



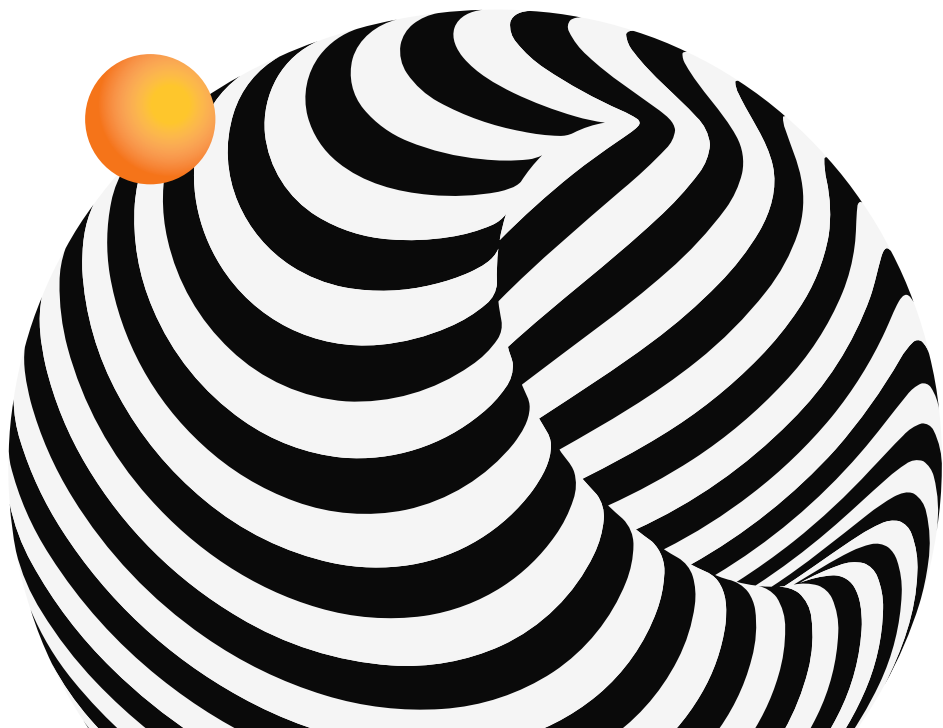
Finding the shortest path to value.

Choose the Adobe Experience Manager features and deployment approach that's best for your business.



Table of contents

Get the most value at the lowest cost	3
Assess your business requirements	4
Choose the right flavor of Adobe Experience Manager	5
Estimate the ROI for Assets, Sites, or both based on how you'll use them	7
Use Adobe's Digital Foundation Blueprint	8
Take the next steps	9



Get the most value at the lowest cost.

Adobe Experience Manager is a critical foundation for businesses that want to succeed in today's increasingly digital marketplace. It can help businesses create content 47 percent faster, increase productivity of digital experience teams by 29 percent, launch new websites in 66 percent less time, and much more. On average, Adobe Experience Manager Assets and Sites deliver a three-year return on investment (ROI) of 366 percent and 348 percent, respectively.

But you can't benefit from Adobe Experience Manager until you've successfully deployed it. Ideally, you want to start gaining value as soon as possible rather than slogging through a lengthy development and refinement process. Moving forward with functionality that may be a lower priority for your stakeholders can drag out your implementation. At the same time, it's also important to choose the features that you really need to accelerate your time to value.

Based on our experience with thousands of Adobe customers, improving time to value and maximising ROI requires:

- Assessing your business requirements
- Choosing the Adobe Experience Manager solutions—Assets, Sites, or both—that best meet those requirements
- Understanding the potential ROI and total cost of ownership (TCO) of Assets, Sites, or both
- Taking advantage of Adobe's Digital Foundation Blueprint, which has been shown to deliver value within 90 days, whenever possible
- Use the cloud for greater agility and scale, better reliability and security

This guide provides helpful insights into how you can meet these requirements and prepare your organisation for success.



Assess your business requirements.

