

AEM Fluid Experiences for Headless Usecases

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MAKE IT AN
EXPERIENCE

AEM is Critical to the Experience Business

Adobe Experience Manager enables organizations to deliver a connected and compelling digital experience across the customer journey. This increases engagement and drives demand across online to physical interactions.



Digital foundation for digital marketing & experiences that spans across organization silos.



Collaborative and smart system for **content marketing & velocity**.



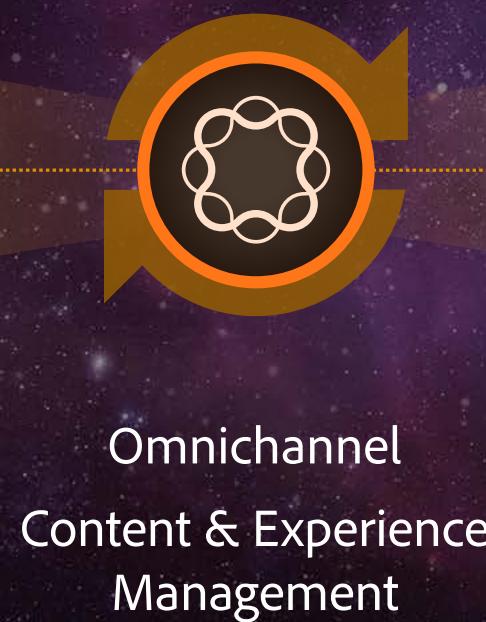
Connected experience to break down screen & device silos.

Content is the Fuel of the Digital Experiences

Adobe Experience Manager 6.3 can now deliver compelling digital experiences beyond owned, earned and paid properties – web, mobile, IoT – at scale needed to fuel the Experience Business



