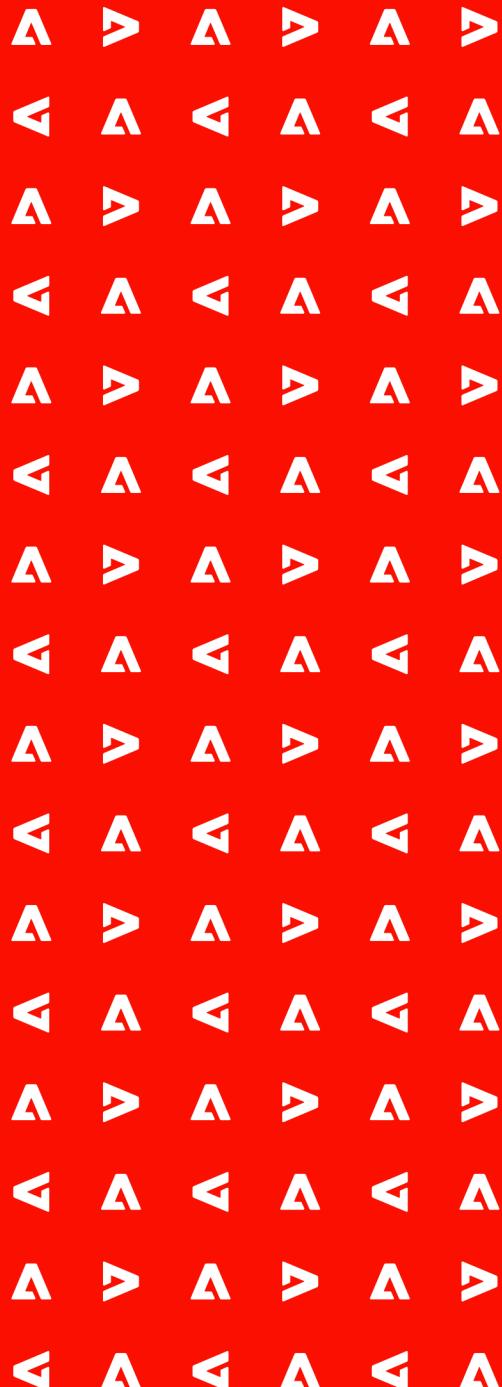




Adobe Experience Manager as a Content Science Platform

Odyssée TREMOULIS | Multi-Solutions Architect



1 Data Science

2 Content Science

Adobe Experience Manager

Discovery Intelligence

3 The Content Scientist

