

## **AEM: Adobe Experience Manager**

Adobe Experience Manager (AEM), is a content management platform solution for building websites, mobile apps and forms - making it easy to manage your marketing content and assets.

Previously in FIAT Deal we used to have our pages in Sharepoint and Teamsite. As compare to AEM Sharepoint and Teamsite are slow and time-consuming. AEM is Dynamic that means we need to update once and it will reflect in mobile and desktop.

### **What AEM provides:**

1. You can build and manage mobile sites and responsive designs from one single platform.
2. Sites has tools to optimize shopping carts, sync product information from other systems like your ERP or product inventory management (PIM) system, or your e-commerce platform, and generate pages from catalog data.
3. This is especially helpful for organizations who need to manage many sites across many regions and languages. With Sites, they can all be controlled from one centralized place.
4. Send a unified digital experience from different devices such as desktop to tablet to smart phone and to on-location screens.
5. Provides the ability to manage and launch marketing campaigns from one central location. Also organize and store your assets in Sites so they can be easily accessed and used for all of your campaigns.

## Main Screen:

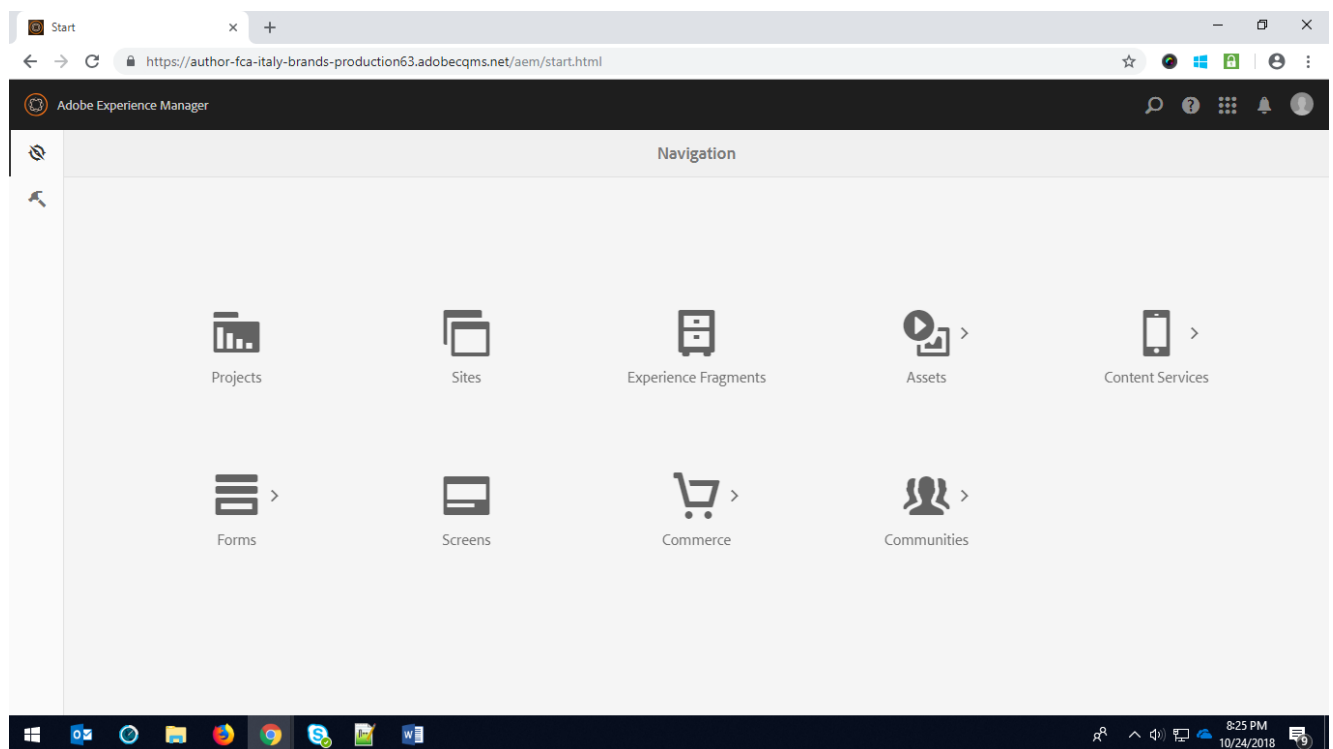
When you first log in to AEM, you will see a selection of modules: You will only be using the two modules: Sites and Digital Assets.

