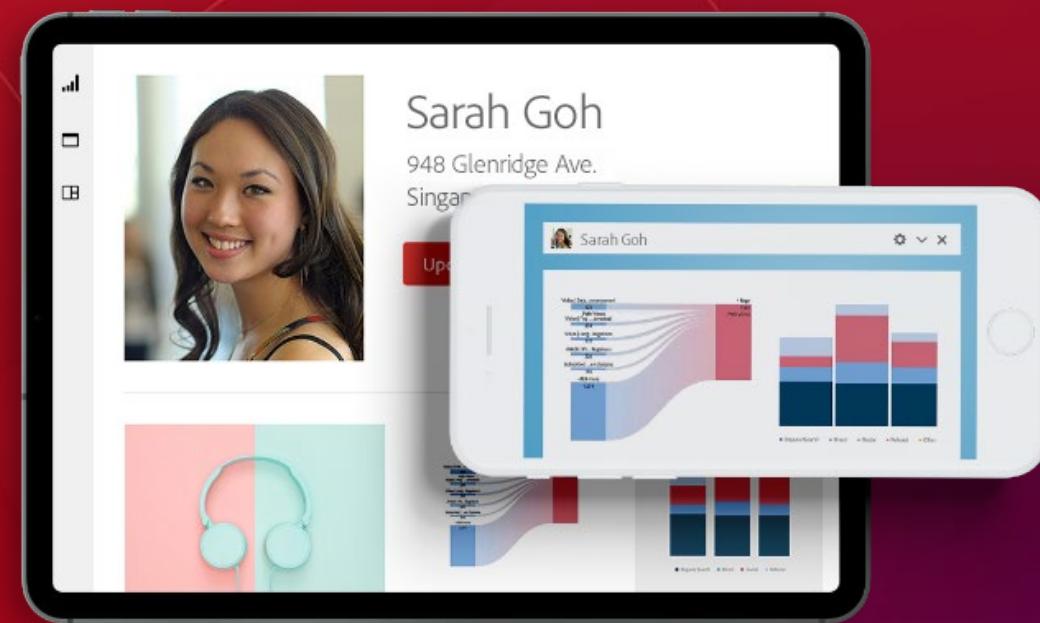
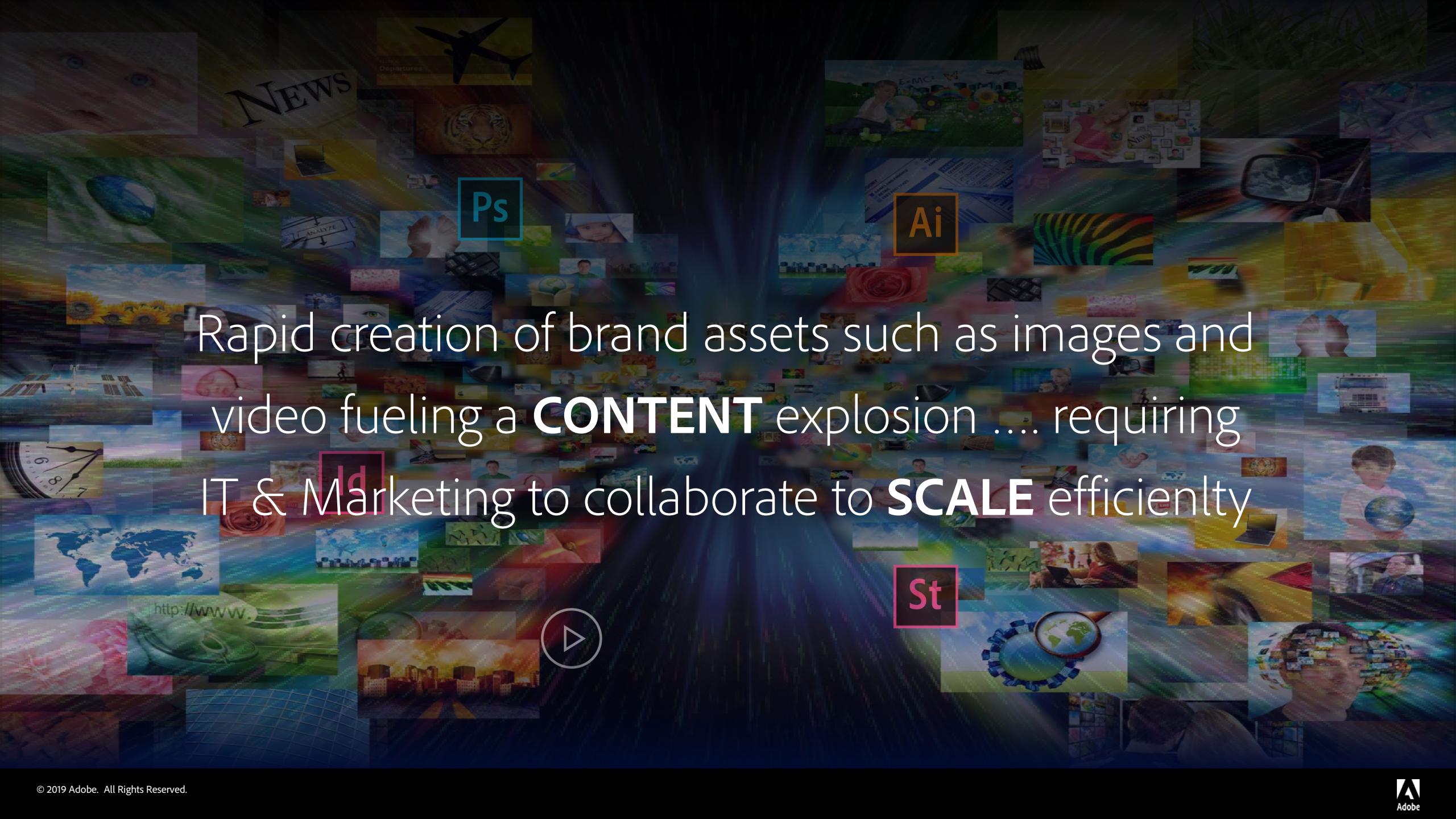


# Adobe Innovation Session: Content Velocity

Content Foundation for Delivering Personalized Experiences at Scale





Rapid creation of brand assets such as images and video fueling a **CONTENT** explosion ... requiring IT & Marketing to collaborate to **SCALE** efficiently

# Example Case Study:

## Unlock \$1,300,000 in yearly topline revenue and \$450,000 in increased productivity

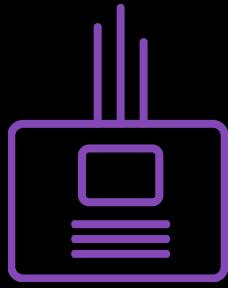
Value Driver	KPI Impacted	Current Baseline	Improvement Potential with DAM			Increase Revenue / Cost Savings (Yearly)
			Conservative	Likely	Optimistic	
<ul style="list-style-type: none"> <li>Increase revenue by delivering personalized &amp; optimized content across all channels.</li> <li>Leverage DAM integration with Analytics, Target, Audience Manager and AEM Sites</li> </ul>	2% increase in conversion on 25% of Web views	1.7%	1.0%	2.0%	3.0%	~\$1,300,000
Reduce litigation and digital rights violation costs	Legal & Rights Costs	~\$100,000	n/a	n/a	n/a	~\$100,000

Value Driver	Teams	# of FTEs	% of Time Spent on Digital Asset Related Tasks	Current Baseline	Improvement Potential with DAM			Cost Savings (Yearly)
					Conservative	Likely	Optimistic	
Reduce time spent on repetitive & manual tasks finding, approving, managing and sharing assets	All Departments	190	6%	n/a	80%	96%	100%	~\$450,000



# AEM Innovation Themes



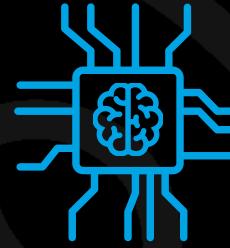
## Content Velocity

Streamlined content delivery with easy-to-use development, authoring and delivery tools for marketers, creatives & IT.



## Fluid Experiences

Channel-agnostic authoring with re-usable content blocks and headless delivery.



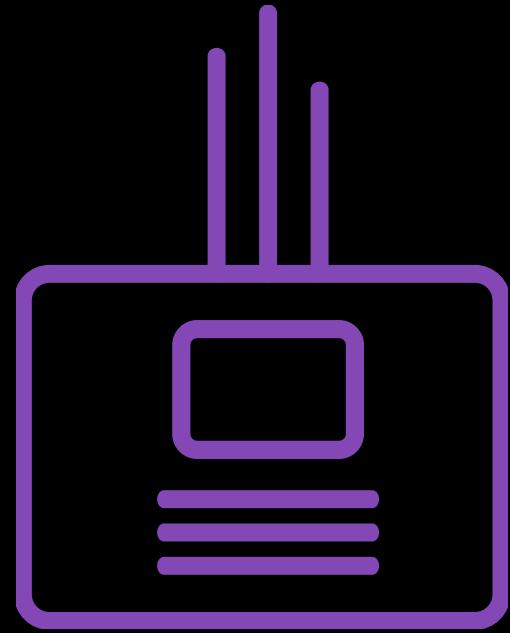
## Experience Intelligence

Data-driven insights, content discovery and dynamic composition of next best experience powered by Adobe Sensei.



## Cloud Agility

Cloud native capabilities to enable brands to quickly adapt and innovate their digital transformation of the customer experience.



Content Velocity

# The importance of scalable asset creation

Source: Current Adobe Manufacturing Customer

15 Languages

25 Assets per  
Product

45  
Products

1,125  
Assets

45  
Assets

16,875  
Assets



# Content Velocity : Adobe Asset Link

Discover, use and edit assets from AEM directly within Creative Cloud for enterprise desktop apps

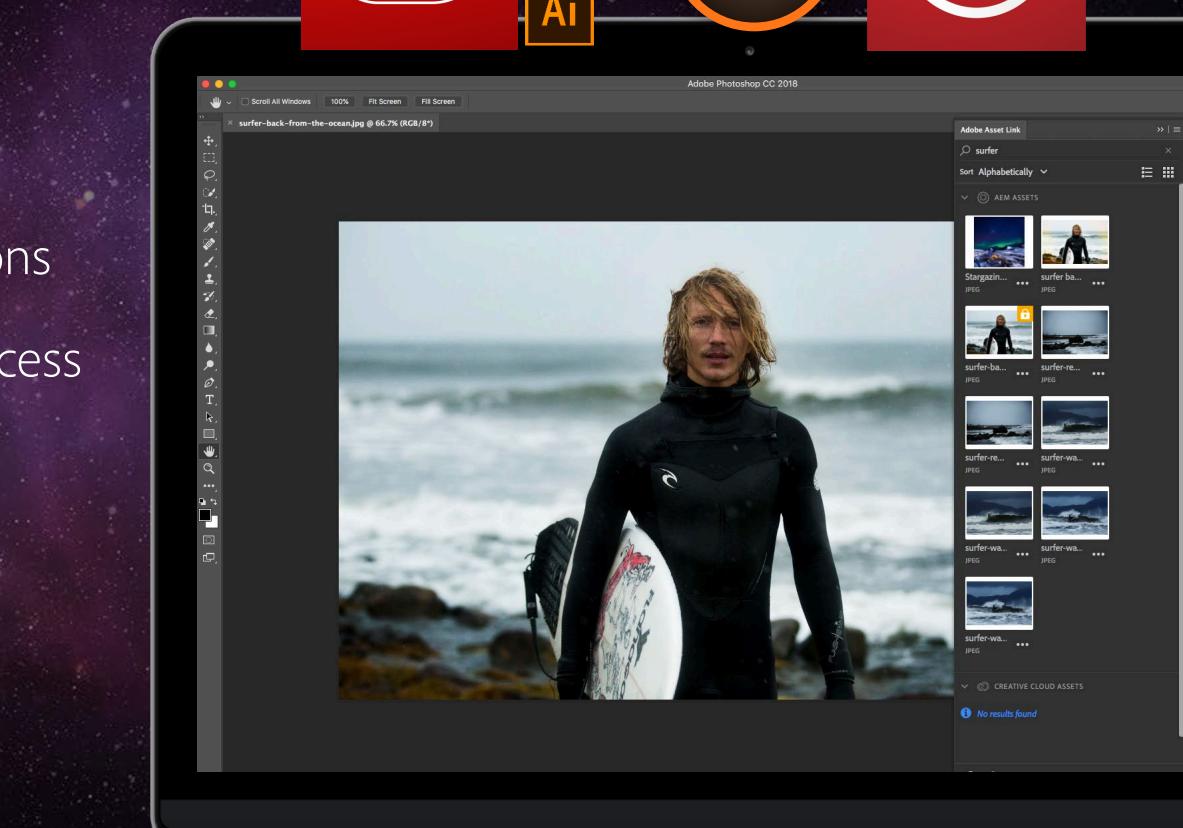
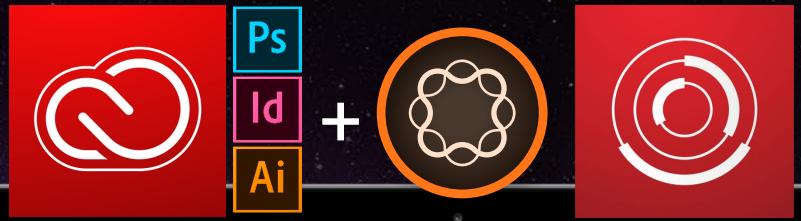
Search, access collections, preview assets & basic metadata directly from CC apps – PS, ID, AI

