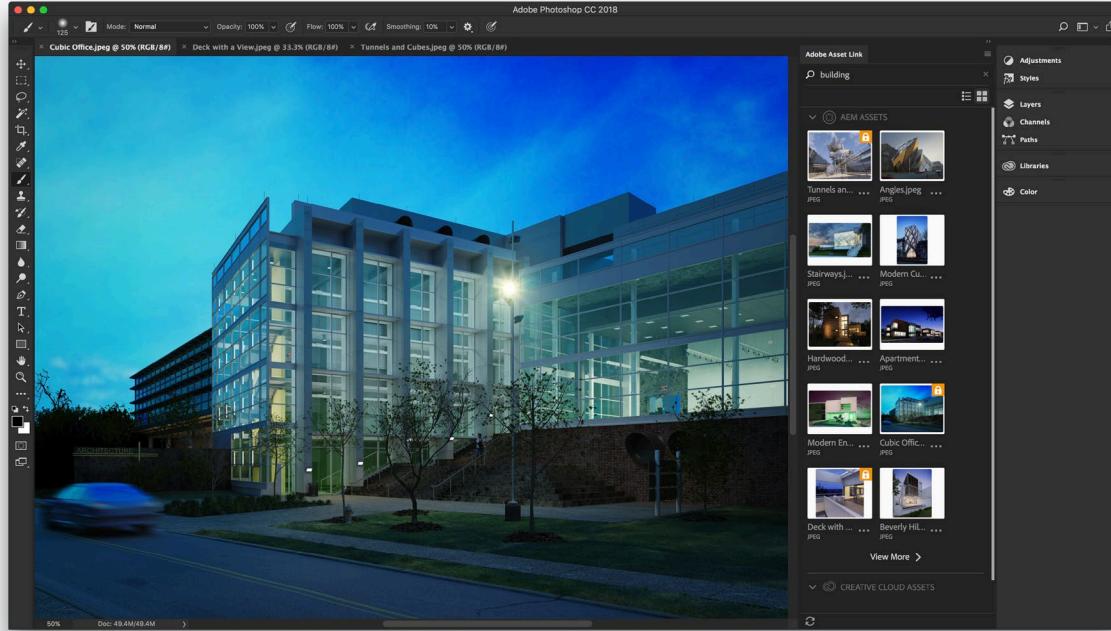
Note that AEM Assets (Managed Services) includes Brand Portal. This is purchased in addition for custom implementations

Brand Portal – Included with Managed Services & Cloud Service

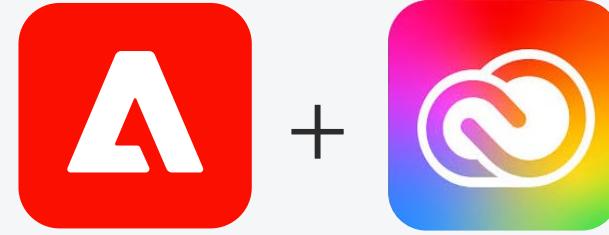
- Turnkey media portal providing extended users with out-of-the-box self-service access to search & download
- Distributed users can also upload new assets to author environment
- File acceleration and dynamic media support for improved performance
- Brandable landing page and URL with fixed solution UI, offering quickest time to value OOTB



Adobe Asset Link – Requires Creative Cloud for enterprise



Streamline collaboration among
creatives and marketers



Search across Adobe Experience Manager Assets
and CC Assets

Check out/in content stored in Experience Manager Assets directly from Creative Cloud desktop apps PS, ID and AI

Keep work-in-progress assets and final production assets in separate locations

Single Sign On with your Creative Cloud SSO account credentials for access to Experience Manager Assets

Adobe Experience Manager Assets - XML Support for Documentation Add On



Bring marketing and technical content onto the same AEM platform



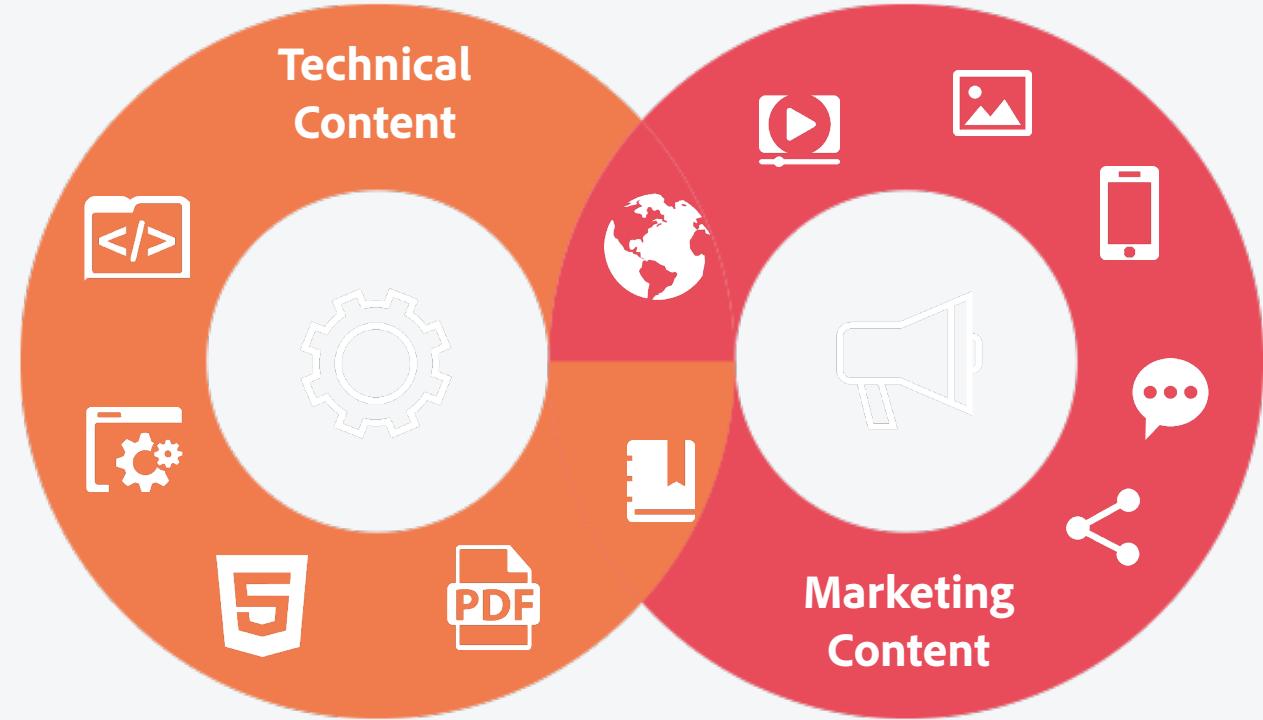
Publish DITA content directly into Experience Manager Sites



Author effortlessly with a simplified, flexible web-based DITA editor



Take advantage of the market-leading content management capabilities in Adobe Experience Manager, such as comprehensive translation and localization support, advanced version management and effective asset and tag management for DITA content





Adobe Experience Manager Forms

Adobe Experience Manager Forms – Content platform for digital enrollment and communications

CAPABILITY

ENROLLMENT



BUSINESS ISSUES

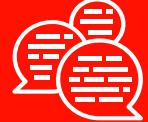
- Increase mobile & web conversion
- Reduce paper-based processes
- Deliver cross-channel experience

ONBOARDING



- Faster time to onboard customer
- Reduce data re-keying and errors
- Reduce manual workflows

COMMUNICATIONS



- Personalize communication
- Up/Cross-sell
- Content management across communications

