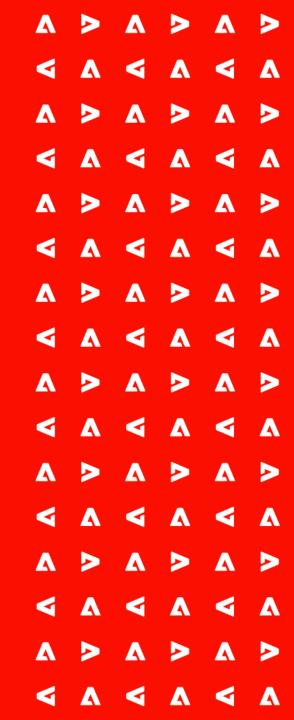


Adobe Experience Cloud Customer Support Guide

Information and resources, you need to maximize value of your Adobe solution.

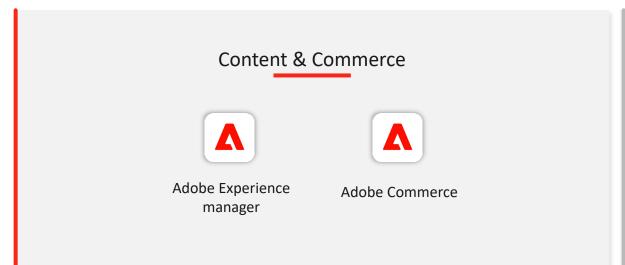


Important information & resources

- 1 Adobe Experience Core Services
- **2** Customer Support Services
- 3 Your Adobe Solutions
- 4 How to Submit a Support Ticket
- 5 Engaging with Adobe Support
- 6 Tools & Resources



Adobe Experience Cloud: An integrated set of solutions to build campaigns, manage your advertising, and gain deep intelligence about your business. <u>Learn more</u>









Customer Support Guidelines

The portals and aliases provide access to a wealth of information and support resources. View your open tickets, submit new ones, and contact Customer Support.



What Customer Support Covers

- ✓ Troubleshooting and resolution assistance for product issues on supported configurations
- ✓ Remote diagnostics
- ✓ Additional Service Enhancements available to customize your support package
- ✓ Product upgrade releases (on premise)
- ✓ Maintenance releases (on premise)
- ✓ Application Integration Issue*



What Customer Support DOES NOT Cover

- ☑ Architecture reviews
- ☑ Custom enhancements (submit as idea to the community)
- □ Development services
- **Implementation Implementation**
- ☑ Third party product or hardware recommendations
- ĭ Troubleshooting of non-Adobe products
- Such requests are to be channeled)
- ☑ Performance Tuning
- Non-reproducible issues

*Limited to Only Adobe side
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Ways to Contact Customer Support

Adobe Customer Support offers support via chat, email, phone, and web. For P1 issues we recommend you contact via phone for immediate assistance.

To enable us to handle your inquiry efficiently, please provide us any and all steps to recreate it on our end; that is, the clearer the details, the better it will be addressed. Upon submitting a ticket, we recommend outlining and/or having ready, depending on the method in which you contact Customer Support, the following applicable information (see page 22 for an example):

The portals and aliases provide access to a wealth of information and support resources. View your open tickets, submit new ones, and contact Customer Support.

ENTERPRISE CLOUD SUPPORT

Support Portal	Phone Support	Adobe Status
Adobe Experience League Support Adobe Experience Manager Support Adobe Campaign Support	Phone number 1 800 497 0335 (U.S. & Canada) Regional phone numbers	Check the Adobe System Status <u>General System Status</u>

^{*}Not all products have a support portal or chat, see each product page for methods to contact support



Who can Contact Customer Support?

Adobe accords highest priority to the security and protection of your data. To ensure that, we encourage you to designate some people from your organization as <u>Named Support Contacts</u> who will have full access to the product, are trained on it and can answer basic questions specific to the implementation.

- · Only Named Support Contacts will be authorized to discuss the data and make necessary changes to the account settings.
- · People not authorized as Named Support Contact can reach out to Support team, however, will be directed to online help/forums.

Modifying or adding Named Support Contacts

- · Only existing Named Support Contacts can get any changes made to the list of existing Named Support Contacts in the same organization.
- · Contact Customer Care via phone or email to add/remove users.

