5 reasons why.

See why Adobe Experience Manager is the right solution for your business.
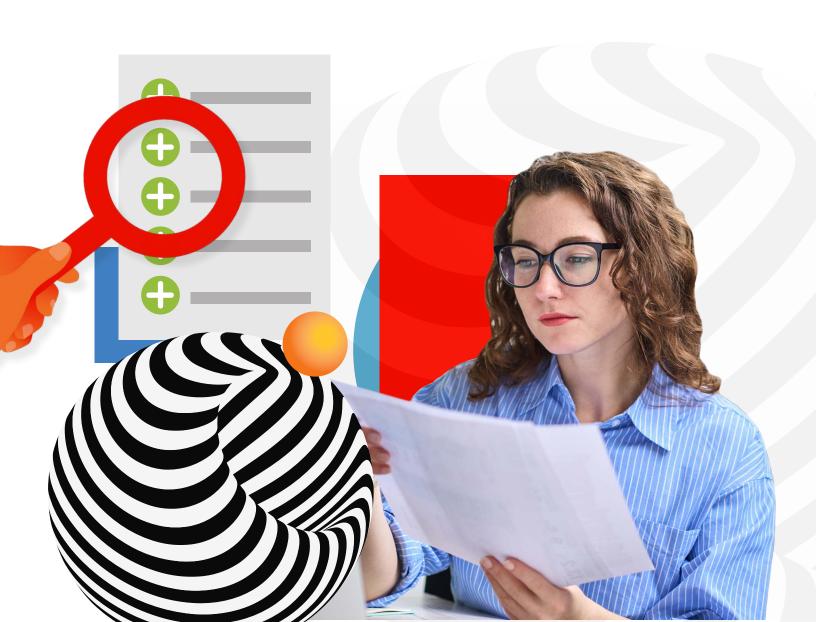
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A fresh solution to an old problem.

It's an age-old business dilemma: how do you consistently and speedily deliver the products and brand experiences your customers want—when and where they want it—while staying one step ahead of your competitors? It's an issue that's further exacerbated if your business is the champion for many brands and operates across many geographical locations. Not to mention having teams operating multiple systems—often dated, legacy systems—and using numerous, time-consuming processes to generate content and marketing campaigns.

In fact, this was the type of dilemma facing Lewis Broadnax, vice president of global e-commerce at Sazerac, the parent company for hundreds of spirits brands. Previously spread across various content management systems, Sazerac chose to consolidate its brand websites with Adobe Experience Manager Sites, while also launching a new eCommerce property.

On average, Experience Manager Sites helps organisations realise an annual business value of:

$3.92m
million over three years

348%
three-year ROI

Source: The Business Value of Adobe Experience Manager Sites. Melissa Webster, Matthew Marden. Feb 2018. **IDC**.

" We want engaging mobile-friendly, social-friendly, influencer-friendly activities, and we also want our web properties to be an essential part of that mix," Broadnax said. "We believe Adobe is the partner that's going to allow us to see engagements across all of our channels, build the right audiences, and make sure that we've got the relevant content in front of them."

Lewis Broadnax
Vice president of global e-commerce, Sazerac.

Choosing the right content management system (CMS) means finding the right balance between knowing your audience, efficiently creating the content they want, and delivering it quickly in the channel they prefer. There are numerous reasons why Sazerac and many other leading businesses of all sizes have chosen Adobe Experience Manager Sites to help them reach the right audience and grab consumers' attention before their competitors do. Here are five to start with.
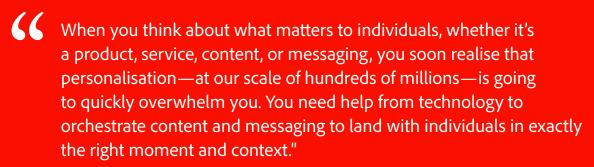
1. Personalise from one platform.

To deliver the most relevant, engaging experiences, you need to know your audience, personalise your content, and deliver it all through the right channels. That's all well and good, but if your teams are currently bouncing from system to system or operating in silos to get there, how can they deliver?