ENTERPRISE PLATFORM

BUSINESS BENEFITS

IT release cycles

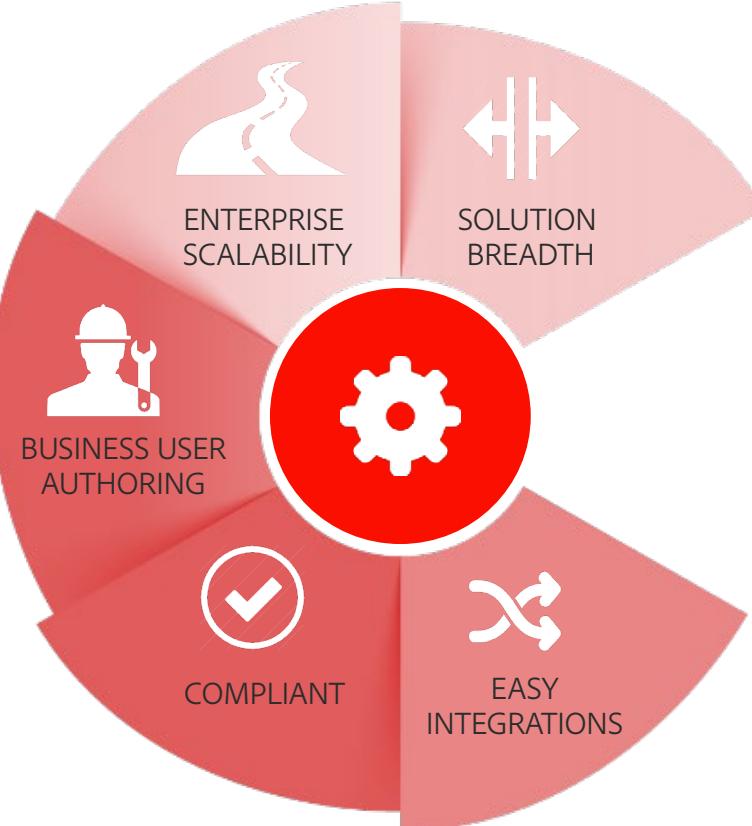
Time to market

Updating at scale

Compliance or branding

Increased conversion

Adobe Experience Manager Forms Advantage

Enterprise Value	Benefits	Key Metrics
 <p>The diagram consists of a central red circle containing a white gear icon, surrounded by six segments of varying shades of pink and red. Clockwise from the top-left, the segments are: 'ENTERPRISE SCALABILITY' (light pink, icon of a flame), 'SOLUTION BREADTH' (medium pink, icon of two arrows pointing left and right), 'EASY INTEGRATIONS' (dark red, icon of two arrows pointing up and down), 'COMPLIANT' (dark red, icon of a checkmark inside a circle), 'BUSINESS USER AUTHORING' (medium red, icon of a person wearing a hard hat and holding a wrench), and 'ENTERPRISE SCALABILITY' (light pink, icon of a flame).</p>	<ul style="list-style-type: none">• Improve cross-channel experiences• Increase adoption of digital channels• Deliver engaging communications• Improve personalization• Scale quickly across devices/channels• Empower business users• Reduce burden on IT	<ul style="list-style-type: none">• Conversion Rate on Mobile• Conversion Rate on Digital Channel• Retention Rate• Upsell rate, Product Penetration• Time to go live• Time to get new offers to market• IT Resource Costs

Packaging

Adobe Experience Manager **Forms**

BASE

Cloud Service

Forms as a cloud-native service that is always current, scalable and available.

Managed Services

Forms & Document Management managed by Adobe in the cloud.

On Premise (Term)

Forms & Document Management managed in your corporate network.

&

Add-ons:

Document Renditions*

Document renditions: Output Service and Interactive communications

Document Security**

Security, encryption, access & controls, even outside firewall

Developer App Builder

framework to extend and integrate AEM

*All features available for AMS and on-prem deployments. Document Renditions Add-on features will be available later in 2021 to Cloud Service deployments.

**Document Security Add-on only available for AMS and on-prem deployments.

Adobe Experience Manager Forms – Features

Data Capture & Digital Enrollment

- Mobile-responsive, Adaptive Forms:
 - OOTB Templates, centralized re-usable fragments, Multi-device preview, JSON Support, Theme Editor, Visual Rule Editor, Human/Machine Translation Workflows
- Form Pre-fill :
 - Data Pre-fill from integration with back-end systems, Barcode Scan or upload picture, Support for CAPTCHA and HTML field inputs, Field Validation, Save & Resume
- Form Processing:
 - HTML 5 Dashboard (review & approve applications), Workflow Visualization and Design Tools*, Task List & Reminders, Reporting
- HTML 5 Forms
- Forms Web Portal: quickly discover relevant forms
- Experience Manager Forms Mobile App: offline data capture, process applications

Integrations

- Back-End Integrations:
 - Form Data Model with drag & drop visual data mapping tool for forms & documents
- OOTB integrations: to RDBMS, MSFT Dynamics, OData, Swagger 2.0 REST services, SOAP services
- Adobe Sign**: Drag & drop legal e-signatures into workflows, support for parallel, sequential, and Cloud Signatures
- Native UI with AEM Sites, Assets
- Analytics**: Forms, Document Metrics
- Target**: A/B Testing for Forms, Experience Targeting (personalized offers in forms or documents)

*OSGI workflow available on Managed Services or on-premise. JEE workflows available on-premise, and as add-on processing server on Managed Services

**Requires additional license. Managed Services license includes Analytics Essentials and Experience Targeting

Forms ADD-ONS:

Document Renditions

Document Security

Adobe Experience Manager Forms – Document Renditions* Add-On



Document Renditions

Interactive Communications:

- On-demand, batch or scheduled
- Mobile responsive, single editor for web & print, OOTB templates, multi-device preview, embed charts in web & print formats, pre-approved re-usable fragments, theme editor
- Integrate data from back-end systems to personalize
- Output Service:
 - Document generation capabilities including synchronous and batch modes, with data from external data sources merged with a document template
- Other Document Services:
 - PDF Generation
 - Reader Extensions



Monthly Statements,
Welcome kits, support

* All features available for AMS and on-prem deployments. Document Renditions add on features will be available later in 2021 to Cloud Service deployments.

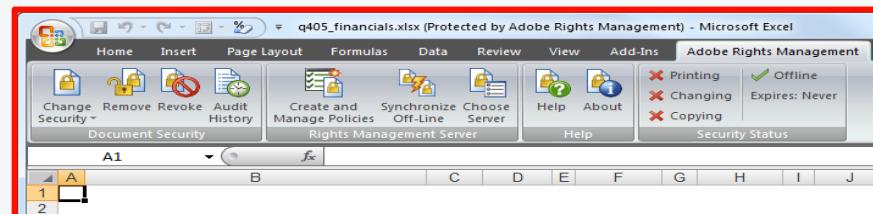
Adobe Experience Manager Forms – Document Security* Add-On



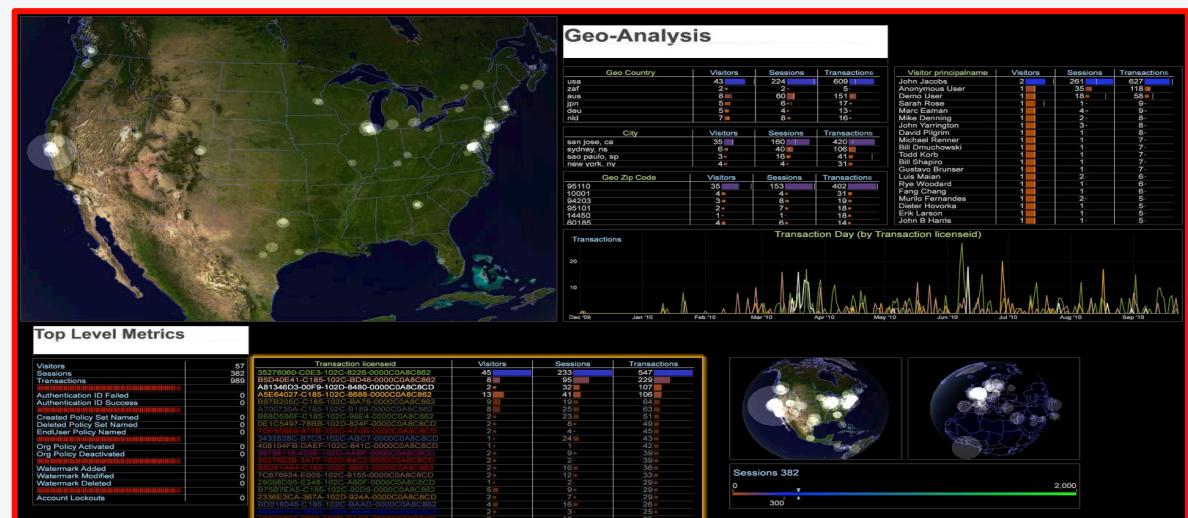
Document Encryption for pdf, Office formats, inside and outside the firewall



Granular level policy control for document access, manipulation even while in transit



Support multiple authentication options, SSO, PKI, OTP and SAML



Integrate with Adobe analytics for preventative and detective controls



Protect documents stored in existing content repositories

*Only available on JEE Stack on AMS and On-Prem. Not Available on Cloud Service.