Content Science for DevOps

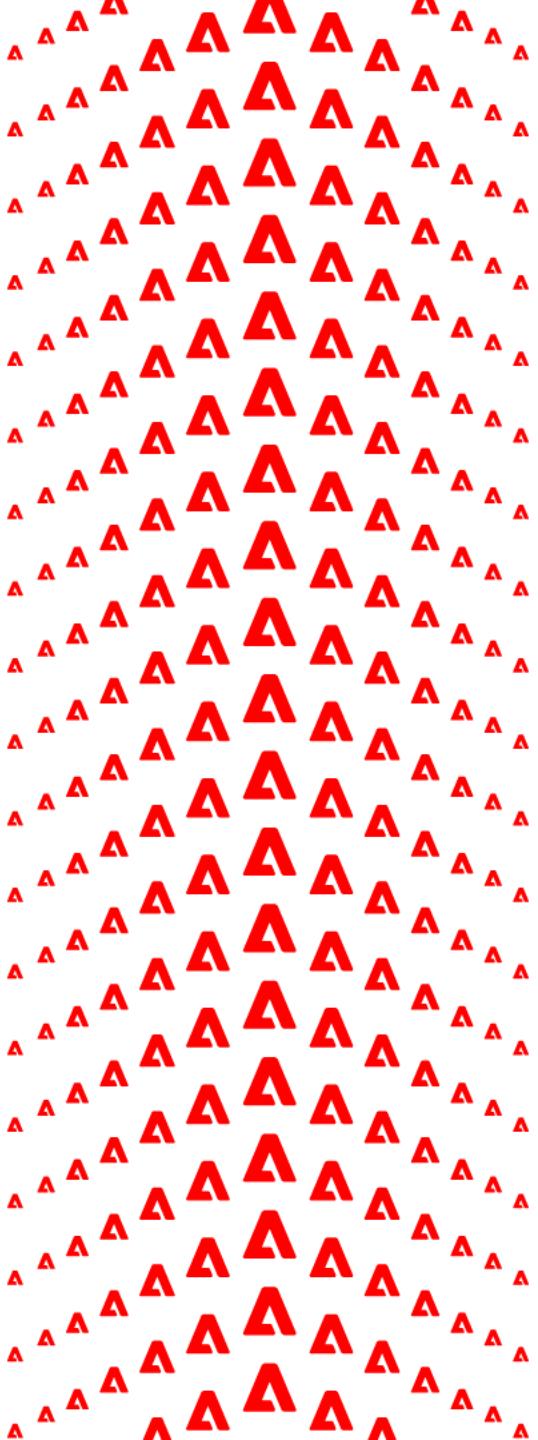
Content Science for Marketers

4 Content Science Platform

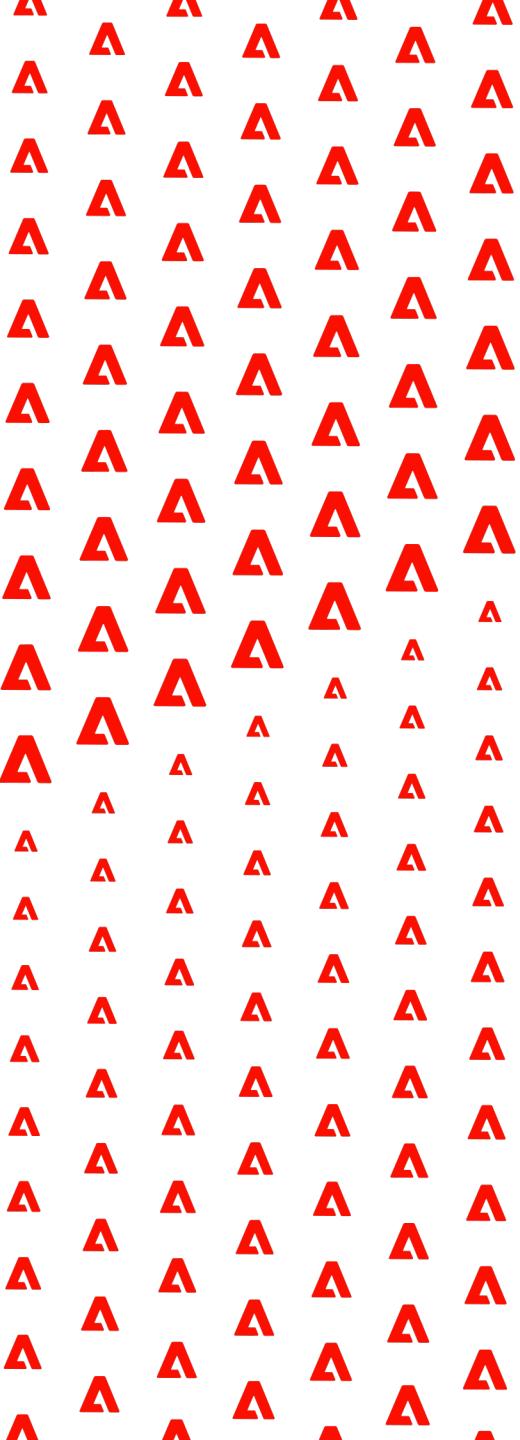
A unified platform

New stack

5 Q&A



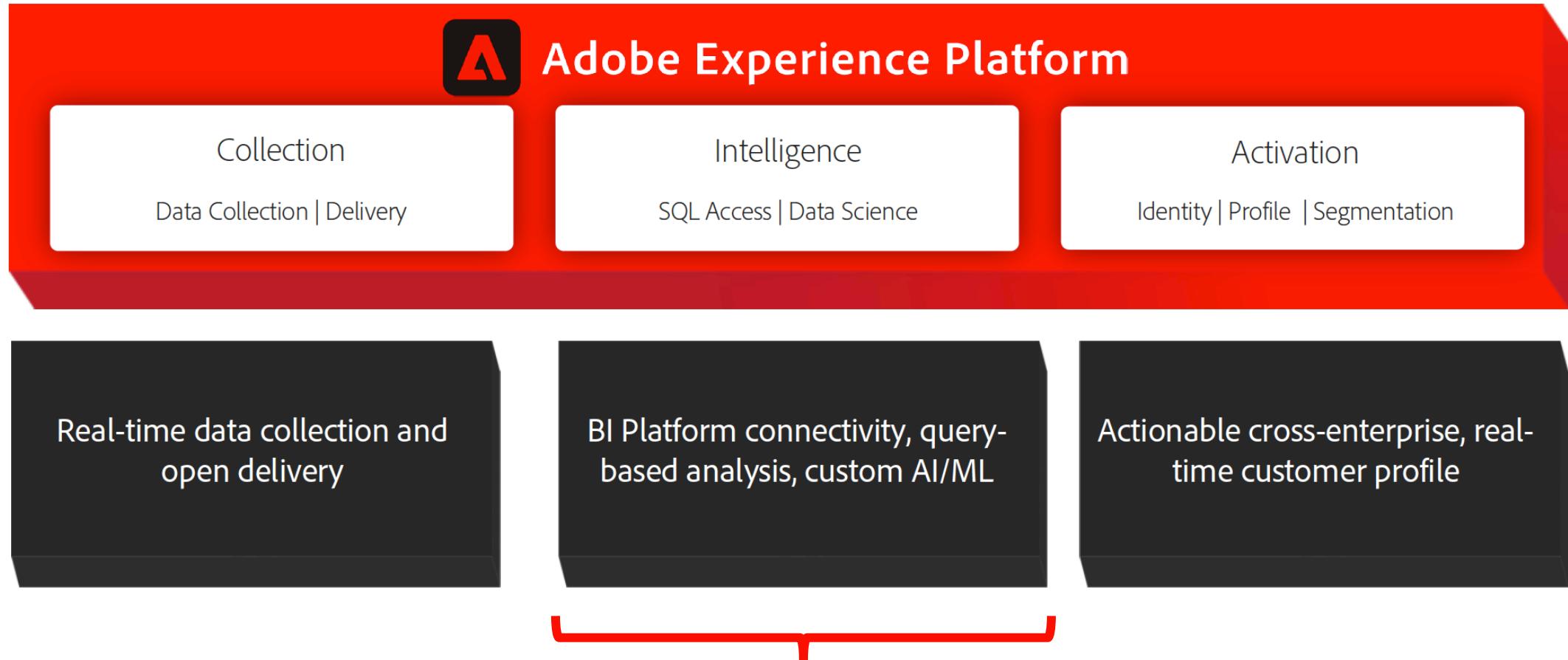
Data Science



