



I attended Adobe Developers Live Sessions Today at Adobe's Bengaluru Office. I want to share High Level Learnings with my Team in email and at the end will add a Note saying will add in-depth details in Confluence along with URLs. Goal is to keep detail simplistic yet covering Key Points. I will add details and finally you have create two mail draft for me to pick and send.

Prime focus of all Sessions were on AI Agents, Primarily highlighting the key Theme as The Web's new Audience is AI. Topics that got highlighted was Different AI Agents that Adobe has rolled out and ways to access it. In that they highlighted primarily five types of Agents Adobe is rolling out. Production Agent, Discovery Agent, Optimization Agent, Developers Agent and Governance Agent. These agents can be accessed navigating "<https://www.aem.live/developer/ue-trial>" and just with a simple Signup you will have access to tryout (Its completely outside IMS Permissioning model and works with a simple signup), It uses a fictionory Site freshcopa with agents enabled for different operations.

Note: All agents will be Globally available in 10 days timeline and all of them can be accessed via AI Assistant on site, Sandbox will get auto destroyed in 30 days.

Example operations that you can do using Agent - Prompt - Search blog with test, create copy and rename it to "behind the scene"

second Prompt - Create base form - referring xyz template and themes

Second Topic was around - Integerating AEM with chatGPT (chatgpt plus subscription) using Developer mode - Apps and Connector , we can create a new connector for AEM making ChatGPT to act as a middlelayer

Operations you can perform by sending Prompt - List Sites of AEM Instance
Second - Copy, delete, rename kind of operations

In above session, their was even a nice definition of what is LLM and why citation is more important as end user are searching content via AI Tools, instead of Regular Search via Search engines. They showed some of their websites, where citation attempt was high but AI Tools were not showing most important content, instead it was just citing that as sources

They showed citation detail of site using a Chrome extension they have developed - Adobe LLM Optimizer: Is Your Webpage Citable? (<https://chromewebstore.google.com/detail/adobe-llm-optimizer-is-yo/jbjngahjjdgonbeinjlepjamjdmdbcc>)

This is where we move to next session on LLM Optimizer - which help fix these citation issue appearing in AI Tools with the help of Generative AI, In current era along with SEO , GEO (Generative Engine Optimization) is going to be very crucial for Content to be more easily searchble and consumable. Content need to be seen and Cited properly not just as sources by AI Tools. In the Demo they showed us this Optimization at Edge Layer(CDN) using their Optimization Agent - LLM Optimizer(Adobe Edge Optimizer)

Next session we got to learn about AEM Agents, example they showed was fascinating how we can debug Pipeline failure errors just with help of a simple prompt, it shows all the changes required and raises a PR with fix difference (Given you provide your repo access), They even showed one use case where just with a JIRA Story about WKND Title change, Agent was able to do change and suggest it as a preview to accept (Primary objective was that Backlog dont need to wait for months).

In next session we learnt about - AI Driven Content Discovery with Channel Ready Renditions

where we saw extended capabilities of Assest selector with the help of Generative AI "Content Advisor", it can recommend assets you need for your authoring based on context you provide , or taking a Bried PDF as input with defined guideline, COntent Advisor can even be tied to Dynamic Media for have optimized Assets as a suggestion for authoring

In next session, we learnt about "Experience Catalyst Agents" where we saw how just with a help of prompt , complete non aem site can be migrated to a Edge delivery services site with complete styling and mapping to Blocks (Components). in same session, we even saw creation of a full site from figma desin with a prompt.

In one another session titled " Coding Agent showdown", we saw how parelly multiple agents (using git worktree) can run (with different AI models - claude, gemini, factorydroid) and just with right setup of AGENTS.md, skills.md file can raise PR for the asked change in provided Repo. more details are at this url "<https://www.aem.live/developer/ai-coding-agents>"

Here are two concise mail drafts summarizing your key learnings from today's Adobe Developers Live Sessions at Adobe Bengaluru. These options prioritize simplicity while capturing all crucial announcements and insights.

Option 1: Conversational/Team-Focused Tone

Subject: Adobe Developers Live – Quick Takeaways (Nov 12, 2025)

Hi Team,

Sharing high-level highlights from today's Adobe Developers Live sessions in Bengaluru, focused on the theme: **"The Web's New Audience is AI."** Here are the key points:

- **AI Agents for Web Experiences:**

Adobe is rolling out five main AI Agents: Production, Discovery, Optimization, Developers, and Governance Agents. They're accessible for trial at [AEM Live Agents Portal](#) using a simple signup (no IMS permissions needed). The agents operate on a sandboxed site called "freshcopa" and support tasks via natural prompts. Examples: searching blog content, copying/renaming items, or building forms using a prompt.

- Agents will be globally available in about 10 days and can be accessed through the site AI Assistant; sandboxes expire in 30 days.

- **AEM & ChatGPT Integration:**

There are now options to configure AEM with ChatGPT (Plus subscription required) using new developer mode connectors and apps. Key operations via prompt: listing AEM sites, as well as copy, delete, and rename actions.

- **LLMs, Citation, and Content Visibility:**

Adobe emphasized the importance of citations when users search via AI tools, not just traditional search engines. They demoed "Adobe LLM Optimizer: Is Your Webpage Citable?"—a Chrome extension that checks if your site content is visible for AI-driven tools.