AEM Premier Support – for Cloud Services

Premier Support drives consistent value realization

through planning and proactive services with a team of assigned experts across customer support, technical account management, and consulting.



Designated team of technical experts know and understand customer's business, platform, and objectives, facilitating coordinated proactive and reactive solutioning.

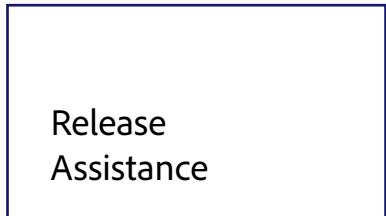
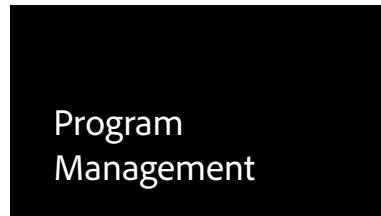
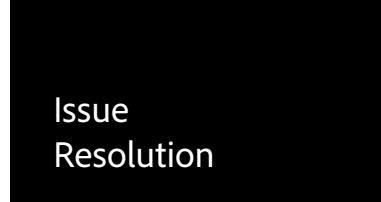


Proactive planning, release review, and event readiness drive value realization and solution optimization.



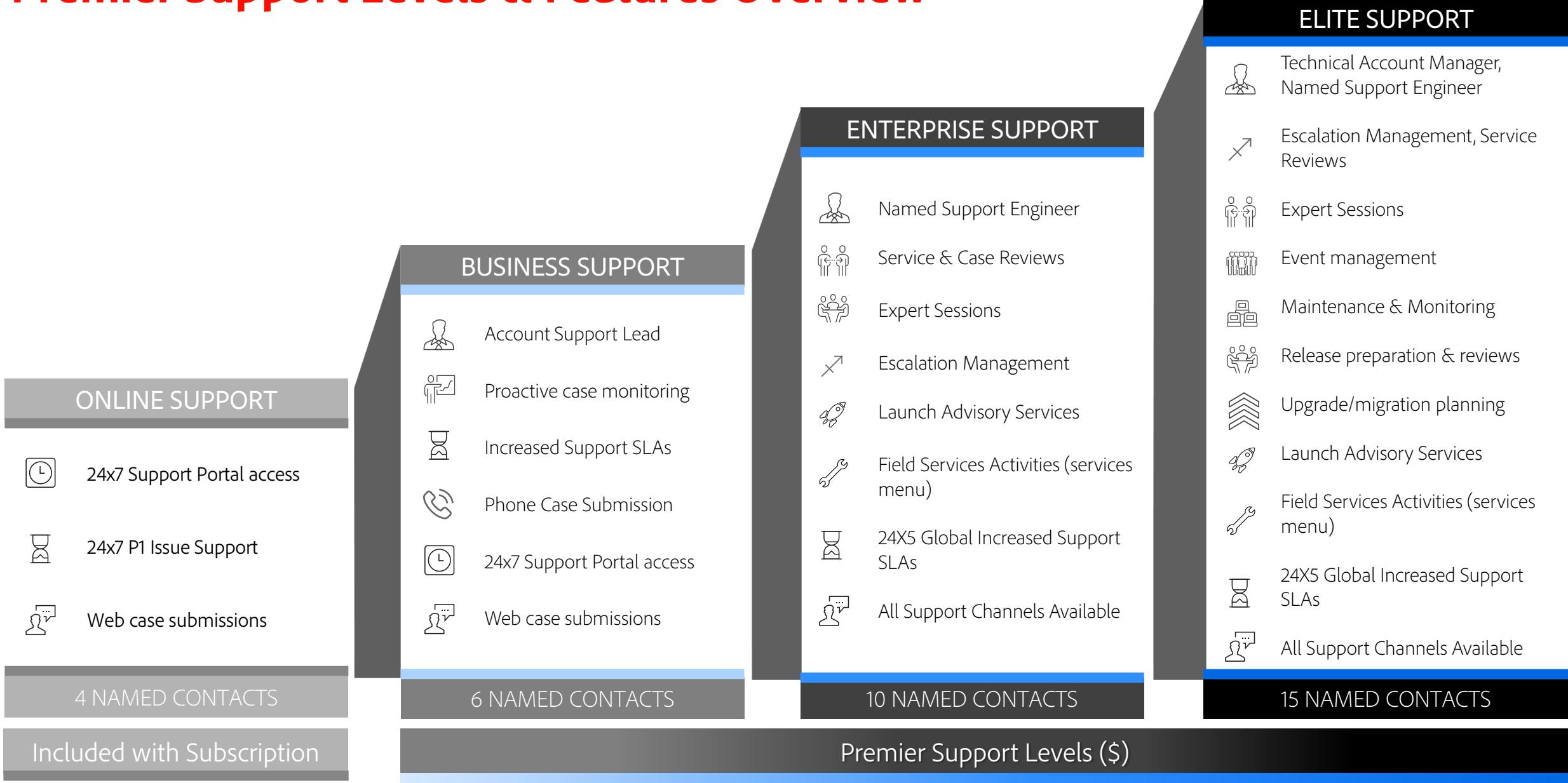
Faster response times from designated support teams result in more effective, streamlined issue resolution.

Premier Support Expertise

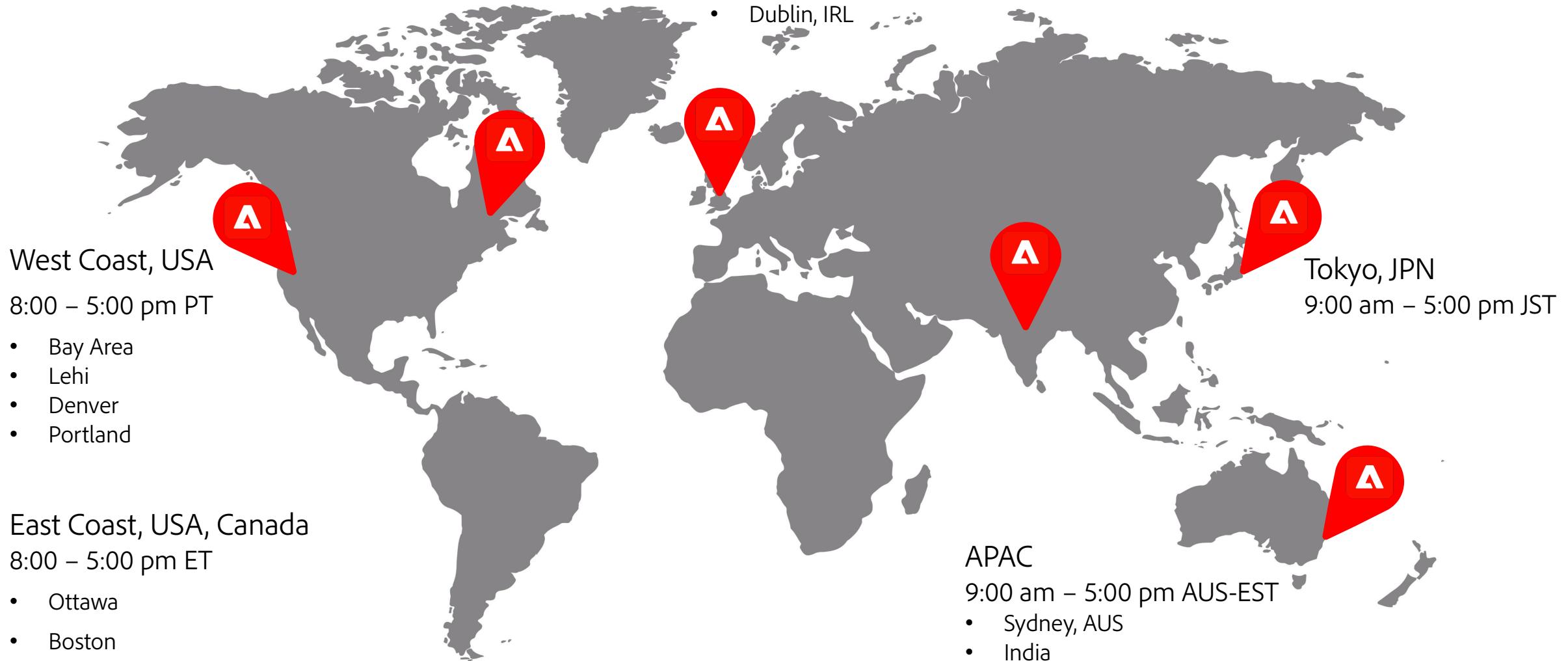


"Proactive action, **Personalized** service."

