**AEM (Adobe Experience Manager)**

**Introduction / Overview of AEM**

**AEM** functions as a CMS, a DAM (Digital Asset Management) systems, a Cloud Service, and many more.., - under AEC.

It is a solution to content complexity.

**What is AEM?**

It allows you to create unique digital exp., and manage fully context-specific messages that scale across products, services, org’s, and countries

In short, a right person a personalized message at the perfect moment.

AEM is a combination of dam and cms, to give best customer exp., across all platforms like., mobile, web, email, social media.,

It simplifies the flow of management and delivery of a website’s content

AEM comes with 5 modules: sites, assets, mobiles, forms and community.

**Solved by AEM:**

Delay in optimization and updates because of inefficient workflows

Scale and flexibility of cloud based solution

Absence of DXP (digital exp., platform) or D2C (direct to consumer) channel to collect customer data and customer engagement

**AEM Terminology**

**AEM** is based on **Apache Sling Framework** concepts. It is a Java application, build on **OSGI** (Open Services Gateway Initiative) framework using **Apache Felix,** engine

The **AEM CMS** – **UI Component** of Adobe Marketing Cloud (AMC) uses **JCR** (Java Content Repository, built with Apache Jackrabbit) object database to store required information.

**Apache Sling** comes with its own **HTTP Server** that can be used as a **Web Appl**., - **Jetty Web Server**

It is also able to **pass,** the adobe expanded the features of sling, to product their own enhanced version of Apache Sling., - called the Adobe **CRX** (Content Repository eXtreme)

CQ 5 formerly of AEM, - functionality was transferred to **Granite** (UI Framework). CRX or Granite managed most of the low – level functionalists like data persistence, event management and user management.

The **DAM** and **ACM** features were provided by **WCM** (Web Content Management – production ready core component) / CQ on top of Granite / CRX core.

For Designers, - it gives a strong and user – friendly options to build front – end appl.,

For Developers, - it grants the power to create, access, and reuse content elements for seamless customer interfaces across projects,

For Marketers, - it provides management and optimization of content for their core channels without external dependencies

**Main functions of AEM:**

1. CMS
2. DAM
3. Cloud Service
4. Project Dashboard
5. Digital Enrollment and Forms

**Some of the Benefits of AEM:**

1. Flexibility & Scalability
2. Easy to use CMS
3. Tools – Best
4. Personalized & Content – Driven Exp.,
5. Versatality
6. Improved Speed to Market

**AEM Architecture:**

**Architecture Stack:**