Find Similar Assets with Adobe Sensei

Keep WIP assets and final production assets in separate locations

Single Sign On with your Creative Cloud SSO credentials for access to digital assets from AEM Assets

Deploy easily with the Adobe Admin Console



## Adobe Photoshop CC 2017

Auto-Select: Layer Show Transform Controls 3D Mode:

Bungalow.psd @ 33.3% (RGB/8#)

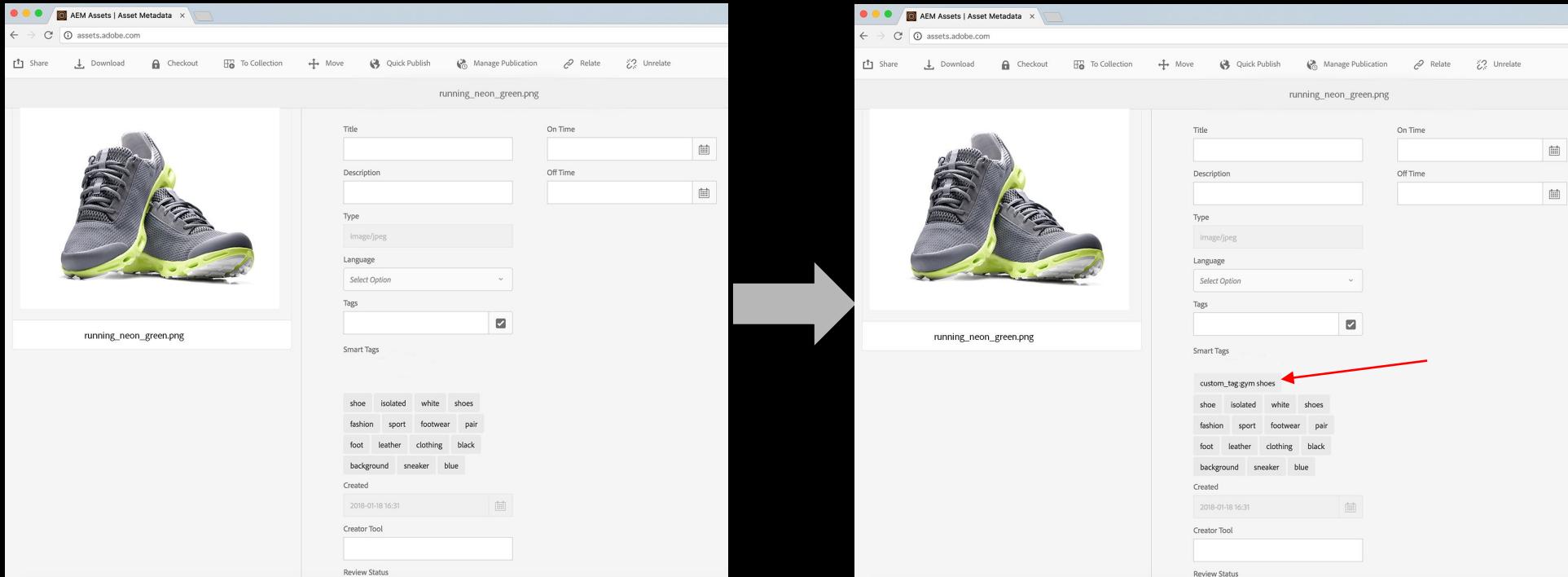
Layers

- Kind: Normal Opacity: 100%
- Lock: Fill: 100%
- Color Balance 1
- Background

Color Swatches Libraries Adjustments Channels Paths

33.33% Doc: 35.5M/35.5M >

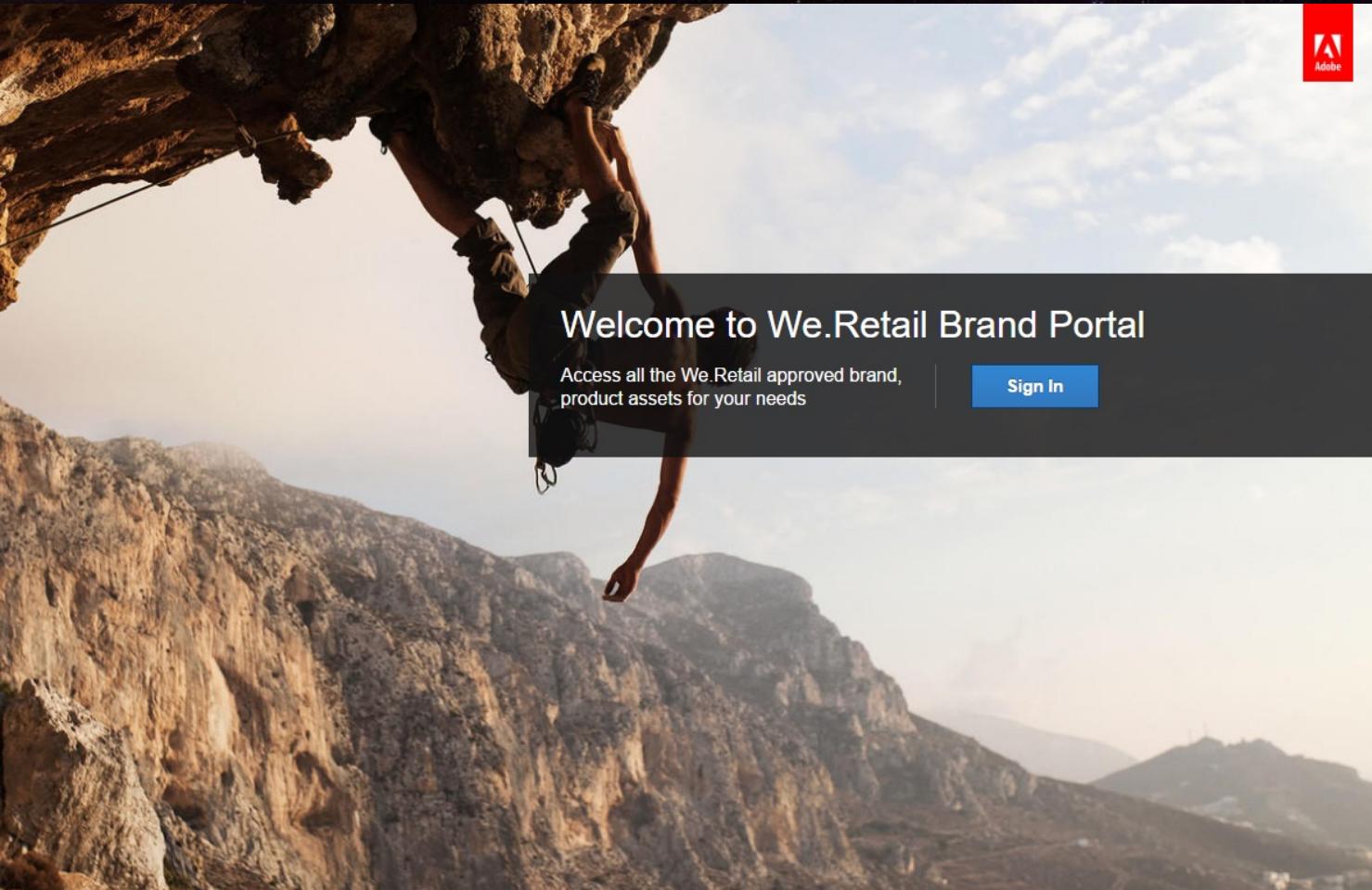
# Content Intelligence | Smart Tags



The next-generation of Smart Tags uses a self-learning algorithm to recognize images and populate tags based on your unique business taxonomy.



# AEM Assets Brand Portal



Easily acquire, control, and securely distribute approved creative assets

Share with external parties and internal business users across devices

# Enterprise DAM Value – AEM Assets

19%

Higher productivity for Digital Asset teams

47%

Faster creation of new assets

84%

Faster to render existing assets

27%

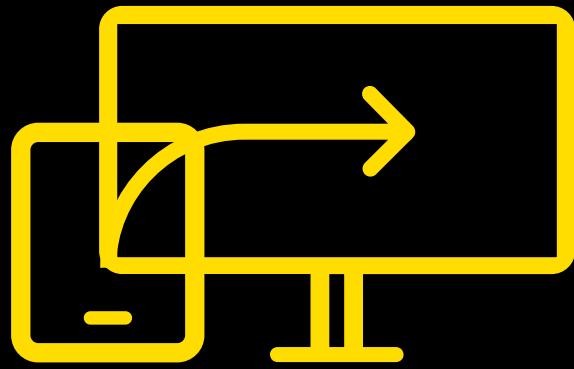
Faster delivery of content by digital marketing teams

