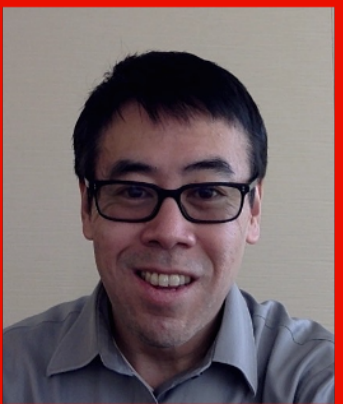
DEVELOPERS LIVE

Fast Time to Value with AEM Sites and the Digital Foundation

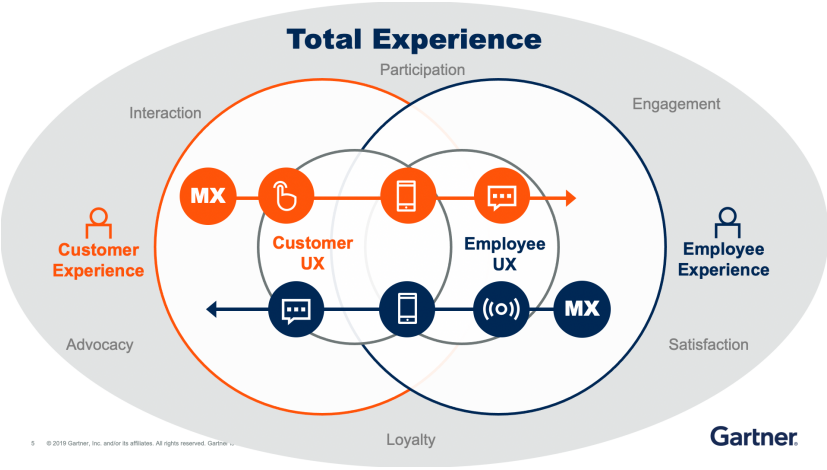
Yuji Nakagawa | Cross Cloud Platform Services Strategy



Why is TTV & Digital Foundation important to a developer

- As a Developer, I've implemented AEM many times before, If its not broken, why fix it.

  AEM continues to evolve year over year & with the move to cloud service this evolution will accelerate drastically. From the Adobe IO Runtime/Events webhooks to the Sensei APIs, an AEM developers is better served thinking about innovation & letting the core AEM platform handled the creation of a website.



- Is this just another Development accelerator or AEM Framework?

  A Development accelerator pre-assumes your website as something bespoke & needing customizations from the start. There are enough features in AEM that it is feasible to create a basic website without Java development. Given the strong AEM developer community, this is something that is not mentioned enough. This is not to say Java Developers no longer have a role, it is to emphasis that their roles should be in the advanced feature implementation.

- The idea of Blueprint is not practical because customers want what they want.

  Digital Foundation Blueprint does not have to be for everyone. This goes back to the core business objectives of Low Total Cost of Ownership, TTV. Each developer should take this back as an option to present whenever a new AEM project presents itself.

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What is Time to Value & Digital Foundation

Time to Value (TTV)

TTV is the amount of time between a purchase & the realization of value from the purchase. With AEM, this is typically measured from the purchase of an AEM license & moment you receive traffic to your product AEM environment.

Digital Foundation

DF is about building a sound foundation for data, content, and delivery to provide fantastic customer experiences. AEM has evolved from an enterprise CMS into an experience platform. The same content that drives your traditional website, also drives your social, commerce, customer journey platforms.

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Digital Foundation Blueprint

Built to deliver business value

Configuration specified to your customer's business model and industry

Quick Time to Market

90 days to a fully-functioning site set up to track KPIs and run personalization activities

Low Cost of Ownership

Reduced implementation and ongoing maintenance costs

Provisioning

Faster, streamlined provisioning of AEM through AEM as Cloud Service

Onboarding

Persona-based guided onboarding (Business Leader + Developers)

Implementation

Digital Foundation Blueprint
Accelerated TTV

Adoption

Step-by-step guided product adoption
(Experience League + Skill-Builder Webinars + Paid Learning)