With a common interface to share content and data across teams and systems, **Adobe Experience Cloud** helps businesses break down inefficient silos, allowing even small teams to save time and boost productivity. At the heart of this capability is Adobe Experience Manager Sites (an application of Experience Cloud)—Adobe's industry-leading content management system (CMS) for creating omnichannel experiences.

From this powerful CMS, businesses can integrate a variety of Adobe solutions, helping teams create, personalise, and deliver—all from one platform.

EXPERIENCE THIS

- Closer collaboration between creative and marketing teams – with **Adobe Experience Cloud**.

- Effortless access, editing, and sharing of digital assets across the enterprise – with **Adobe Experience Manager Assets**.

- Reach more people, faster, with more personalised content using data, analytics, and insights with **Adobe Target**, **Adobe Audience Manager**, and **Adobe Analytics**.

- Enjoy smoother workflows across departments with **Adobe Workfront**.

" When you think about what matters to individuals, whether it's a product, service, content, or messaging, you soon realise that personalisation—at our scale of hundreds of millions—is going to quickly overwhelm you. You need help from technology to orchestrate content and messaging to land with individuals in exactly the right moment and context."

Matt Harker

VP of global marketing strategy and transformation, Walgreens Boots Alliance.

Learn how **Walgreens Boots Alliance** reaches customers wherever they are with help from Adobe Experience Cloud.

2. Scale at the pace of your business.

Of course, as businesses evolve and adapt to new opportunities, the rate of change in terms of personnel growth and even location expansion will vary considerably. So it's good to know that no matter how big or small your organisation, whether you need to create and manage content for one department, a mid-size company, or an entire enterprise, Adobe Experience Manager Sites is infinitely adaptable to your needs. It can deliver experiences everywhere your customers are—from brand sites and eCommerce properties to single-page applications (SPAs) and IoT devices, and everywhere in between, including partner portals, intranets, customer portals, digital signage, native apps, and mobile apps.

Adobe is consistently recognised as a Leader in analyst reports like:

- **The Forrester Wave™: Agile Content Management Systems (CMSes), Q1 2021**
- **2021 Gartner Magic Quadrant for Digital Experience Platforms**

Adobe Experience Manager Sites is a hybrid CMS, so it offers the best of both worlds: flexibility for IT teams while keeping marketers in control of content. On the one hand, it's headless, which means content can be accessed by APIs to fuel experiences in SPAs, IoT apps, or native apps, making it easy for IT teams to deliver experiences to a variety of channels and devices. On the other hand, the ability for marketers to edit SPAs and headful content in context allows marketing and IT teams to collaborate more closely.

> " We were able to use Adobe Experience Manager in a novel and interesting way, integrating it with a myriad of other technologies, from a clocking system to user authentication. The platform was effective in matching the scale of our organisation while delivering the speed and flexibility we needed."

Paul Bucalo
Director of enterprise content and search, Walmart.

Learn how **Walmart** uses Adobe Experience Manager to integrate technologies and launch an intranet that attracts more than 1 million unique visitors each month.

3. Automate with AI and machine learning.

For your marketing team, no matter how big or small, there are only so many hours in the day. No matter how efficient or productive they are, keeping pace with the insatiable demands of customers expecting personalised experiences on every channel and every device is a huge challenge.

That's why AI and machine learning are an integral part of Adobe Experience Manager Sites. From creation to management to delivery, machine learning and AI helps teams automatically identify the target audience, understand what they want, and serve up personalised experiences fast. This not only accelerates the creation and delivery of experiences—saving many hours of manual work—but also frees up time for teams to work on other aspects of the business, such as strategy.

All of these capabilities are available in Adobe Experience Manager Sites through integrations with Adobe Experience Manager Assets, Adobe Target, Adobe Analytics, and Adobe Audience Manager.

> " We had originally expected that personalisation would primarily be useful for brand exposure and customer engagement, but we weren't expecting it to have such an impact on our bottom line. We're boosting leads and truly supporting our sales teams. It shows that personalisation works."
>
> **Steven Lin**
> Senior digital manager, NRG Energy, Inc.

Learn how **NRG Energy, Inc**. generates more leads, conversions, and engagement with Adobe Experience Manager Sites integrations.