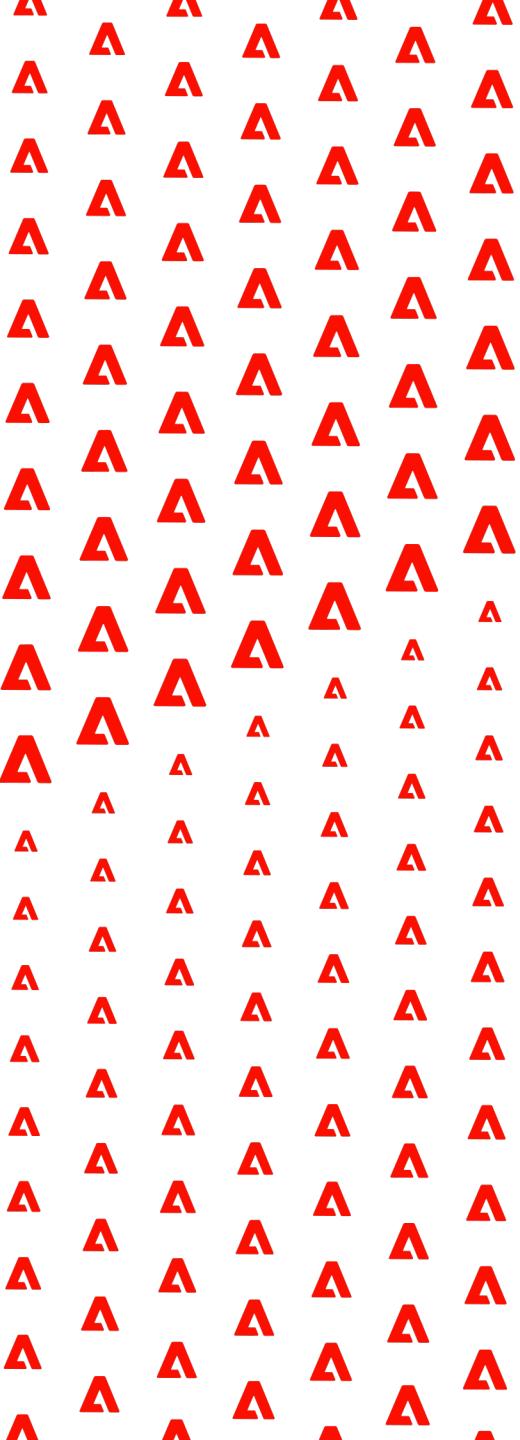
Explosion of Data



Adobe Experience Platform



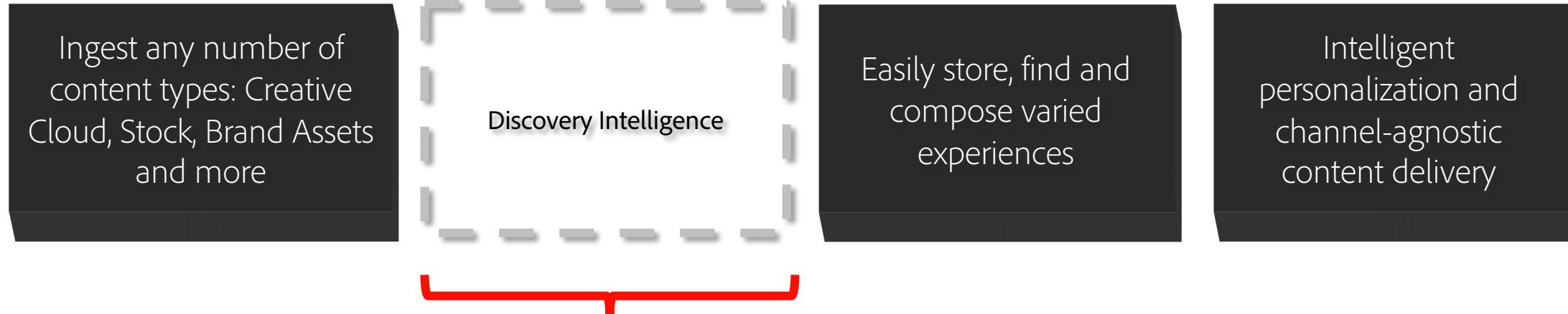
Content Science



Explosion of Content



Adobe Experience Manager



Adobe Experience Manager



Adobe Experience Manager

Collection

Source | Create