ADOBE CUSTOMER SUPPORT – SUPPORTED USERS				
	Online Support Business Support Enterprise Support Elite Support			
# Supported Contacts by product	4	6	10	15

Adobe Customer Support Regional Hours, Language & Phone Options

Adobe's local business hours align to the customer's billing region.

Regional Hours of Operations & Language Support

Americas	Europe, Middle East & Africa
6 am to 5:30 pm	9 am to 5 pm

Asia Pacific	Japan*
9 am to 5 pm	9 am to 5:30 pm

Exceptions:

Adobe Commerce excludes Japanese language support.

(Japan) P2, P3, P4 cases are limited to business hours only.

Marketo Engage Phone Support			
Americas	Europe, Middle East, & Africa	APAC	Japan
Toll Free: +1 877 270 6586	UK: 0800 151 3030 EU: +353 1 242 3030	AUS: +61 2 8031 8188	+81 3 6478 6080

If your locale is not represented with a specific customer care telephone number, **please use +1 800 497 0335**. Please note that this is a number in the USA, so call charges may apply in your market.

	Americas		EMEA		APAC
U.S	1 800 497 0335	Denmark	(+45) 80 20 6017	Australia	(+61) 1800 358 683
Cana	da 1 800 497 0335	France	(+33) 08 05 540 755	China mainland	(+86) 108 004 400 548
		Germany	(+49) 0800 752 2581	Hong Kong SAR of China	(+852) 30 713 107
		Italy	(+39) 800 919 224	India	(+91) 0008 004 402 107
		Sweden	(+46) 0200 810 330	Malaysia (toll)	(+60) 1800 220 120
		UK	(+44) 0800 169 0454	New Zealand (toll)	(+64) 050 861 4264
				Philippines (toll)	(+63) 1 800 8908 8359
				Singapore	(+65) 1 800 818 5220
				South Korea	(+82) 080 517 0880
				Taiwan region	(+886) 0 800 066 6381

^{*}Language support is available only in English and Japanese.

Adobe Customer Support Priority Definitions

We base the response times and actions on an assessment of the impact reported by your business. The more serious the business impact, the higher the assigned priority. The following guidelines will assist you in determining the appropriate priority level.

Service Level Targets: Initial Response & Priority Definitions

Priority	Definitions	Online Support	Business Support	Enterprise Support	Elite Support
PRIORITY 1	Customer's production business functions are down or have significant data loss or service degradation and immediate attention is required to restore functionality and usability.	24x7 / 1 hour	24x7 / 1 hour	24x7 / 30 minutes	24x7 / 15 minutes
PRIORITY 2	Customer's business functions have major service degradation or potential data loss, or a major feature is impacted.	Business hours / 4 hours	Business hours / 2 hours	24x5 / 1 hour	24x5 / 30 minutes
PRIORITY 3	Customer's business functions has minor to no service degradation but there exists a solution/workaround allowing business functions to continue normally.	Business hours / 6 hours	Business hours / 4 hours	Business hours / 2hours	24x5 / 1 hour
PRIORITY 4	General question regarding current product functionality or an enhancement request.	Business days / 3 days	Business day / 1 day	Business day / 1 day	Business day / 1 day



Adobe Analytics: Industry-leading solution for collecting, organizing, analyzing, and reporting on everything your customers do.

Insights Into Results



Business users and senior decision-makers can now access insights easily and quickly on their mobile devices and get instant answers to interactive queries.

New Algorithmic Attribution Model



Users can now evaluate their marketing investments more precisely across paid, earned, and owned media.

Customer Journey Analytics



Empower business intelligence and data science teams to stitch and analyze cross-channel data with a powerful analytics toolkit.

Implementation Guide

Analytics Community

Learn & Support

Analytics Exchange

Analytics Documentation

Adobe Audience Manager: Data management platform that helps you build unique audience profiles so you can identify your most valuable segments and use them across any digital channel.

Understand Your Audiences



Get a complete view of your audience by combining all of your data sources in one place.

Create New Segments



Continually discover and organize new, valuable segments for smarter targeting and personalization.

Advertise Effectively



Make your ad campaigns more productive by targeting specific segments on any platform.

Implementation Guide

Audience Manager Documentation

Learn & Support

Audience Manager Exchange

Audience Manager Community

Adobe Target: makes it easy to identify your best content through tests that are easy to execute. So, you can deliver the right experience to the right customer.