1 Contract | 2 Onboarding | 3 Planning | 4 Implementation | 5 Go-live | 6 Product Adoption | 7 Renew

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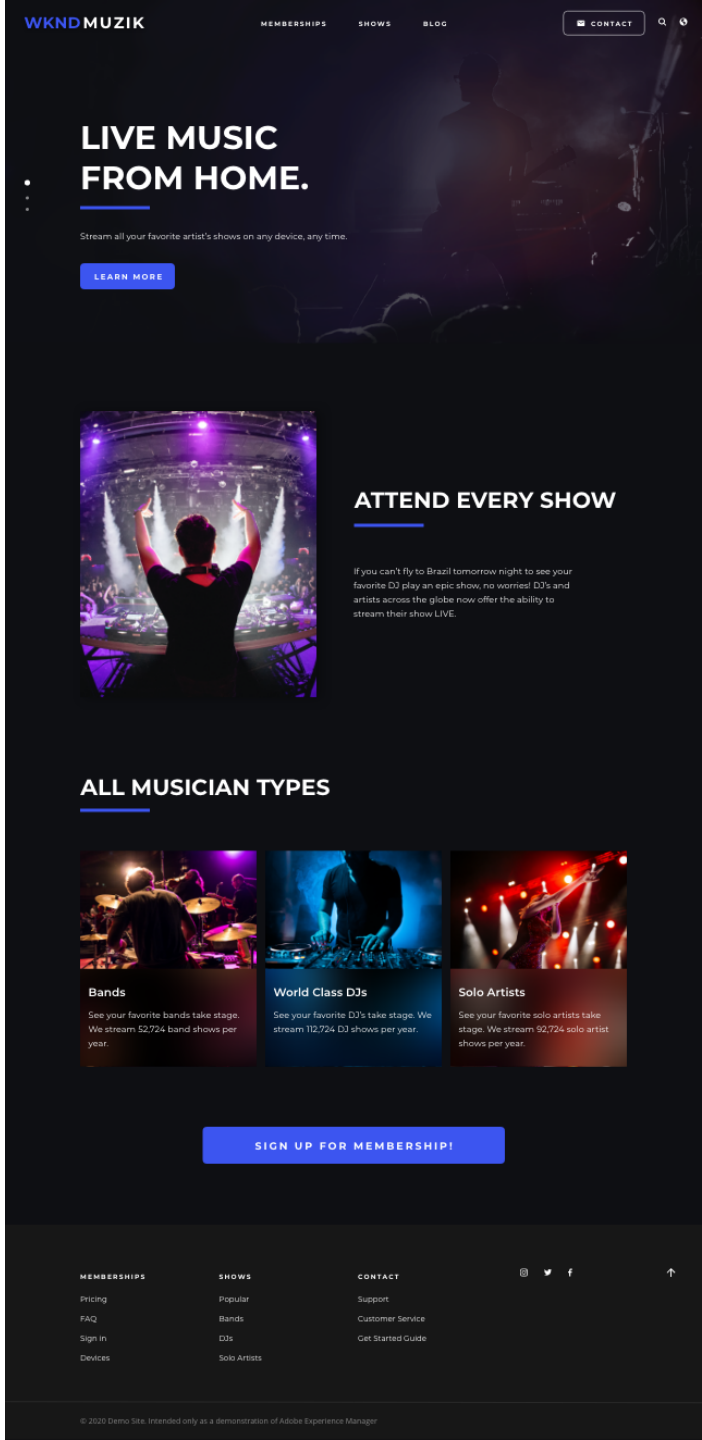
Putting DF Blueprint in action

Your challenge

~~We'll provide the wireframe. You provide the code. We are looking for clean, simple, elegant code that leverages Blueprint and Adobe Experience Manager core components.~~

Adapt your business process to get the most value out of Digital Foundation Blueprint by adopting 3 pillars:

1. Accelerated TTV has tremendous business value. Evangelize the merits of going live with a basic MVP package & deploying incremental features.
2. Pull in your timelines by getting your FED, Content Authors engaged to deliver the initial experience using OOTB features
3. Use the Launch/AA automation to get the base analytics activated



Getting Started #1 Project Setup

- Use the Maven Archetype 25+ to create your project
  - Creates your initial Configuration
  - Creates the base page template
  - Experience Fragment place holder for header/footer
  - Sets up a simple dispatcher configuration
  - Sets up Core Components for almost immediate use

```
mvn archetype:generate \
  -DarchetypeGroupId=com.adobe.granite.archetypes \
  -DarchetypeArtifactId=aem-project-archetype \
  -DarchetypeVersion=23 \
  -DgroupId=com.adobe.aem.blueprint \
  -Dversion=0.0.1-SNAPSHOT \
  -DappsFolderName=bp \
  -DartifactId=aem-guides-bp \
  -Dpackage=com.adobe.aem.guides.bp \
  -DartifactName=Digital\ Foundation\ Blueprint \
  -DcomponentGroupName=BP \
  -DconfFolderName=bp \
  -DcontentFolderName=bp \
  -DcssId=bp \
  -DisSingleCountryWebsite=y \
  -Dlanguage_country=en_us \
  -DaemVersion=cloud \
  -DoptionDispatcherConfig=cloud \
  -DoptionIncludeErrorHandler=y \
  -DoptionIncludeExamples=y \
  -DoptionIncludeFrontendModule=y \
  -DpackageGroup=bp \
  -DsiteName=DF\ Blueprint\ Site \
  -DappId=bp \
  -DappTitle=bp
```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Getting Started #2 Keep current on Core Component Library

Anatomy of a Component:

- ~~Dialog box~~
- ~~Markup~~
- ~~Content Logic~~
- ~~Sling Models~~
- ~~Edit/Preview behavior~~
- ~~Documenting & Writing test scripts~~

When reviewing UX/Wireframes, examine the authorable elements & ask “is there a core component with matching elements”.

Is there a Core Component that comes close in terms of authorable elements?

