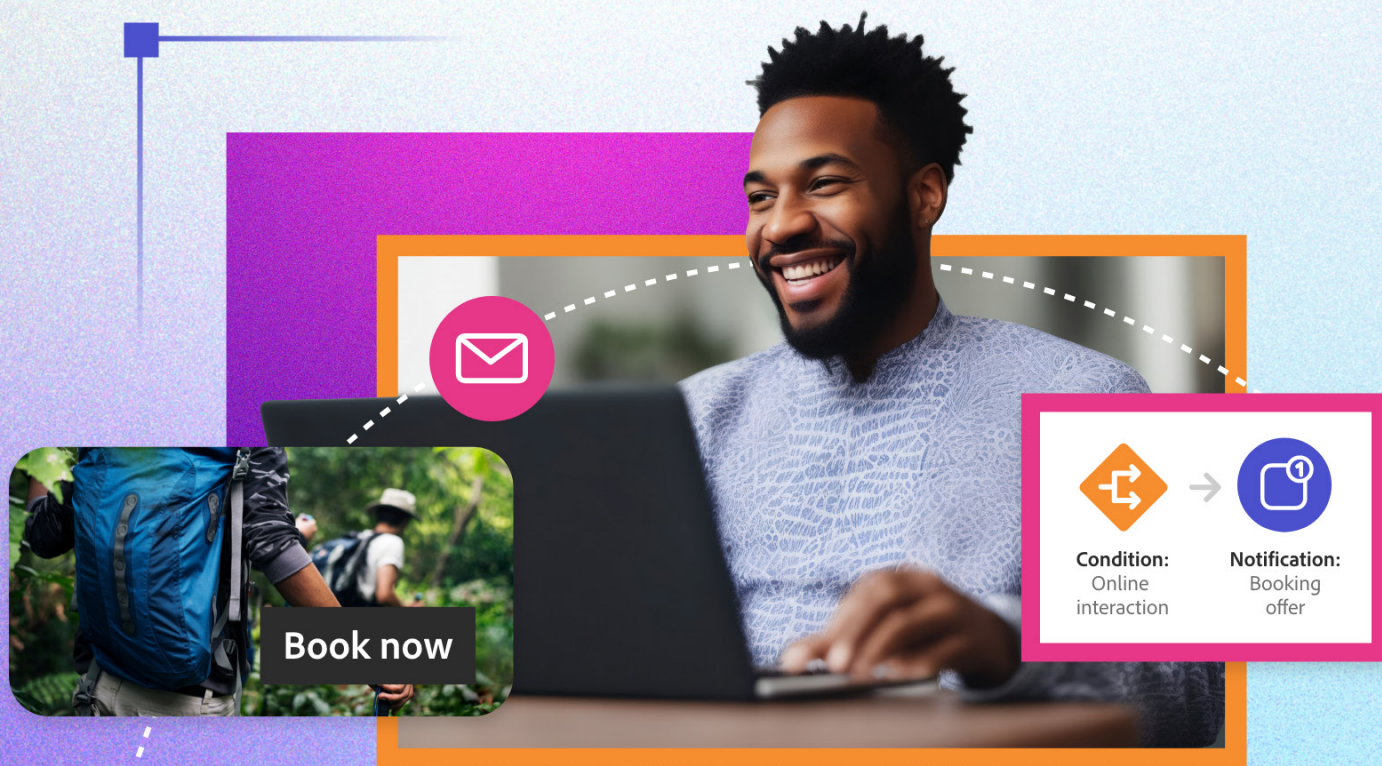




GUIDE

Adopting and implementing Adobe Experience Cloud Applications.

People, Process, and Technology.



Introduction.