20%

Faster to launch marketing campaigns

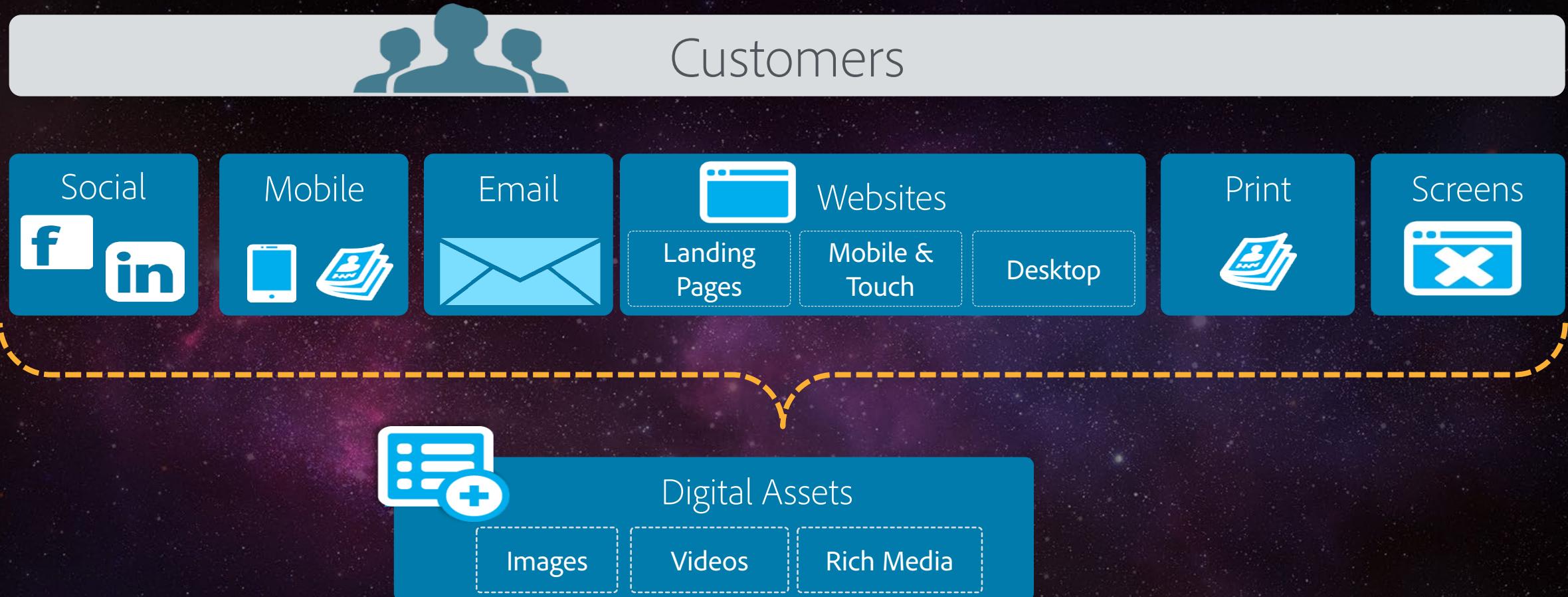
366%

3-Year ROI



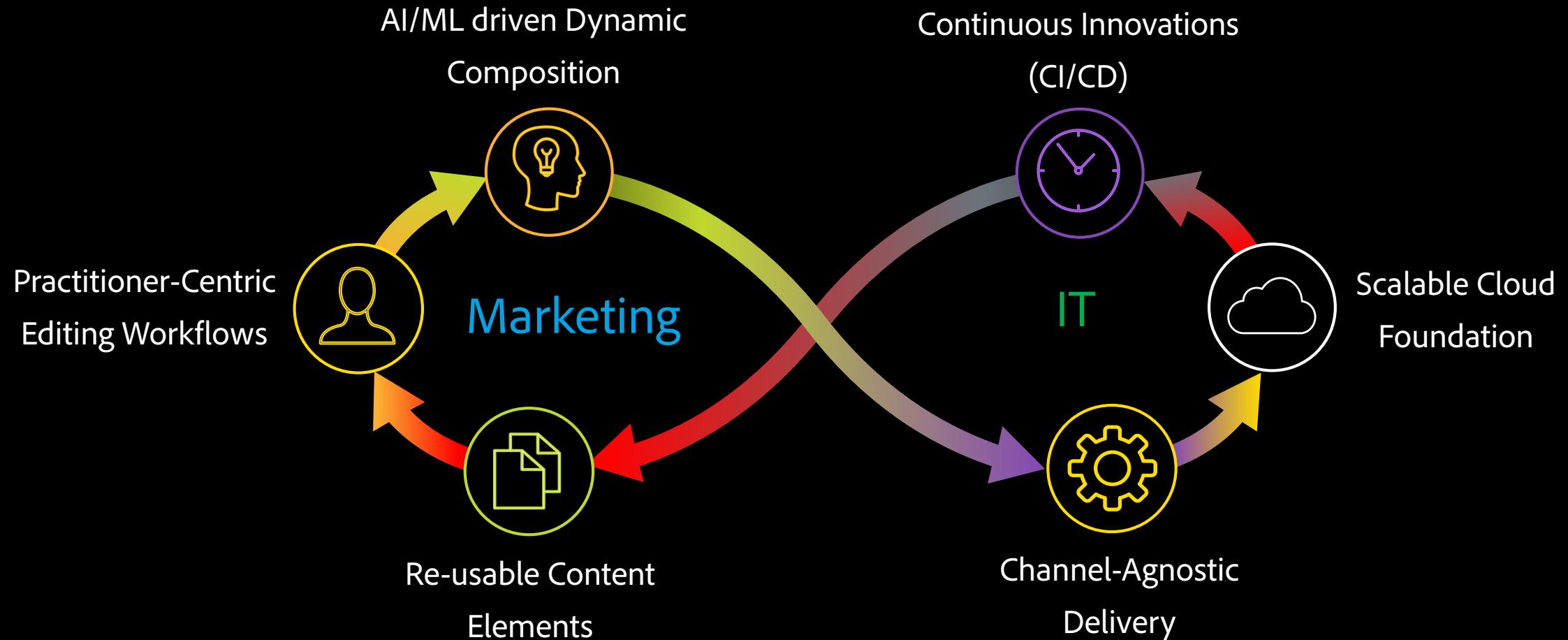
Fluid Experiences

# Connected Channels are the foundation of the customer experience

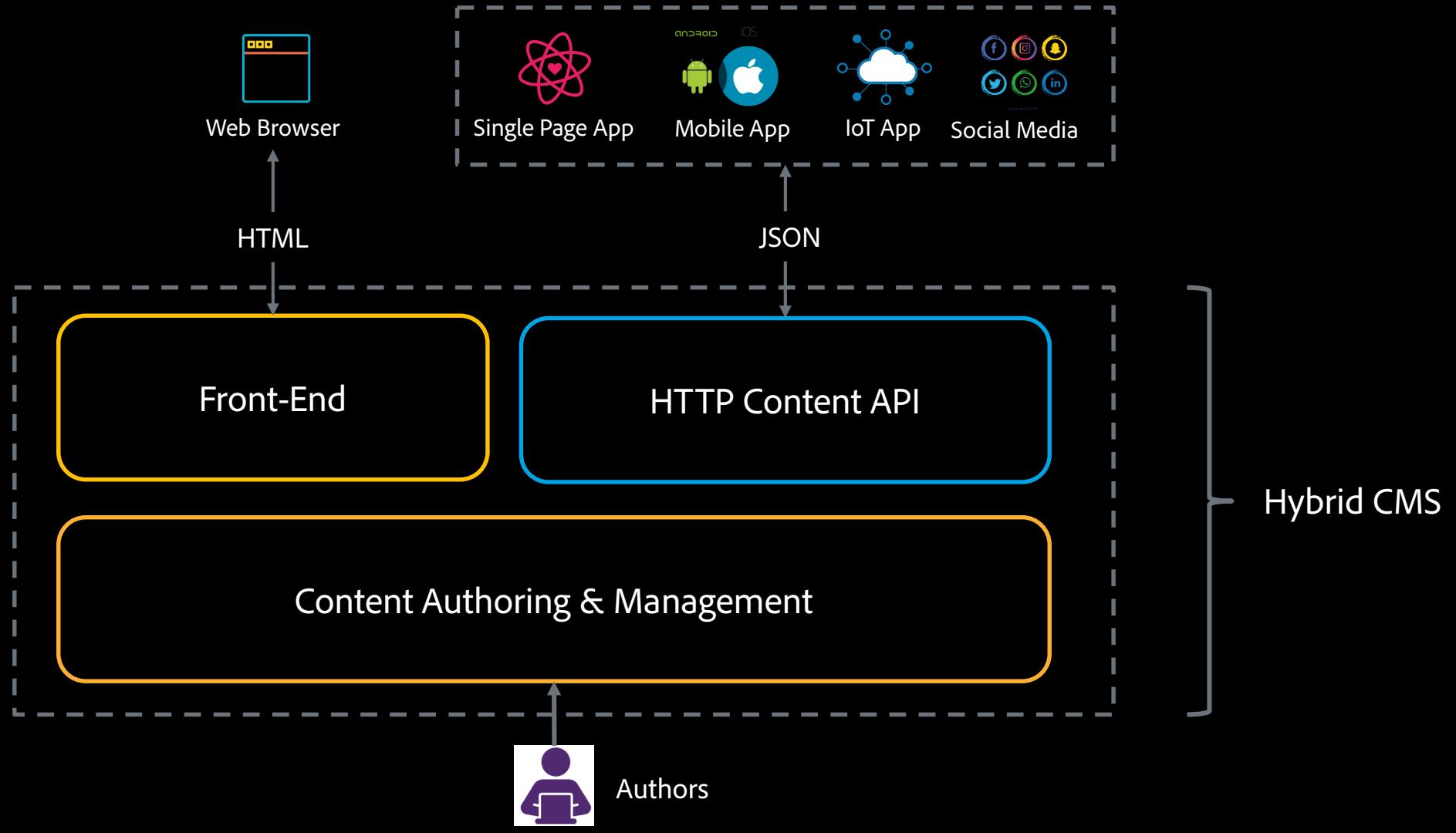


# Content management alignment for Marketers & IT

Design, understand and deliver rapidly adaptable experiences in context across any touchpoint throughout customer journey



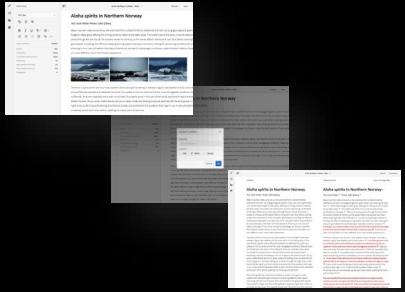
# Hybrid CMS: Supports Modern Web and Headless Delivery



# Fluid Experiences: The Foundation



## Content Fragments



Design, create, curate and use page-independent editorial text content with embedded or associated media

## Experience Fragments



A group of components with layout that can live independently

## Form & Document Fragments



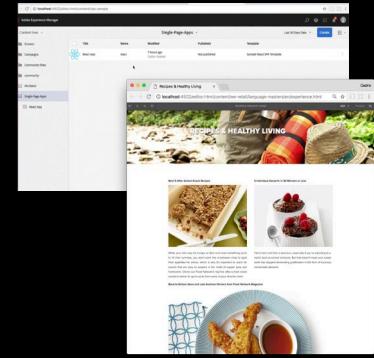
Static & dynamic content used across forms and customer communications across multiple channels

## Content Services



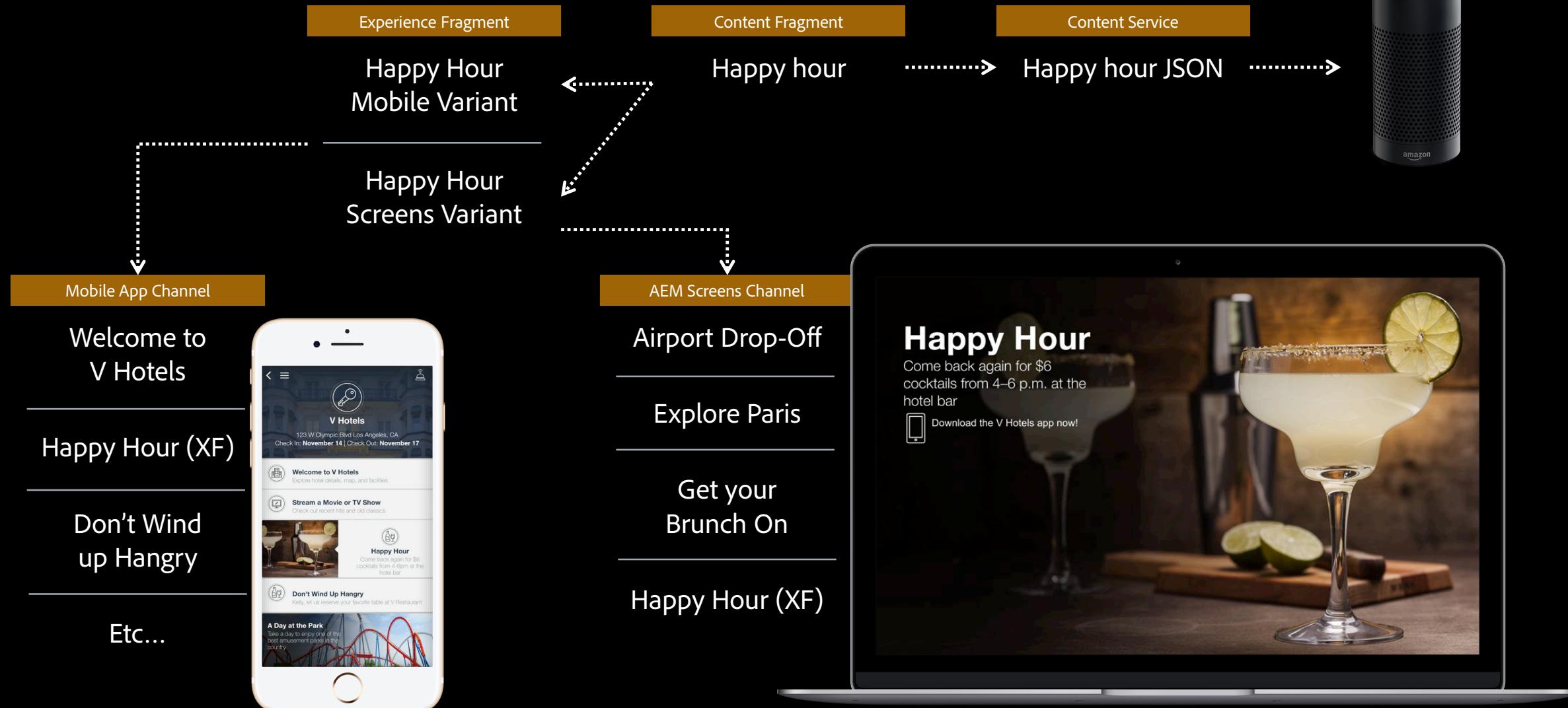
A lightweight, read-only service for accessing content (e.g. JSON) from AEM to deliver to any channel