Premier Support Levels & Features Overview



Global Support Presence





Cloud Service and Managed Service

Evolution of Adobe Experience Manager

2017
Separate Content & Apps and Composite Repository

2018
Twelve factor and containerization

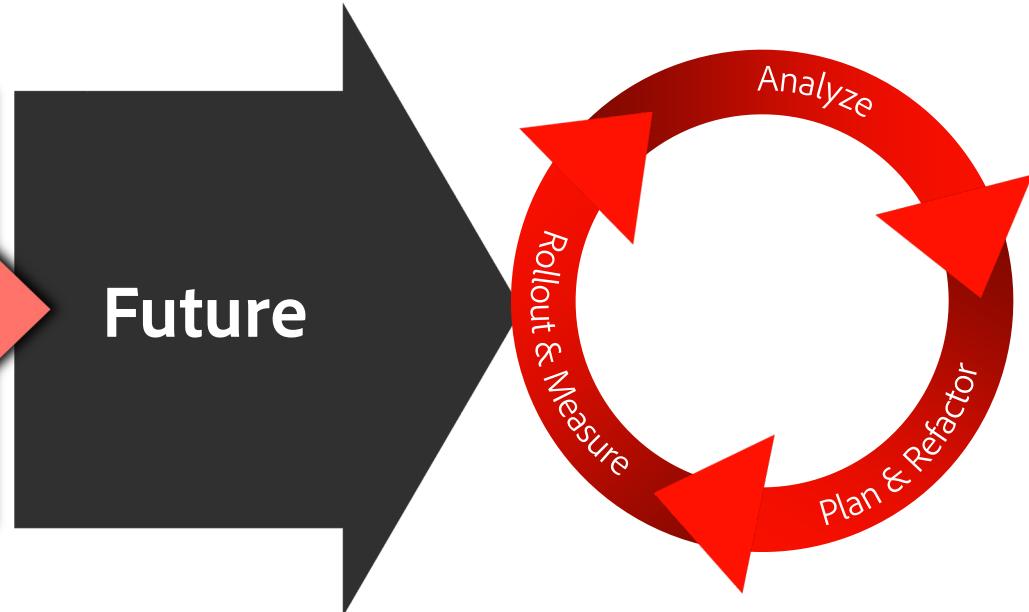
2019
Federated services & Control system

2020
Fully cloud-native Experience Manager as a Cloud Service

Focus on keeping all the options to build and innovate with Experience Manager as you know it

The Journey

Multiple years of preparation and adjustments to allow for immutable deployments



Adobe Experience Manager in the Cloud



Adobe Experience Manager as a Cloud Service

Fully cloud-native PaaS application



Adobe Experience Manager with Managed Services

Automation with
cloud-native
functionality

Cloud Service

Cloud-native service that is always current, scalable and available



Always Current

- New experience management capabilities that are seamlessly validated and live instantly
- Purpose-built CI/CD framework for rapid development



Scalable, modular and global

- Extensible set of microservices to ease bulk asset ingestion and rendering
- Automatically detects traffic and dynamically scales to ensure best performance for both visitors and users



Performance resiliency

- Guaranteed high service level availability
- Built-in redundancy and proactive monitoring capabilities for protection against any un-predictable cloud outages or disasters



Secure by default

- All environments pre-configured to Adobe-backed security rules based on enterprise-tested best practices
- Compliance with security frameworks such as SOC-2 and ISO-27001

Always current

Focus on innovating; not product upgrades



Minimal interruption
of service

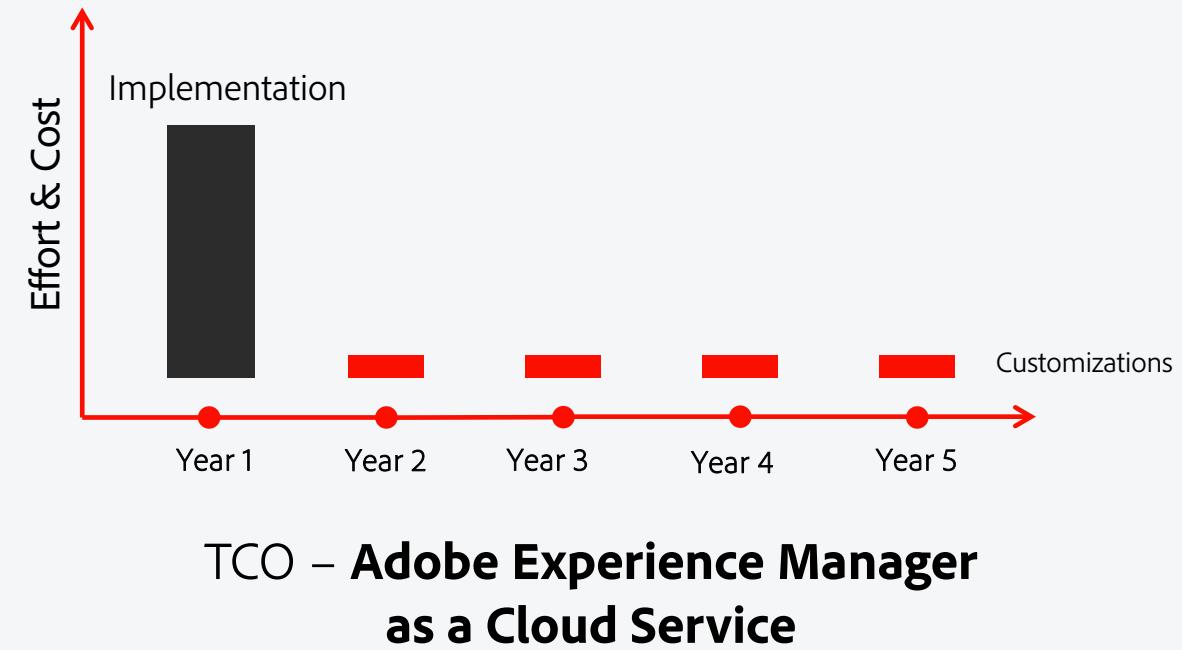
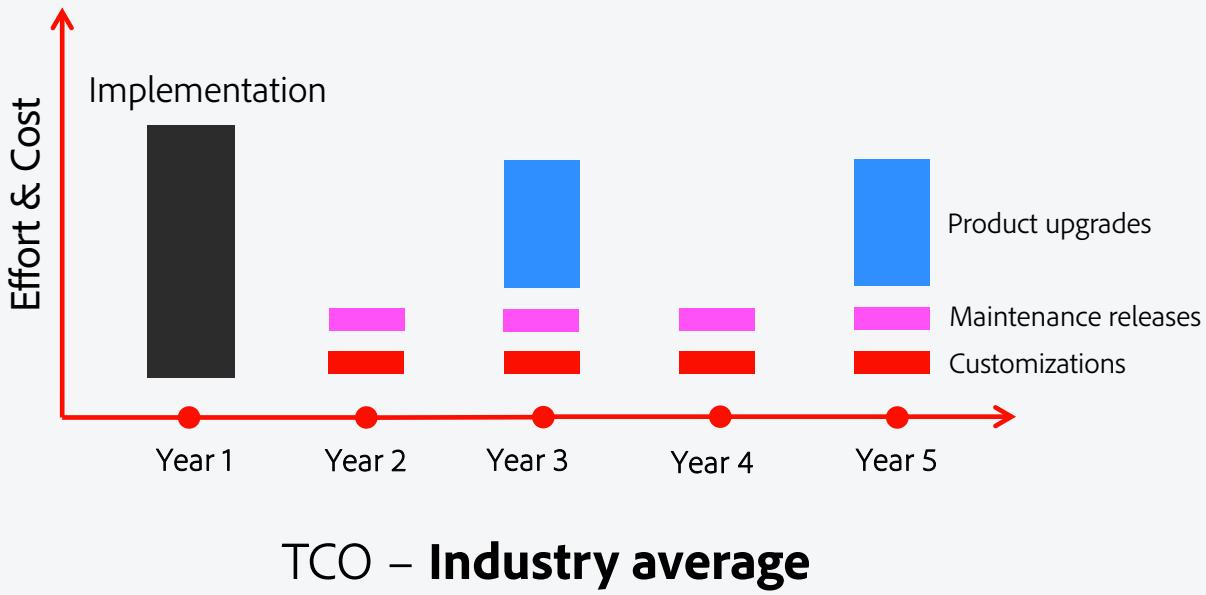