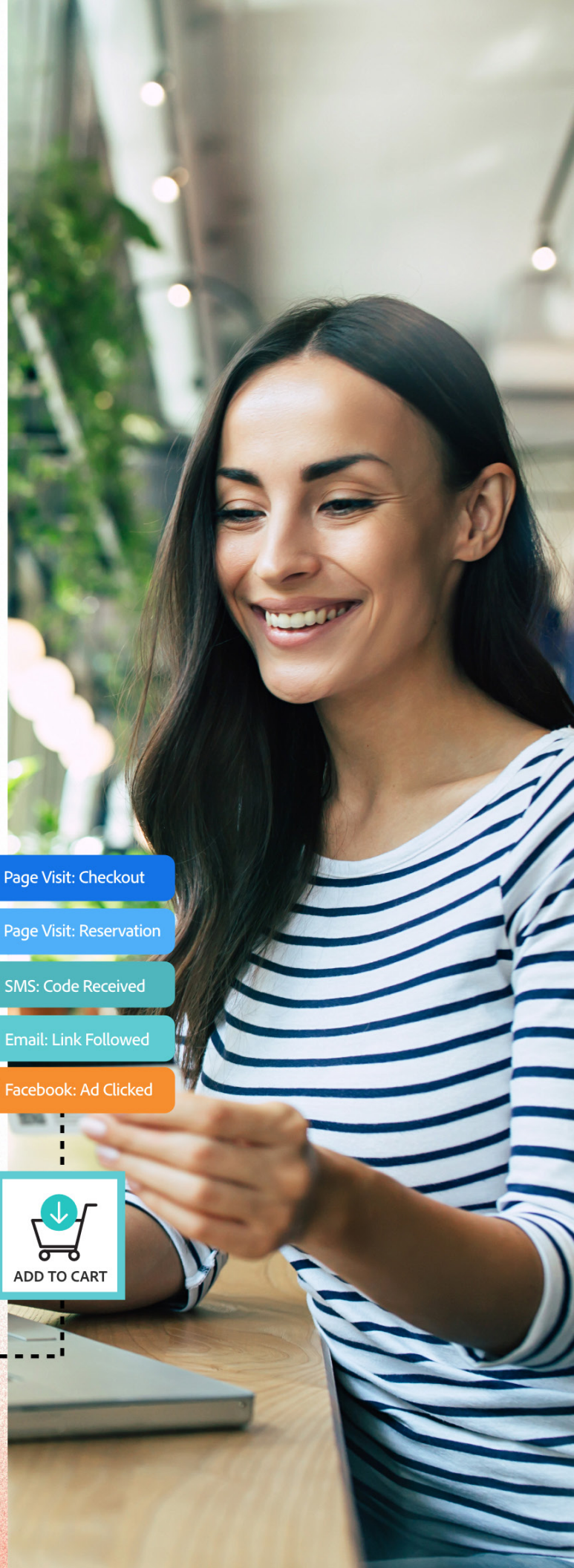
Understanding the customer journey.

Get your people, processes, and technology ready to adopt and implement Adobe Experience platform so you can hit the ground running.

Adobe Real-Time Customer Data Platform, Adobe Customer Journey Analytics, and Adobe Journey Optimizer are all natively built and powered by our industry-leading shared data foundation, **Adobe Experience Platform**.

Together, they provide your teams with interconnected tools, delivering your organisation's digital experiences, no matter what your current position is on the customer service maturity curve.

But deployment is a team effort. One touching nearly every part of your organisation. Especially those that handle customer data. Therefore, to maximise the productivity of your organisation, you need to prepare.



Preparing teams.

One of the most important parts of adopting new technology is preparing the teams that are going to deploy and use the new platform.

Your teams need to have a deep understanding of the customer data you want to capture in a unified customer profile, where and how that data is stored, and which privacy rules and regulations apply to it. And the whole marketing team will need to learn how to use it.

It's also important to anticipate changes in workflows and key roles as you reduce duplicated efforts across solutions. Teams can then ensure alignment throughout data onboarding and activation. To simplify this process, Adobe recommends assigning a marketing data architect as a liaison between marketing and technical teams.