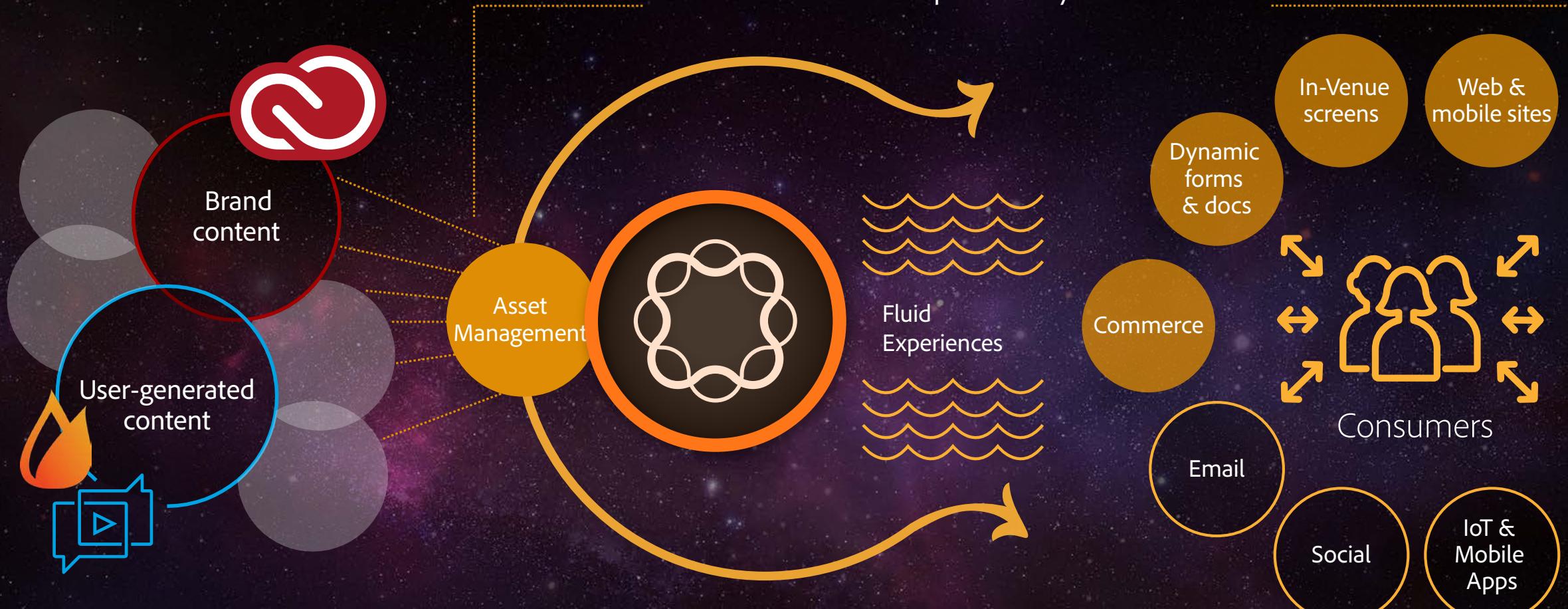
Brand & User
Generated Content



Owned, Earned, Paid
Touchpoints

Adobe Experience Manager – Fluid Experiences

Smart Content Services powered by Adobe Sensei



1. Source & curate
the best content

2. Omnichannel content management
& delivery optimization

3. Context/channel specific
authoring & management

Why Headless



Typical Headless Scenarios

- Delivery of raw content in native mobile apps
- Delivery of raw content to web sites powered by Single Page App (SPA) framework
- Deliver raw content to third-party server applications (web, desktop, mobile)
 - Content delivered to Point of Sale and other store experiences where AEM doesn't own the glass (magic mirrors, virtual windows, etc)
 - Content delivered to offsite digital experiences: affiliates networks, partners, marketplaces, social networks, etc.
 - Connected cars
 - Targeted content fragments delivered to IoT (smart cities, smart homes, fleet updates, etc.)
 - Content delivered to wearables
 - Content delivered to call center agents (Genesys, SugarCRM, SF.com, etc.)
 - Emerging experiences: chatbots (WeChat), gaming platforms (Xbox Mall)

Why Customers Want Headless

- **Omnichannel Demands**
 - Increasing number of channels / end points, including IoT
 - Increasing number of technologies to support and maintain
- **Front-end Challenges**
 - Highly customized presentation/delivery needs (M&E industry, for example)
 - More control over front-end via JavaScript frameworks (Angular JS, React JS, etc.)
 - Less specialized training and lower learning curve
- **IT Challenges**
 - Desire to decrease number of servers / environments (especially, on the delivery side)
 - Drive towards micro-services architecture

How AEM Supports Headless



Meeting the Omnichannel Demands

Experience Manager helps companies meet omnichannel demands by leveraging a decoupled architecture that separates:



Core content management that is channel and presentation agnostic

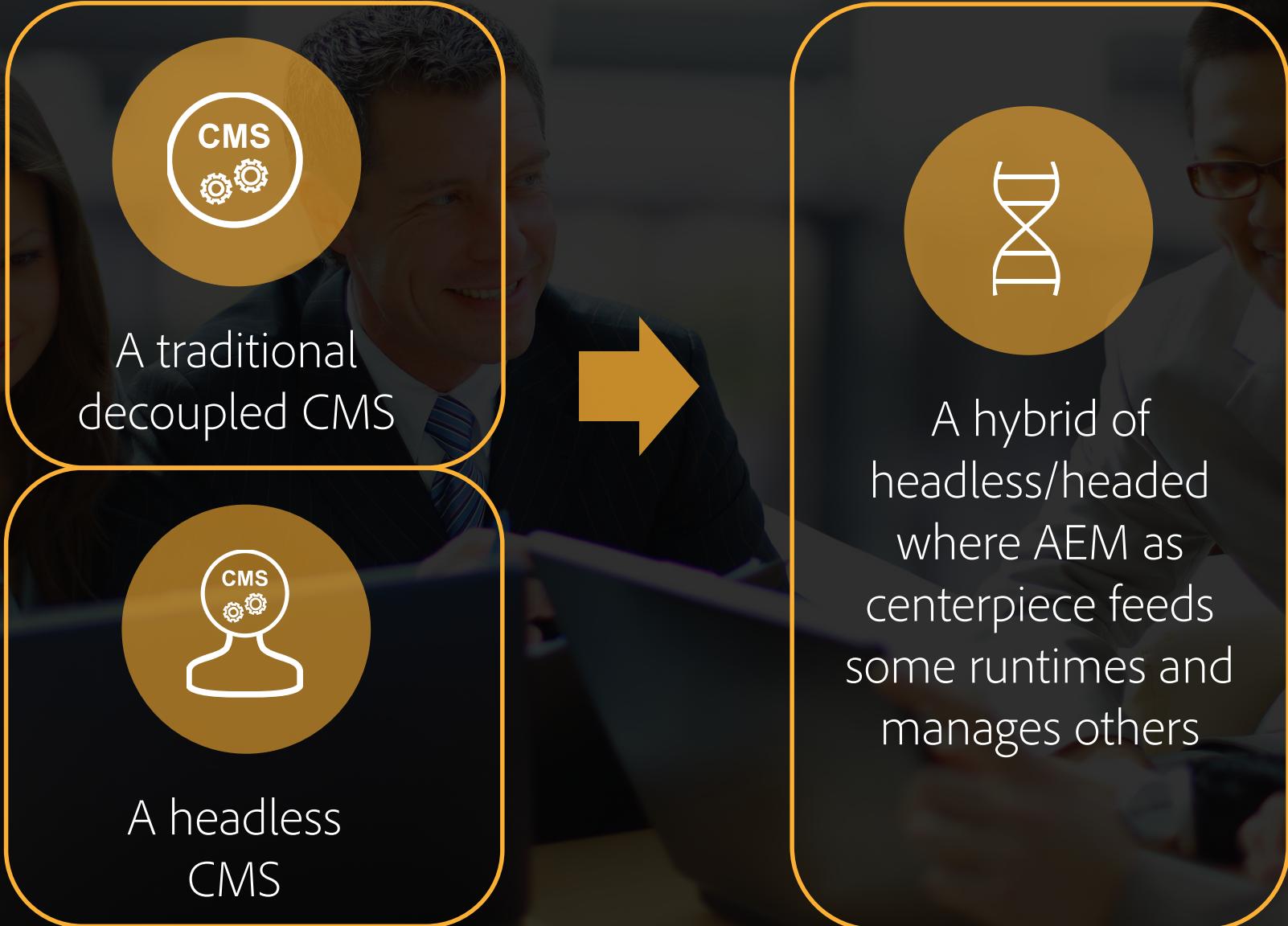


Context-specific presentation authoring and management



Content & experience delivery optimization

AEM Can Act As:



How AEM Supports Breadth of Headless Use Cases

Digital Experience Goals	Experience Manager Capabilities	Differentiated Capabilities	
Optimized the delivery of rich media	Content Delivery Optimization: Dynamic Media & Video	<ul style="list-style-type: none">Deliver dynamic images & interactive video optimized by channel, viewer context	Rich Media Delivery Optimization Services
Deliver experiences across touch points/channels Experience Manager owns the presentation	Context-specific Presentation Authoring and management: Sites, Forms, Communities, Screens, Engagement Apps	<ul style="list-style-type: none">LOB applications for the composition and on-going management of experiences at scaleCore set of fully customizable components and tools to make it easy for developers to introduce new functionality	Rich Experience Services
Enable business users to create and manage experiences where AEM contributes content or only part of the presentation	Omnichannel Authoring & Management: Content & Experience Fragment	<ul style="list-style-type: none">End point layoutEnd point contextVia push, pull, real-time option	Rich Content Services
Create and access a rich, contextual content feed to build rich client apps, SPA, etc...	Core Content Management: Content Services	<ul style="list-style-type: none">LOB customizableContextual Content FeedSPA OptOutputs: JSON FeedClient and context custom develop	Rich Content Services
Access raw content	Core Content Management: API	Base Content Repository may be accessed or exported	Base Content Services