Intelligence

Content Science

Authoring

Manage | Assemble

Distribution

Personalize | Deliver

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

Content Science Platform

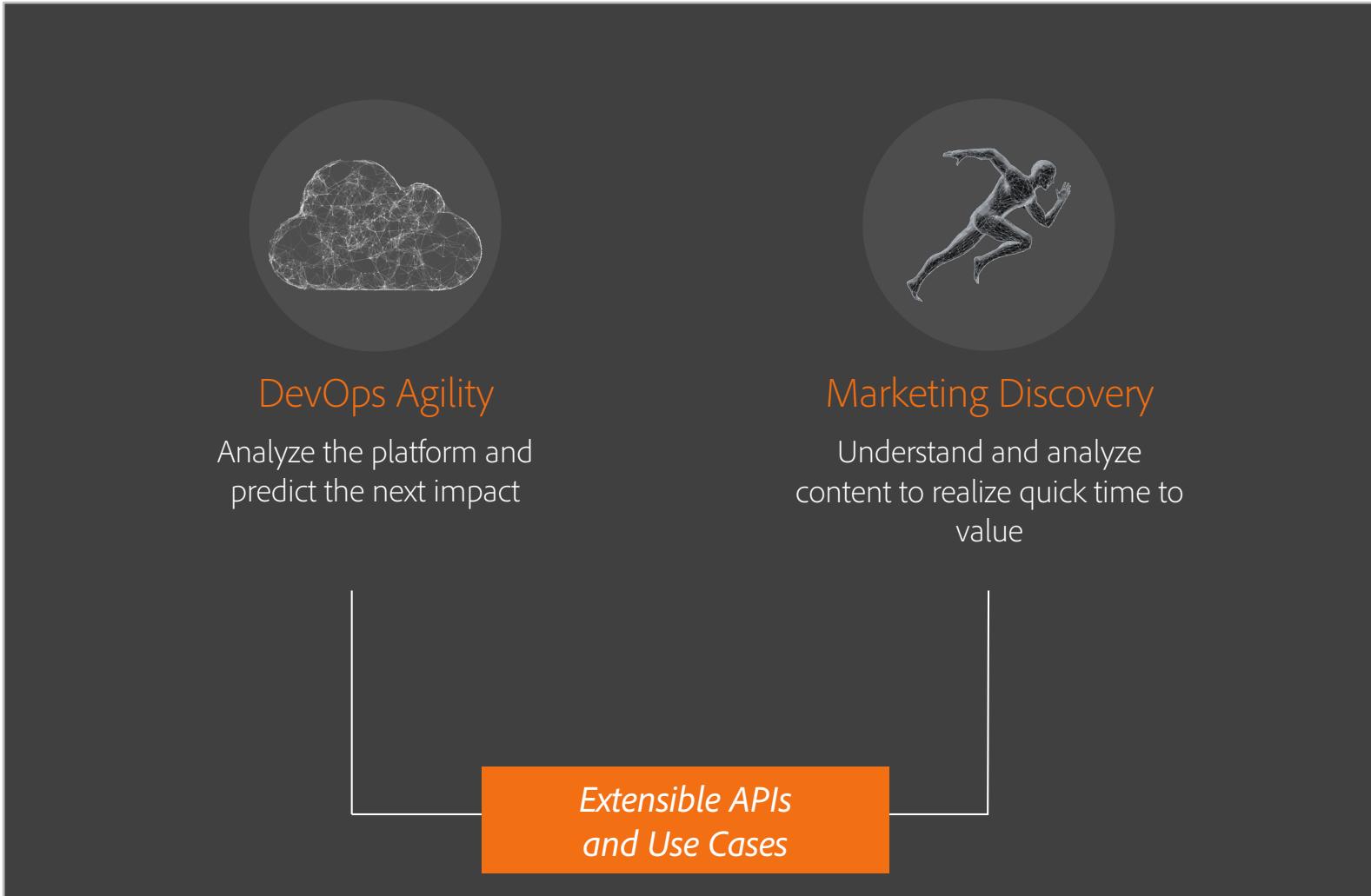
Easily store, find and compose varied experiences