Fast-track training

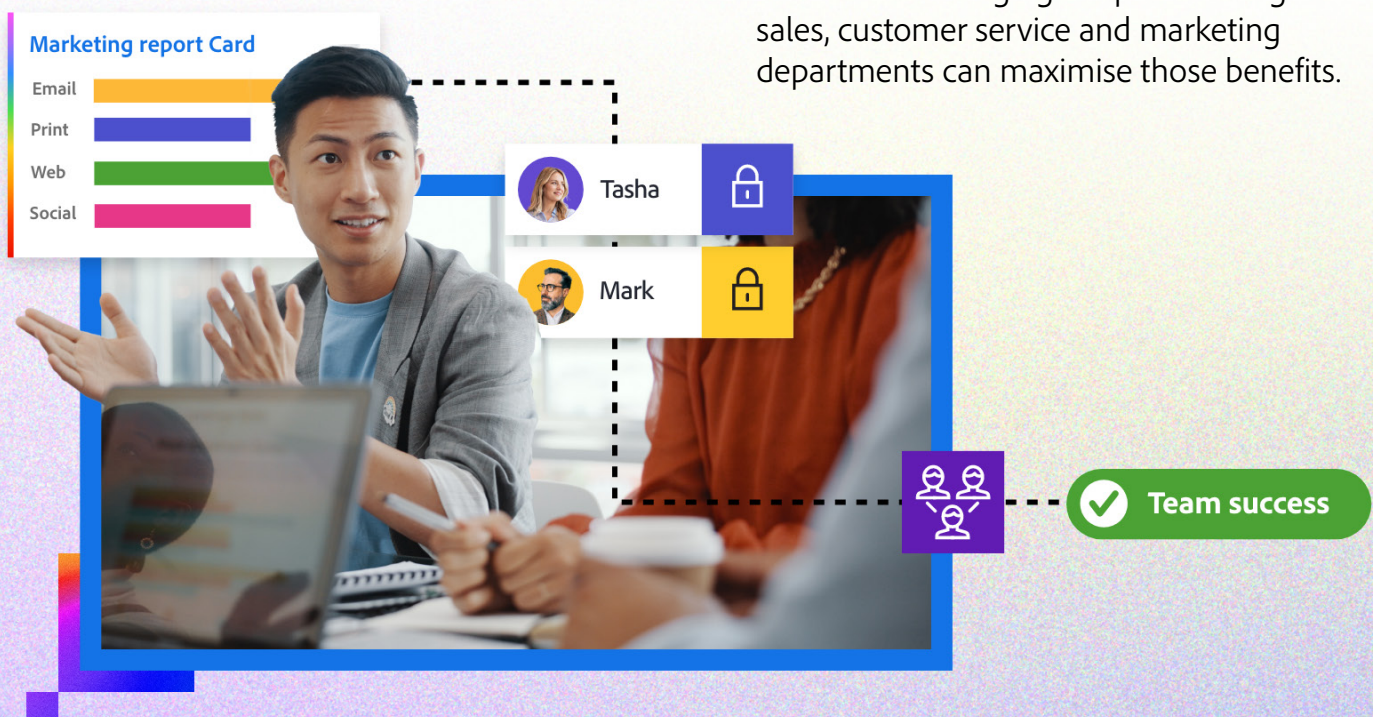
Not every organisation has all the people needed to deploy Adobe Experience Platform. Fortunately, Adobe professional services has a team of consultants who can help most organisations deploy Adobe Experience Platform using a proven roadmap.

Plan ahead

It's important to understand how the organisation is going to use Adobe software before you kick off implementation. Mapping out goals and journeys beforehand can save time in the adoption phase. It also ensures buy-in from your teams.

Unite your teams

Involve stakeholders from every department that contributes to Customer Experience. Adobe solutions have organisation-wide benefits. Encouraging adoption throughout sales, customer service and marketing departments can maximise those benefits.



Embracing the process.

Implementing a powerful and cohesive Customer Experience (CX) ecosystem requires careful planning. It's why Adobe has created a replicable process. That's how you can implement Adobe Experience Platform and applications like Adobe Real-Time CDP, Adobe Customer Journey Analytics and Adobe Journey Optimizer, while minimising disruption to your organisation.

This roadmap, based on the experiences of Adobe Professional Services, has helped numerous customers get started with specialised Adobe solutions. Using this deployment process can help your organisation go live on schedule and realise the value of a unified customer experience platform as soon as possible.

1

Kick-off

This phase focuses on project planning. Activities include holding an introductory meeting, setting up collaboration tools and building a project schedule.

2

Definition

A critical time when we work together with business users on their priority use case to be built. Only then, businesses are best positioned to realise the full value of the proposed solution.

4

Go live

The set-up of the production environment, performance testing, building, and validating connections to data sources and data views, and building your workspaces.

3

Design

Getting your data ready for use across all Adobe solutions. It includes data onboarding design, data modelling, data profile and quality assessment, and setting up your Adobe Experience Platform data lake. At the end of this phase, datasets should be prepared for any application and technical specifications should be finalised.

5

Value

This final phase includes user training and mapping out future phases of work. It can also be an opportunity to identify business outcomes and the Key Performance Indicators (KPI) to measure them.

Although these interconnected applications work in unison, they each accomplish specific tasks. To maximise your teams' user experience, the next sections will delve deeper into how your business can prepare to adopt each of the main Adobe applications.

Adopting Adobe technology.

Adobe Real-Time CDP.

Adobe Real-Time CDP unites information from internal and external sources. It helps marketers better understand customer needs, build rich audience segments and power real-time experiences. When you use Adobe Real-Time CDP, you can quickly gain insights and turn them into action.