**Sites** let you create, view and manage websites. Through these consoles you can create, edit, copy, move and delete website pages and publish pages.

**Assets** let you import and manage digital assets such as images, videos, documents and audio files. These assets can then be used by any website running on the same AEM instance.

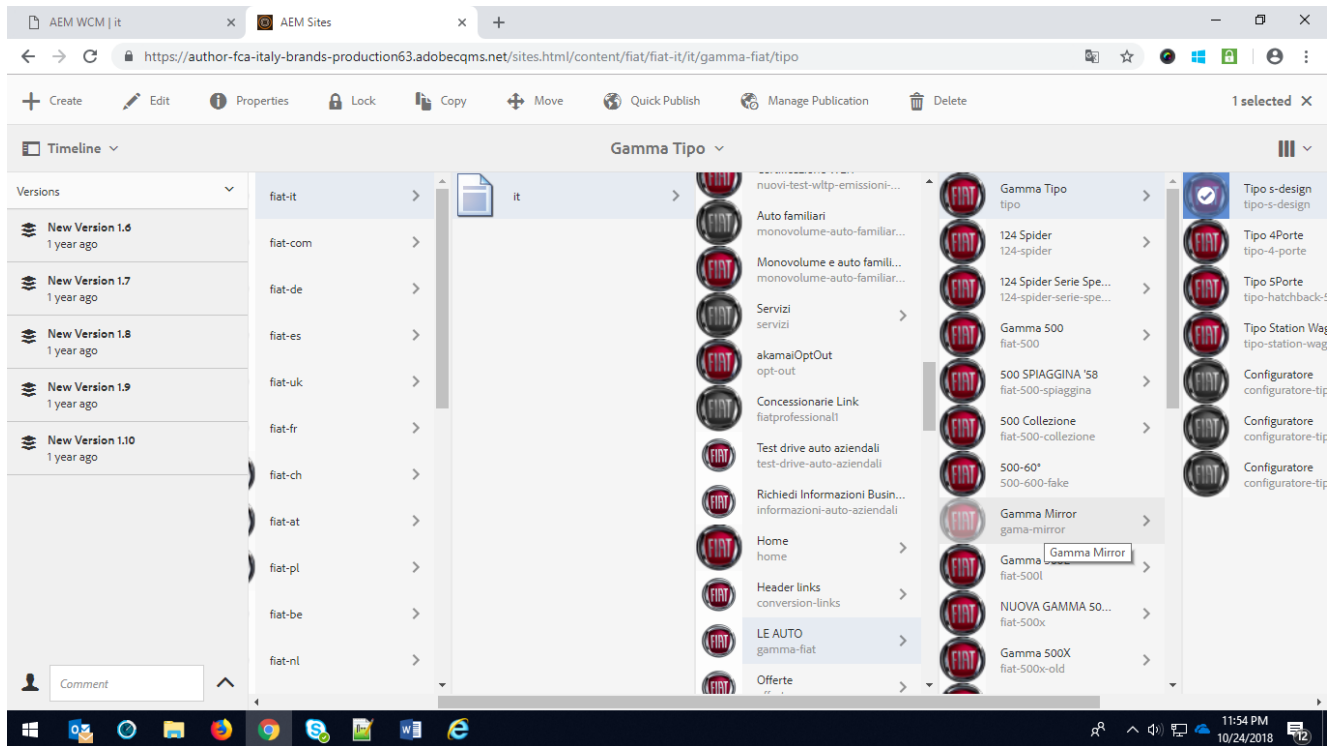
**Note:** We do not have access to restore deleted assets, so need to be very careful.

<https://author-fca-italy-brands-production63.adobecqms.net/aem/start.html>



AEM provides 2 interface: **Classic UI & Touch-Based UI.**

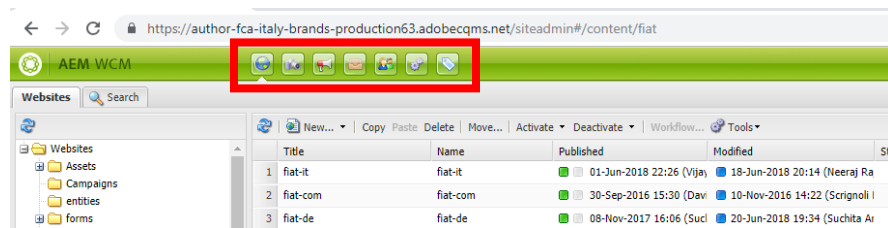
## TOUCH-OPTIMIZED User Interface:



In this touch-based UI view, developer can quick/easily update page properties/components.