Intelligent personalization and channel-agnostic content delivery

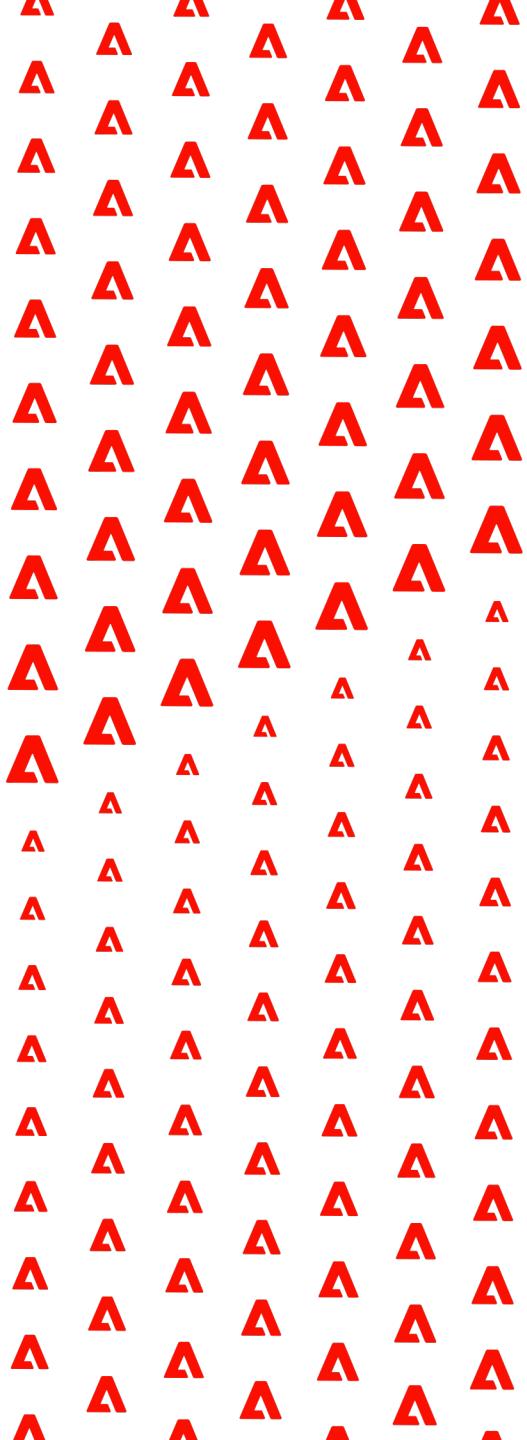


Understand the Content

Discovery Intelligence



The Content Scientist



The Content Scientist



- Understand the content
- Build reports
- Answer Questions with Facts and Numbers

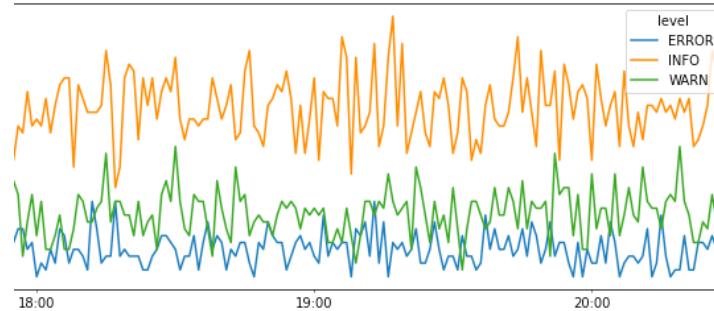


The Content Scientist for DevOps

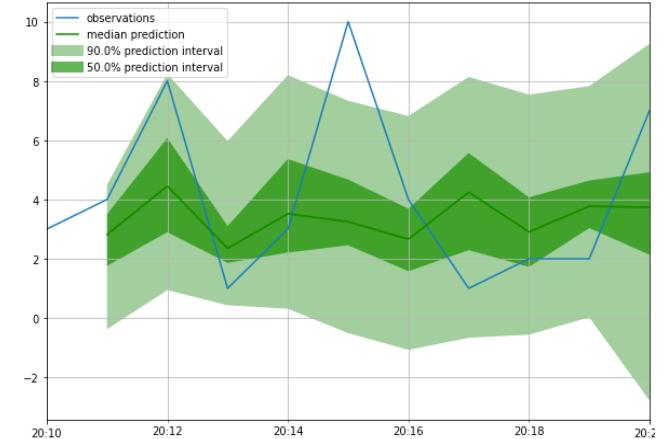
Logs Analysis

	date	level	class	message
6	2020-07-29 16:30:16	ERROR	sling-threadpool-67387070-8373-45bd-bead-d6282...	[com.day.cq.replication.impl.AgentManagerImpl,...]
9	2020-07-29 16:30:18	ERROR	sling-threadpool-67387070-8373-45bd-bead-d6282...	[com.day.cq.replication.impl.AgentManagerImpl,...]
12	2020-07-29 16:30:25	ERROR	sling-threadpool-67387070-8373-45bd-bead-d6282...	[com.day.cq.replication.impl.AgentManagerImpl,...]
17	2020-07-29 16:30:29	ERROR	sling-threadpool-67387070-8373-45bd-bead-d6282...	[com.day.cq.replication.impl.AgentManagerImpl,...]
19	2020-07-29 16:30:35	ERROR	sling-threadpool-67387070-8373-45bd-bead-d6282...	[com.day.cq.replication.impl.AgentManagerImpl,...]
37	2020-07-29 16:30:57	ERROR	sling-threadpool-67387070-8373-45bd-bead-d6282...	[com.day.cq.replication.impl.AgentManagerImpl,...]
39	2020-07-29 16:31:00	ERROR	sling-threadpool-67387070-8373-45bd-bead-d6282...	[com.day.cq.replication.impl.AgentManagerImpl,...]
45	2020-07-29 16:31:04	ERROR	sling-threadpool-67387070-8373-45bd-bead-d6282...	[com.day.cq.replication.impl.AgentManagerImpl,...]
48	2020-07-29 16:31:08	ERROR	sling-threadpool-67387070-8373-45bd-bead-d6282...	[com.day.cq.replication.impl.AgentManagerImpl,...]
52	2020-07-29 16:31:11	ERROR	sling-threadpool-67387070-8373-45bd-bead-d6282...	[com.day.cq.replication.impl.AgentManagerImpl,...]

