EUROPE'S LEADING AEM DEVELOPER CONFERENCE

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# DAM In An AI First World

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# DAM In An  AI First World Intro

# Content Intelligence

**Content Intelligence** is a set of Artificial Intelligence (AI) microservices built to understand

- which aspects of a digital experience resonate with a customer and
- how those insights could be used to deliver meaningful personalized  experiences

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# Content Intelligence Related Use Cases

- Content Tagging
- Content Reuse & Authoring
- Metadata Enhancement and Search
- Visual Site Search and Content Similarity
- Media Transform and Personalization
- Content–Aware Insights and Personalization

# Private Beta: Content & Commerce AI APIs for AEM

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Customer requirements:

- Region: NA and EMEA
- AEM requirements: Cloud Service & AMS (CS Sandbox add-on)
- Open for AEM Products: Sites, Assets, Forms and XML
- For IT & Developer Persona to extend AEM via APIs
- Across all industries
- Cost: limited use during Beta.

## Content and Commerce AI (C&CAI) API Services

**Keyword** Extraction - Automatically extract salient keywords and tags from enterprise documents and content fragments

**Color Extraction** – Automatically label and quantify the color composition of an image

**Visual Recommendations –** Deliver visually similar product recommendations to customers, based on intuitive product features like shape, design and color

**Custom Classifiers –** Automatically label an enterprise's image and documents with custom AI models

CREATE A VISUAL SEARCH COMPONENT FOR SITES

EXTRACT COLORS FOR DAM

| | |
|---|---|
| Orange | 65% |
| White | 20% |
| Gray | 15% |

KEYWORD EXTRACTION | CUSTOM CLASSIFICATION FOR TEXT AND DOCS

- automotive
- IoT
- safety
- environment
- EMEA

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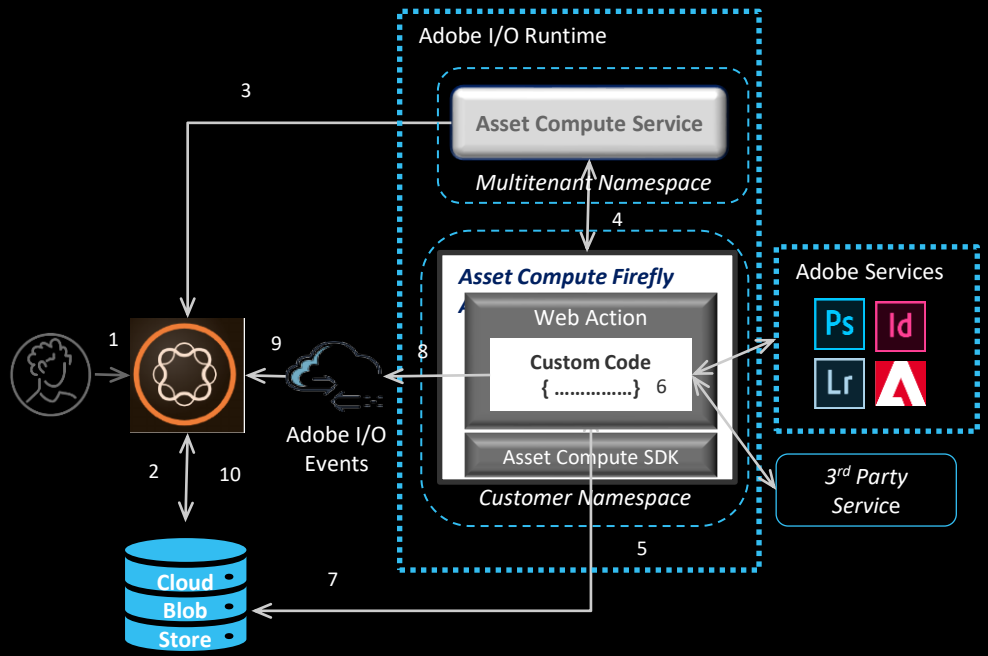
# ROI Using Content Intelligence