You can view & create versions easily.

## AEM Modules:



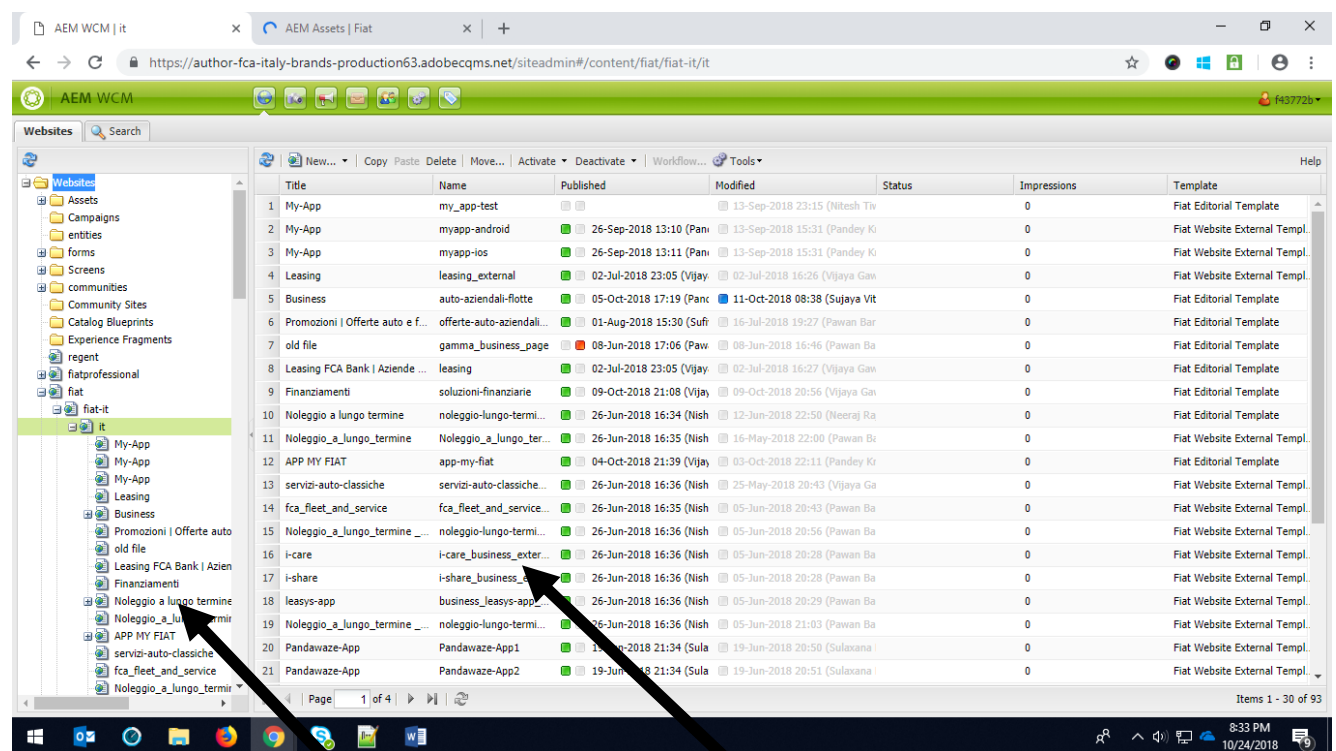
Above highlighted are the various modules in AEM: WCM (Website), DAM (Digital Asset Manager), Campaigns, Users, Inbox, Tools and Tagging. The arrow indicates that you are currently in the WCM.

**Developer will normally use the first two of the modules:** The WCM (Website) and DAM (Digital Asset Manager). The DAM is where you will store any other files you wish to publish on your website that is not a web page, e.g., PDFs and images.

**CLASSIC User Interface:** The classic UI provides the brief look-and-feel of the page/components.

**Website Admin Module** allows you to drill down into the website to select pages to edit.

<https://author-fca-italy-brands-production63.adobe.com/siteadmin#/content/flat/>



Tree Panel

Files Panel

**Digital Assets Module** allows you view/update assets.

A digital asset is a digital document, image, video, or audio file, e.g. a PDF document.