Predictable monthly
update schedule



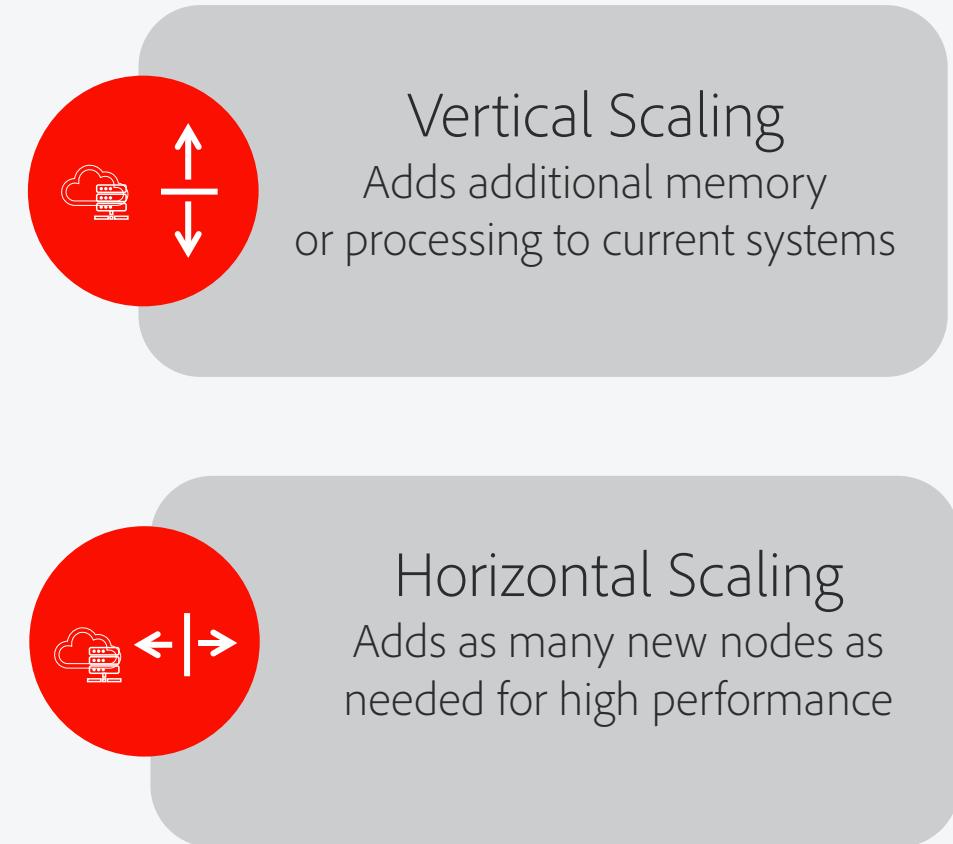
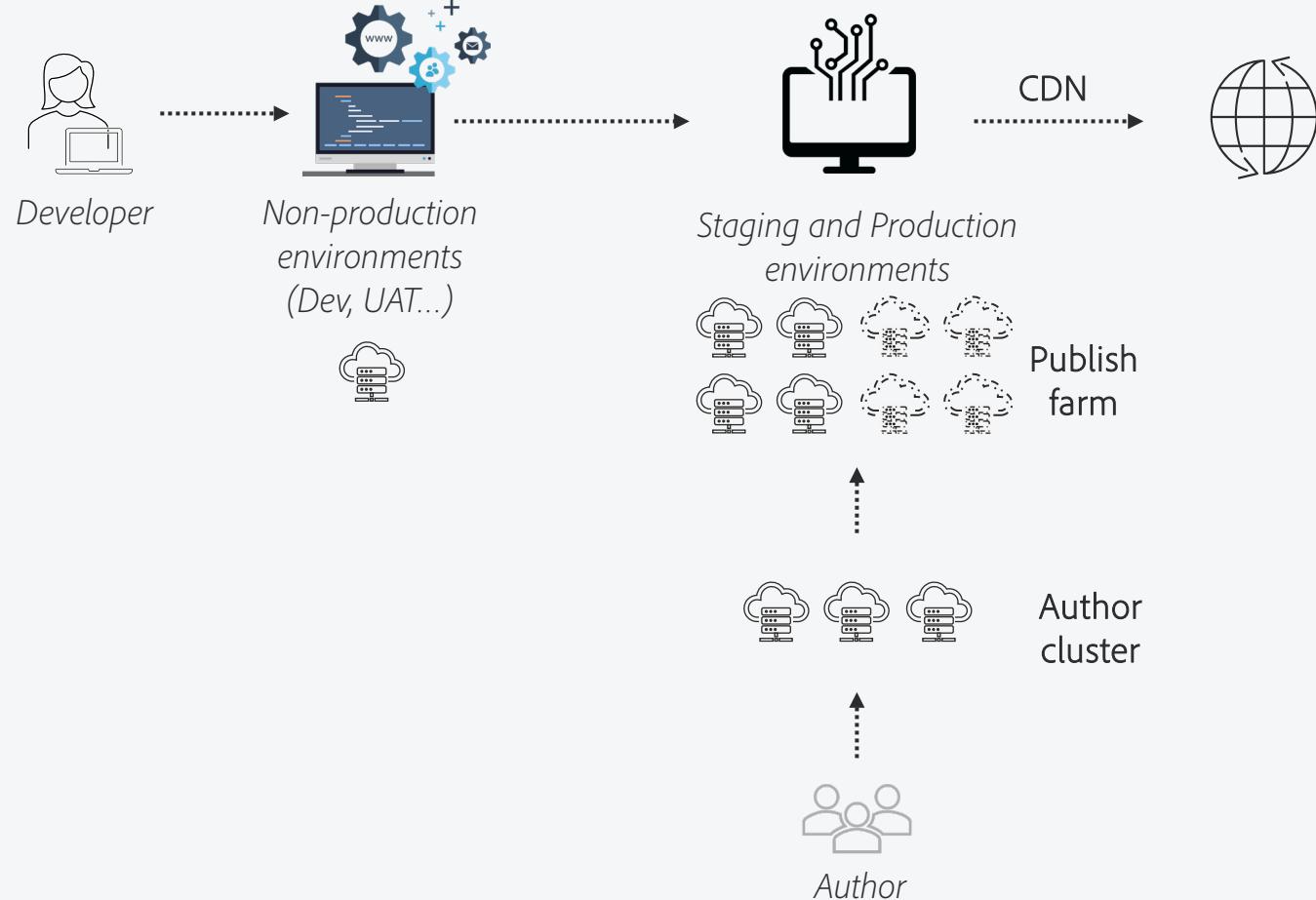
Automated
maintenance tasks