Properties | Markup | JSON

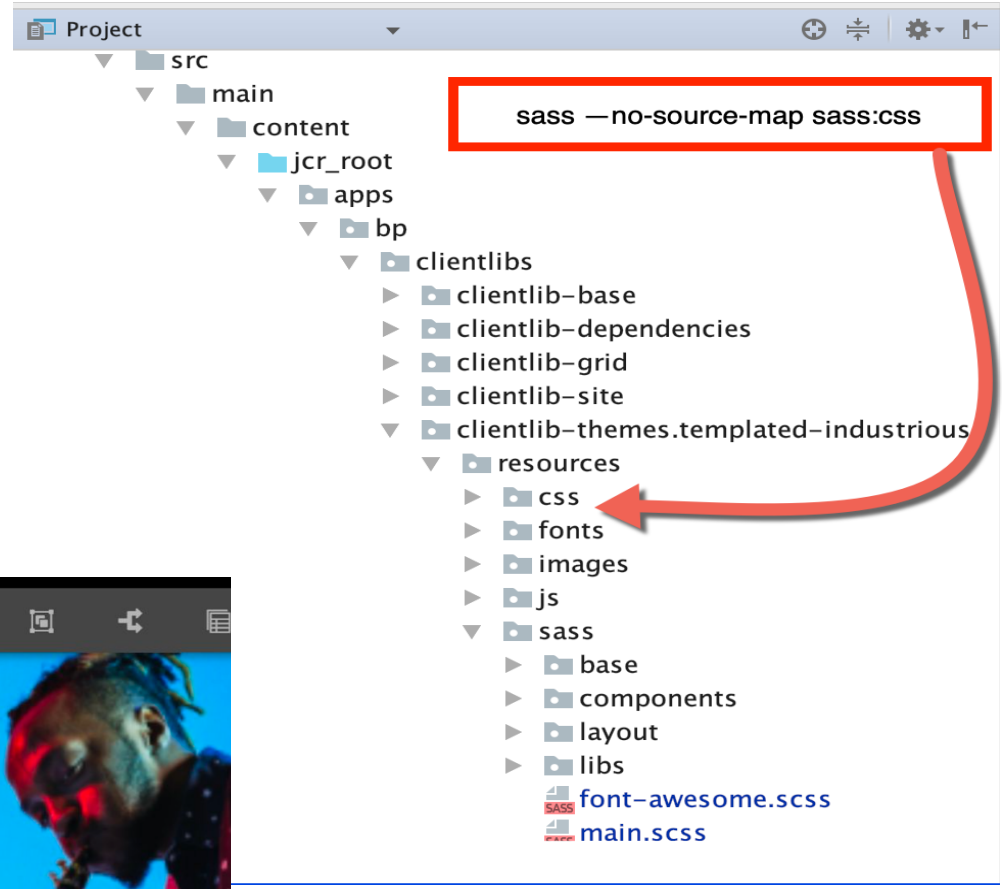
```
6.          <meta itemprop="caption" content="Lava flowing into the ocean">
7.        </div>
8.      </div>
9.      <div class="cmp-teaser__content">
10.       <div class="cmp-teaser__pretitle">Pretitle</div>
11.       <h2 class="cmp-teaser__title">Teaser Title</h2>
12.       <div class="cmp-teaser__description">
13.         <p>Teaser Description</p>
14.       </div>
15.     </div>
16.   </div>
17. </div>
```

Getting Started #3 Develop Front End flow that leverages Style Systems

Use UI.Frontend module (a webpack project) to build AEM clientside libraries in a FrontEnd dev friendly way

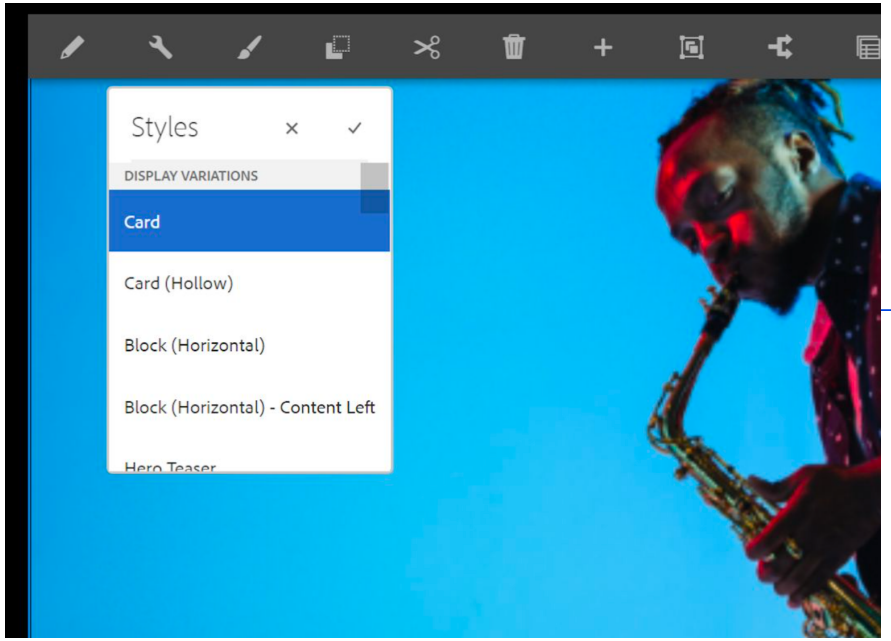
Or Create your own process. This setup process will be repeatable for every new project.

Simple example → FED owns a folder containing sass based CSS work. Java Dev uses an editor script to compile sass into a css file & places in an existing node structure with the appropriate AEM Clientlib meta



Get your FED, Content Authors aligned on the best User Experience for creating content.

Incorporate the BEM notations into the FED process to allow for multi-faceted variations of Core Components.



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Digital Foundation Blueprint – High Level tasks

Category	Section	Task	Owner
Content Architecture	Content Types	Page Types	Content Author
		Experience Fragments	Content Author
	Components	Templates	Content Author/FED
		Page Authoring	Content Author
Front End Design	Style System	Component/Style Reference	FED/Content Author
		Editable Templates	Content Author/FED
Content Authoring	Taxonomy	Content Taxonomy	Content Author
		Experience Fragments	Content Author
Personalization & Analytics	Launch/AA	Automation	Architect

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Content Architecture – Content Types

1. Your Content Author will have access to a blank template via archetype generated project creation.
2. Review your UX designs & create your list of “page templates” needed.
3. AEM’s editable templates will allow the Content Author to create each page type through the UI.