Assets is a digital asset management tool that is fully integrated with the AEM platform and enables your enterprise to share and distribute digital assets. Users across an organization can manage, store, and access images, videos, documents, audio clips, and rich media such as Flash files for use on the web, in print, and for digital distribution.

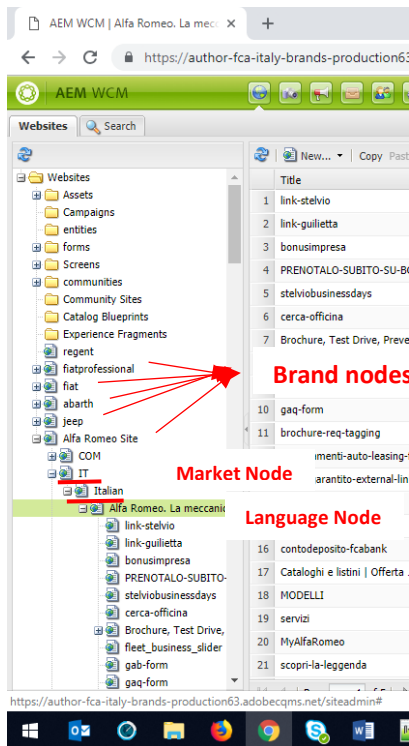
Assets provides enterprise-wide sharing and distribution of an organization's key digital assets. Users across an organization can store, manage, and access digital assets such as images, graphics, audio, video, and documents through a Web interface.

<https://author-fca-italy-brands-production63.adobecqms.net/damadmin#/content/dam/flat/it/test>

The screenshot shows the Adobe Experience Manager (AEM) Digital Assets interface. The interface is divided into a sidebar on the left and a main content area on the right. The sidebar contains a tree view of digital assets, with the 'test' folder selected. The main content area displays a table of assets with columns: Name, Published, Modified, Status, Width, Height, Size, and Metadata Template Instance. Three assets are listed: 'image 1.png', 'image 2.png', and 'Configuratore\_595\_Pi...'. The 'test' folder is selected in the sidebar.

|   | Name                    | Published                | Modified                  | Status | Width | Height | Size   | Metadata Template Instance |
|---|-------------------------|--------------------------|---------------------------|--------|-------|--------|--------|----------------------------|
| 1 | image 1.png             | <input type="checkbox"/> | 20-Feb-2018 14:45 (Swapr) |        | 640   | 343    | 249 KB |                            |
| 2 | image 2.png             | <input type="checkbox"/> | 20-Feb-2018 14:45 (Swapr) |        | 640   | 343    | 255 KB |                            |
| 3 | Configuratore_595_Pi... | <input type="checkbox"/> | 26-Feb-2018 12:34 (Swapr) |        | 640   | 343    | 212 KB |                            |

The **TREE PANEL** can be thought of as Structure of a website which allows you to navigate through the various sections of the website or through the DAM structure. Clicking on a page or directory in the tree panel displays that page's or directory's child pages/assets in the files panel.



Under Websites, we have 5 brands Fiatprofessional, Fiat, Abarth, Jeep & Alfaroomeo. Each brand will have its own market and language node.

On left image, IT is **market node** whereas Italian is the **language node**.

Pages are categorized under particular modules; e.g.

- all the model pages are added under Models folder
- all the news is added under News folder.

The **FILES PANEL** allows you to view the subpages of the selected page (tree panel), it shows Name, Title, activation information, Modified and Template used. The names of these content pages are used to form the URLs, whereas the title is shown when the page content is viewed. To edit a page or asset, you can double-click on the page/asset in the files panel.

If the page is activated/live, the published status will show you green icon.