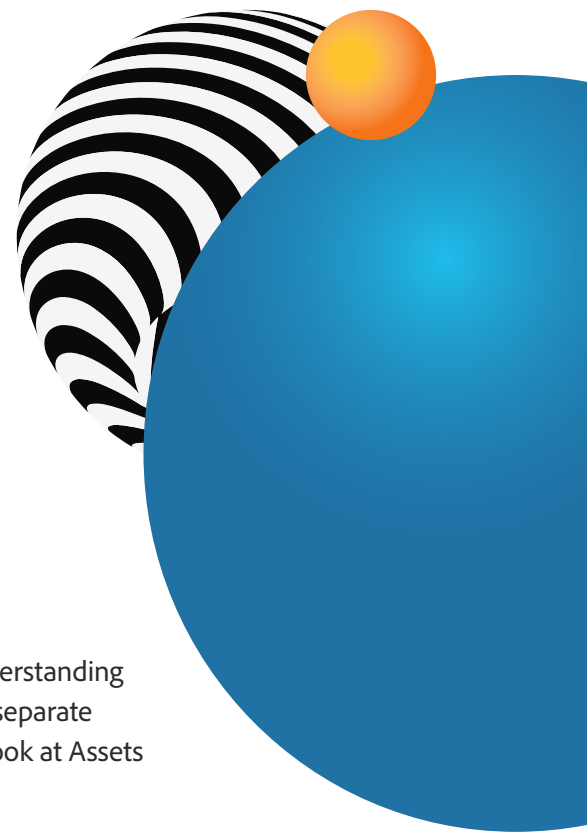
Identify what your business wants to get out of Experience Manager. Some examples include:

- Increasing online conversion rates by delivering a better customer experience
- Improving your company's ability to quickly create content to target new markets and respond to events
- Reducing costs associated with creating, delivering, and managing content

Some questions to ask when assessing your business needs include:

- Can we launch new sites as quickly as we want?
- Can we update websites every day, week, month?
- Is launching and updating websites more expensive than we'd like?
- Does it take too long for us to produce web pages?
- Can we provide unique and personalised experiences for different customers in different market segments?
- Does it take too long to produce other content assets like video and PDF documents?
- Do our creative teams, marketing teams, and external agencies work together efficiently?
- Can we quickly create different versions of content for different channels?
- Is new content delivered to channels efficiently?
- Can we find the assets we need easily?
- Do we understand how content assets are performing?

Once you've answered these questions, you should have a solid understanding of your challenges, needs, and goals. This information will help you separate must-have from nice-to-have functionality when you take a closer look at Assets and Sites.



Choose the right flavor of Adobe Experience Manager.

Once you've identified your business goals, you'll want to "drill down" into the functionality that will help you achieve them. For example, if one of your objectives is to reduce the average cost of producing new content assets, you'll need to automate content creation workflows. If you want to launch new sites more quickly, you may need to make it easier for non-technical content authors to create web pages. If your omnichannel organisation wants to improve engagement, you'll want the ability to serve appropriate content to a variety of channels (e.g., IoT, mobile apps, marketplaces, etc.).

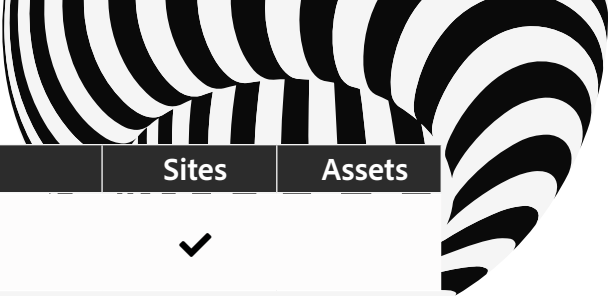
Depending on your goals, you may require asset management functionality, content management functionality, or both. Content management typically refers to the creation and publication of HTML content on external websites or internal enterprise portals. Asset management refers to the creation, categorisation, and distribution of all other forms of content (e.g., PDF documents, images, videos, ads, etc.) to all of your channels.

Adobe Experience Manager includes an asset management module and a content management system (CMS):

- **Assets** lets organisations manage all the digital assets (e.g., PDFs, videos, images, etc.) they create from ideation and production through distribution across channels, such as paid media, mobile apps, IoT, the company website, etc.
- **Sites** is an advanced content management system (CMS) that allows businesses to create web content experiences faster, tune it for different channels, and serve it to the right audience.

Of course, these two modules work together seamlessly. For example, Assets can manage the creation of a new video and then make it available to multiple branded channels—such as mobile apps, in-store kiosks, social accounts, etc.—powered by Sites. Content authors can incorporate different content assets stored in Assets into web pages they are building in Sites. The following table summarises key features in both Sites and Assets and maps them to business benefits.