Lower Total Cost of Ownership

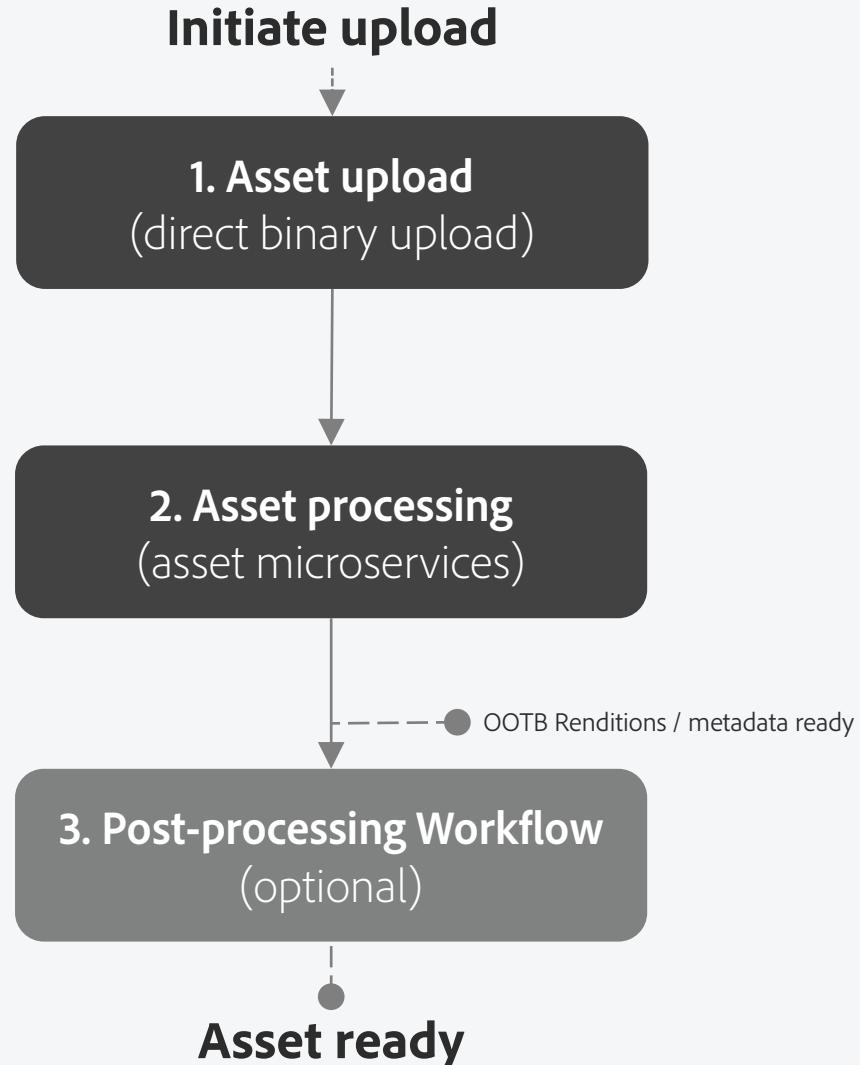


Auto-scaling for author and publish

Automatically detects the need for increased capacity and scales dynamically



Scalable asset processing & ingestion



2-10X

Faster ingestion speed
(even for 10+ GB PSD
files)

**AUTOSCALING
ELASTICITY**

to handle increases in
BOTH traffic and
processing demand

**CUSTOM BUSINESS
LOGIC**

AI-driven workflows
custom tailored to
specific use cases

Managed Services

Scale and expertise paired with cloud-native capabilities



Accelerate Agility

Automate and shorten development cycles with Cloud Manager CI/CD to deliver digital experiences faster.



Maximize ROI

Improve developer productivity with a simplified upgrade experience for increased adoption of new features.



Minimize Disruptions

Simplify process automation and ensure business continuity with auto-scaling, self-service capabilities, and high SLAs.



Security in Depth

Minimize risk of security threats or downtime with best-in-class security coverage and testing.

Managed Services Security Certifications and Logical Controls

Industry Certifications



Logical Controls

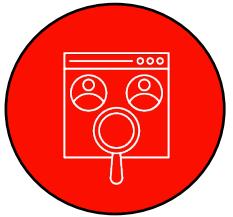
256-bit key length disk encryption for data at rest

SSL Labs assessment for data in transit

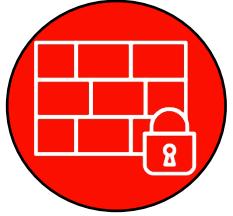
Virtual Private Cloud segmentation for isolation security best practices