## SPA Editor



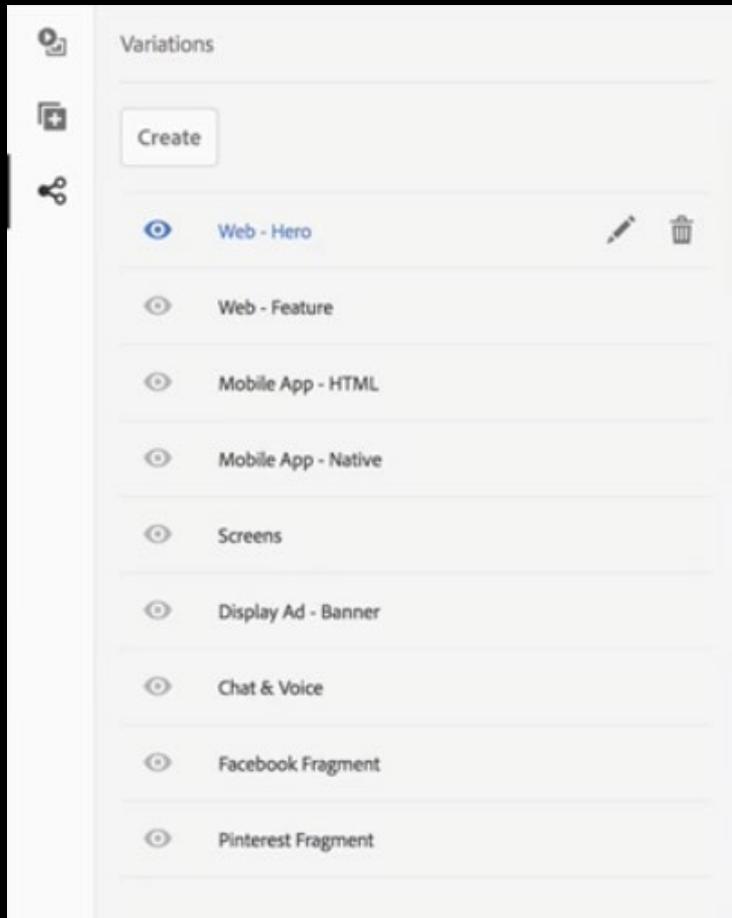
Edit and manage Single Page Application (SPA) content in-context, allowing marketing and IT work in tandem

# Hybrid Flow in AEM



# Fluid Experiences | Experience Fragments

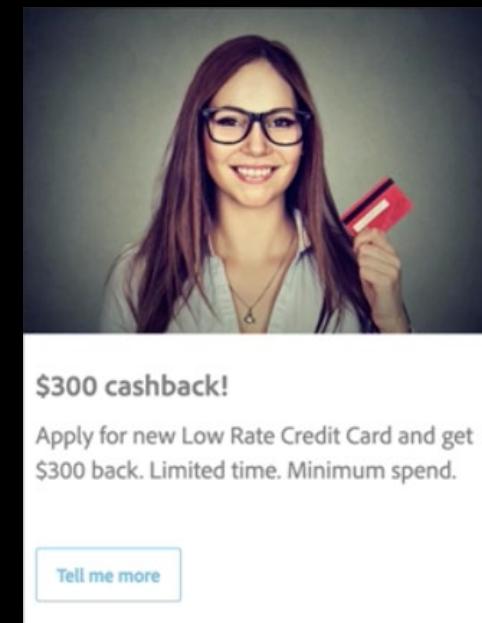
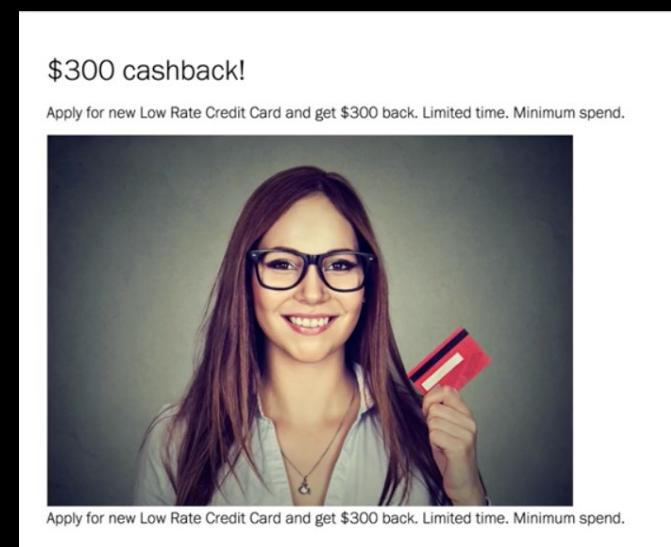
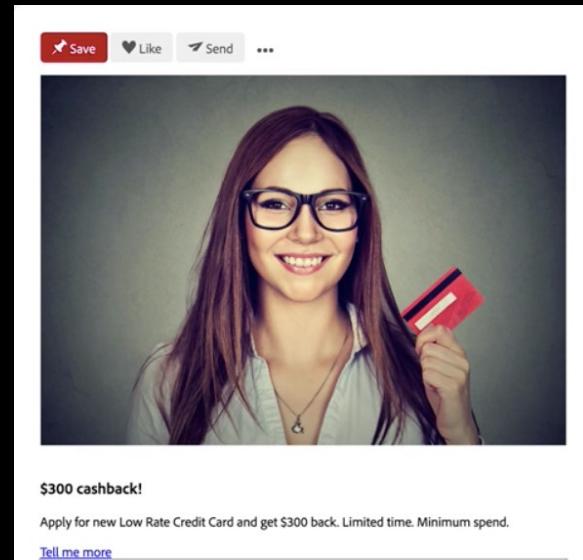
- Consistent experiences and layouts across channels



Variations

Create

- Web - Hero
- Web - Feature
- Mobile App - HTML
- Mobile App - Native
- Screens
- Display Ad - Banner
- Chat & Voice
- Facebook Fragment
- Pinterest Fragment



Chrome File Edit View History Bookmarks People Window Help

Start Web - Hero

localhost:4502/editor.html/content/experience-fragments/wefinance/offers/en/xf-1000/web-hero.html

Variations

Create

Web - Hero

Web - Feature

Mobile App - HTML

Mobile App - Native

Screens

Display Ad - Banner

Chat & Voice

Facebook Fragment

Pinterest Fragment

WEB - HERO

Edit Preview

Offer Content Fragment Container

# \$300 cashback!

Apply for new Low Rate Credit Card and get \$300 back. Limited time. Minimum spend.

Tell me more

Offer Content Fragment Container

Drag components here

A woman with long brown hair and black-rimmed glasses is smiling broadly at the camera. She is wearing a light blue button-down shirt. In her right hand, she holds a red credit card with white and dark blue horizontal stripes. The background is a plain, light-colored wall.

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# Fluid Experiences | Content Services

- A light weight way to get content independent of layout and repository
- Channel agnostic reuse of content that may be in Assets or part of a Sites project
- Out of the box, extensible content models
- Automatically generated service endpoints



# Fluid Experiences: Content Services



More support for headless content management

- HTTP REST API for Content Fragment
- Bulk delivery of fragment structure and content
- Output in JSON format that can be consumed across SPA, Mobile App, IoT App and more
- GraphQL API for Commerce for improved integration with commerce systems

**Content Fragments** 1.0.7-SNAPSHOT

[ Base URL: localhost:4502/api/assets ]  
swagger.json

Adobe Experience Manager Assets API  
Copyright 2018 Adobe. All rights reserved.

Schemes HTTP

**{cfParentPath}**

**GET** `/{{cfParentPath}}/{{cfName}}` Returns a content fragment by its path.

**POST** `/{{cfParentPath}}/{{cfName}}` Creates a new content fragment at the given path. Note that creating variations is not supported.

**PUT** `/{{cfParentPath}}/{{cfName}}` Updates the content fragment at the given path. Note that updating variations is not supported.

**DELETE** `/{{cfParentPath}}/{{cfName}}` Deletes the content fragment at the given path.

**Parameters**

Name	Description
<b>cfParentPath</b> <small>* required</small> <small>string (path)</small>	The path of the parent of the content fragment to be deleted.
<b>cfName</b> <small>* required</small> <small>string (path)</small>	The name of the content fragment to be deleted.

**Responses**

Response content type `application/json`

Code	Description
200	<b>successful operation</b>

Example Value | Model



# Fluid Experiences: AEM SPA Editor



Manage Single-page App Experiences at scale and deliver them fast

- In-context composition and content editing of React and Angular powered SPA
- Server-side rendering of SPA JavaScript to reduce first page load time and improve SEO
- Leverage the full localization and translation Support from AEM in your SPA
- Embed forms and communications from AEM Forms into SPA Editor

The screenshot shows a web browser window titled "We.Retail.Journal" with the URL "localhost:4502/editor.html/content/we-retail-journal/react/en/home.html". The page displays a news article about surfing in Northern Norway. On the left, there's a sidebar with a search bar ("Enter path"), a dropdown menu ("Images"), and a "Select Tag(s)" checkbox. Below these are sections for "Publish status" and three image thumbnails: "El Greco Side.jpg", "Neutrino Side.jpg", and "Even Keel.jpg", each with its dimensions (1748 x 1080 | 86.7 KB, 1920 x 996 | 71.8 KB, and 1920 x 1045 | 81.7 KB) and a edit icon. The main content area features a large image of a surfer, the title "ALOHA SPIRITS IN NORTHERN NORWAY", the author "Jacob Wester", and the photo credit "Photo: Sofie Syberg". Below the image is a long descriptive text block with a rich text editor toolbar above it. At the bottom, there are two smaller images: one of a rocky shore and another of a surfer performing a maneuver.

# Fluid Experiences: In-store Experiences

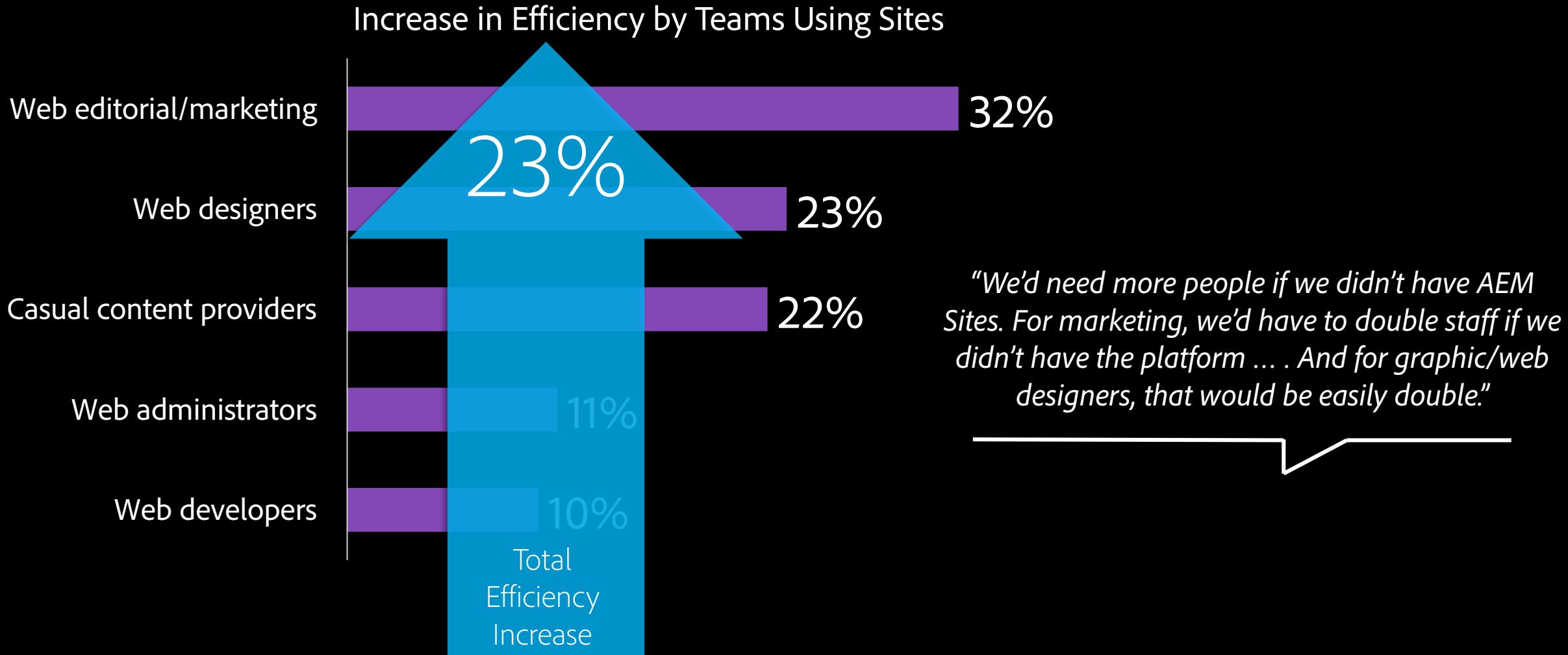


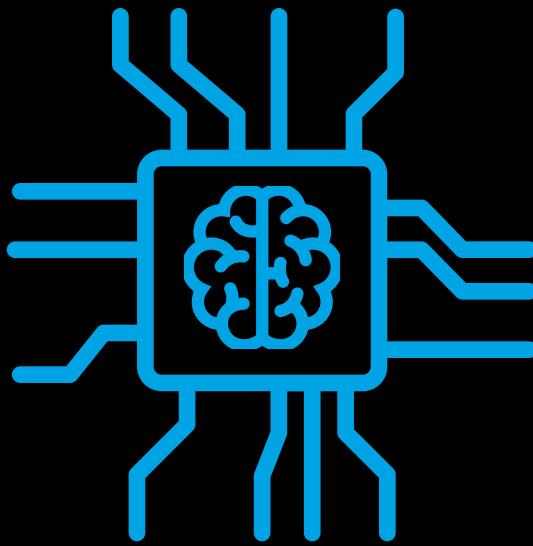
The screenshot shows the Adobe Experience Manager (AEM) interface. The left sidebar contains a navigation tree with categories like 'We.Retail In-Store', 'Applications', 'Locations', 'Channels', 'Schedules', and 'Devices'. The main content area displays a digital signage screen showing a woman in a green top, with a product overlay for a 'Dew Sleeveless Shirt'.