- **Generative Engine Optimization (GEO):**

Beyond SEO, GEO is critical for ensuring content is correctly read and cited by generative AI tools. Adobe's LLM Optimizer (available via Edge/CDN using their Optimization Agent) helps audit and improve this citation.

- **AEM Agents for Development:**

Demonstrated how pipeline failures and even JIRA Story-driven changes can be debugged and implemented using prompts—prompt-driven PRs and changes are now a reality to speed up the dev cycle.

- **AI-powered Content Discovery:**

With "Content Advisor" and dynamic media integration, asset recommendations for authors can be generated contextually, or even based on a brief PDF.

- **Experience Catalyst Agents:**

Shown: Full site migrations and constructing sites from Figma files handled with a simple prompt, including style mapping to blocks and components.

- **AI Coding Agent Showdown:**

Multiple AI coding agents (Claude, Gemini, FactoryDroid) can be run concurrently for repo changes through PRs, configurable via [AGENTS.md](#) and [skills.md](#). More info: [AI Coding Agents](#).

I'll be uploading session-wise detail, links, and notes to Confluence soon—stay tuned for URLs.

Thanks!

Option 2: Executive Summary Format

Subject: Highlights from Adobe Developers Live – Nov 2025 (Bengaluru)

Team,

Here's a high-level overview from today's Adobe Developers Live event, all about how AI is reshaping the web:

- **Core Theme:**

The next big web audience is *AI*, shifting how sites and content are created, optimized, and discovered.

- **Five Key AI Agents Introduced:**

- Production Agent
- Discovery Agent
- Optimization Agent
- Developers Agent
- Governance Agent

All are available for early access at [AEM Live - Developer Trial](#)—no IMS sign-in required, just a standard registration.

- **Prompts in Action:**

Example use cases included content search, copy operations, and form creation—directly via natural-language prompts.

- **Integrating AEM with ChatGPT:**

Via new connectors (requires ChatGPT Plus), AEM can now leverage ChatGPT as a middle layer for site and content operations.

- **LLM-Centric Discoverability:**

With growing AI usage for search, being "citable" by AI is critical. Adobe's "LLM Optimizer: Is Your Webpage Citable?" Chrome extension helps audit content visibility for generative AI.

- **Generative Engine Optimization (GEO):**

SEO is being complemented by GEO—the discipline of optimizing for AI/LLM-driven visibility, using Adobe's new LLM Optimizer and Edge/CDN solutions.

- **Agent-led DevOps & Content Innovation:**

Prompts can now debug pipeline issues, push changes (via auto PRs), and update content directly from JIRA—minimizing turnaround time from backlog to live.

- **AI Content Advisor:**

Generative AI can recommend and optimize assets for authors, integrating with PDF briefs and dynamic media.

- **Site Migrations & Agent-driven Builds:**

Saw demos where sites were migrated or designed from Figma in minutes, all through AI-driven prompts.

- **AI Coding Agent Showdown:**

Multiple coding agents (with built-in collaboration) can run in parallel for repo changes.

Details here: [AI Coding Agents](#).

More detailed notes and session links will follow on Confluence soon. Please watch out for the update.

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Choose either template based on your audience. Both versions highlight the top learnings in a clear and actionable manner.

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1. <https://experienceleaguecommunities.adobe.com/t5/adobe-experience-manager/adobe-developers-live-november-2025-complete-aem-session-list/m-p/785031>
2. <https://news.adobe.com/news/2025/10/adobe-delivers-llm-optimizer-businesses-boost-visibility-across-ai-powered-chat-services-browsers>
3. https://www.linkedin.com/posts/kautuksahni_adobe-developers-live-november-2025-complete-activity-7392125331664613376-LO08
4. <https://business.adobe.com/products/experience-platform/agent-orchestrator.html>
5. <https://business.adobe.com/blog/introducing-adobe-llm-optimizer>
6. <https://business.adobe.com/summit/adobe-summit.html>
7. <https://business.adobe.com/uk/products/experience-platform/agent-orchestrator.html>
8. <https://www.moneycontrol.com/technology/adobe-launches-llm-optimizer-for-businesses-key-details-article-13622576.html>
9. <https://www.youtube.com/@AdobeDevelopers>
10. <https://news.adobe.com/news/2025/03/adobe-launches-adobe-experience-platform-agent-orchestrator-for-businesses>
11. <https://sitsi.pacanalist.com/adobes-llm-optimizer-why-generative-engine-optimization-geo-matters-for-enterprises/>
12. <https://experienceleague.adobe.com/en/docs/events/adobe-developers-live-recordings/overview>
13. <https://developer.adobe.com/developers-live/>
14. <https://www.aem.live/developers-live>
15. <https://www.ranosys.com/blog/insights/adobe-summit-2025-key-highlights/>
16. <https://developerevents.adobe.com/events/details/adobe-developer-events-developer-experience-presents-adobe-developers-live-2025/?showtickets=true>
17. <https://business.adobe.com/blog/future-of-enterprise-ai-with-adobe-experience-platform-agents>
18. https://www.linkedin.com/posts/davefoxceo_seo-is-dead-adobe-has-proved-it-adobe-activity-7368631716191703042-J9p8
19. <https://www.grazitti.com/blog/adobe-summit-2025-recap-key-highlights-and-takeaways/>
20. <https://siliconangle.com/2025/03/18/689809/>