TEMPLATES

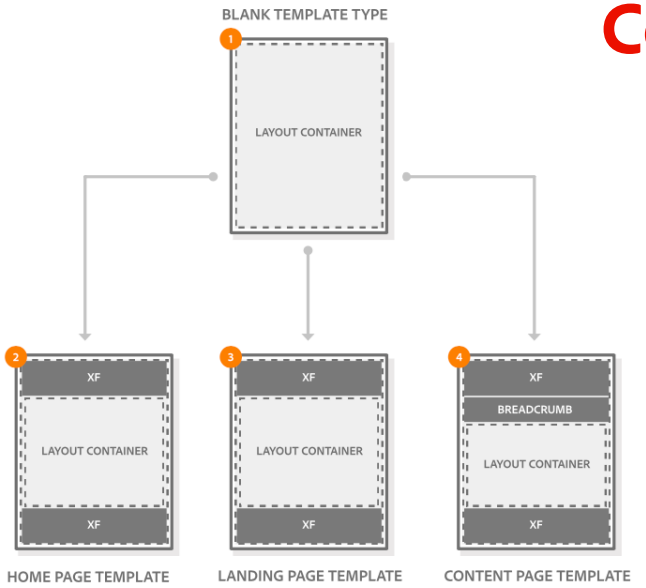
TEMPLATE TYPES

1. **Blank Template Type** - This is the template type that all templates are based on. It will contain a single layout container.

EDITABLE TEMPLATES

These templates are provided with the Digital Foundation Blueprint AEM archetype and built from the blank template type. Each template contains Experience Fragment (XF) components which can be used to point to a Header and Footer XF (managed on a separate page). The structure of these pages can be modified by the template author in AEM.

2. **Home Page Template** - This template will contain XF components at the top and bottom with a full width Layout Container in the middle.
3. **Landing Page Template** - This template will contain XF components at the top and bottom with a full width Layout Container in the middle.
4. **Content Page Template** - This template will contain top XF component, Breadcrumb component, Layout Container and bottom XF component.



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HOME PAGE TEMPLATE

This will be an editable template that will only be used for the home page. The template editor will need to point the Experience Fragment components to the created Header and Footer Experience Fragments. Page authors can configure the Layout Containers on this template with promotional teasers and featured articles content.

POLICIES

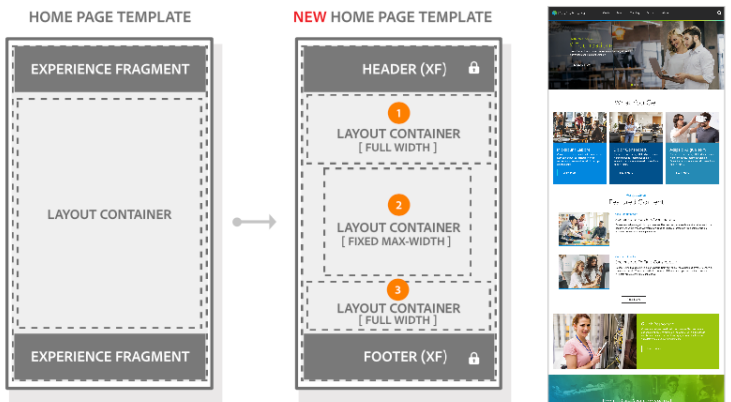
1. **Layout Container**
   Allowed Components: Carousel, Container, Teaser

   Teaser
   Default Style: Variant 1

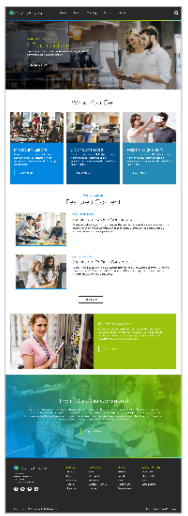
2. **Layout Container**
   Allowed Components: Button, Container, Image, Layout Container, List, Separator, Teaser, Text, Title
   Properties: Default CSS class for fixed max-width

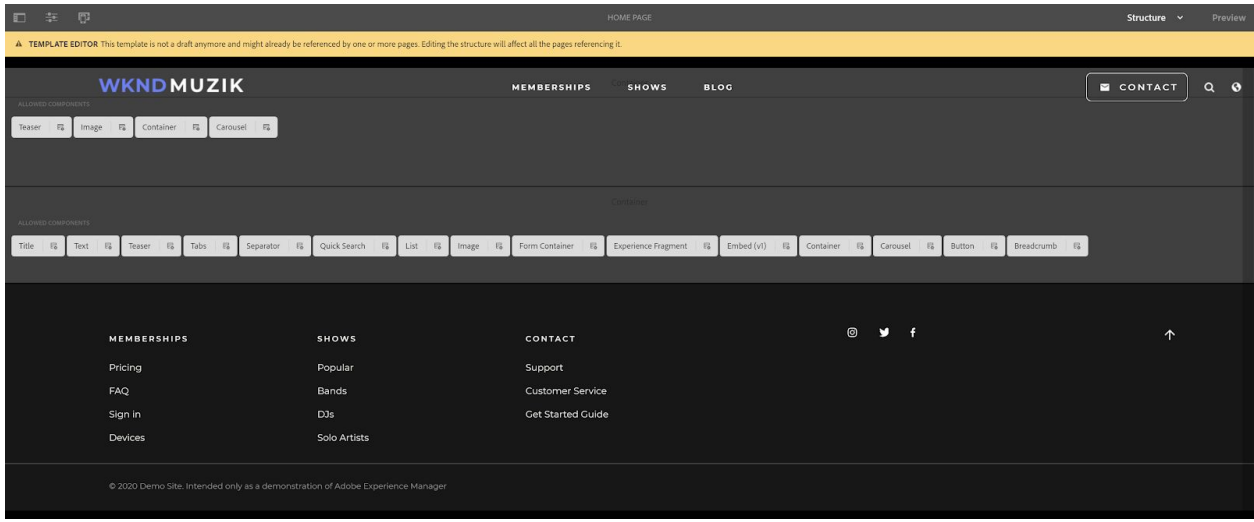
   Title
   Allowed Dialog Fields: H1-H3

3. **Layout Container**
   Allowed Components: Container, Image, Teaser



The template editor will need to create this layout by modifying the provided Home Page template and using the policies outlined.