Design, deliver and optimize experiences on all digital displays from interactive kiosks to digital signage

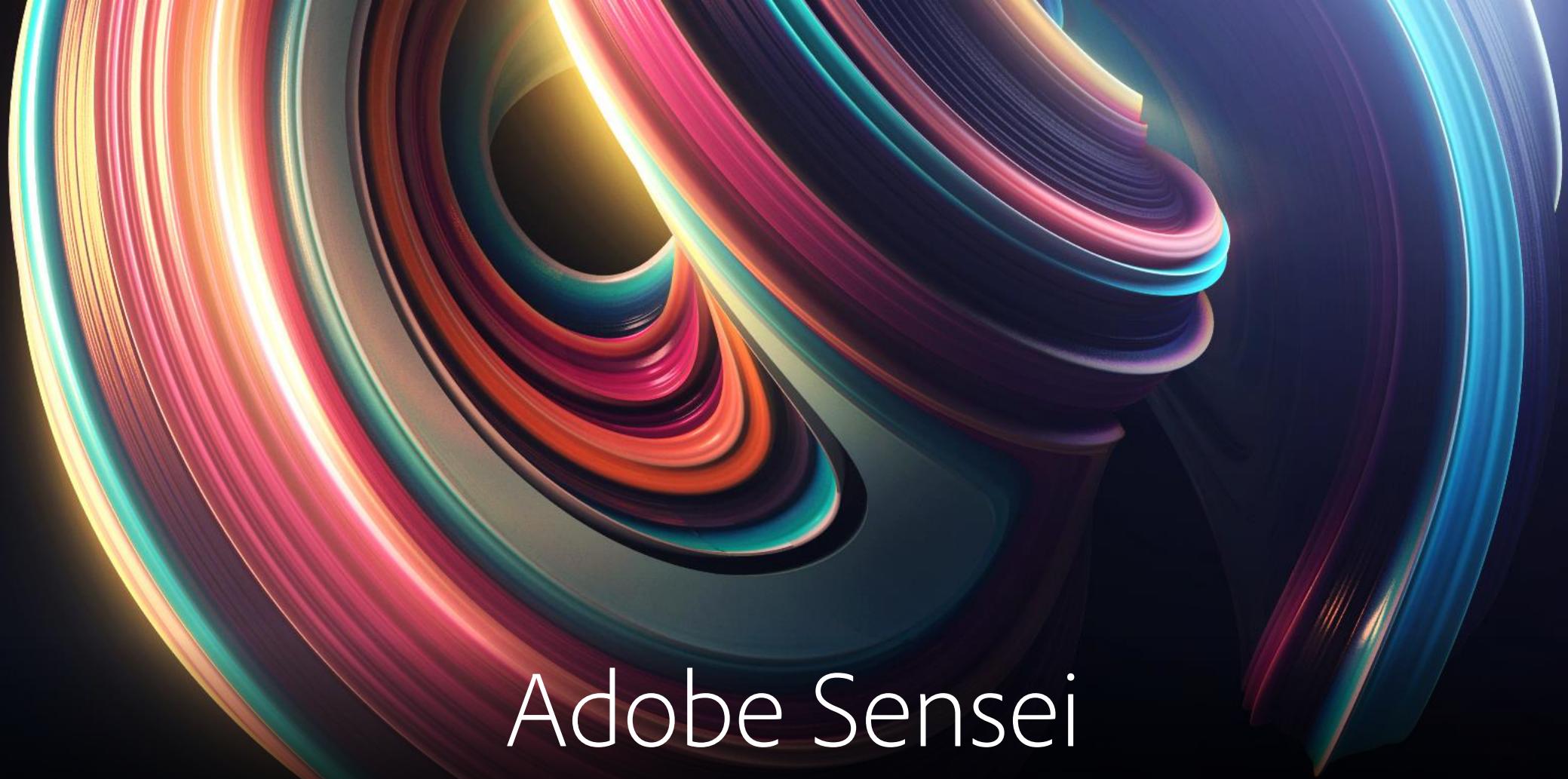
- Robust support for massive scale signage networks
- Powerful publishing and approval workflows for faster time to market with campaigns
- Easily optimize experiences by dynamically personalizing signage content based on data triggers
- Gain insights that drive conversion and loyalty with Adobe Analytics integration

# Team Efficiency: Work smarter, not harder



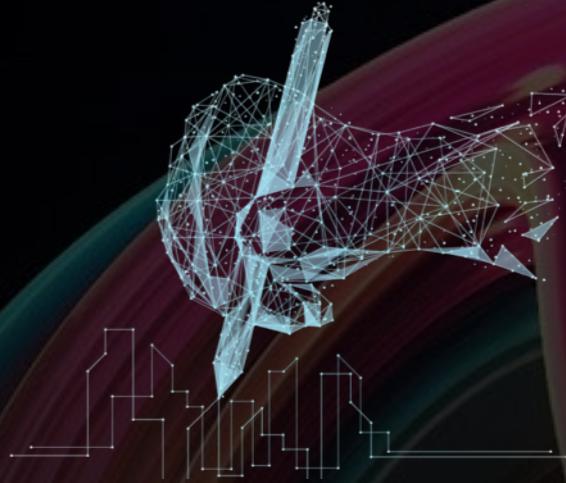


Experience Intelligence

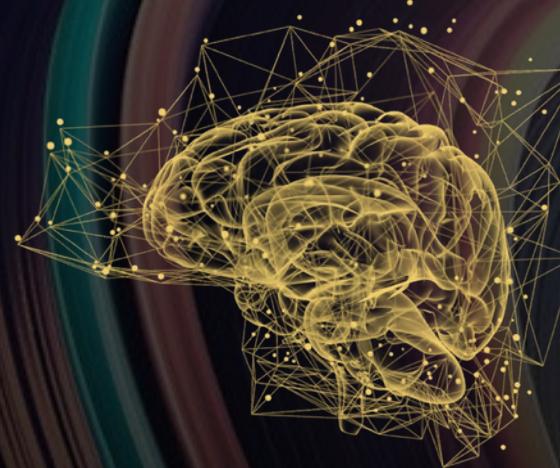


# Adobe Sensei

Powering experiences with intelligence



Computational  
Creativity



Experience  
Intelligence



Understanding  
Content

# Content Intelligence | Smart Crop



Non-destructive editing selects the appropriate area of the asset and automatically crops to the precise standards powered by Adobe Sensei

# Video consumption is on the rise

30

minutes per day

Mobile Video  
Consumption in  
2018

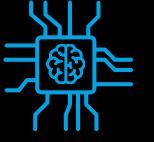


Source: Kleiner Perkins 2018 Internet Trends & Zeinth Online video forecast

# Today's mobile video experience



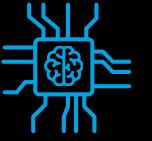
# Experience Intelligence : Dynamic Media + Sensei



## Smart Crop for video (beta)

- Automatically crop a video to new aspect ratios while preserving the points of interest (POIs)





# Experience Intelligence: Automated Forms Conversion



Accelerate digitization and modernization of data capture experience through automated conversion of legacy print forms to device friendly and responsive Adaptive Forms in AEM Forms

Personal Details Panel

Date Box  
Address Box

1 About you

1 Title  
For example Mrs, Miss, Ms, Mr or Dr.

2 Your surname or family name

3 Your first name and any middle name(s)  
First name  
Middle name(s)

4 Have you ever been known by any other surname or family name?  
Include your maiden name.  
No  If Yes, write it below

5 Your date of birth DD MM YYYY

6 Your address  
For office use 1

7 Have you lived at this address for more than 12 months?  
No  If No, go to question 8  
Yes  If Yes, go to question 9

8 Please tell us your last address

9 Your phone number(s)  
Daytime number  
Evening number  
What time of day is best for us to phone you?  
For example, morning, afternoon or evening (we are only able to call up to 7pm).

10 Do you have a National Insurance number?  
Read page 3 of the CH2 Notes.  
No   
Yes  If Yes, tell us your National Insurance number. If you don't know your National Insurance number - Q01234  
11 What is your nationality?  
This is shown on your passport if you have one.  
Nationality

12 Have you claimed Child Benefit for any child(ren) before?  
No  If No, go to question 15  
Yes  If Yes, go to question 13

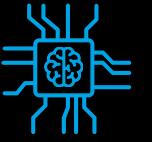
13 Tell us your Child Benefit number if you know it  
This should be your Child Benefit number and not your partner's. You can find your Child Benefit number on letters we have sent you. Example - CHB 99999999 XX  
CHB   
If you don't know your Child Benefit number, you should still claim now - you don't need to answer this question.

14 Are you currently entitled to Child Benefit?  
No   
Yes  If Yes, tell us the full name and date of birth of the eldest child you are entitled to or currently receiving Child Benefit for, then go to question 24.  
Child's surname  
Child's first name  
Child's middle name(s)  
Child's date of birth DD MM YYYY

Caption  
Widget

Choice groups

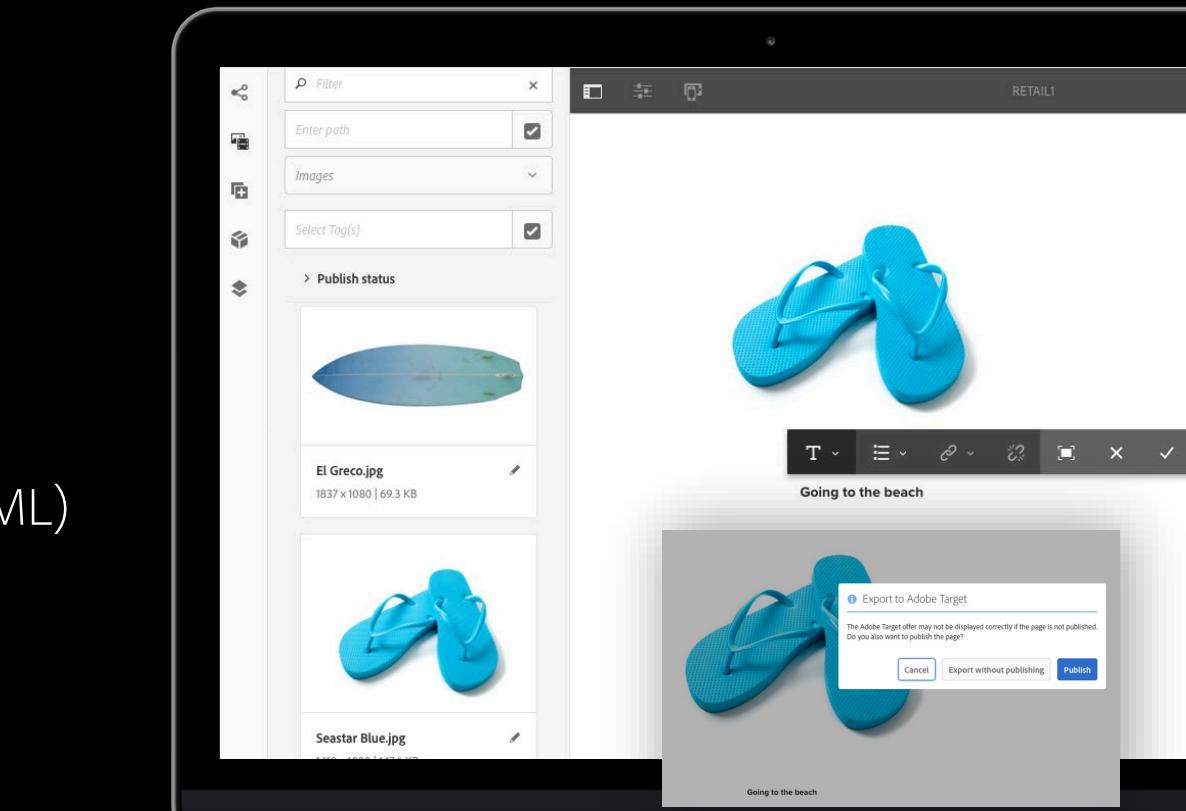
Customer Beta targeted will be available Q2 2019