Take omnichannel personalization to the masses



The best experiences are consistently personal. Use our unified, progressive profile to give the best experience through every channel.

Stop guessing with A/B and multivariate testing



Running isolated tests in silos just doesn't cut it. Easily test everything through every channel every time.

Improve every experience with Alpowered automation & scale



Test and personalize to every visitor, applying artificial intelligence with a single click.

Implementation Guide

Target Community

Learn & Support

Target Exchange

Target Documentation

Adobe Experience Manager: powerful platform to manage and deliver connected digital experiences across the customer journey from online to physical interactions.

Content Management
System



Create and manage your digital experience across all channels with automated tools that make scaling effortless.

Digital Asset Management



Spend more time on experiences and less time searching for and adapting content.

Digital Enrollment and Forms



End-to-end solution that connects your forms and communications processes.

AEM Cloud Service



The first cloud-native enterprise-grade content management system featuring optimal performance, with great SLAs and security.

Digital Signage



Easily connect online and instore experiences with interactive signage that's responsive to customer data and on-side triggers.

Experience Manager Community

Learn & Support

Core Components

Ask the Expert Sessions

Experience Manager Security Updates

Implementation Guide AEM Sites

Implementation Guide Experience Manager Assets

Implementation Guide Experience Manager Forms

Experience Manager as a Cloud Service Overview

Experience Manager Documentation

Experience Manager as Cloud Service User & Implementation Guides



Adobe Campaign: Cross-channel campaign management tool that helps you improve and personalize campaigns across all of your media.

Simplify Campaign Management



Manage your data and monitor the performance of your campaigns from one place.

Be More Engaging



Use personalized, contextual, and real-time messages to deliver a compelling customer experience.

Automate



Use marketing automation to increase your campaign productivity and reduce your time to market.

Implementation Guide Campaign Classic

Implementation Guide Campaign Standard

Campaign Exchange

Campaign Community Classic

Campaign Community Standard

Learn & Support Campaign Classic

Learn & Support Campaign Standard

Adobe Experience Platform: Platform enables organizations to centralize and standardize customer data and content from any system and apply data science and machine learning to dramatically improve the design and delivery of rich, personalized customer experiences.

Customer Journey Analytics



Adobe's next-generation solution for crosschannel analytics, based on Adobe Experience Platform Journey Orchestration



As a business user, learn how to combine event, orchestration, and action activities to build a journey

Real-time CDP



Achieve a single view of your customer by combining data from across the enterprise

Implementation Guide

Experience Platform Community

Learn & Support

Experience Platform Exchange

Experience Platform Documentation

Create Support Case

Adobe Primetime: Multiscreen TV platform that helps broadcasters, cable networks and service providers create and monetize engaging and personalized TV and film experiences.

Deliver TV Everywhere



Give viewers the TV and film content they want anywhere, across 3.4 billion devices.

Create Flexible Workflows



Add modular capabilities to your existing broadcast and distribution workflows, including VOD, live and linear TV.

Offer Insights and Results



Insights from Adobe Marketing Cloud integrations allow media sellers to optimize campaign and ad delivery in real time.

Primetime Documentation

Learn & Support

Adobe Marketo Engage: Keep customers engaged every step of the way by radically transforming the customer experience management with Marketo Engage.

Grow Customer Relationships



Retain & grow customers through datadriven engagement. Improve customer experience. Enablement better onboarding and long-term customer success. Scale up Your Marketing



Increase scale and efficiency like a pro. Tap into technology to grow reach, quality and ROI.

Master Account-Based Marketing



Acquire, retain, and grow your high-value accounts. Quickly build target account lists. Measure & optimize ABM holistically. Get a seamless cross-channel experience.

Marketo Community

Support Portal

Marketo Documentation

Knowledgebase

Marketo Exchange

Adobe Commerce: End-to-end commerce that grows with you — any size, any place.

Single Platform for all your needs



Whether you're a B2B ready to go direct to consumer (D2C) or a B2C, Adobe Commerce lets you manage multiple sales channels and brands and expand into new countries, simply, from one platform.

Intelligence from industry-leading Al



Intelligent commerce, powered by Adobe Sensei AI, provides actionable data analysis and automates back-end workflows Extensible to incorporate technology



Adobe Commerce is completely scalable and extensible, with a modular core and headless capabilities that allow you to quickly incorporate new technologies

Implementation Guide

Commerce Community

Knowledgebase

Commerce Exchange

Commerce Documentation

Create Support Case

Adobe Workfront: Connect, collaborate, and execute on complex workflows—from anywhere.