For details information visit www.adobe.com/security

WAF-DDoS Protection for Managed Services



Dedicated account for an additional layer of isolation



WAF supporting full logging of all web requests

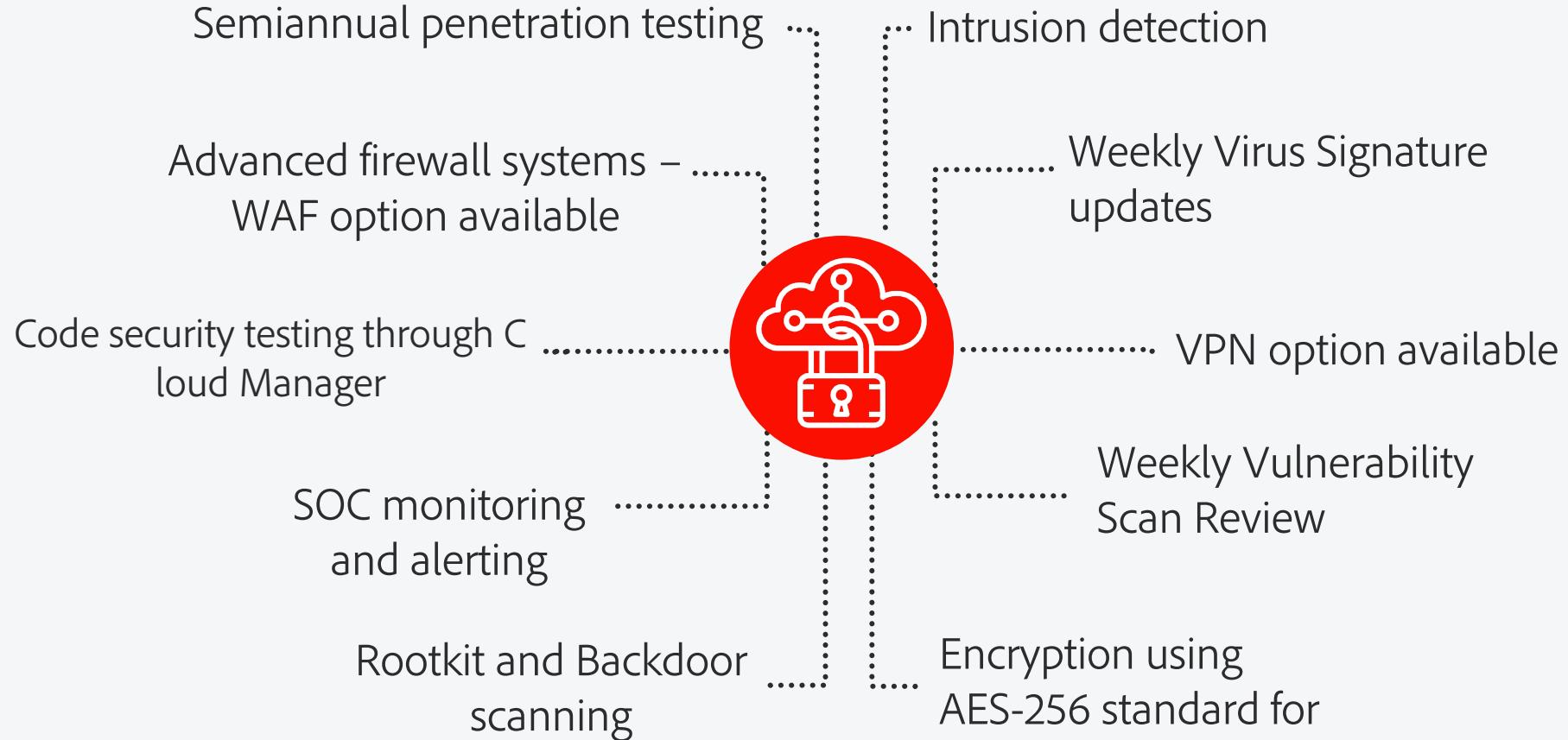


DDoS protection against Layer 3, Layer 4, and Layer 7 attacks



Additional reporting visibility and network traffic logging

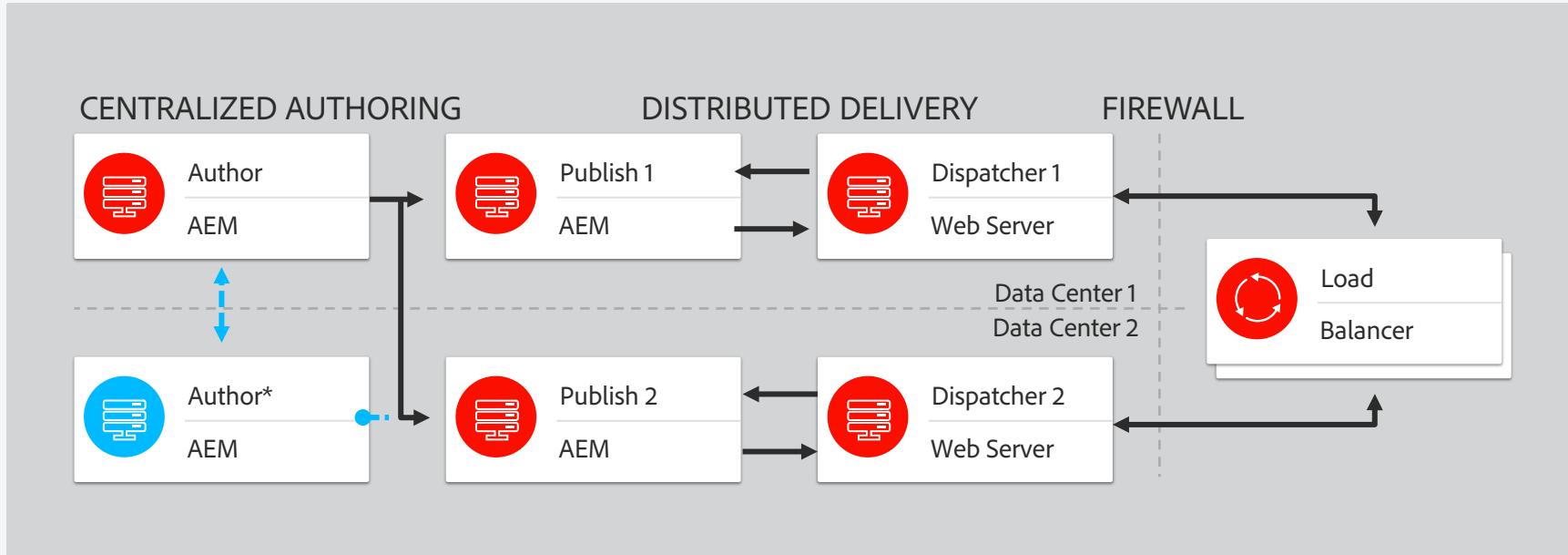
Security Features of Managed Services



Managed Services Deployment Models and SLAs

Architecture Example in Managed Services

99.9% deployment topology (dual data center, single region)



Available SLAs: 99.5%, 99.5% HR, 99.9%, 99.95%, 99.99%

Managed Services Packaging

Adobe Experience Manager Managed Services

BASE

Managed Services Enterprise

Enterprise Sites, Assets, and Forms Management
managed by Adobe in the cloud.

&

Add-ons

WAF-DDOS

WAF, DDOS, additional reporting

Enhanced Security

FedRAMP, HIPAA, GLBA, advanced DDOS, WAF

Capacity

storage, backup, dev. instance, users

Environments

Non-production environments for
QA, testing, etc.

HIGHER SLA

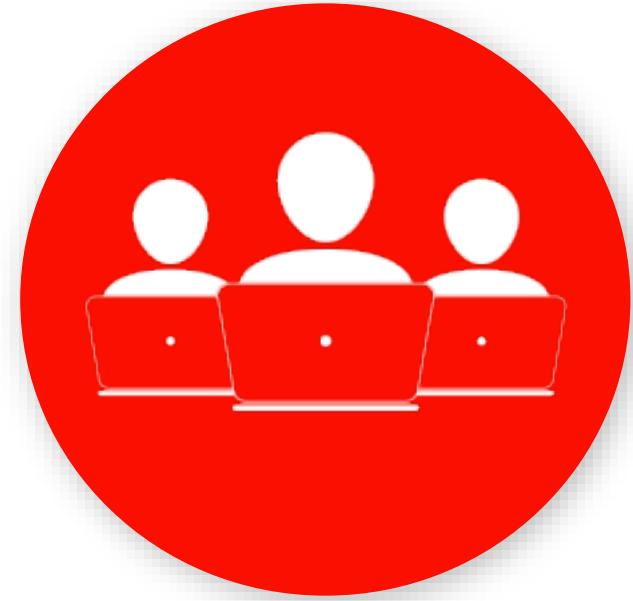
Additional SLA options 99.5 HR / 99.9 /
99.95 / 99.99

Managed Services Enterprise

SLA Available	99.5 / 99.5 HR / 99.9 / 99.95 / 99.99
Base Features Bundled	Sites: MSM Assets: Brand Portal, Smart Content Services All: Analytics/Target Essentials
Cloud-native features	Cloud Manager features, including CI/CD deployment, performance and security testing, auto-scaling, transparent services delivery
Product Add-Ons	Sites: All Basic Add-ons + Screens, Communities Assets: All Basic Add-ons + Assets Share, Screens Forms: All Basic Add-ons + Document Security
Page Views & Concurrency	20M - 80M* Page Views/Month & 40 Concurrent Users
Environment Add-ons	Production + Staging with option to add Test & Dev; Cloud Service Sandbox Environment
Capacity Extras	All Basic Extras + Additional Instances, Instance Upsize, Network I/O, Page Views, Users
Security Add-ons	FedRAMP, GLBA, HIPAA
Customer Success Engineer Services	Named Customer Success Engineer

Managed Services Enterprise – Customer Success Engineer Services

- ✓ Cloud Manager for ongoing code deployment
- ✓ 24/7 Support & Monitoring
- ✓ Patches & upgrades
- ✓ Backup, restore & disaster recovery
- ✓ Pre-configured installation
- ✓ Onboarding call for customers & partners
- ✓ Best practice coaching
- ✓ Go-live readiness & upgrade coaching
- ✓ Dedicated launch day support as needed
- ✓ Customized monitoring
- ✓ Managed scheduled maintenance
- ✓ Production administration