Logs Comparison



Logs Prediction



- Parse, sort and filter the logs

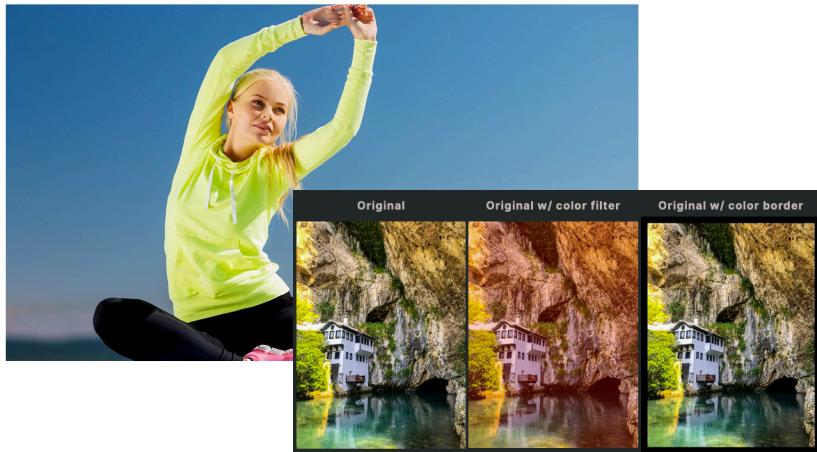
- Plot logs by level and frequency
- Find patterns in logs

- Train Machine Learning model
- Predict next logs



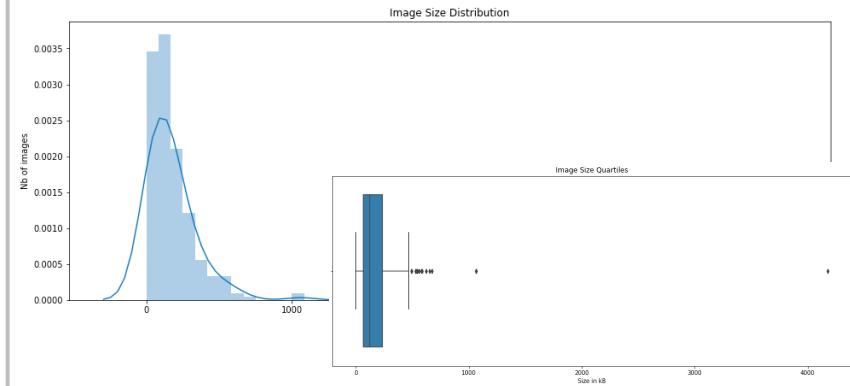
The Content Scientist for Marketer

Assets Analysis



- Extract colors
- Apply filters

Content Statistics



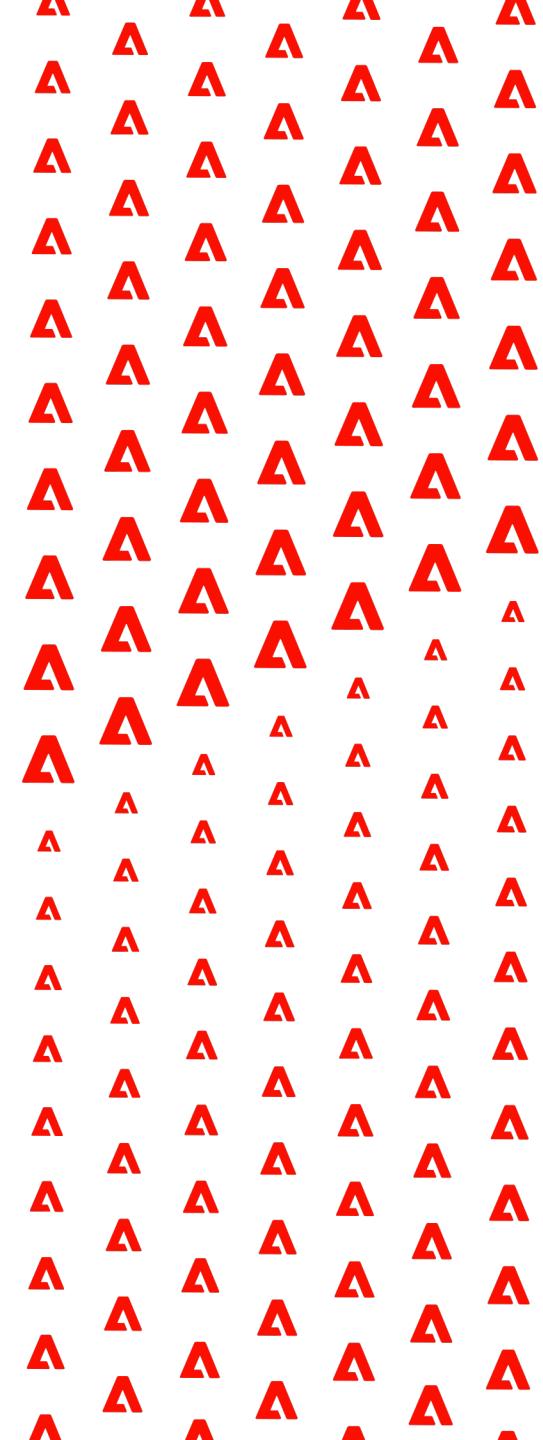
- Plot assets size
- Analyse the size distribution