4. Implement with tomorrow in mind.

No one wants to invest in a CMS and then find out eight months down the road that it doesn't meet their requirements around content agility, personalisation, or scalability. Content management isn't a one-and-done effort, so businesses need a solution that will grow as needs change—a solution that:

- Is always updated with the latest features
- Lets you start small and scale automatically
- Keeps your organisation's and your customers' data secure

And that's why the inherent flexibility of the cloud is such an attractive option for so many Adobe customers.

Adobe Experience Manager provides a number of cloud options to fit with your brand's unique architecture, including:

- Cloud-native
- Managed cloud
- Self-hosted on-premises cloud options

Naturally, all Adobe cloud services offer the peace of mind of enterprise-grade security and superlative support.

In summary, Adobe Experience Manager provides marketers, DevOps, front-end developers, and backend developers the tools they need to manage every experience with speed and agility—for today and tomorrow.
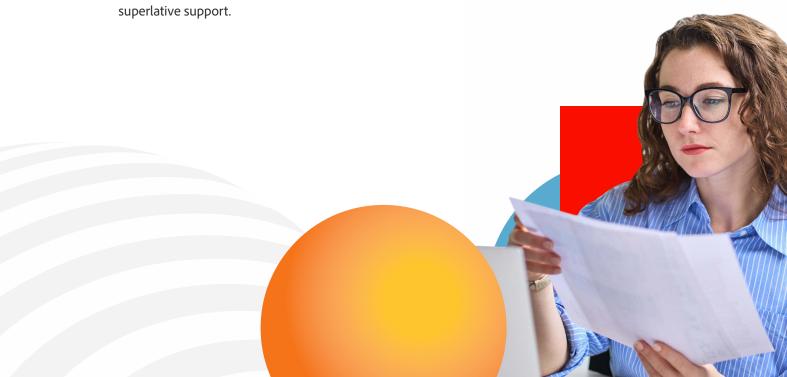
> " Moving our site to Adobe Experience Manager as a Cloud Service has given us the ability to experiment and explore more innovative ways to deliver the ideal digital experience and make a difference for our clients."
>
> **Alice Cervantes**
> Senior digital marketing manager, Dechert.

Learn how **Dechert** increases site speed and saves time managing their site with Adobe Experience Manager as a Cloud Service.

5. Launch faster.

Getting your team up and running quickly once you've made the implementation decision is, of course, imperative. With Adobe, you can call on a range of resources to set your digital strategy to fast-forward. This includes training resources for your teams, partners to speed your implementation, and best practices to accelerate time to value. In addition, you can access guided learning and onboarding journeys and train with your peers through the **Adobe Experience League** online community and learning tool.

There's a wide network of solution partners to help you implement your solutions quickly and successfully. You can also streamline integrations with resources from **Adobe Exchange**—a marketplace with a rich selection of pre-built connectors and extensions. And with out-of-box toolsets and best practices like our digital foundation blueprint, you can expect to get to market faster and even, like many customers, go live in days.

Adobe Experience Manager Sites helps teams get results:

66% faster delivery of new brand or country sites

64% less time required to make minor editorial updates

23% higher productivity for digital experience teams

Source: The Business Value of Adobe Experience Manager Sites. Melissa Webster, Matthew Marden. Feb 2018. **IDC**.

Kick-start your content.

Whether you need to streamline content management across sites as Sazerac did, personalise at scale like Walgreens Boots Alliance or easily integrate with existing technologies like Walmart, Adobe Experience Manager is the leading-edge technology you need. Most of all, it can help your teams across the business work together to kick-start your content and keep your customers delighted every time they interact with your brand.

"

We don't separate what we do into IT and marketing. Instead, we work as a team, focusing on the customer journey and the experience we want to provide."

Francesco Tinto

Global CIO of Walgreens Boots Alliance.

EXPERIENCE THIS

1. Personalise from one platform—one for all and all for one.
2. Scale at the pace of your business—expand as your business grows.
3. Automate with AI and machine learning—let smart tech speed up manual processes.
4. Implement with tomorrow in mind—take to the cloud to future-proof your CMS.
5. Launch faster—use a range of resources to get you live sooner.

Learn more

Adobe Experience Manager Sites

Adobe Experience Manager Assets

Adobe Experience Manager Cloud Service

Request a demo