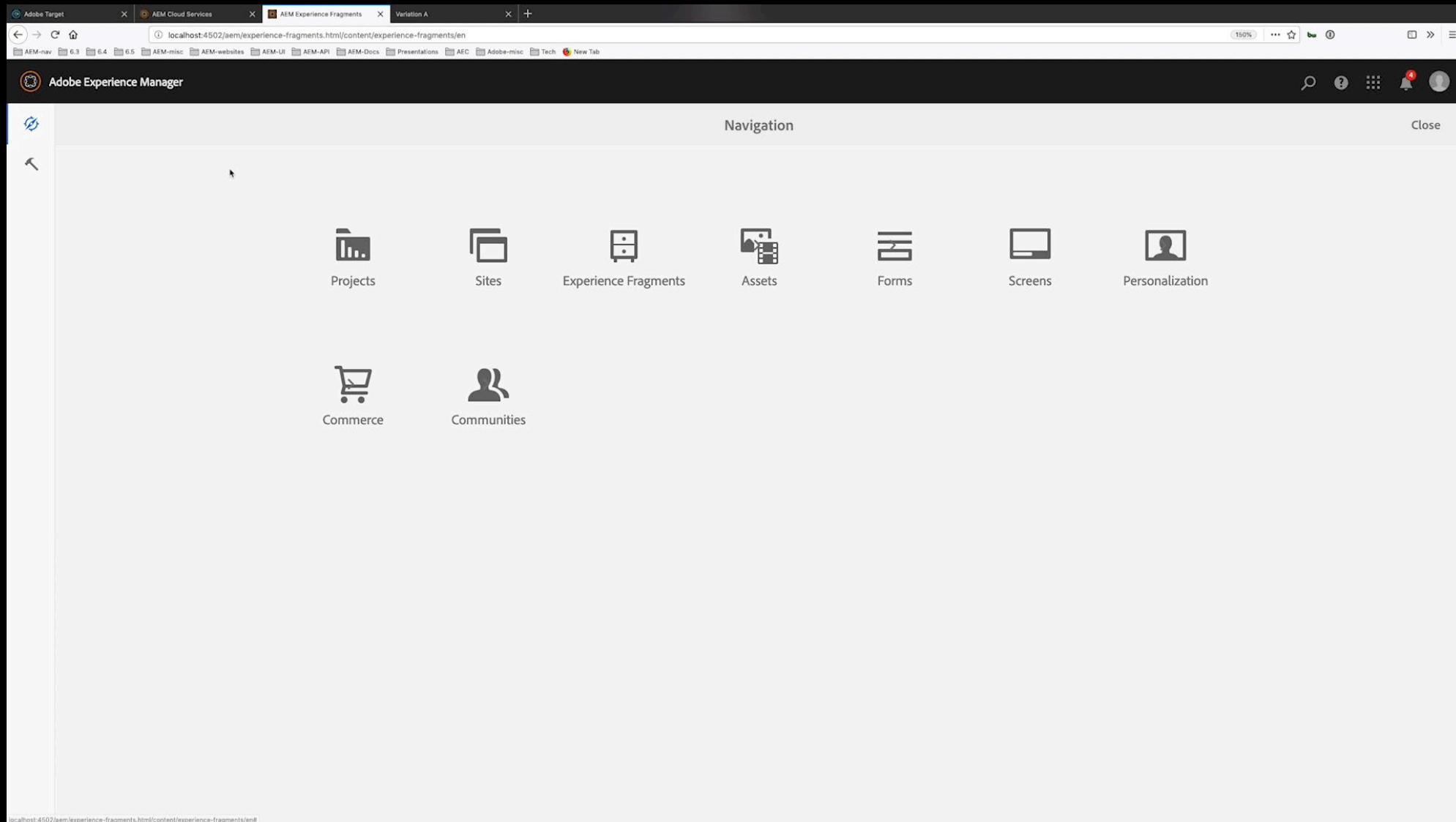
# Experience Intelligence: Fluid Personalization

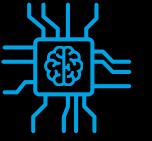
## Support for headless scenario (JSON Output)

- Ability to export Experience Fragments from AEM to Target in JSON format
- Apply Experience Fragments for A/B and MVT, rules-driven or Sensei powered AI personalization
- Markup delivered by Target, referenced media assets by AEM
- Repurpose personalized offers/campaigns from web (HTML) to SPA/Native Mobile Apps etc. (JSON)



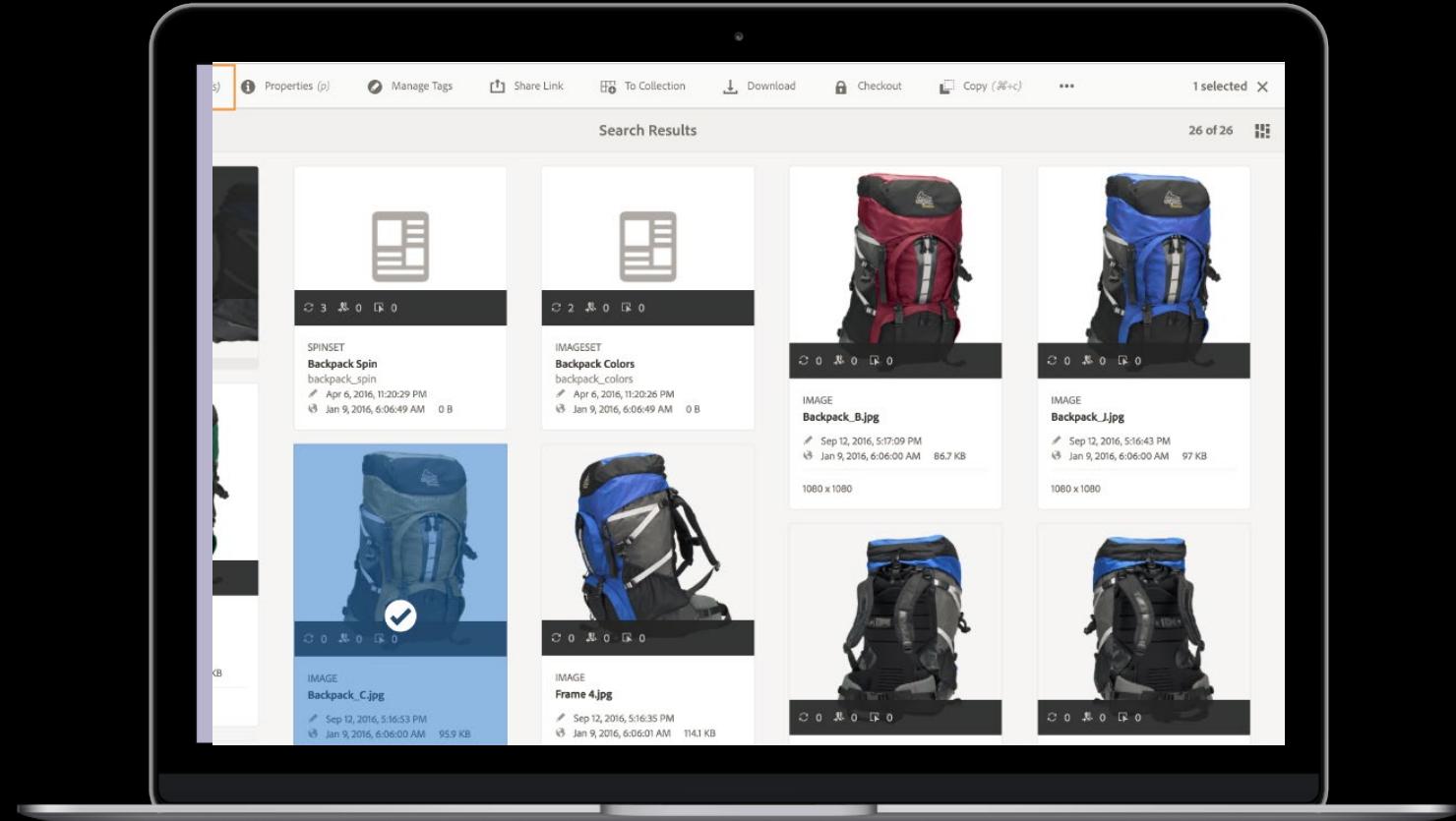
# Experience Fragment Export to Adobe Target Demo