Fluid Experiences

optimally deliver experiences across a wide range
of touch points and formats



DIGITAL



MOBILE & NATIVE



SCREENS



OFF-SITE
DIGITAL



FIELD SALES



CHAT &
VOICE



WEARABLES



IOT



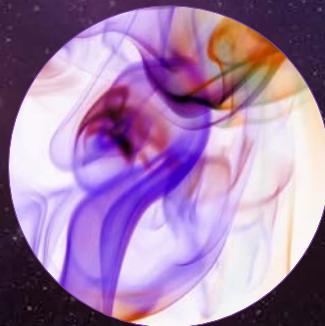
ANYWHERE
COMMERCE



Multi-screen or
No screen



Multi-Channel



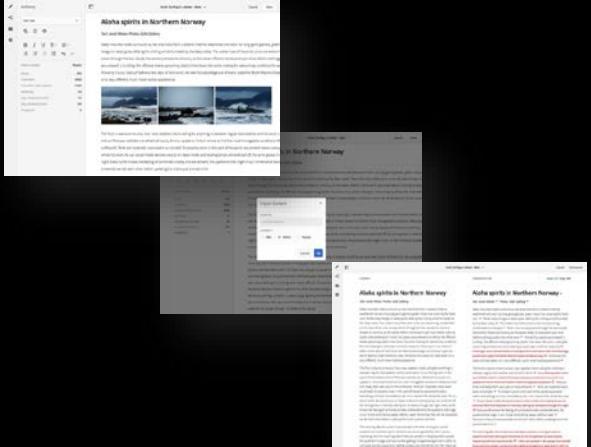
Adaptable



Independent of
Form Factor

Fluid Experiences: The Foundation for Hybrid Delivery

Content Fragments



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

Experience Fragments



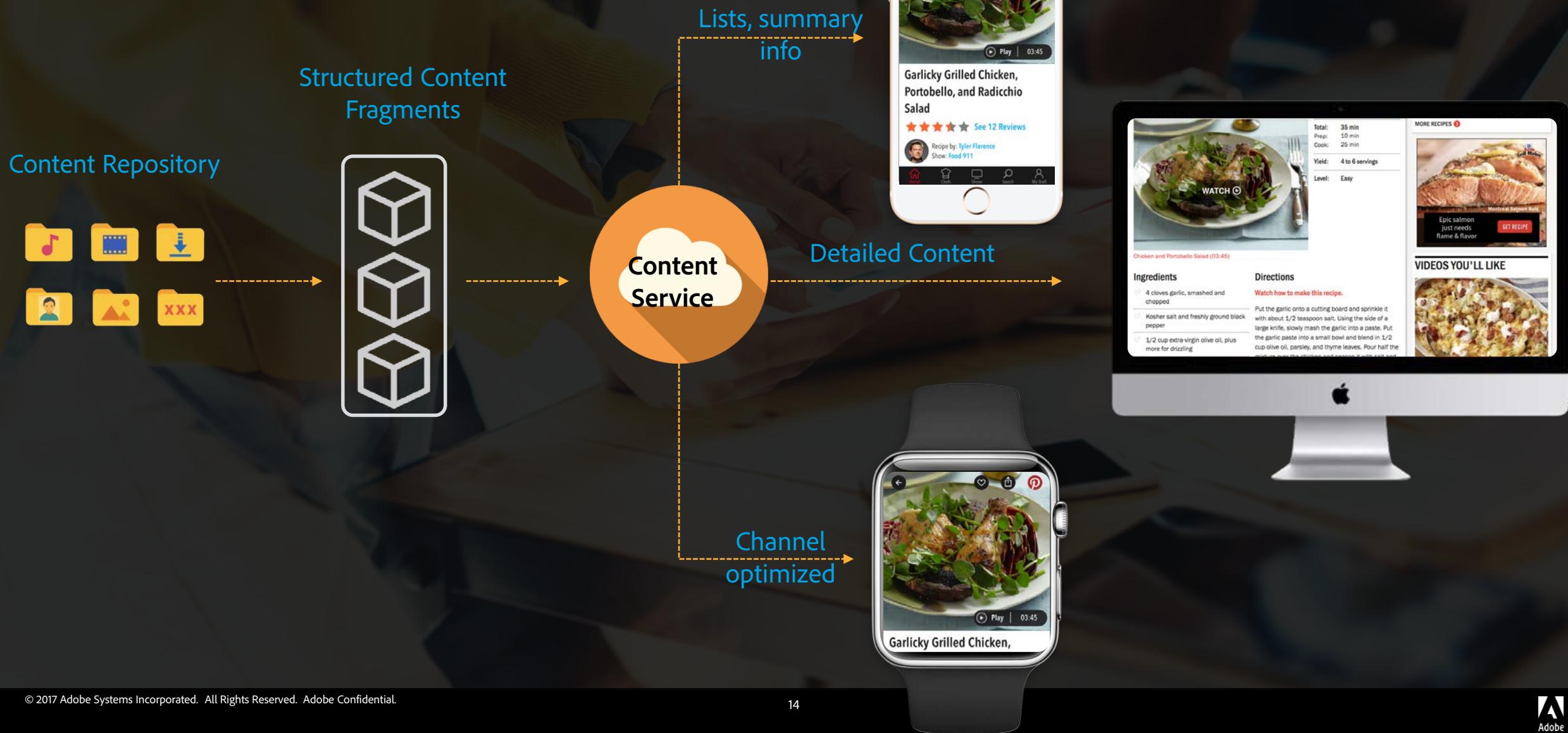
A group of components with layout that can live independently

Content Services



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

Fluid Experiences: Content Services



Hybrid Flow in AEM