- Marketer Productivity
- Content Velocity
- Customer Engagement

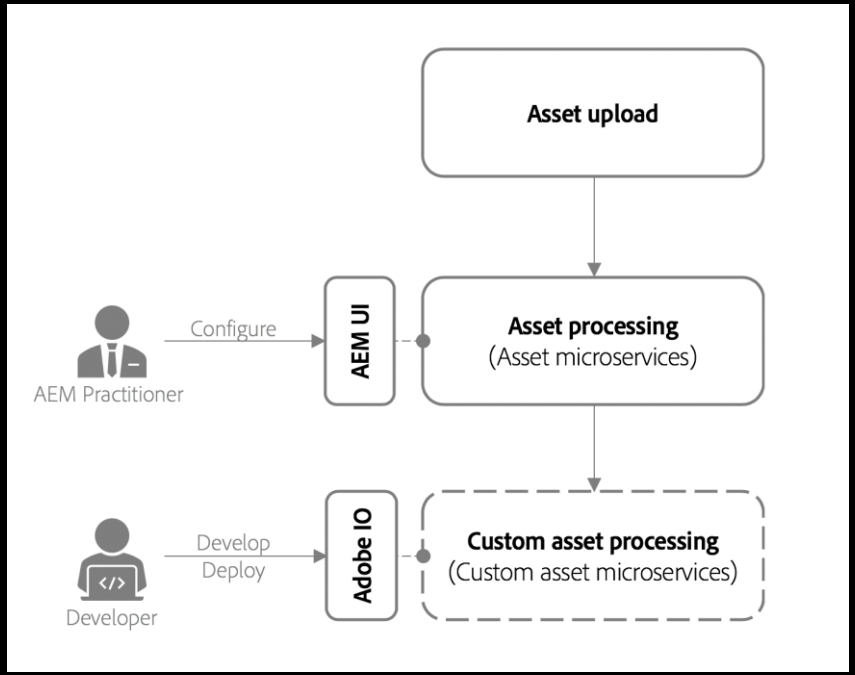
# Technical Details

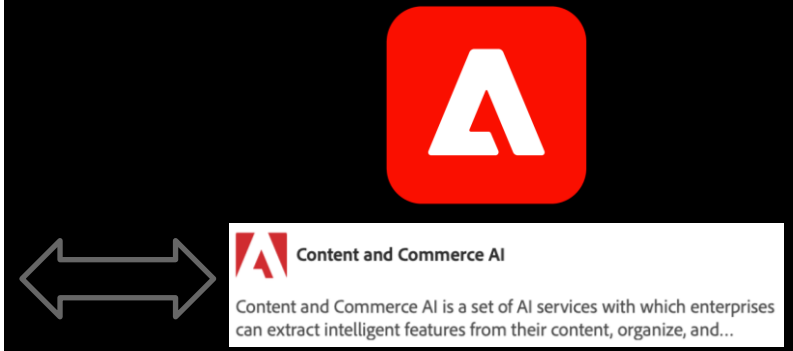
# Asset Compute Extensibility Architecture




1. User uploads an asset to AEM Assets
2. Uploads the asset to Cloud Blob Storage
3. Posts HTTP request to Asset Compute Service API with
   I. authorization headers
   II. processing profiles with pre-signed URLs for source asset and expected renditions
   III. Custom worker URL
4. Validates AuthN &Authz and orchestrates the request to custom worker URL
   I. Authorization
   II. Processing profile
   III. pre-signed URLs of source asset and expected renditions
5. Downloads the source asset from Cloud Blob Storage
6. Does custom processing of the asset to generate custom rendition(s) using
   I. libraries
   II. Adobe services or
   III. external services
7. Uploads the generated rendition(s) to Cloud Blob Storage
8. Generates an Adobe I/O event with results
9. Receives the event by polling Adobe I/O events journal
10. Downloads the rendition(s) and process the results

# Asset Compute Service + Content and Commerce AI



# Demo

- Demo for a CCAI Beta Feature

# Lab

- This was an intro/appetizer.
- We will have a lab which will provide more detailed info, and you can try out 2 features from CCAI microservice

# Appendix

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# Referrence Links

- https://docs.adobe.com/content/help/en/experience-manager-cloud-service/assets/asset-microservices-overview.html
- https://docs.adobe.com/content/help/en/experience-manager-cloud-service/assets/manage/asset-microservices-configure-and-use.html
- https://docs.adobe.com/content/help/en/asset-compute/using/introduction.html
- https://docs.adobe.com/content/help/en/experience-platform/intelligent-services/content-commerce-ai/overview.html