Adobe Workfront in Action



Plan, prioritize, and iterate your work.
Connect, collaborate, and finish work faster.
Streamline and optimize processes.
Measure and report on progress.
Keep work aligned with strategy.

Workfront Features



With Workfront, enterprise work management can help your company, departments plan, predict, collaborate, evolve, and deliver their best work.

Enterprise Management



Workfront provides marketing and creative teams that use Adobe products with an enterprise platform for modern work management increasing overall productivity across the business.

Implementation Guide

Workfront Community

Getting Started

Workfront Exchange

Workfront Documentation

Workfront Support Portal

Adobe Ad Cloud: helps you forecast the best mix of search, display and dynamic ads based on your budget. It also automates the execution of your media plan.

See the Big Picture



Get a complete view of your campaign performance across search, display and social to better understand how customers interact with your brand.

Act with Confidence



The accuracy reporting feature helps you know when and where to invest your online advertising budget.

Maximize Your Budget



Get more return from your advertising budget, knowing it's being spent in the most strategic and efficient way.

Advertising Cloud Exchange

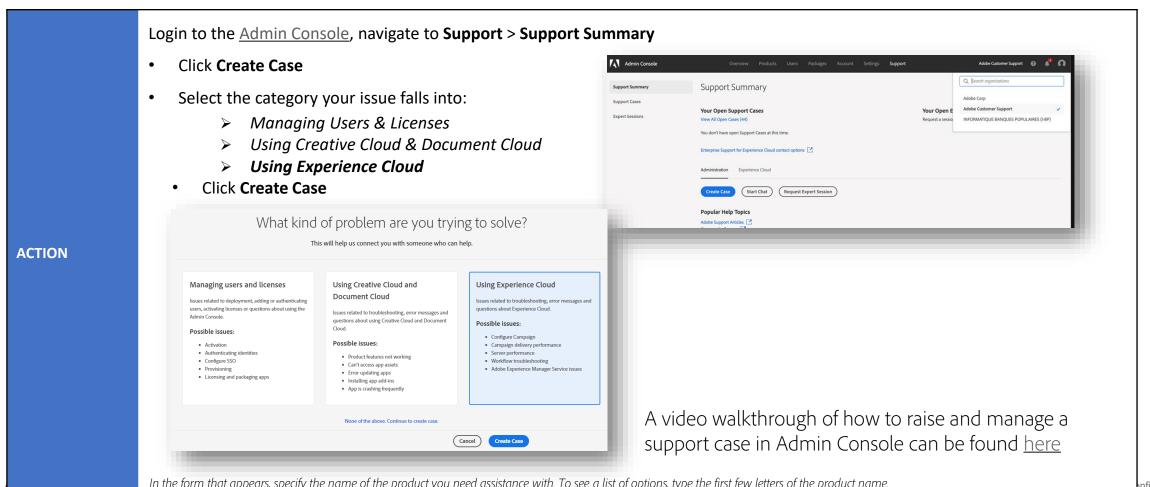
Advertising Cloud Community

Learn & Support

Create a Support Case | Adobe Experience Manager, Adobe Experience Platform & Adobe Campaign

Follow the below steps to create a support case in the Admin Console for the following solutions:

- **Adobe Experience Manager**
- **Adobe Experience Platform**
- **Adobe Campaign**



Case Description | Adobe Experience Manager, Adobe Experience Platform & Adobe Campaign

When the case form appears, complete the details about the issue using the below information as guide:

Category	Description
Specify a product	Specify the name of the product in the given field. To see a list of options, type the first few letters of the product name. This option is not available if you create a case for managing users and licenses.
Select the priority of the issue	Depending on how the issue impacts your operations, classify it as follows: P4 (Minor): Select this option if the issue does not cause any significant interruptions to normal operations. This option can include issues related to APIs and integration, installation and configuration inquiries, enhancement requests, or documentation questions. P3 (Important): If the issue interrupts normal operations, select this option. For example, malfunctioning or incorrect behavior of the software. P2 (Urgent): Choose this option when there are serious interruptions to your business' normal operations. For example, if the issue negatively impacts an enterprise-wide installation, urgent deadlines, or causes financial risk to business.
Quantify the impact of the issue	Based on the scale at which the issue affects your organization, select one from the following options: Small: One or two users impacted Medium: A specific group of users impacted Large: Most users impacted