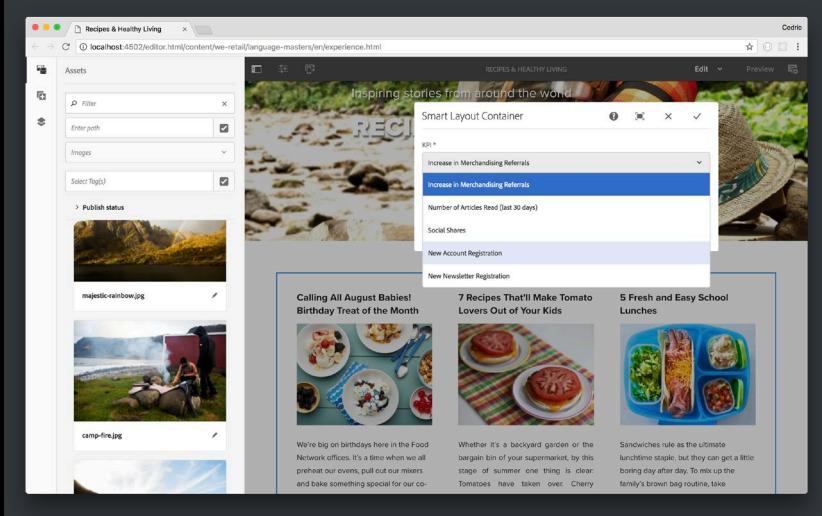


# Experience Intelligence: Visual Search (BETA)

Adobe Sensei powered search to find visually similar assets in the DAM

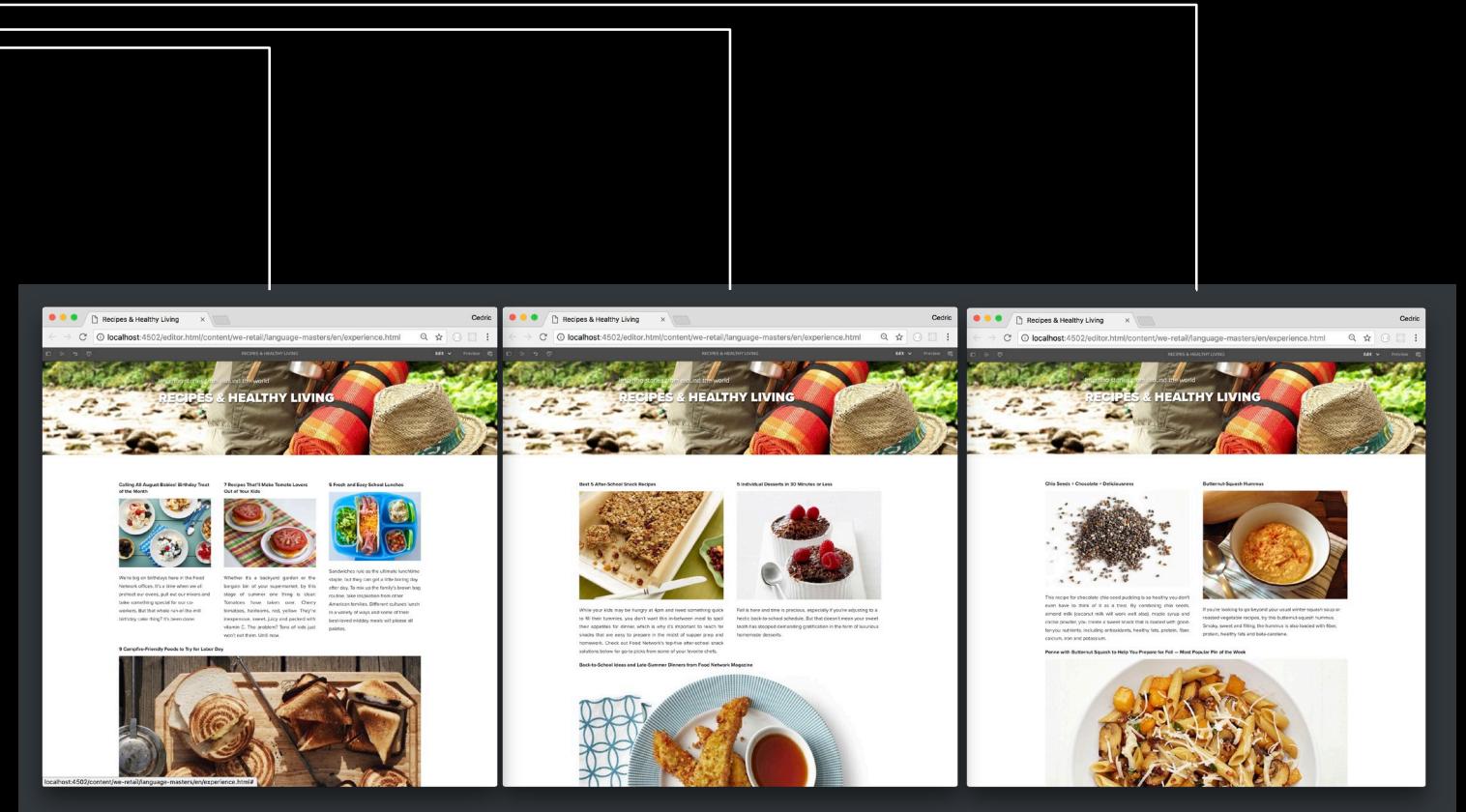


# Smart Layout (Beta)



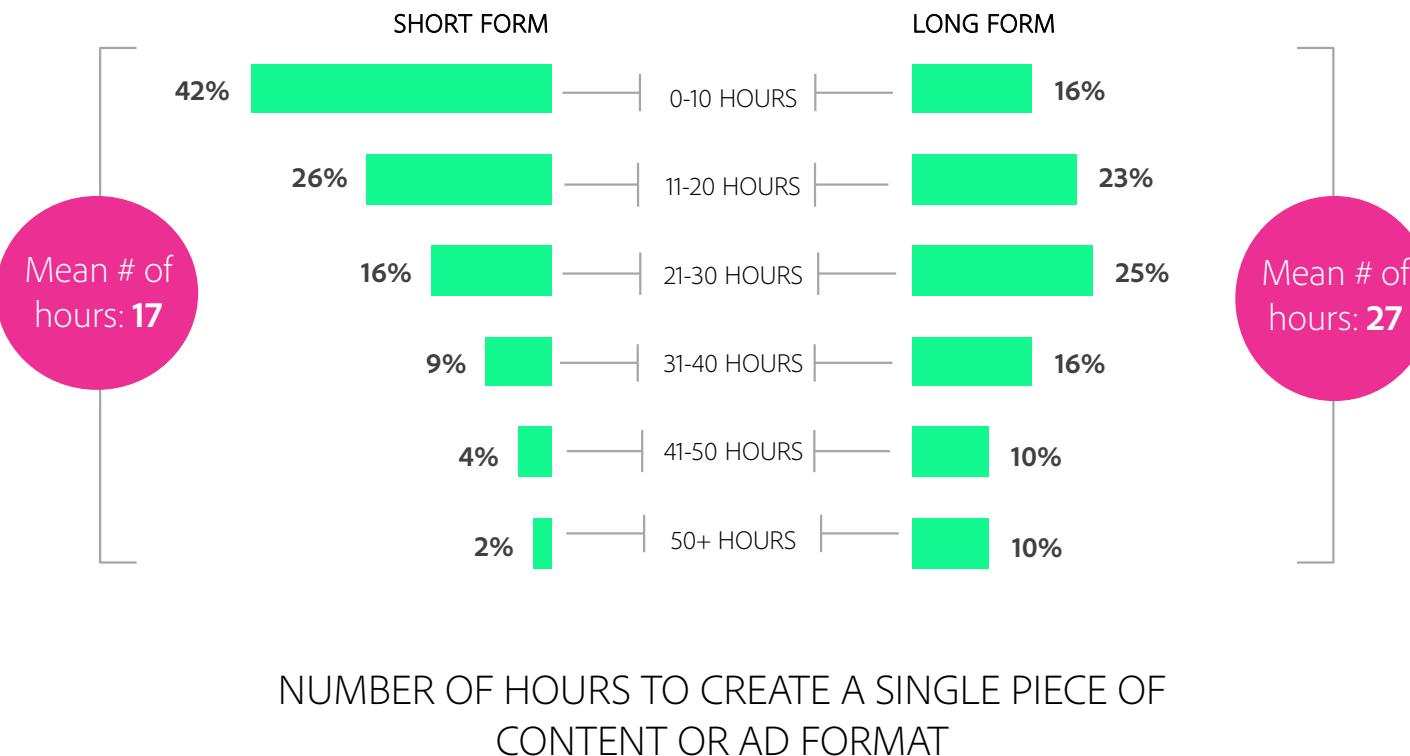
Automatically create and scale personalized variations of page experiences, based on your audience engagement preferences.

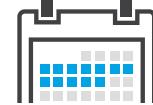
Smart Layout uses Adobe Sensei artificial intelligence to optimize the layout of content and surface the most engaging content within a page based on analytics across your key business performance metrics.



# Time investment on content creation

Brands are struggling to keep up with content creation. Part of the struggle is the length of time it currently takes to turn personalized content around.



 **12** DAYS TO TAKE  
A **SINGLE PIECE OF**  
**CONTENT** TO MARKET  
 ON AVERAGE



Cloud Agility

# Fluid Experiences: New Production-ready Core Components



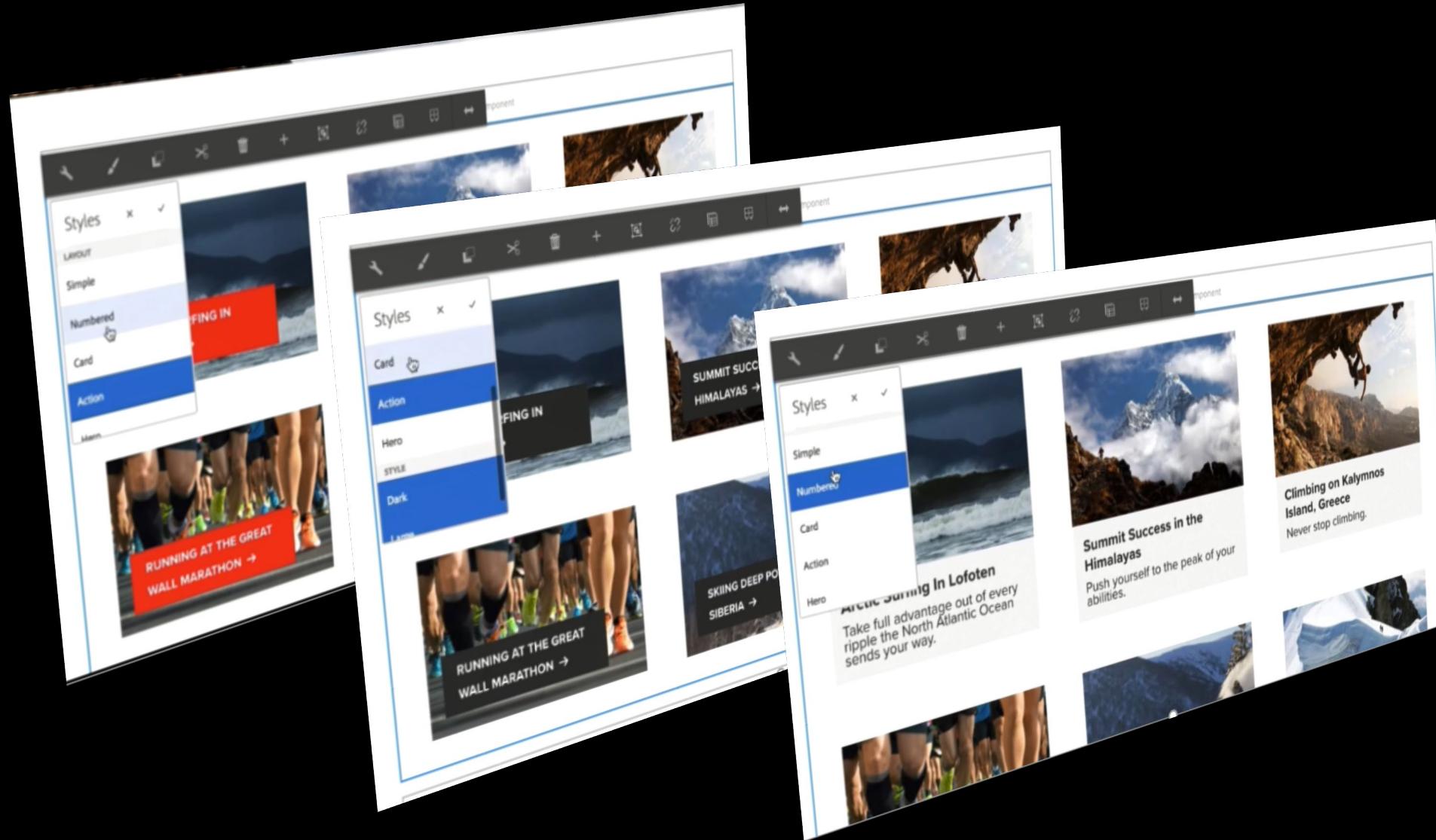
Accelerate creation of a new site or extension of an existing site in AEM – including a site built using SPA JavaScript framework

- Reduce time to market with 20 easy-to-style & production-ready components that are configurable in template
- New Components include Teaser, Carousel, Tabs, Separator, Download, Accordion
- Simplify upgrades with backwards compatibility
- Step-by-step tutorial to get started
- Publicly available via Github:  
<http://opensource.adobe.com/aem-core-wcm-components>

The screenshot displays several AEM pages illustrating the use of core components:

- Fleet Snowboards**: A landing page featuring a large image of a snowboarder, a prominent "BULL TO SHRED." callout, and a "GET AWAY FROM IT ALL. ASAP." button.
- The Palms of Aruba**: A travel website showing a tropical landscape with palm trees and a beach, with a "RESERVE NOW" button.
- Component Library**: A collection of component examples including Teaser, Carousel, Tabs, Separator, Download, Accordion, List, Social Sharing, Content Fragment, Image, and Title.
- Investing With Confidence**: A financial website showing a news article about the European Union, with a "Read More" link.
- Cart Tracker**: A sidebar showing a balance of \$32,526.56 and a chart of annualized returns from 2015 to 2016.

# Style System | Design Consistency with Minimal Development Effort



The Style System allows you to create visual variations of web components with zero back-end development, which an author can then select from when designing experiences.

# Adobe Experience Manager: Enterprise-Grade Managed Services

Adobe Applications for Experience Management

Customization Best Practices

Cloud Scale & Agility

Go-live Process Coaching

Secure Dedicated Environments

Event Management

Expert Resources

Upgrading and Patching

One Adobe Management & Support

24/7 Monitoring & Event Response

# Cloud Manager

- Customer Self-Service with Cloud Manager
  - Continuous Integration/Continuous Delivery of custom code, Testing Automation, Best Practices
- Available to all AEM Managed Services customers

The screenshot shows the Cloud Manager interface. At the top, there are navigation links: Home, Projects, Reports, Team, and Customer Success. Below the header is a decorative background image of colorful, abstract waves.

**Pull Request Status:**  
Selected Pull Request: **Completed**  
Selected Pull Request: aem-sample-we-retail-2.0.3.143  
Pull Request Notes:  
Fabellas invidunt his eu, mod aliquam equeat no. Silent doming mollis ad mea. Sensent impedit prodesse ei us, vis in commode appleyam.