AI/ML

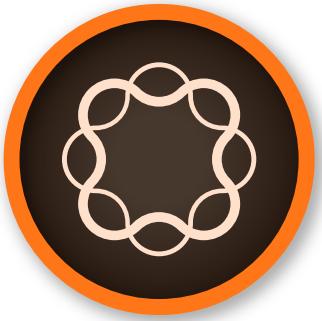


- Train Machine Learning model
- Classify, evaluate and transform

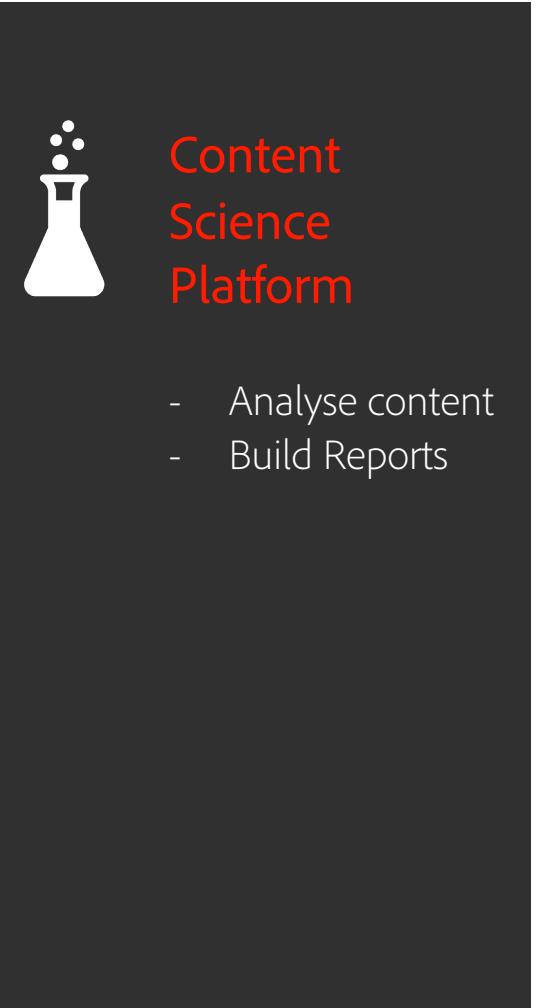
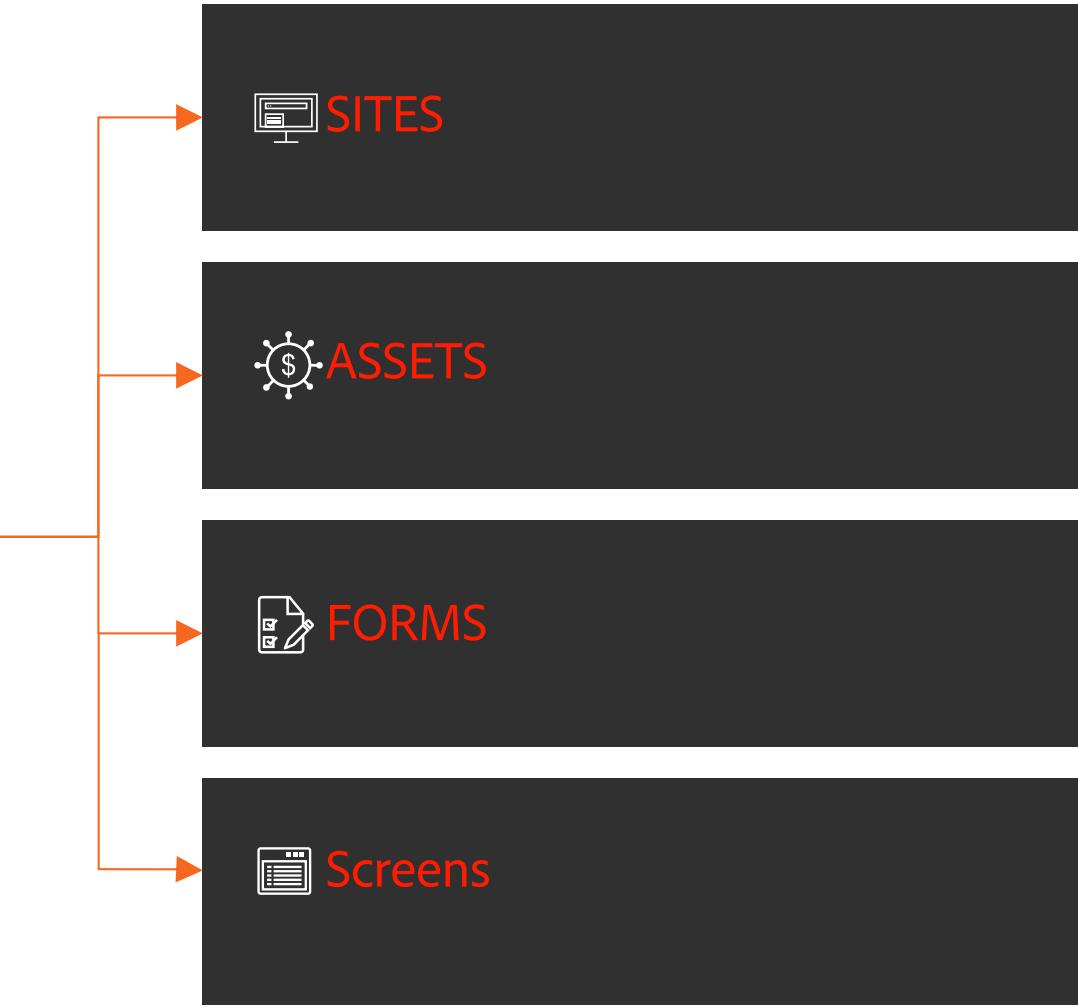
Content Science Platform