Category	Description		
Summarize the issue	Provide a descriptive summary of your issue. Mention what the specific problem is and what you are seeing.		
	Examples of descriptive summaries:		
	Error "Could not process incoming SAML response" with Federated ID		
	"Account not recognized" in the support panel		
	Error 400 or other error when attempting to validate a domain claim		
	Users, groups, or identity panel is blank		
	Change Domain Claim from Enterprise ID to Federated (or conversely)		
	Receiving the error "An invitation with this code was not found"		
Describe the nature of the issue	State your queries or describe your issue in detail, including the workflow that caused the issue and steps to reproduce. Include details about when it first happened.		
Attach screenshots or files	You can attach relevant files under 20MB to the case. For example, a screenshot of the error. Executable and DLL files are not supported.		



Create a Support Case | Adobe Analytics, Adobe Audience Manager, Adobe Target

Follow the below steps to create a support case in Experience League Portal for the following solutions:

Adobe Analytics

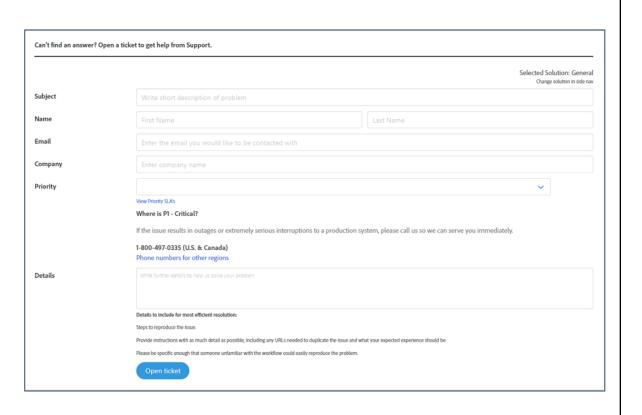
- Adobe Target
- Adobe Audience Manager
- Adobe Social

Navigate to Experience League Submission Ticket Site

• Select from the left tab which solution you need help for:

Complete the form with the following information/details

- Subject of your inquiry or issue
- Your First and Last Name
- Your email address
- Your company name
- Enter Priority
 - P1 require a phone call
 - P2 urgent
 - P3 important
 - P4 minor (just need to know)
- Provide details of the inquiry or issue



ACTION

Email confirmation should come if your email is registered as a supported user (system generated) and once a ticket is assigned to a Service Desk engineer, they will email you back.

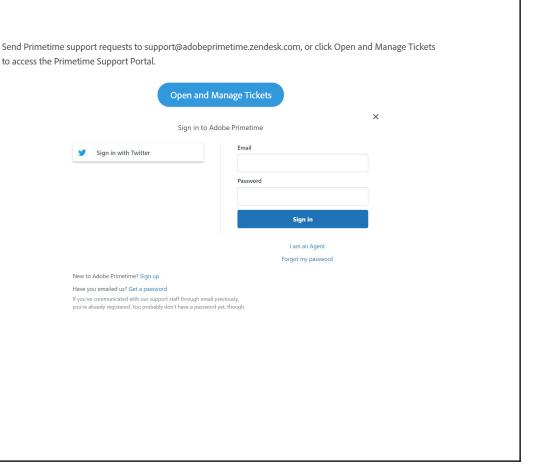
Create a Support Case | Adobe Primetime

Follow the below steps to create a support case in Experience League Portal for the following solutions:

Direct access to Adobe Primetime & direct access to Adobe Commerce Support Portal

· Adobe Primetime

Navigate to Experience League Submission Ticket Site • Select from the left tab which solution you need help for: Complete the form with the following information/details • Summary • Steps to reproduce the issue • Recent environment changes • Screenshots • Error messages • Log files



Create a Support Case | Adobe Commerce

Follow the below steps to create a support case in Experience League Portal for the following solutions:

Adobe Commerce

ACTION

Navigate to Experience League Submission Ticket Site or navigate directly to https://support.magento.com & log In

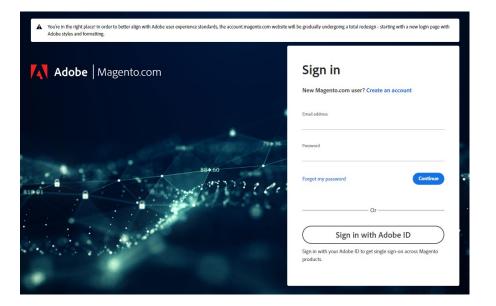
• Select from the left tab which solution you need help for:

Complete the form with the following information/details

- Project URL
- Environment
- Live or not live
- Steps to reproduce the issue
- Recent environment changes
- Screenshots
- Error messages
- Log files

Click Open and Manage Tickets to open support tickets and manage cases using the Magento support portal.