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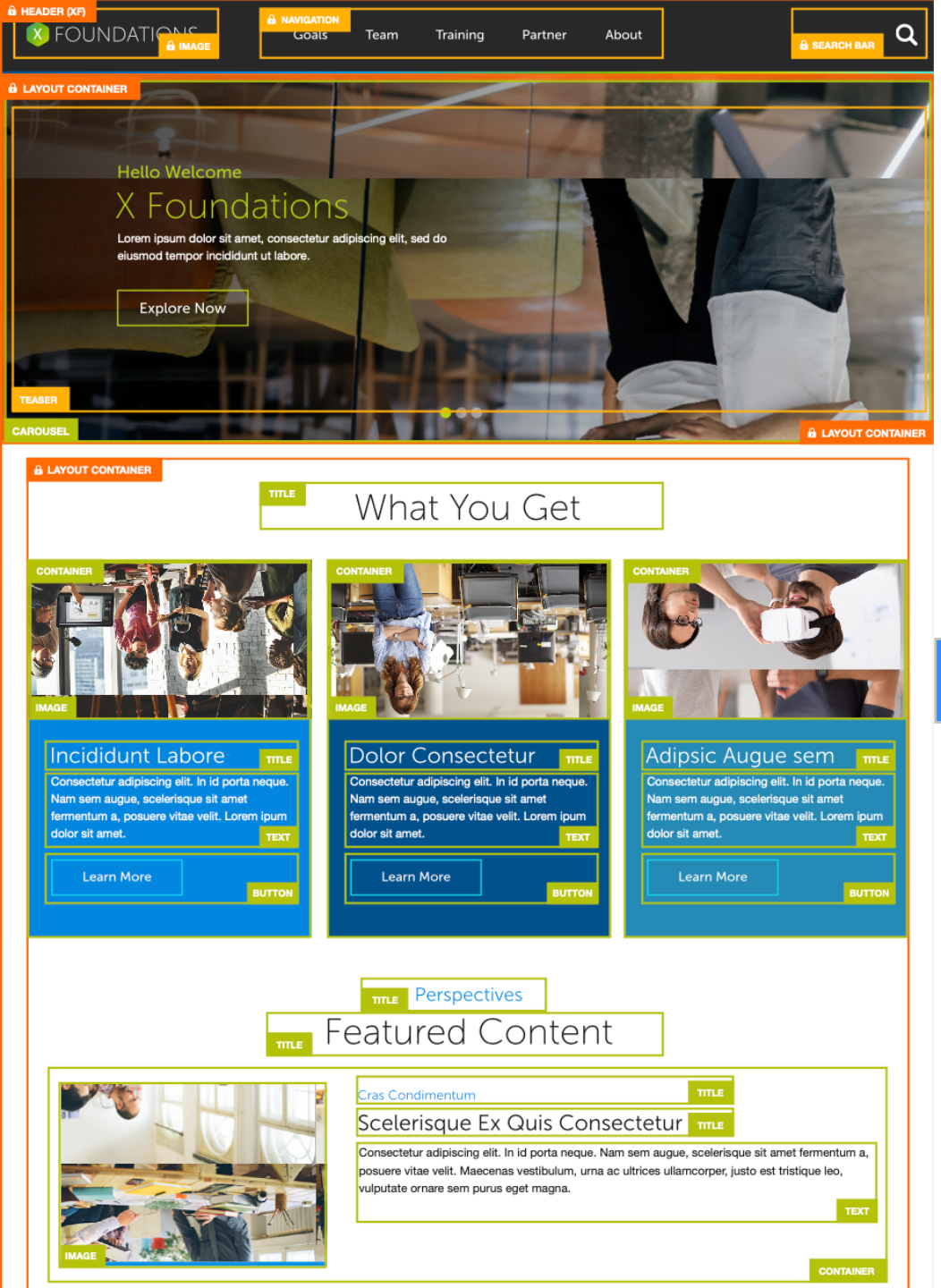
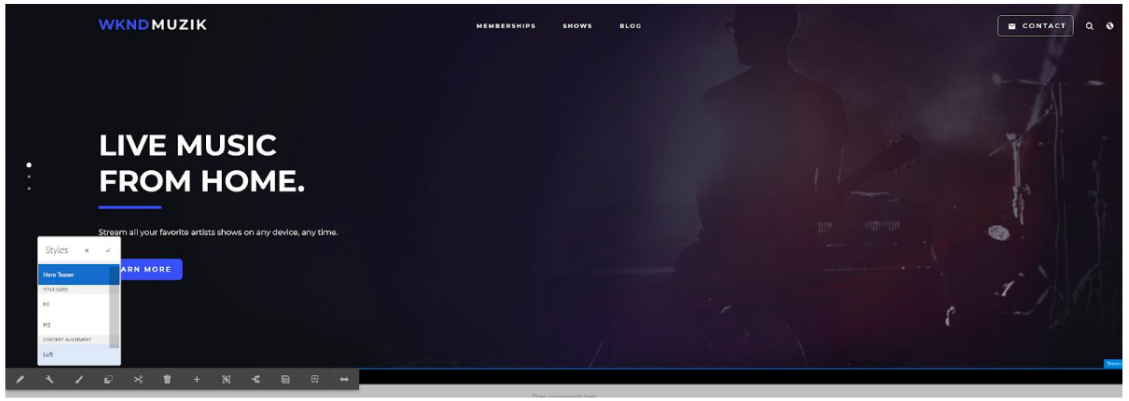
Content Architecture – Component Mapping