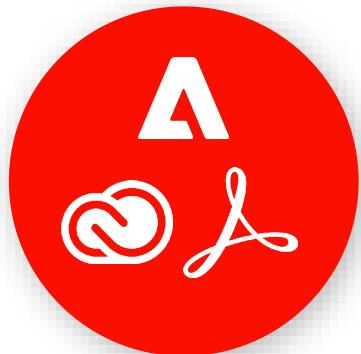




Adobe

Adobe Customer Solutions Mission

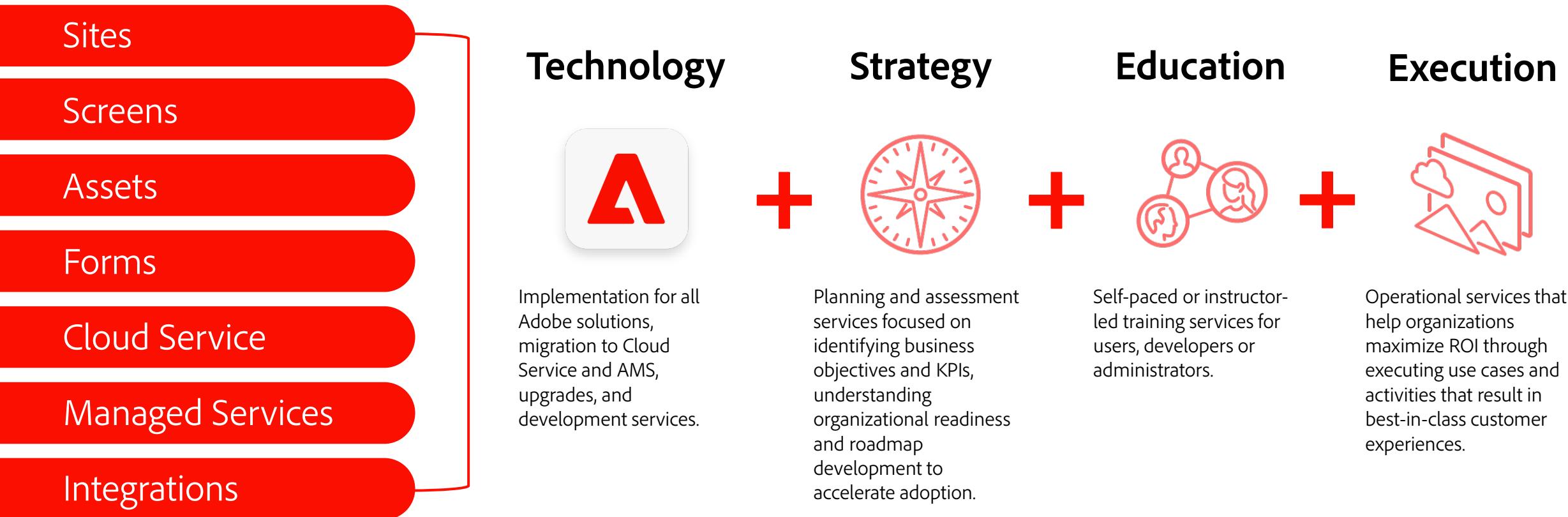
**Powering
Digital
Businesses**



**To ensure that brands investing in
Adobe technology can effectively
operationalize their digital business
in pursuit of their goals**



Adobe Professional Services design and deliver the architecture and operating model for digital businesses



Services for Adobe Experience Manager

Technology



Strategy



Education



Execution



Onboarding

- *Custom Implementations* (On-Prem, AMS, CS)
- Experience Manager Sites Rapid Set Up
- Experience Manager Site Implementation and Replatform
- Experience Manager Assets Implementation
- Experience Manager Screens Prototype & Implementation
- Experience Manager Forms Implementation
- Experience Manager Forms and Sign Implementation and Integration
- *Custom Experience Manager Strategy*
- Value Mapping
- Value Readiness
- Customer Journey Mapping
- Competitive Assessment
- CX Org Growth
- *Custom Experience Manager Education*
- Learning Needs Analysis Workshop
- Digital Learning Services
- Learning Subscriptions
- *Custom AEM Services*

Adoption

- *Custom Projects* (On-Prem, AMS, CS)
- Experience Manager Sites Health Check
- Experience Manager Assets Health Check
- Experience Manager Performance Check
- *Custom Experience Manager Strategy*
- Value Mapping
- Value Readiness
- Customer Journey Mapping
- Competitive Assessment
- CX Org Growth
- *Custom Experience Manager Education*
- Digital Learning Services
- Learning Subscriptions
- Learning Needs Analysis Workshop
- *Custom Experience Manager Services*
- Content Management Full Service
- Experience Manager Digital Impact Services

Growth

- *Custom Projects* (On-Prem, AMS, CS)
- Experience Manager Upgrade Assessment
- Experience Manager Upgrade
- Move to Experience Manager as a Cloud Service
- Experience Manager Assets Dynamic Media Upgrade
- Experience Manager Sites Health Check
- Experience Manager Assets Health Check
- Experience Manager Performance Check
- *Custom Experience Manager Strategy*
- Value Mapping
- Value Readiness
- Customer Journey Mapping
- Competitive Assessment
- CX Org Growth
- *Custom Experience Manager Education*
- Digital Learning Services
- Learning Subscriptions
- Learning Needs Analysis Workshop
- *Custom Experience Manager Services*
- Content Management Full Service
- Experience Manager Digital Impact Services

Partnering with Adobe for professional services provides the following benefits

Scalability and efficiency through breadth of integrated services

Increased user productivity through optimal operating model design and recommendations

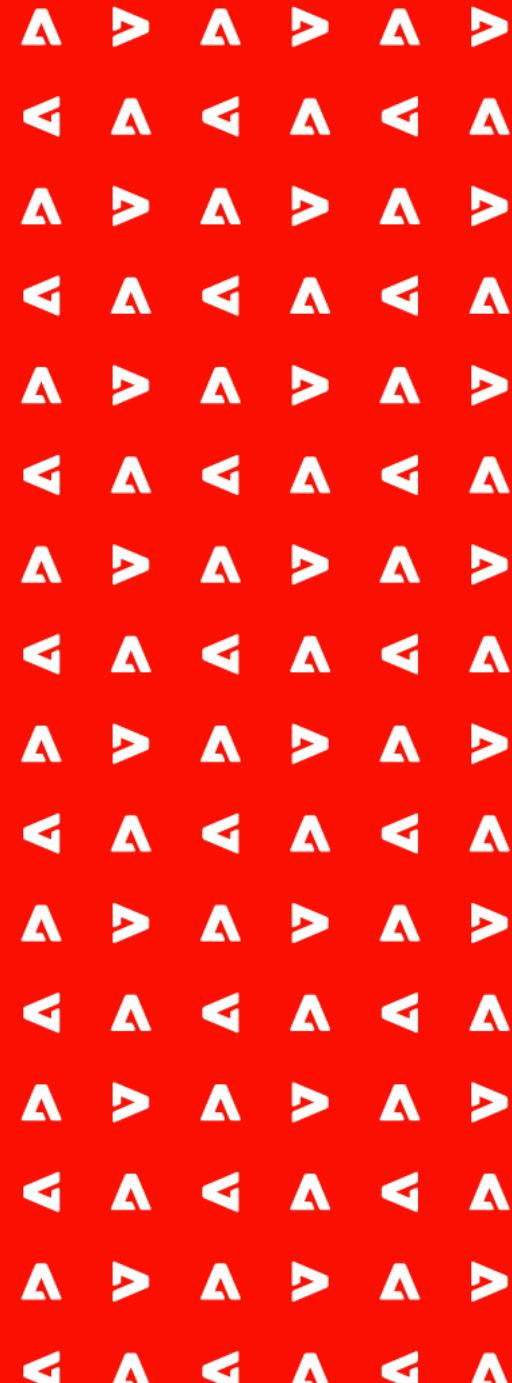
Faster time to value accomplished with long term roadmap and vision setting

Accelerated innovation for customers desiring early technology adoption



Adobe Digital Learning Services

We Help Customers Transform Their Digital Experiences
Through Skill And Enablement Programs



Digital Learning Services Offers Flexible, Full-cycle Learning Options and Experiences

Business Requirement



Skills Assessment
For Key Roles



Role & Team-Based
Learning Paths



Post Implementation
Training



Continual Learning

Comprehensive Digital Marketing Accreditation Program For All Roles

Formats



Classroom



Virtual
Classroom



eLearning and
on-demand
learning



Custom
*We will scope and
price*

Learning Offerings Available to Adobe Customers

Digital Marketing Accreditation



Master digital marketing trends, tactics, best practices, and thought leadership.

All Access Learning Pass



12 months unlimited access to all public courses, Summit Preconference Training and 200+ on-demand learning modules.

eLearning



Customizable, perpetual software. Track, monitor, measure and report usage.

Skills Assessment



Free technical skills assessments for Analytics, Experience Manager, Target and Campaign.

Custom Learning



Custom learning services delivered at your site or an Adobe training facility.

Additional Resources:

For a comprehensive list of Adobe Experience Manager Features by release, please visit:

- <https://helpx.adobe.com/experience-manager/kt/platform-repository/using/upgrade-aem-article-understand.html#sites-matrix>

For a comprehensive list of all Adobe Digital Learning Services Offerings, or to consult with a specialist on your organization's needs, visit

- <https://training.adobe.com/training/courses.html#>



People buy
Experiences

Not Products AND

Great Content
is the soul behind every
experience