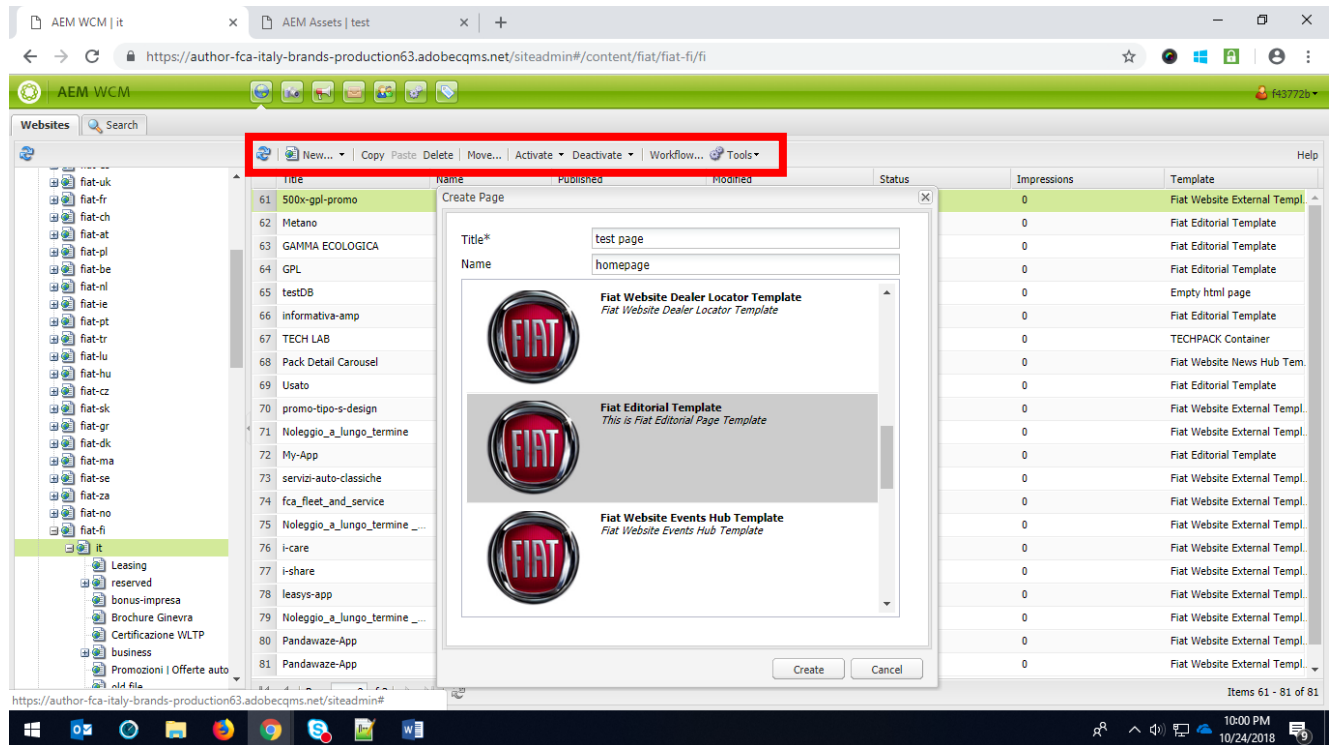
If the page is modified it will show you in blue status with the modified persons FCA Id.

If the page is deactivated, the published status will show red icon.

## MENU BAR IN FILES PANEL:

### 1. Creating New Pages:

Navigate to the location where you want to create, click on New Page button under New menu. You will be prompted for Title, Name & Template.



**Title** field is mandatory & is displayed at the top of the page.

**Name** is used to generate the URL. It will not accept invalid characters.

A **Template** specifies a specialized type of page. The template defines the structure of a page. For example, we have separate templates for model pages, editorial templates, external template, contact information and etc..

### 2. Copy & Paste:

If you want copy any pages/components/assets which is already existing in AEM, we can do it via copy-paste buttons.