Open and Manage Tickets



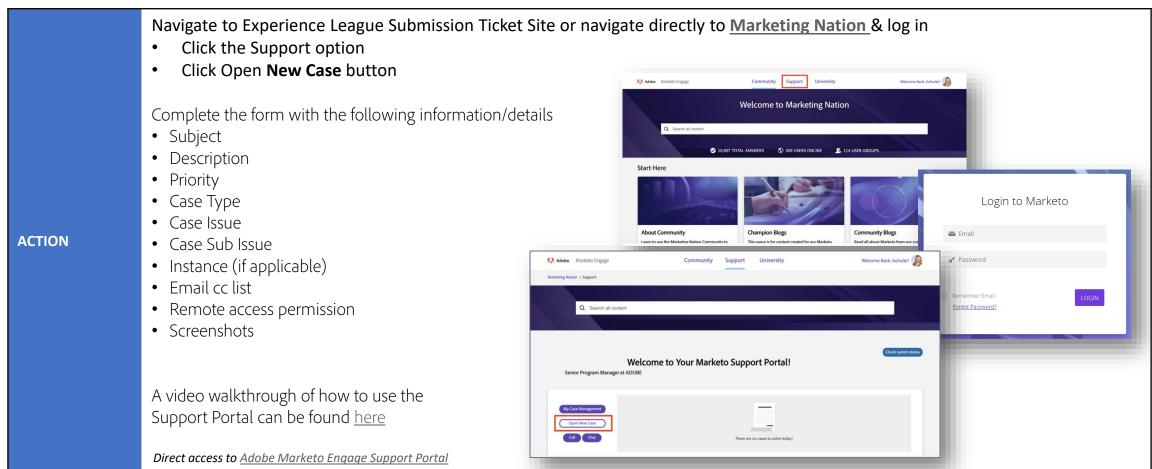
Direct access to Adobe Commerce Support Portal



Create a Support Case | Adobe Marketo Engage

Follow the below steps to create a support case in Marketo Nation for the following solutions:

Marketo Engage



Engaging With Adobe Customer Support

Adobe Customer Support specialists are extensively trained in all Adobe Experience Cloud solutions. They are qualified to help you with questions relating to solution capabilities, configurations, issues and general 'how tos'.



Who can contact Adobe Support?

Adobe accords highest priority to the security and protection of your data. To ensure that, we encourage you to designate some people from your organization as Named Support Contacts who will have full access to the product, are trained on it and can answer basic questions specific to the implementation.

- Only Named Support Contacts will be authorized to discuss the data and make necessary changes to the account settings.
- People not authorized as Named Support Contact can reach out to Support team, however, will be directed to online help/forums.



Modifying or adding Named Support Contacts

Only existing Named Support Contacts can get any changes made to the list of existing Named Support Contacts in the same organization. Contact Customer Support via phone or email to add/remove users.



How to contact Adobe Support?

Experience League Support:

https://experienceleague.adobe.com/?supportsolution=General#support

Phone Numbers:

<u>https://helpx.adobe.com/contact/dmaexternal/DMACustomeCareRegionalPhoneNumbers.html</u>



Tools & Resources

Adobe offers you a wealth of information and resources. To get started, we recommend you explore the following:



Experience Cloud Release Notes – Early Access

Subscribe to keep yourself updated about new features and fixes in the Adobe Experience Cloud

Learn more>



Security Notification Service

Timely and accurate information that can help protect you against malicious hacking

Learn more>



Priority Product Update Service

Stay on top of the latest Adobe
Experience Cloud product updates and
maintenance releases

Learn more>



Experience League

Expertly curated learning courses, tutorials and documentation, communities, and support resources

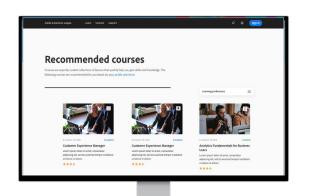
Learn more>

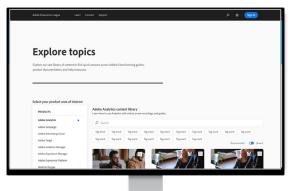
EXPERIENCE LEAGUE

Learn. Connect. Grow.

