



Busting common myths about Adobe Experience Manager.

See how three common myths stack up in reality.

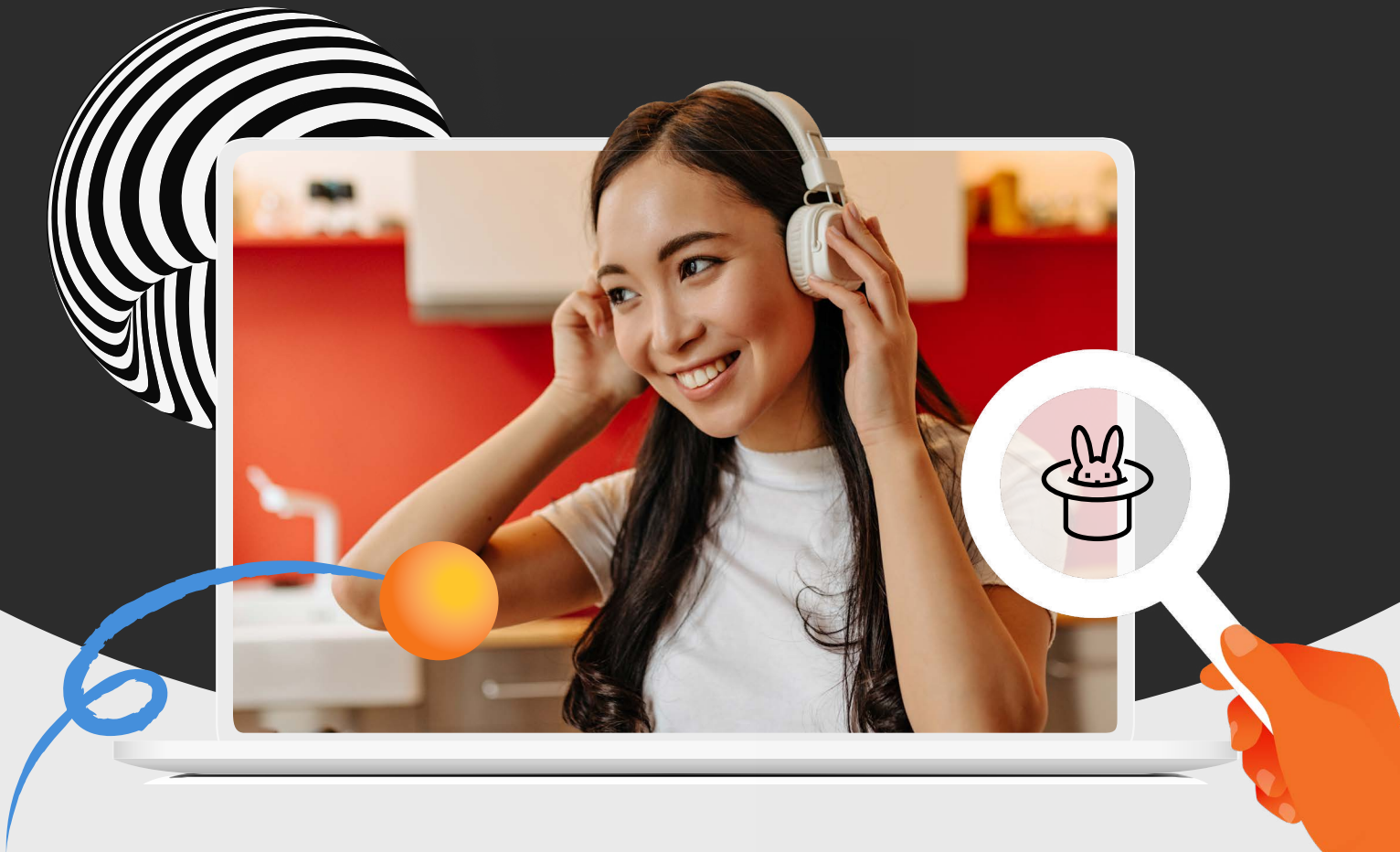


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Busting three common myths.

Whilst many enterprise and mid-sized businesses understand that Adobe Experience Manager is a high-quality digital experience management platform, some consider that it's "too costly," "too complex to manage," or "too difficult to integrate" for their needs. This paper will consider these myths and see how they stack up in reality.

The state of play.

Over the past five years, enterprises have gone from exploring digital channels to depending on them. For example, eCommerce is now the default way to buy. According to research from McKinsey, eCommerce penetration accelerated by a decade during the first three months of 2020.¹ And customers are helping themselves online. More than 70% of IT decision-makers agree that intelligent self-service automation helped their organisation remain agile during COVID-19.²

Delivering a great digital experience is now business critical—and so is choosing the right digital experience solution. Requirements for a digital experience solution have evolved a great deal accordingly. Cloud-native architectures are now the gold standard, and they must be able to scale up and down in response to unexpected change. An API-first approach to development is essential.