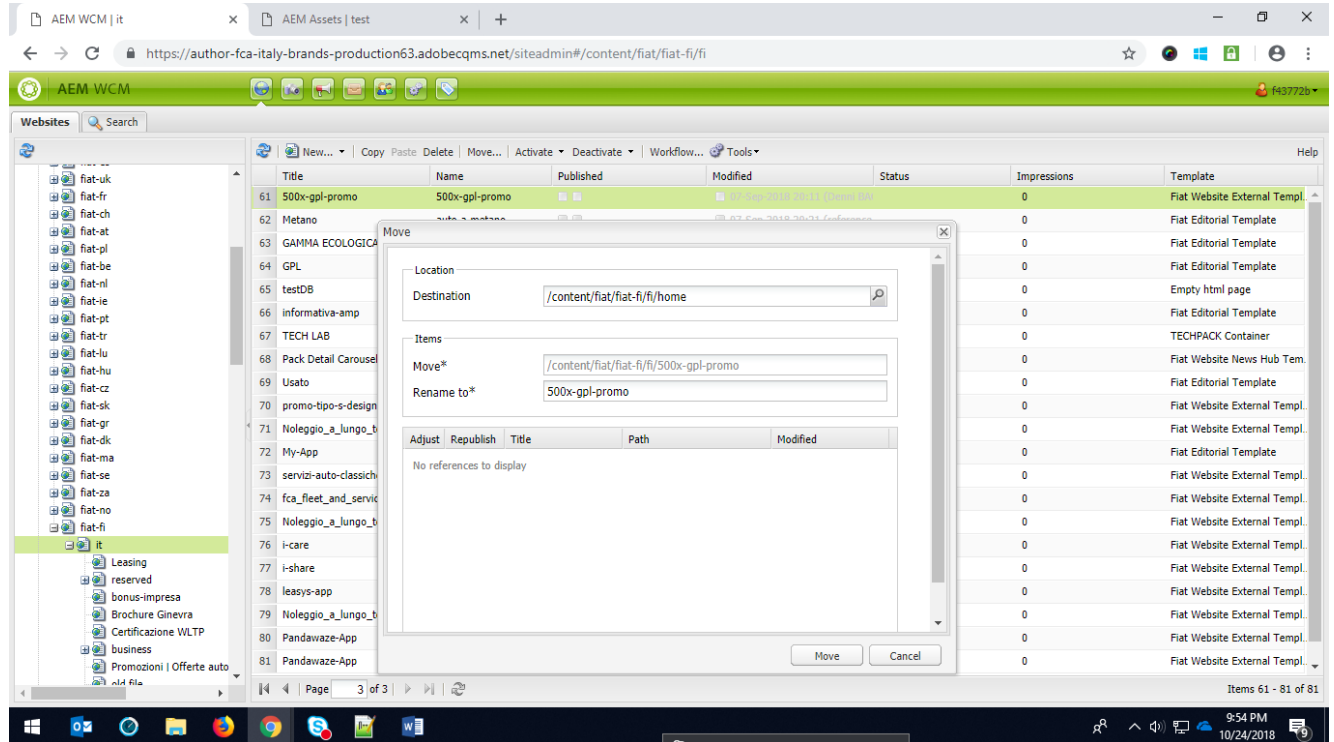
### 3. Delete:

Select the asset you want to delete and click the Delete button. You can also right-click the asset and choose Delete from the context menu. The system prompts you to confirm the deletion.

**NOTE:** If you have deleted a page by mistake, you can restore the files via Restore Version button under Tools menu.

#### 4. Move:

When you want particular page/assets to be moved or renamed, we do it via Move button. Highlight the page and then select **Move** from the toolbar.



In case of renaming the file, only **Rename to\*** field should be updated with new name leaving all fields as it is.

While in case of moving the file in other folders, **Destination** field should update with new required URL.

#### 5. Activating/Publishing the Page:

In order to make the changes public/live, you must activate the page. Select the particular page you want to make live and click on Activate button.

#### 6. Deactivation:

Deactivating a page removes it from the live website and will also be removed any referenced content, pages can only be deactivated from the websites view.

**NOTE:** Deactivating a page will also deactivate all of its child pages. If you deactivate a page by mistake, you will need to individually reactivate each of its child pages.

#### 7. Lock Page/Unlock Page:

This locks the page so that only you or an administrator can edit or publish the page. This is useful for working on a page in an office where multiple people might be working on the office's pages at once.

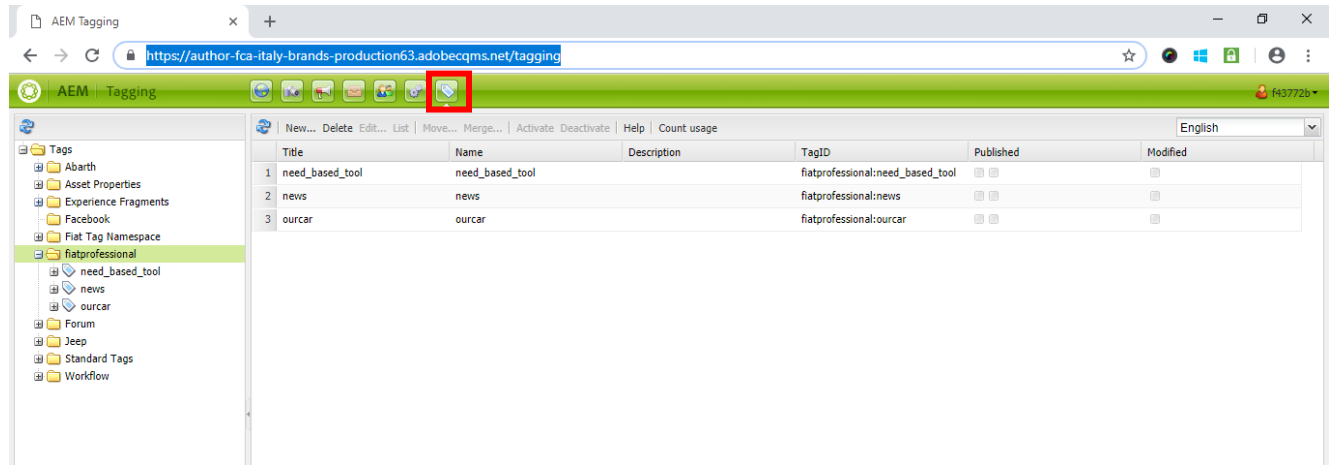
**NOTE:** Be sure to unlock your page as soon as you are done with your work. No other users, including administrators, can unlock a page that you have locked.