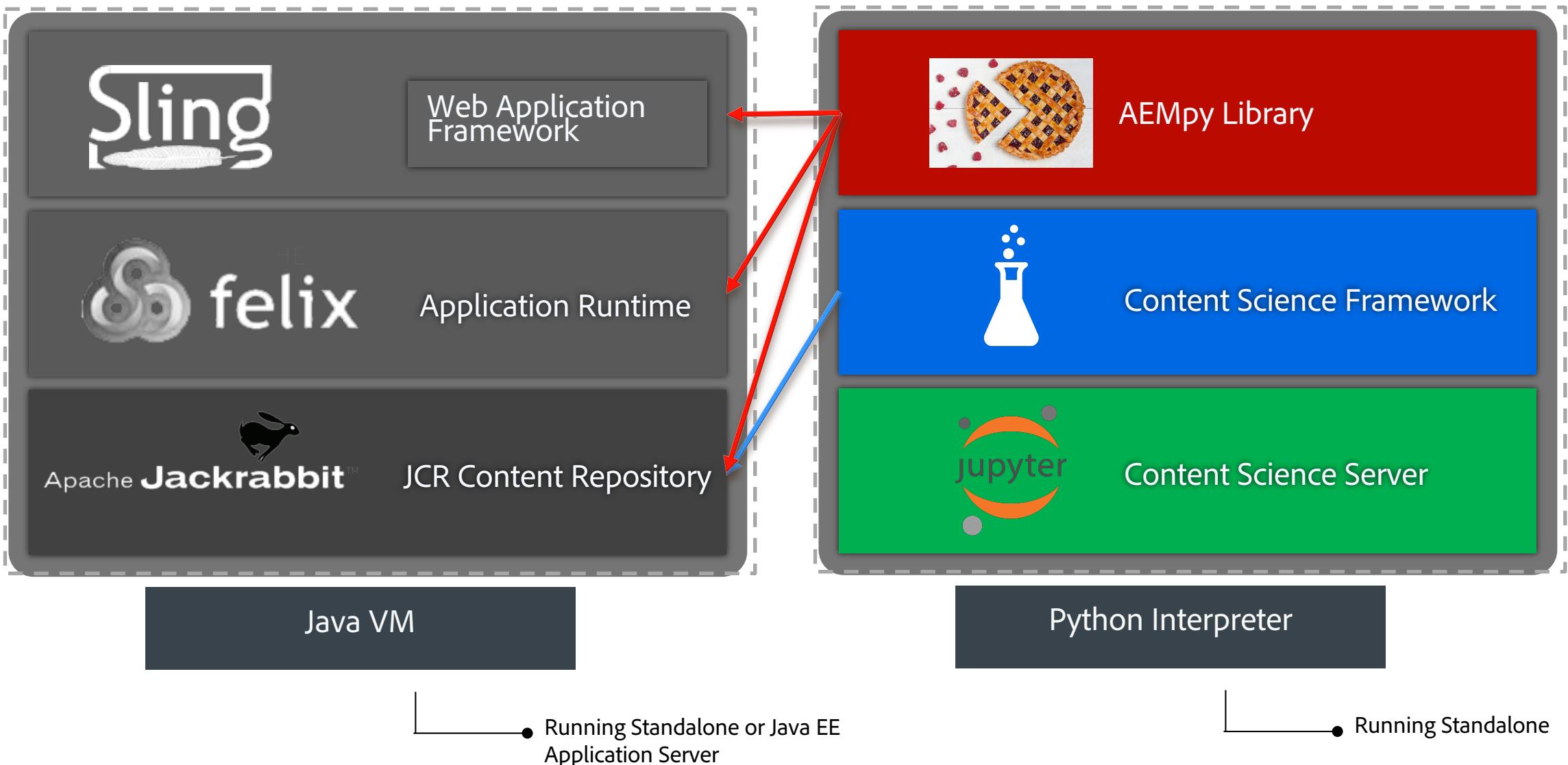
A unified platform



Adobe
Experience Manager



With New Power, New Stack



AEM as a Content Science Platform

Demo

Q&A

- Content Science Platform is in Incubation
- For new use cases, contact me: tremouli@adobe.com

