10 top capabilities.

See why Adobe Experience Manager is the preferred CMS for enterprise users.

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Dynamically deliver on the new normal.

With consumers spending more time than ever consuming digital content, the new normal has finally seen off spray-and-pray messaging. But while most marketers get this, the reality is that invariably they simply don't have the operational power to create innovative experiences as quickly as they need to. As a result, key consumer groups are fed untargeted, untimely content that fails to convert or engage today's users—ultimately impacting ROI.

How do you overcome this?
How does your business deliver on this new normal?

This paper looks at the key capabilities of Adobe Experience Manager and shows how a range of leading-edge solutions in the platform can have a transformative effect on your brand, your ways of working, and your customers. It illustrates how your teams can dynamically deliver connected, compelling digital experiences across the whole customer journey.
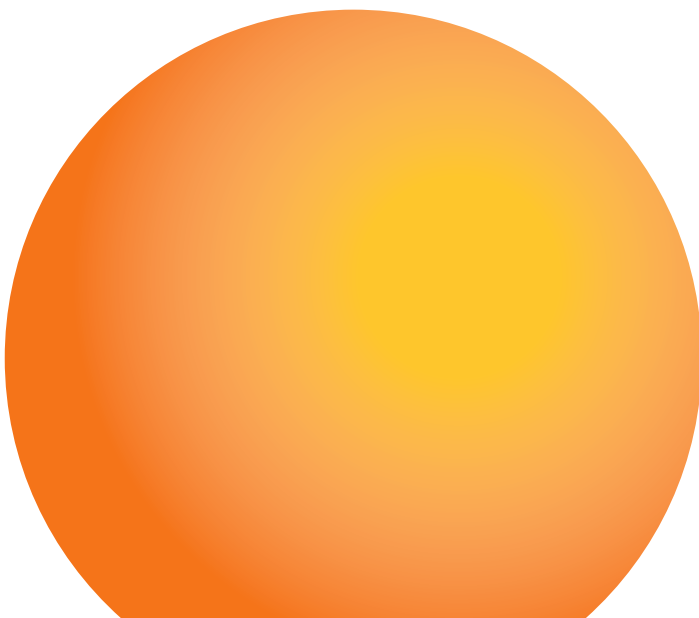
1. Experience agile content delivery frameworks.

One of the fundamental features any leading CMS requires is agility. Adobe Experience Manager Sites has it in spades—supporting both headless and traditional content delivery frameworks. This gives marketers unprecedented flexibility to deliver content for modern web apps, mobile, and IoT applications.

Works for IT.

Unique to Adobe Experience Manager Sites is GraphQL—a powerful API query framework that empowers front-end engineers to create and manage rich experiences across all touchpoints. There's no steep learning curve to using GraphQL—any JavaScript engineer can get to grips with the specification.

Works for marketing.

The Content Fragment Model Editor is another unique feature of Adobe Experience Manager Sites—an essential capability for marketers using a headless CMS. Not only does it enable users to adapt content for different platforms and audiences, but it does so without the need for back-end engineering resources.

2. Get the most from SPAs.

Every day, consumers interact with brands like Netflix, Pinterest, and Gmail that use single page applications (SPAs) to deliver a more seamless and engaging experience. Adobe Experience Manager allows any business to make more of the benefits provided by SPAs.

Marketers can contextually edit, preview, and translate content in SPAs while engineers can convert any webpage to an SPA. This enables a smoother process that makes the best of IT and marketing resources while improving first-page load time and SEO thanks to server-side rendering.

EXPERIENCE THIS

- Support for headless and traditional content delivery frameworks.
- No steep learning curves for engineers.
- Easy content creation for use across different platforms.
- More engaging, personalised CX through SPAs.

3. Leverage the flexibility of the cloud.

Adobe Experience Manager is the only enterprise-level solution offering cloud-native architecture. This means it provides all the flexibility and robustness of a containerised architecture with microservices, plus the enterprise power and flexibility to customise—exactly what you would expect from the leading agile CMS.[1]

Here are some of the key capabilities this brings:
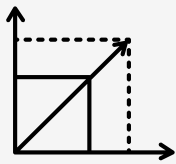
True autoscaling.

The system constantly monitors the need for capacity based on traffic. It automatically scales (vertically or horizontally) to ensure optimal performance in both Author and Publish instances.
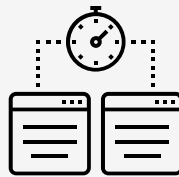
Robust CI/CD pipeline.

Adobe Cloud Manager—a fully configurable and extensible CI/CD pipeline—lets you automate functional and load testing. With CI/CD pipeline baked into the solution, Adobe Experience Manager automates processes and codes to ensure speedy content deployment.

Secure by design.

Security threats are minimised with Adobe-backed security rules based on certifications andindustry-specific regulations, assuring best-in-class security.

4. Enjoy instant access to innovations.

Remember when you had to wait for upgrades, and even when they arrived it could take days if not weeks for engineers to get them up and running? There are no such hassles for users of Adobe Experience Manager—innovations and updates are instantaneously received without requiring downtime or engineering effort.

Too many other experience solutions are only as good as their last version, and they can quickly depreciate in value and effectiveness depending on when they're implemented. With Adobe Experience Manager, updates are pushed to users instantly—so the software is always best-of-breed and future-proofed.

EXPERIENCE THIS

- Cloud-native architecture for flexibility and security.
- Automatic scaling based on traffic.
- Best-in-class security.
- Innovations and upgrades delivered instantaneously.