Hero Teaser 1:

In this variation the content is by default aligned to left. To achieve this look, user can select from the Style system dropdown:

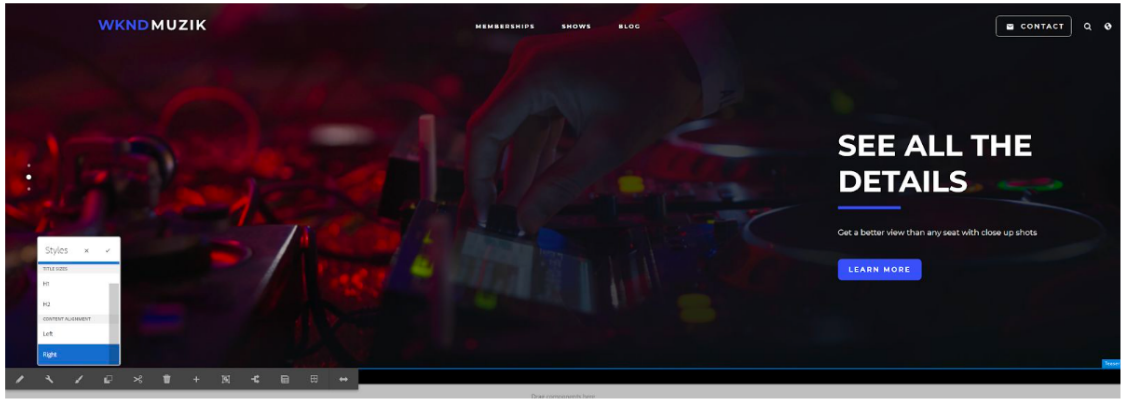
- Display Variations > “Hero Teaser”



Hero Teaser 2:

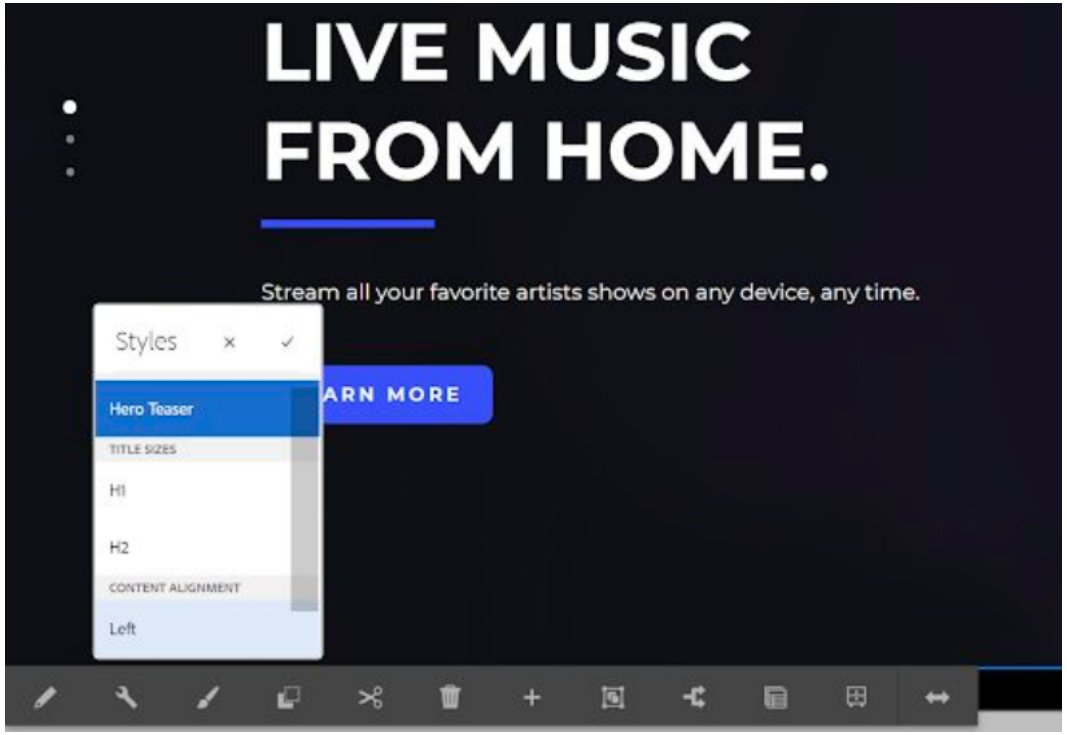
In this variation the content is aligned to the right. To achieve this look, the user can select following from the Style system dropdown:

- Display Variations > “Hero Teaser”
- Content Alignment > “Right”



Front End Design to Content Authoring

The style variations (rendering or toggling elements) is the responsibility of the Front End Dev.