## 8. Tagging :

Tags are created in the Tagging Site Administration area of AEM.  
In the Site Administration, click the Tagging icon.

<https://author-fca-italy-brands-production63.adobecqms.net/tagging>

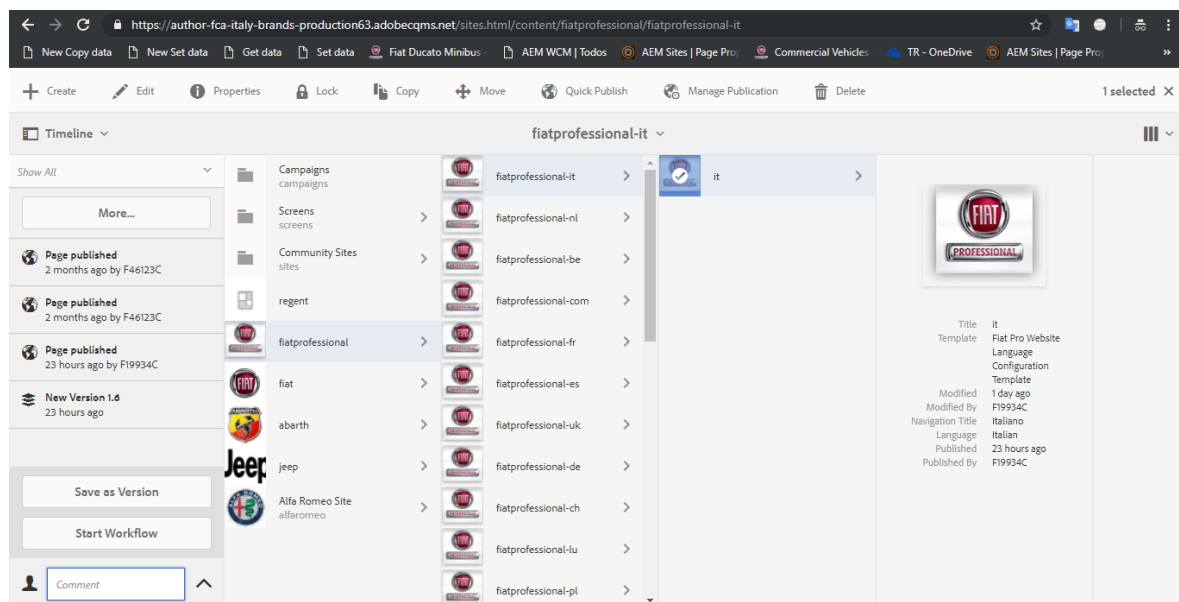


We can update the tags by using the above link for Need based tool, News and Our Car section.

## 9. Version Control:

AEM in Fiat don't have automatic Versioning that means you need to create a version if there is any need.  
We can create version by using **"TOUCH-OPTIMIZED User Interface"**. Below is the screenshot.

First Select page -> Click the icon below Create -> Click on Timeline -> Write on comments -> Click on "Save as version"



### EDIT MODE:

Add “**editor.html**” before “**/content**” which will allow you to update page properties/components...

**URL:** <https://author-fca-italy-brands-production63.adobecqms.net/editor.html/content/flat/flat-it/it/home.html>

### PREVIEW MODE:

Please add “**?wcmmode=disabled**” as a postfix to the URL which will give you the preview mode of entire page including the dynamic sections of the page.

**URL:** <https://author-fca-italy-brands-production63.adobecqms.net/content/flat/flat-it/it/home.html?wcmmode=disabled>