1. Introduction

1.1 About Adobe Experience Manager

[Adobe Experience Manager](#) (AEM) provides a better digital customer experiences across all customer touch-points including websites, mobile sites, social networks, and customer transactions. AEM will help your businesses create a compelling presence across the customer's entire journey. This will allow your organisation to improve brand loyalty, enhance customer engagement by offering relevant and personalised content and, as a result, drive demand and business growth.

Adobe Experience Manager combines a number of infrastructure-level and application-level functions into a single integrated package.

The offering addresses:

Sites Quickly create and deliver relevant websites and mobile apps, and update the content anytime, all without burdening your IT department.

Assets Easily manage images, videos, and other assets across every digital channel to deliver personalised customer experiences.

Communities Build thriving communities and engaging conversations across all of your social properties, so you can inspire new levels of learning and customer loyalty.

Forms Integrate enterprise-level forms into your websites and mobile experiences, and simplify the creation of forms and the completion of transactions.

Apps Create and deliver mobile apps with a solution that bridges the gap between marketers and IT, so marketers can easily update content, even after launch.