5. Expect unparalleled ROI.

In considering return on investment (ROI), you'll naturally include factors such as greater staff efficiency and productivity, increased revenue from customers and lower overall costs. Adobe Experience Manager helps you deliver across all these ROI markers. In fact, in a study by IDC [2], customers report a staggering 366% three-year ROI with Adobe Experience Manager Assets and a phenomenal 348% three-year ROI with Adobe Experience Manager Sites.

That's because Adobe Experience Manager is a best-in-class ecosystem that helps users:

- Organise better
- Work more efficiently
- Deliver more engaging experiences

Businesses using Adobe Experience Manager can:

- Track assets based on usage and performance over time— from click-through rates to impressions across digital channels
- Tie performance directly to conversion and ROI through an integrated intuitive dashboard

366%
return on investment over 3 years with Adobe Adobe Experience Manager Assets

348%
return on investment over 3 years with Adobe Experience Manager Sites

6. Use the insights of AI.

By adding product recommendations powered by AI, Marshall Wolf significantly improved new product discovery and increased average order value by 20%.[3] With Adobe Experience Manager behind you, your business can leverage the power of AI and machine learning at all ends of the process, from experience creation to delivery and evaluation.

The Adobe Sensei feature in Adobe Experience Manager enables users to:

Reduce tedious manual tasks: With a feature called Smart Crop, users can automatically crop images and video to maintain the focal point of interest upon delivery to any device.

Make assets easily findable: With search facets, tags, advanced metadata management, on-the-fly translation of search keywords, image recognition technology, and Asset Link, creatives can locate and easily repurpose digital assets stored in the system.

Deliver personalised experiences at scale: By letting automation do the heavy lifting, users can tap into powerful insights that read user data and provide insight-backed recommendations for delivering the best personalised experiences. Adobe Sensei can suggest the best products and content for any audience based on their unique profile and interests expressed in their behaviour, while Smart Layout can realign the page to surface the most engaging content, helping improve conversion.

EXPERIENCE THIS

- The potential for huge ROI.
- More efficient, more organised, and more productive staff.
- The power of AI and machine learning at all ends of the process.
- Fewer manual tasks, more easily findable assets.
- More personalised experiences at scale.

7. Easily connect with Creative Cloud.

Adobe Experience Manager connects the dots between experience creation and delivery. It connects creatives with the experiences they are designing by integrating tools across the Adobe Creative Suite. This more closely integrates the workflows of designers, marketers, and engineers—generating operational efficiencies and ensuring frictionless sharing of assets between teams.

For effortless connection, users can access assets from within Adobe Photoshop, Illustrator, and InDesign by using a Creative Cloud for enterprise single sign-on. Adobe Experience Manager can also integrate with other asset types, including Adobe Stock and brand assets.

8. Seamlessly integrate with leading DX solutions.

Adobe Experience Manager comes with best-of-breed solutions and capabilities, allowing users to take advantage of the individual and combined power of three pioneering products in Adobe Experience Cloud.

Adobe Experience Platform:
Experience Platform creates a single view of the customer so marketers can manage individual user journeys holistically. It's an open system that transforms user data into real-time customer profiles—giving marketers the tools to start personalising experiences.

Adobe Target:
The leader in personalisation solutions, Target provides sophisticated A/B and multivariate testing to understand the needs of different audience groups, while activity maps help marketers make actionable decisions during site authoring.

Adobe Analytics:
With Analytics, dive beyond page visits and bounce rates to integrate data from all channels—including web, mobile, social, and more. These insights help understand customers on a whole new level — and can also be used to predict user behaviour.

EXPERIENCE THIS

- Effortlessly integrate experience creation and delivery.
- Integrate the workflows of designers, marketers, and engineers.
- Leverage the power of other leading DX solutions.
- Generate more personalised customer solutions.

9. Effortlessly manage enterprise-wide.

No matter how widespread your enterprise or how many different markets you operate in, Adobe Experience Manager helps you manage everything effortlessly through one all-encompassing CMS. It empowers marketers to quickly deliver differentiated content—whether that's culturally relevant imagery or editorial content in native languages—while retaining consistency and efficiency. Don't just create generic content—manage experiences across different markets, regions, and brands effortlessly.

10. Get up and running—fast.

It's understood that once you've made your choice of CMS you want to get it working for your team ASAP. Time to market is a key capability of Adobe Experience Manager—it can get sites up and running in 30 days. With production-ready components that can significantly reduce development cost and time, you can go expect to go live faster. Adobe Experience Manager allows engineers to easily create visual variations of components without back-end coding, while the ability to use archetypes as a baseline also ensures projects can get started quickly.

Ready to get up and running?

Learn more

Adobe Experience Manager Sites

Adobe Experience Manager Assets

Adobe Experience Manager Cloud Service

Request a demo

Sources

[1] The Forrester Wave™: *Agile Content Management Systems (CMSes)*, Q1 2021: https://www.adobe.com/offer/the-forrester-wave-cms-2021.html

[2] IDC White Paper, *The Business Value of Adobe Experience Manager Sites.* Melissa Webster, Matthew Marden. Feb. 2018: https://www.adobe.com/content/dam/acom/en/modal-offers/idc-aem-sites-q218/pdfs/22037555.en.aem.whitepaper.IDCBusinessValueAEMSites.pdf

[3] Adobe Digital Trends 2021

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