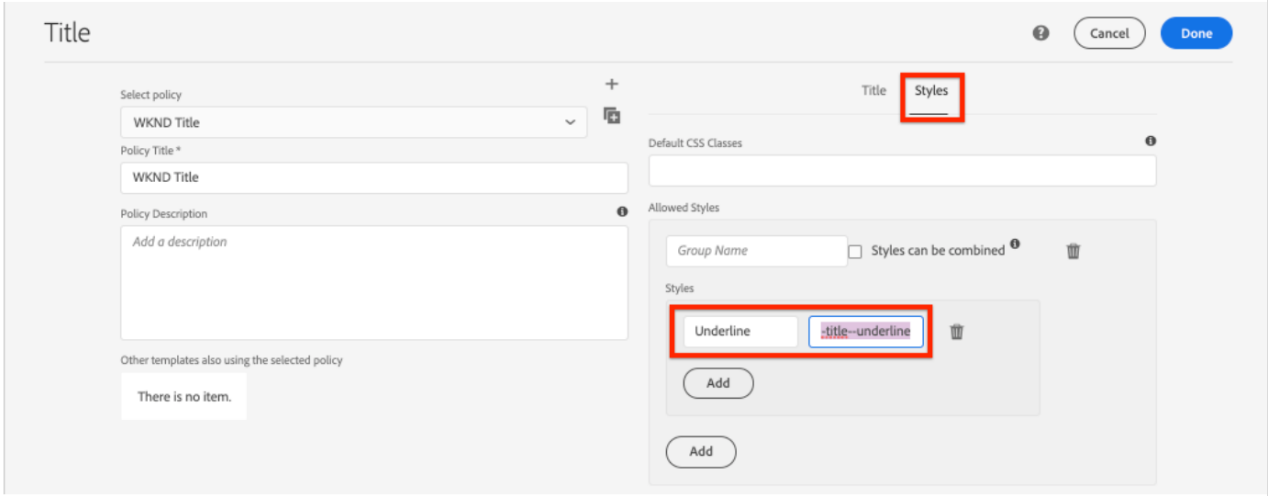


Create a new policy for the Title component with the following values:

Policy Title *: **WKND Title**

Properties > Styles Tab > Add a new style

Underline : `cmp-title--underline`



The registration of a style is the responsibility of the Content Author

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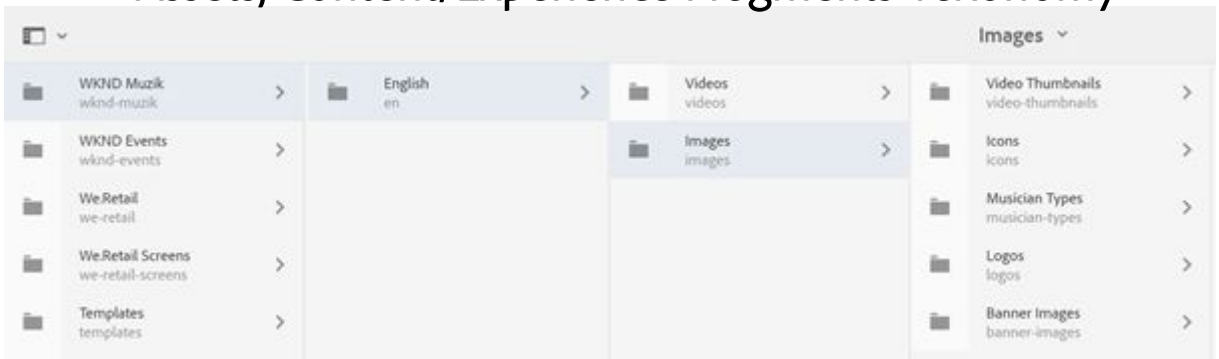
Front End Design to Content Authoring

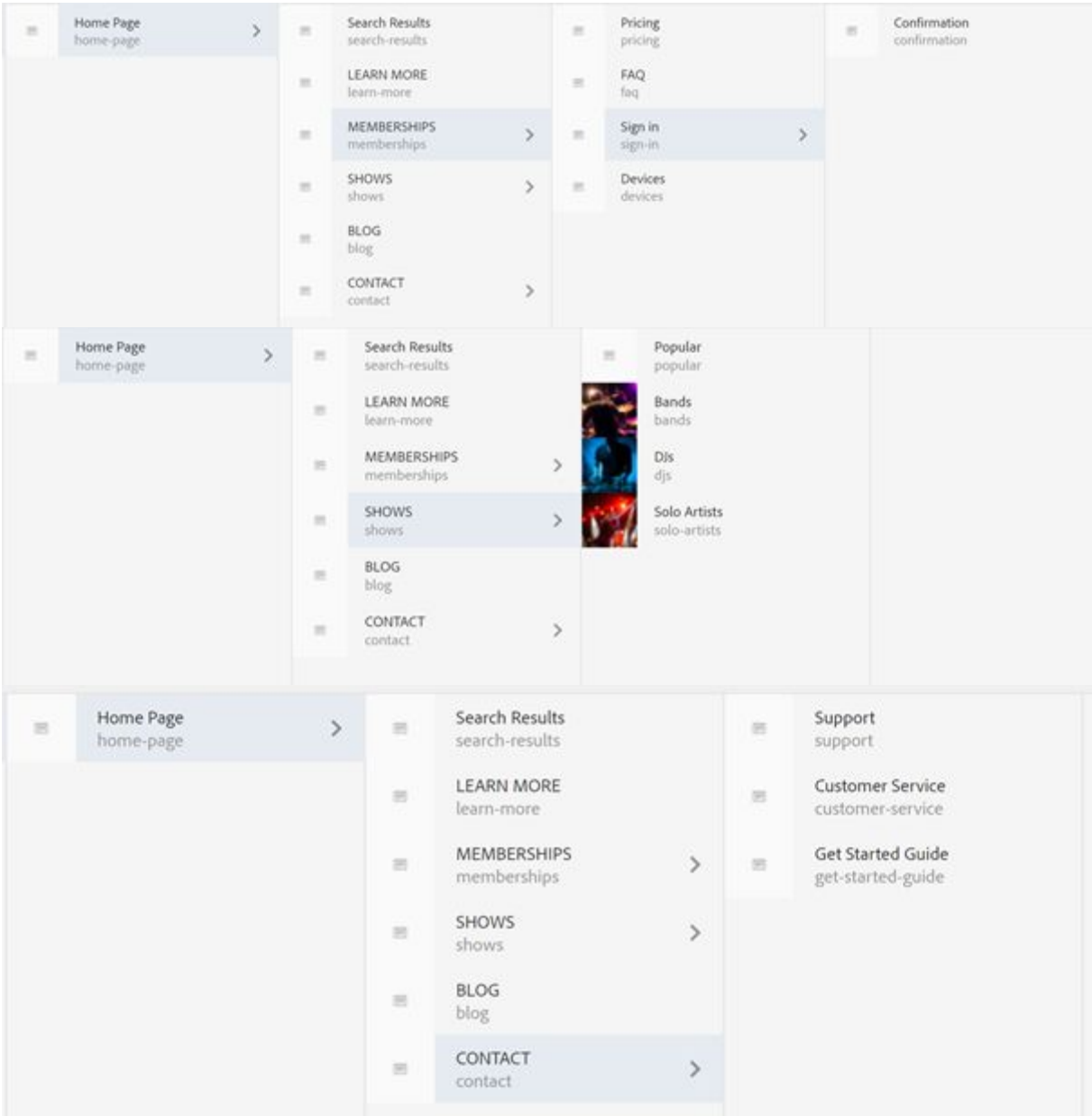
The Content Author should be doing the following:

1. Create the Header/Footer Experience Fragments
2. Creating appropriate page types with policies to assign & configure components.
3. Adding style systems to templates per collaboration with FED.
4. Create the Content Taxonomy
5. Create your Asset Taxonomy

Assets, Content/Experience Fragments Taxonomy

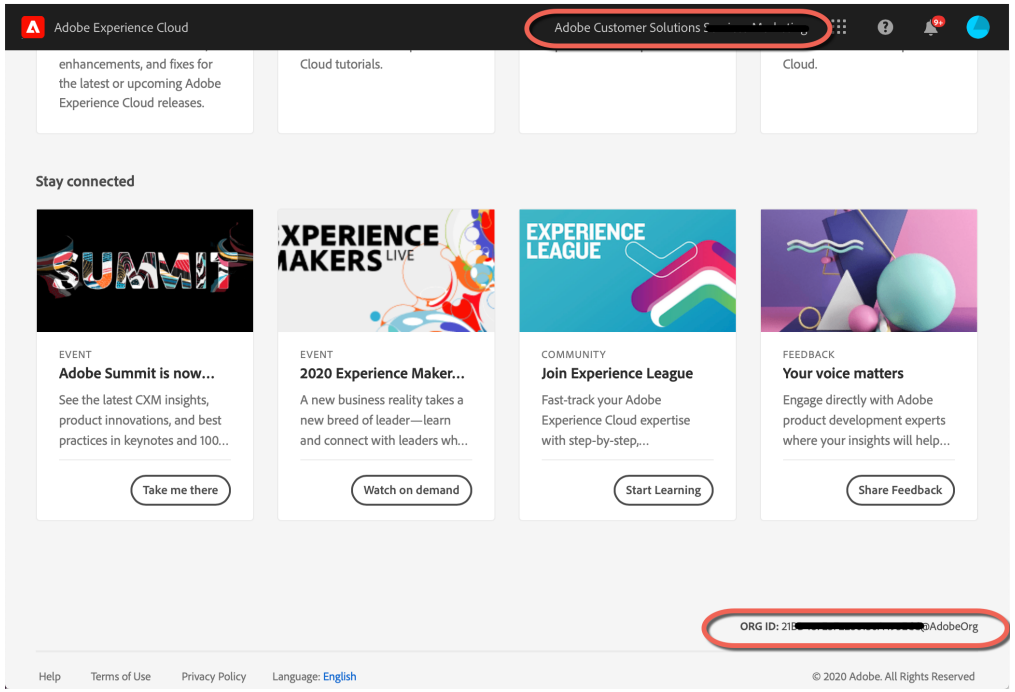


Content Taxonomy



Launch & Analytics automated configuration

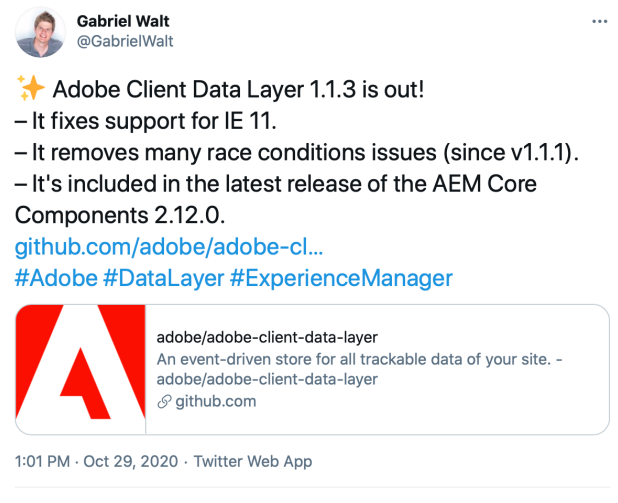
- If you purchased the Digital Foundation license, then you have access to free Launch/AA Automation:
  - Add es@adobe.com as an Sys Admin into your Experience Cloud tenant
  - Send a request to blueprint-automation-templates@adobe.com
  - Include
    - Experience Cloud Organization Name: (ex. ACS Marketing)
    - IMS Org ID:
    - Analytics Report



DF Blueprint Launch/AA Automation

- Initializes Launch with a web property, creates basic rules, data elements
- Adds AA, Core, Target, Experience Cloud ID extensions
- Creates environment-based packages

- The ACDL has been released & the ACDL Launch extension is live on Adobe Exchange.
- Unfortunately the DF Blueprint automation has not yet been updated to leverage ACDL.. So you must add this manually.



Closing

- AEM is evolving into a Content/Experience Platform. Stay current with what is going on
- Get your customer live quickly using product features

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