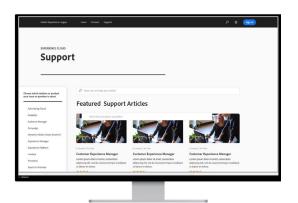


Experience League is a unified place where our customers can Learn, Connect, and Grow along a personalized path to success that includes self-help and instructor-led training, community and other support options.









Guided learning designed by Adobe experts

Quick answers from product guides and support articles

Communities of experts and fellow learners

Online support



Experience League is GLOBAL! (12 languages)



Experience League is MOBILE!



Premier Support

Offerings: <u>Business Support</u> | <u>Enterprise Support</u> | <u>Elite Support</u>



Business Support

Delivery Team & Features Assigned **Account Support Lead** Expert **Business** Online Support Hours 24x7 P1 Issue Support Support Named Support Contacts 6 Services Live Telephone Support **Escalation Management**

Levels & Features

Online Support

Access to online resources for documentation, engagement with other experts and customers for best practices, and webinar series (Office Hours). For troubleshooting tips and tricks, several channels are also available for questions and case submissions.

Online Forums	 24x7 access to Engagement with Web case Communities other customers submission https://experienceleaguecommunities.adobe.com/
Live Chat Support*	Start a chat session to get answers and help with case submission * Not all products have live chat support.
Enablement	 Self Guided Monthly Office Product & Release Documentation https://experienceleague.adobe.com/
24x7 P1 phone support	Talk to an Adobe expert or your Named Support Engineer

Named Support Contacts – List of 6 Users authorized to interact with Customer Support

Enterprise Support

Delivery Team & Features			
Assigned Expert	Named Support Engineer		
	Online Support	24x5	
	24x7 P1 Issue Support	\checkmark	
	Named Support Contacts	10	
	Live Telephone Support	✓	
Support Services	Escalation Management	\checkmark	
Services	Support Reviews per Year	2	
	Expert Sessions per Year	2	
	Cloud Support Activities – Experience Manager as Cloud	✓	
Field	Launch Advisory Services – First Year of new solution	\checkmark	
Services	Field Services Activities	2	
A Adobe			

Levels & Features

Online Support

Access to online resources for documentation, engagement with other experts and customers for best practices, and webinar series (Office Hours). For troubleshooting tips and tricks, several channels are also available for questions and case submissions.

Online Forums	 24x7 access to Engagement with Web case Other customers Submission https://experienceleaguecommunities.adobe.com/
Live Chat Support*	Start a chat session to get answers and help with case submission * Not all products have live chat support.
Enablement	 Self Guided Monthly Office Product & Release Documentation https://experienceleague.adobe.com/
24x7 P1 phone support	Talk to an Adobe expert or your Named Support Engineer
Named Support Co	ntacts – List of 10 Users authorized to interact with Customer Support

https://adobe.ly/enterprisesupport

Elite Support

Delivery Team & Features Named Support Engineer Assigned Expert Technical Account Manager 24x5 Online Support 24x7 P1 Issue Support Named Support Contacts 15 Live Telephone Support **Escalation Management** Service Reviews per Year Support Services Expert Sessions per Year **Event Management** Environment Review, Maintenance & Monitoring Release, Migration, Upgrade & Product Roadmap Review Cloud Support Activities – Experience Manager as Cloud Launch Advisory Services - First Year of Field new solution Services Field Services Activities

Levels & Features

Online Support

Access to online resources for documentation, engagement with other experts and customers for best practices, and webinar series (Office Hours). For troubleshooting tips and tricks, several channels are also available for questions and case submissions.

Online Forums	 24x7 access to Engagement with Web case Submission https://experienceleaguecommunities.adobe.com/
Live Chat Support*	Start a chat session to get answers and help with case submission * Not all products have live chat support.
Enablement	 Self Guided Monthly Office Product & Release https://experienceleague.adobe.com/
24x7 P1 phone support	Talk to an Adobe expert or your Named Support Engineer

Named Support Contacts – List of 15 Users authorized to interact with Customer Support