Feature	Business benefit	Sites	Assets
WYSIWYG web page editor with out-of-the-box components	Rapidly build web pages, no coding required	✓	
Responsive web design	Deliver a great experience to mobile and desktop devices	✓	
Reusable content and experiences	Quickly build new content and experiences	✓	
Easy-to-use web template editor	Rapidly add new types of web pages to your site, no coding required	✓	



Feature	Business benefit	Sites	Assets
Cloud manager	Simplify site management	✓	
Multi-site manager	Easily manage a portfolio of sites, different brands, products, etc	✓	
Website project workflows	Accelerate website launches and refreshes	✓	
Web page version control	Ensure the right content is reviewed and published	✓	
Content as a service	Easily deliver content to third-party applications	✓	
Rules-based targeting	Instantly match prospects with content based on their behaviour	✓	
Targeting insights	Understand which content performs best	✓	
Asset checkout	Ensure assets are locked during editing for version control		✓
Digital asset management workflows	Get assets to market faster by defining efficient workflows		✓
Asset collections	Easily build and share themed groups of assets		✓
Asset insights	Know which assets perform best without building complex reports		✓
Asset version history	Effortlessly maintain an audit trail of every saved version of every asset		✓
Dynamic media	Manage and deliver customer-friendly digital experiences		✓
Robust video support	Maximise video performance by delivering the right video for the right bandwidth and device		✓
Digital asset search	Spend less time looking for assets		✓
Smart tagging	Streamline production by automatically tagging assets		✓
Asset link to Creative Cloud	Allow marketers and creatives to work together better and be more productive		✓

Estimate the ROI for Assets, Sites, or both based on how you'll use them.

Before purchasing Adobe Experience Manager Assets, Sites, or both, you'll want to estimate ROI and TCO. ROI is typically estimated over a specific timeframe—one, three, or five years. TCO may look at the lifetime of the investment.

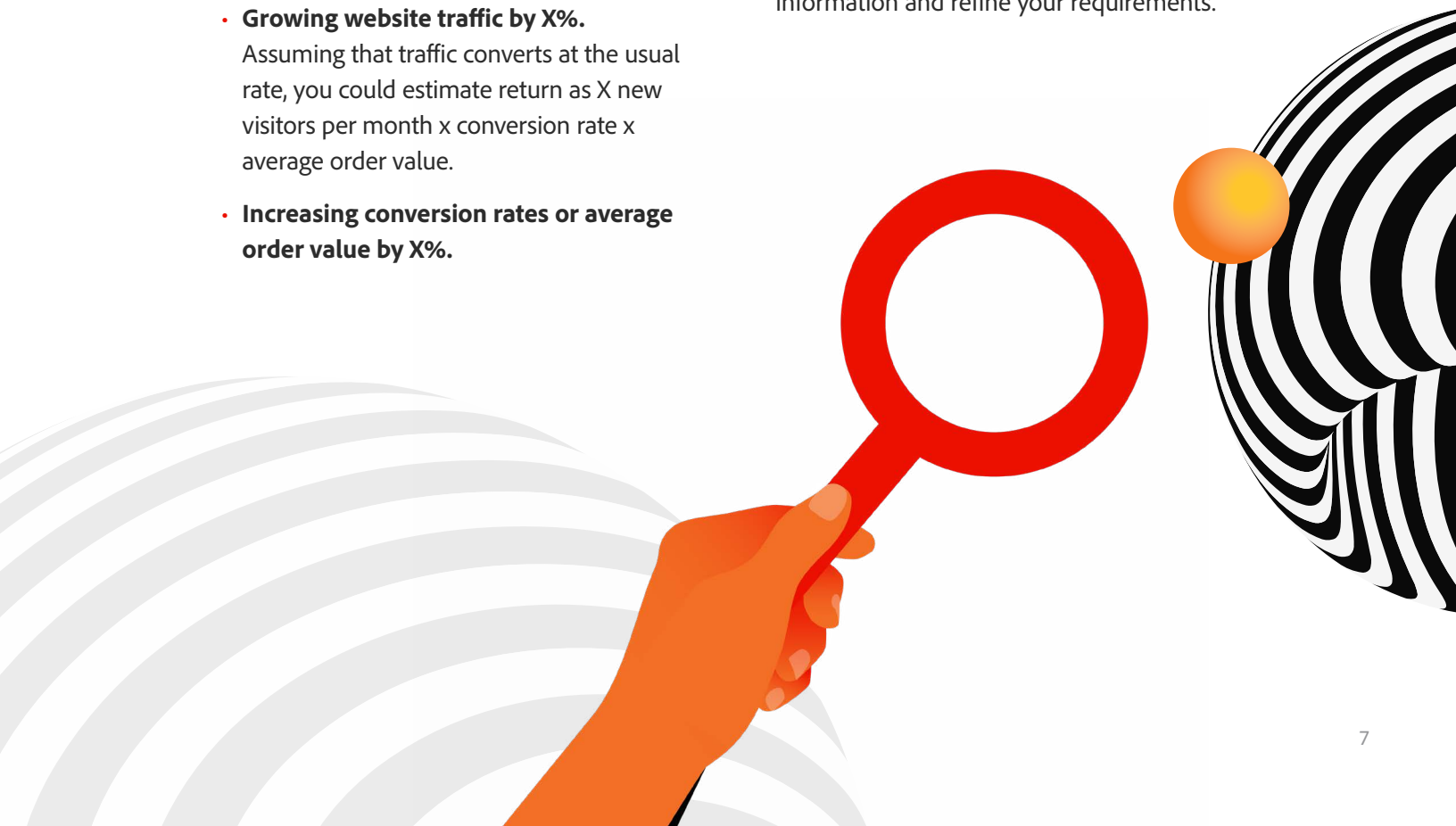
To estimate the "return" part of ROI, you'll need a rough idea of how Adobe Experience Manager Assets or Sites could either increase revenues or decrease operating costs. Some examples include:

- **Accelerating time to revenue by X months or days for new websites.** If a website is launched 30 days earlier than it would have been without Experience Manager, you could claim 30 days x average revenue per day as part of your return.
- **Spending \$X less on content creation each year.**
- **Growing website traffic by X%.** Assuming that traffic converts at the usual rate, you could estimate return as X new visitors per month x conversion rate x average order value.
- **Increasing conversion rates or average order value by X%.**

To estimate the cost of your investment in Adobe Experience Manager Assets and/or Sites, consider:

- Software licenses or subscription costs for Adobe Experience Manager modules and any needed third-party add-ons
- Development costs—internal IT cost allocations and third-party solution partners
- Support and maintenance costs
- Systems integration costs
- Hosting or cloud infrastructure fees
- Equipment costs (if you plan to run Experience Manager on premises)

You can also use the costs listed above to estimate TCO. Your ROI and TCO estimates should be updated as you obtain new information and refine your requirements.



Use Adobe's Digital Foundation Blueprint.

Adobe's Digital Foundation Blueprint is a low-code approach to Adobe Experience Manager deployment that helps businesses achieve value quickly and easily build from that quick start. It's based on Adobe's collective experience with thousands of customers. Some benefits include:

- Your system can be up and running—and ready for testing—in 90 days or fewer. You get meaningful input from business users (creative teams and marketing) quickly.
- You can dial in the UI as well as key functions and features in an efficient, iterative manner.

This development methodology can be applied to virtually any type of implementation, from simple to complex. It's based on Agile development principles and emphasises rapid, iterative development, which minimises time to value. Plus, following the Foundation Blueprint will ensure your code passes the quality checks in Adobe's Cloud Manager deployment tool consistently.

Any third-party solution partner you choose should be familiar with the Foundation Blueprint. Adobe also offers a wealth of resources for teams that will be implementing Adobe Experience Manager themselves or that simply want to evaluate the methodology. Here are just a few examples:

- [Getting started with Adobe Experience Manager deployment](#)
- [How to manage an Adobe Experience Manager project](#)
- [An introduction to re-usable Core Components](#)

Some very large enterprises have incredibly specific requirements and may need to take a more custom and code-intensive approach to deployment. In this case, solution partners and Adobe Consultants can help you build a custom plan to meet your goals.





Take the next steps.

Getting started with Adobe Experience Manager is easier than you think—especially if you understand your goals and business case. In fact, at least 80 percent of customers can get up and running within 90 days using the Adobe Foundation Blueprint methodology. And Adobe Experience Manager is also flexible enough to support very large organisations with truly unique requirements.

If you're ready to choose Sites, Assets, or both and start building your implementation plan, we suggest reaching out to your Adobe account representative.



Sources

- 1 Matthew Marden and Melissa Webster, "[The Business Value of Adobe Experience Manager Assets](#)," IDC, February 2018.
- 2 Matthew Marden and Melissa Webster, "[The Business Value of Adobe Experience Manager Sites](#)," IDC, February 2018.