Adobe Experience Manager is a truly advanced solution that meets all of these requirements, and more. If it's not on your short list—or you haven't considered it in years—it's worth another, closer look. Today's Adobe Experience Manager is a cloud-native solution that delivers a unique mix of content management and digital asset management capabilities combined with IT- and developer-friendly frameworks and tools.

Where is your business on the digital experience journey?
How is it adapting to this accelerating pace of change?

Forrester says Adobe experience solution is leading the way.

Forrester Consulting released its Wave™ report for Agile Content Management Systems on Monday, February 22, 2021. In this report, Adobe was recognised as a leader with an intelligent and scalable approach to quickly creating, managing, and delivering content.



Myth #1: It's too expensive.

It's easy to see where this myth could have come from, given that Adobe Experience Manager's customer base includes some of the world's largest enterprises, such as Cisco, Kellogg, Philips, and more. So it's perhaps understandable to assume that bringing Adobe Experience Manager on board requires a heavy investment in on-premises infrastructure and a large, dedicated IT team. But that couldn't be further from the truth.

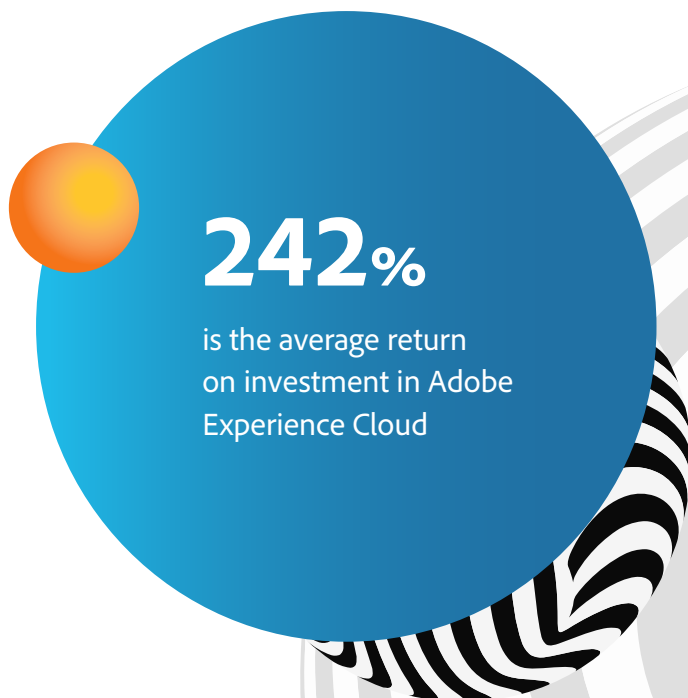
No big upfront investment required.

Adobe Experience Manager is designed around a native cloud architecture and is available as a service (SaaS), so you can get started with minimal risk of "sunk costs" or "technical debt." Adobe will scale your environment up or down to meet your capacity needs. Plus, you don't have to make a big investment in licenses or an up-front commitment to high subscription fees. Moreover, Adobe Experience Manager offers affordable, "one-stop" support for the solution and its infrastructure.

Because Adobe Experience Manager is designed to support fast, cost-effective growth while being easy to manage, it delivers a low TCO and a high ROI.

- According to Total Economic Impact analysis by Forrester Consulting, Adobe Experience Cloud – of which Adobe Experience Manager is a critical part – delivers an average ROI of 242%³

The numbers look even better when you drill down to two of the core software components of Adobe Experience Manager - Sites and Assets.



EXPERIENCE THIS

- No big investment upfront.
- Cost-effective usage-based charges.
- Low TCO coupled with a high ROI.

Easily streamline content production.

The **Sites** solution in Adobe Experience Manager is an advanced content management system (CMS) that allows businesses to create content experiences faster, tune it for different channels, and serve it to the right audience. It provides these capabilities:

- “Drag-and-drop” page creation tools – making it easy for non-technical users to build web pages
- “One-to-many” publishing – allowing for the easy formatting of a single piece of content for multiple channels (responsive design)
- Personalisation tools – for crafting rules-based customer experiences at different stages of the buyer’s journey
- AI-powered tools – for dynamically matching content to customers based on data signals

Together, all of these content management capabilities allow organisations to personalise content, produce it more efficiently, and get better results.

Research by BCG shows that best-in-class content personalisation can increase average order value (AOV) by 10 – 20%.³ Also, research by IDC, commissioned by Adobe, shows that Adobe Experience Manager’s Sites delivers a whopping 348% ROI over three years, and Sites users accelerate asset creation times by 47%.⁴



Potential benefits of using Sites include:

10-20%

increase in average
order value

348%

return on investment
over 3 years

47%

acceleration in
asset creation time



EXPERIENCE THIS

- Content published faster, fine-tuned by channel.
- Easy-to-use creation tools for non-technical users.
- The potential for 300% + ROI over three years.

Manage digital assets effortlessly.

Today, most enterprises and even mid-sized businesses are managing thousands or even tens of thousands of content assets. These assets may be web pages, documents, podcasts, images, video, 3D, etc. Tagging them, keeping them up to date, and optimising them for different channels is all very challenging—and impossible to do manually at scale. They may also absorb large amounts of storage space and require a lot of bandwidth to run well.