**Build Started on 12 Nov 2017, 13:24**

**Deployment Logs:**  
Unit Testing: **Completed**  
Unit Tests Passed Successfully.  
[Review Results](#)  
  
Code Scanning: **Completed**  
Your application code is verified against a selected set of rules used for AEM applications.  
[Review Rules](#) [Review Results](#)  
  
Deployed to Dev Environment: **Completed**  
Artifact Deployment Completed Successfully.  
[Review Deployment Log](#)

The screenshot shows the Cloud Manager interface. At the top, there are navigation links: Home, Projects, Reports, Team, and Customer Success. Below the header is a decorative background image of colorful, abstract waves.

**Application Deployment:**  
Manage and monitor pipeline workflow.  
Review Current Code Quality: **Completed**  
Review Completed  
Deploy to QE: **QE Deploy Completed**  
Deploy to Stage: **Deploy to Stage**  
[Learn More](#)

**Team Members:**  
Manage your team and permissions.  
Jackie Robinson, email@adobe.com  
Chris Vasile, email@adobe.com  
Alicia Lawrence, email@adobe.com  
Jackie Robinson, email@adobe.com  
[Manage](#) [Learn More](#)

**Environment Summary:**  
Manage your deployment environments, check status, and code health.  

ENVIRONMENTS	INSTANCES	STATUS
DEVELOPMENT	3	No Active Deployment
QUALITY ASSURANCE	3	No Active Deployment
STAGE	3	No Active Deployment
PRODUCTION	3	No Active Deployment

  
**Learning Guides:**  
[Launch](#) [Add Admin](#)

The screenshot shows the Cloud Manager interface. At the top, there are navigation links: My Dashboard, Applications, Reports, Team, and Customer Success. Below the header is a decorative background image of colorful, abstract waves.

**Setup Your Application and Pipeline:**  
Automate your software delivery process using continuous integration and delivery (CI/CD) pipelines.  
[Call To Action](#) [Learn More](#)

**Environment Summary:**  
Manage your deployment environments, check status, and code health.  
COCACOLAJOURNEY-DEV  
COCACOLAJOURNEY-STAGE  
COCACOLAJOURNEY-PROD

**Team Members:**  
Manage your team and permissions.  

MEMBER	ROLE
Jackie Robinson, email@adobe.com	Site Owner
Chris Vasile, email@adobe.com	Development Manager
Alicia Lawrence, email@adobe.com	Non-assigned
Jackie Robinson, email@adobe.com	Non assigned

  
**Learning Guides:**  
[Launch](#) [Add Admin](#)

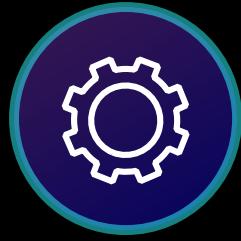
# Cloud Manager: Self-Service UI with CI/CD to speed deployment



**Continuous Integration / Continuous Delivery** of code to speed time to market for deployment from months/weeks to days/hours

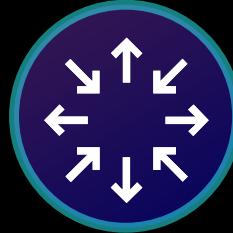


**Code Inspection, performance testing and security validation** based on best practices before pushing to production to minimize disruptions



**Automatic, Scheduled or Manual deployment** even outside of business hours for maximum flexibility and control

# Cloud Manager: Auto or Manual Scaling of Cloud Environment



## Re-active

System intelligently determines need for scale out/down based on crossing sensitivity thresholds configured in the UI



## Pro-active

System determines need for scale out/down based on a schedule configured in the UI



## On-demand

User can scale out or down on an as-need basis from the UI

The screenshot displays two main sections of the Adobe Experience Manager Cloud Manager interface.

**Top Section: Edit Program**

- General:** Shows basic program details.
- Production:** Contains a toggle switch for "Autoscaling is on." which is turned off. It also shows "On-demand scaling policies" (4 baseline Publisher-Dispatcher segments allowed) and a counter for "Max additional Publisher-Dispatcher segments allowed" (0).
- Non-Production:** Shows "On-demand scaling policies" (4 baseline Publisher-Dispatcher segments allowed) and a counter for "Max additional Publisher-Dispatcher segments allowed" (0).

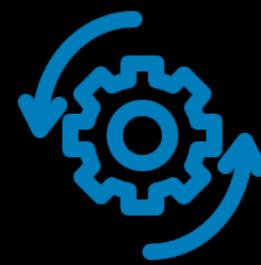
**Bottom Section: Environments manager**

This section lists environments and their components:

- Weretail-Prod:** Contains five components: Author 1 (XXL, 200GB, East, Online), Dispatcher 1 (L, 100GB, East, Online), Dispatcher 2 (L, 100GB, East, Online), Publish 1 (L, 100GB, East, Online), and Publish 2 (L, 100GB, East, Online).
- Weretail-Stage:** Contains five components: Author 1 (XXL, 200GB, East, Online), Dispatcher 1 (L, 100GB, East, Online), Dispatcher 2 (L, 100GB, East, Online), Publish 1 (L, 100GB, East, Online), and Publish 2 (L, 100GB, East, Online).

# Adobe Experience Manager Sites

Adobe Experience Manager Sites is an **industry leading solution** that enables organizations to **create, manage, and get to market** fast with their digital experiences. It provides them with the ability to **start small and scale** as their business needs and demands grow with **cloud hosted capabilities** and native connections to **analytics and personalization**.

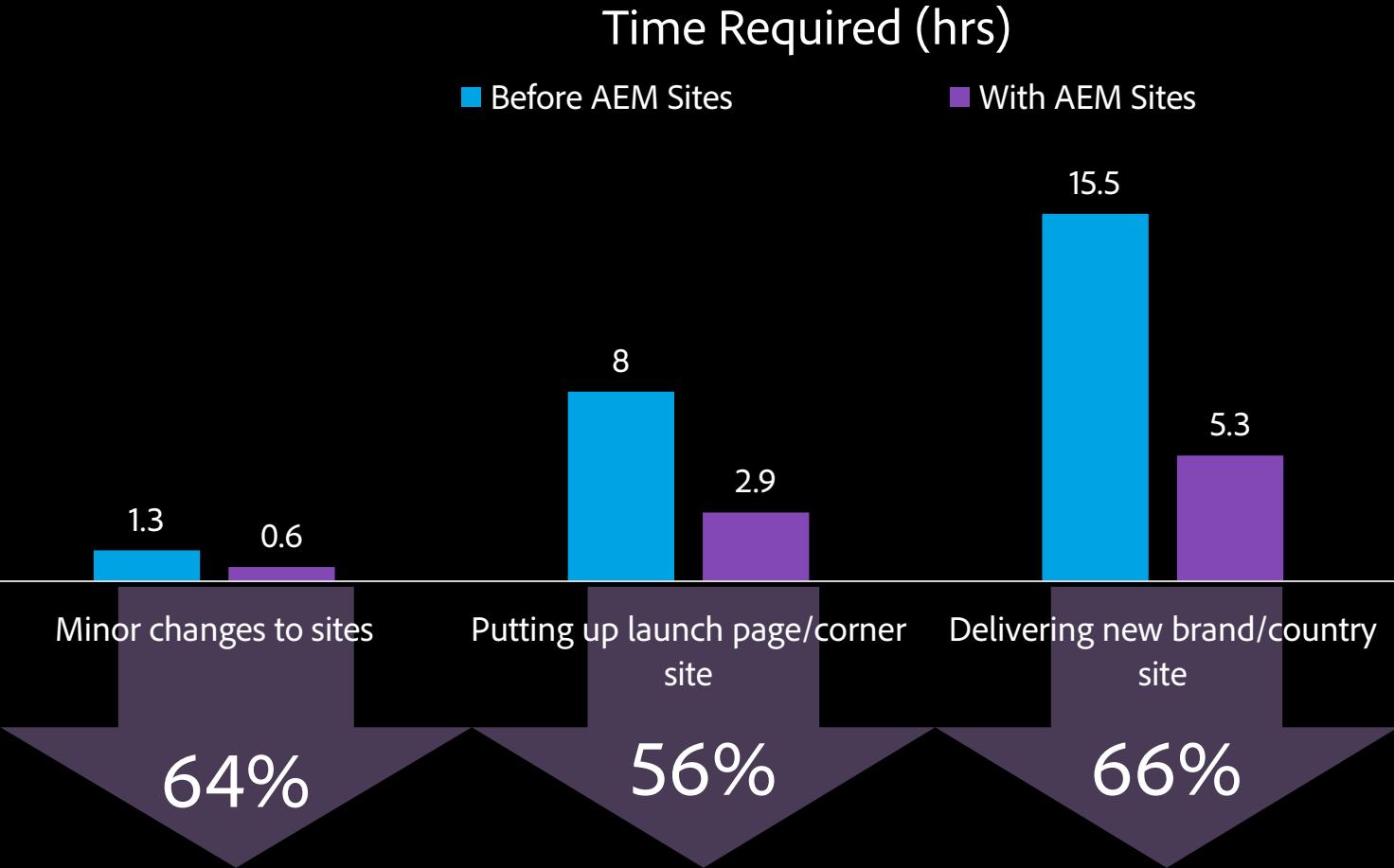


Get to market fast and minimize cost of ownership

Start small and scale as you become successful

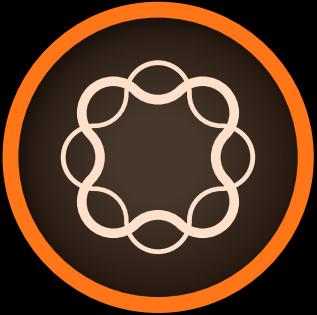
**Improve efficiency of your digital teams**

# Rapid creation and delivery of experiences



*"AEM Sites certainly has empowered people who wouldn't otherwise have the ability to create a web page. This frees up technical people that do have that capability to develop more advanced things and disperses our workload to people who previously were just writers."*

# Adobe Experience Manager



## Adobe Experience Manager

manages and delivers  
connected digital experiences  
across all channels

### SITES

Easily compose and deliver digital experiences  
across online & physical touch points

### ASSETS

Digital asset creation, management  
and delivery

### FORMS

Multi-channel forms, onboarding, and customer  
communications management

### Cloud Manager

Application **Unified Digital Experience Delivery Platform** to  
manage cloud operations

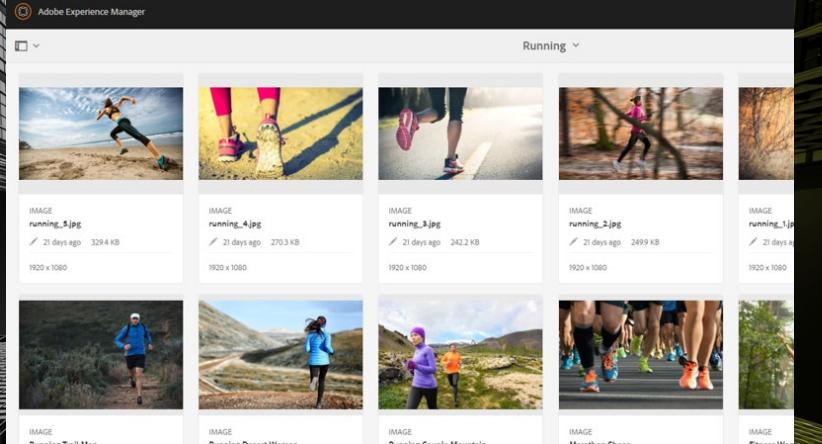
### Experience Intelligence

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

# AEM Assets 6.5 - Key Themes & Highlights



1. Content Velocity



2. DAM for global enterprises



3. Video & Emerging Media



Powered By Adobe Sensei

# Benefits of AEM Sites



Get to market fast and minimize cost of ownership

- OOTB production ready components and templates speed website launch
- Style system to minimize design development effort
- Modular content/experience fragments allow reuse of content

## Improvements in Agility

- 95% reduction in unplanned downtime
- 78% reduction in IT staff management costs



Start small and scale as you become successful

- Managed cloud hosting and services to streamline operations and help customers scale
- Personalization and analytics capabilities to get started with path to adopt more sophisticated functionality

## Operational Benefits on Managed Cloud

- 95% reduction in unplanned downtime
- 78% reduction in IT staff management costs



**Improve efficiency of your digital teams**

- Marketing can live preview/edit content across traditional websites and emerging channels such as single page apps
- IT can eliminate long development cycles for minor edits and repurpose resources

## Improvements in Efficiency

- 23% higher productivity for digital teams
- 64% faster to complete editorial changes



Adobe