Drive efficiencies through automation.

The **Assets** solution in Adobe Experience Manager lets organisations manage all of the digital assets they create. It provides these digital asset management (DAM) capabilities:

- Workflow automation to accelerate the creation of assets like documents and videos
- Dynamic personalisation tools that combine multiple assets into unique experiences
- AI tools that automate asset management tasks like tuning, tagging, cropping, and distribution
- Automated creation of various rich media, such as videos and 3D images for smart phones, tablets, and desktops, as well as high- and low-bandwidth channels
- Native integration with Adobe's Creative Cloud, Experience Manager Sites, and Marketo Engage for streamlined workflows and access in creating experiences



There's no doubt that with these Digital Asset Management capabilities, businesses can get more value from their entire portfolio of content assets. Research backs this up:

- Adobe-sponsored research by IDC shows that Assets customers achieved a huge ROI of 366% over three years by accelerating content creation, automating manual asset management processes, and increasing the reuse and recombination of assets⁵.
- In addition, businesses using Assets accelerated marketing campaign launches by 20% and content delivery by marketing teams by 27%⁶.

EXPERIENCE THIS

- Optimised management of digital assets.
- Dynamic personalisation tools.
- Automated tagging, tuning and cropping.

366%

return on investment
over 3 years

20%

faster marketing
campaign launches

27%

faster content delivery
by marketing teams

Myth #2: It's too hard to manage, requires too much time from IT.

Many IT organisations worry that Adobe Experience Manager requires a lot of intervention from IT in the form of painful customisations, time-consuming manual processes, and hand-holding of the employers who will be using it.

Again, this is no more than a myth.

Reduce the strain on IT.

The fact is, Adobe Experience Manager is actually designed to take the strain from IT teams. It's easy to customise and comes with flexible, well-documented APIs, SDKs, and a sandbox for easy testing. It also works with **Project Firefly**, Adobe's rapid development framework for building and deploying custom apps. In short, it's designed to facilitate the work of the IT department, not aggravate it.

Tools that empower the user.

At the same time, Adobe Experience Manager also comes with tools that allow business users to be more self-sufficient; to do more without help from IT. Like:

- Pre-made templates and a drag-and-drop interface in Sites – allowing users to easily create and publish web pages
- Automated optimisation of files in Assets – for best performance in different environments, and for high- and low-bandwidth scenarios, saving time for asset creators and the IT teams responsible for website performance
- Built-in powerful machine-learning and AI – with solutions like Adobe Sensei, to predict web visitor behaviour and deliver the right assets to the right people in the right format
- Automation of many manual processes through AI – delivering enormous time-savings for both IT and marketers

Overall, Adobe Experience Manager is designed to be easy to use for IT as well as for marketers, so both can reach their goals in less time.



Save more time with a Cloud solution.

With Adobe Experience Manager as a cloud service you get a modular, native cloud architecture that can automatically scale in response to unexpected needs. It's preconfigured and tested to meet enterprise security requirements and comes with built-in redundancy and proactive monitoring. All this means it delivers scalability and agility while also requiring dramatically less IT intervention than defining and developing a cloud architecture from scratch.

To help IT save even more time, you can choose Managed Services to optimise and scale your cloud with the help of Adobe experts.

[Learn more](#)

EXPERIENCE THIS

- A platform that facilitates the work of IT teams.
- Automation tools with AI and machine-learning that drive efficiencies.
- An agile and easily scalable native-cloud solution.

Myth #3: It may not play nicely with our tech stack.

Whilst it's true that some Software- and Platform-as-a-Service (SaaS and PaaS) solutions can be difficult to integrate with your existing tech stack, some believe that Adobe Experience Manager may also have those issues. The good news is that this is simply untrue. Adobe is committed to an API-first approach to development, which means Adobe technologists consider how their products will interact with other systems at the earliest stages of design.⁷

“ We have evolved and gone into cloud computing. Customers are not only expecting ready-made software that they can log into and work with. They're expecting software that they, if needed, can integrate with on the run. The patterns are very different.

The API-first approach means that first of all you use web technology before you enter, so you have a browser-based user interface, and the communication between the browser and the back-end service is in REST.

–Klaasjan Tukker

Director of Product Management, Adobe Experience Platform⁸

In fact, Adobe Experience Manager, like the entire Adobe Experience Cloud, is designed around RESTful APIs, making for smoother integration. Also, many Independent Software Vendors (ISVs) have already built linking with Adobe Experience Manager to various sources of customer data such as Salesforce, etc. If you're concerned about interoperability, Adobe Experience Manager is actually one of the best solutions you can choose for content and digital asset management.



EXPERIENCE THIS

- Extremely high ROI, whether you choose the entire platform or one of the core components (Sites, Assets, Managed Cloud).
- Significant time and cost savings in both IT and marketing departments.
- Seamless integration with existing cloud or hybrid environment.

Learn more

[Adobe Experience Manager Sites](#)

[Adobe Experience Manager Assets](#)

[Adobe Experience Manager Cloud Service](#)

[Request a demo](#)

Sources

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