But leaping from a disconnected data environment to implementing a Real-Time CDP is a process. As we shift towards a “consent-first” approach, preparing for your own CDP journey can position your organisation to maximise how you can use it in a privacy-first era.

Having clear goals is key to knowing what data to leverage. It requires a firm commitment from your organisation’s leadership and IT team. Plus, close collaboration with the owners of data sources you need to access. To simplify your adoption and implementation journey, here are five tips to prepare for Adobe Real-Time CDP:

1 Outline business outcomes

Clearly define desired business outcomes and the customer journeys they will power. By doing so, your business will be able to align capabilities with business objectives and effectively measure the value of application adoption.

2 Identify datasets and sources

Distinguish between data sources and datasets, focusing on the information you truly need for segmentation and activation. Then, make a list of sources and data types to avoid adding anything unnecessary.

3 Connect data sources

Map and consolidate identifiers across systems to leverage Adobe Real-Time CDP’s Identity Graph and bring multiple identifiers together. Try for a single, unified customer identifier for a cleaner data model and potential performance benefits.

4 Get real-time ready with APIs

Use APIs as key components for real-time data flow. Check if all your data sources have APIs available so you can collect relevant documentation. Then, determine whether a source acts as a data provider or a destination.

5 Define destinations

Identify where data will be sent and the purpose behind each destination. Then, list all your destinations. Remember to include platforms like Facebook, Google, and your preferred email platform. Once that is sorted, you can collaborate with platform administrators to facilitate smooth connections.

Adobe Customer Journey Analytics.

Data siloes means manually exporting data from multiple systems and regularly consolidating data in a spreadsheet or business intelligence application. Or even creating custom analytics applications. In other words, it can be a drain on your resources.

However, Adobe Customer Journey Analytics can break down, filter and query years' worth of data and combine it from every channel into a single interface. This real-time, omnichannel analysis and visualisation allows companies to make better decisions with a holistic view of their business and the context behind every customer action.

Data security and privacy laws play a huge role in what data you choose to use. To that end, here are a few tips you should consider while implementing Adobe Customer Journey Analytics:



Stay compliant

Make sure your data complies with relevant privacy regulations. And document your cases – not only for regulatory purposes but to measure your performance.

Secure your data

Understand the security requirements for all the data you bring into Customer Journey Analytics. More importantly, prepare your teams to adhere to them.

Sort datasets

Unify datasets at a customer level with a common identifier. And connect your offline channels. Only then will you have a complete picture of your customers.



Adobe Journey Optimizer.

Adobe Journey Optimizer lets teams manage scheduled cross-channel campaigns and one-to-one moments for millions of customers. All from one place. And each journey is optimised with intelligent decisioning and insights.

With Adobe Journey Optimizer, your organisation can cut down on shopping cart and application form abandons, power in-stadium experiences, and hyper-personalise welcome and registration confirmations.

But, to create exceptional customer journeys, businesses need to think of their most relevant use cases. Only then will you know how to fully leverage Adobe Journey Optimizer's features. Plus, being aware of powerful features as well as technical specifications can accelerate your time to full tech adoption.

For example, let's say your organisation uses 3rd party messaging systems to orchestrate and send personalised communications. However, your teams want to personalise triggered messages for customers with Adobe Journey Optimiser. Then, certain considerations must be made:

Make sure 3rd party systems can support bearer tokens for authentication.

Know there will be no support for static IPs due to multi-tenant architecture.

Once you have prepared the rest of your tech stack, your organisation will be able to deliver 1:1, in the moment, personalised communications to customers.



Here's your custom buying guide, Tom.



Data preparation

Across the Adobe Experience Platform, it is important that data follows suitable preparation processes to ensure it is ready for use. Whether through data onboarding design, data modelling, data profile, or quality assessment, datasets should be prepared through relevant preparation processes to support their specific purpose.

Going beyond implementation.

Adobe support is available to you once your initial implementation is complete. We're committed to continually updating all our support resources. And our support team is ready to answer your questions and provide additional help.

Adobe Experience League

Get access to thorough, easy-to-understand documentation detailing the deployment process for Adobe Experience platform applications. Reach out to experts and find extensive training resources, with educational materials for all roles, from data scientists and marketers to solution architects and more.

Adobe Consulting Services

Our specialist team can help your organisation deploy Adobe Experience platform using our proven roadmap. Plus, with intimate, hands-on knowledge you can onboard and transfer knowledge seamlessly. All while laying the foundations for your people and your processes while future-proofing your technology.

Use Case Playbooks

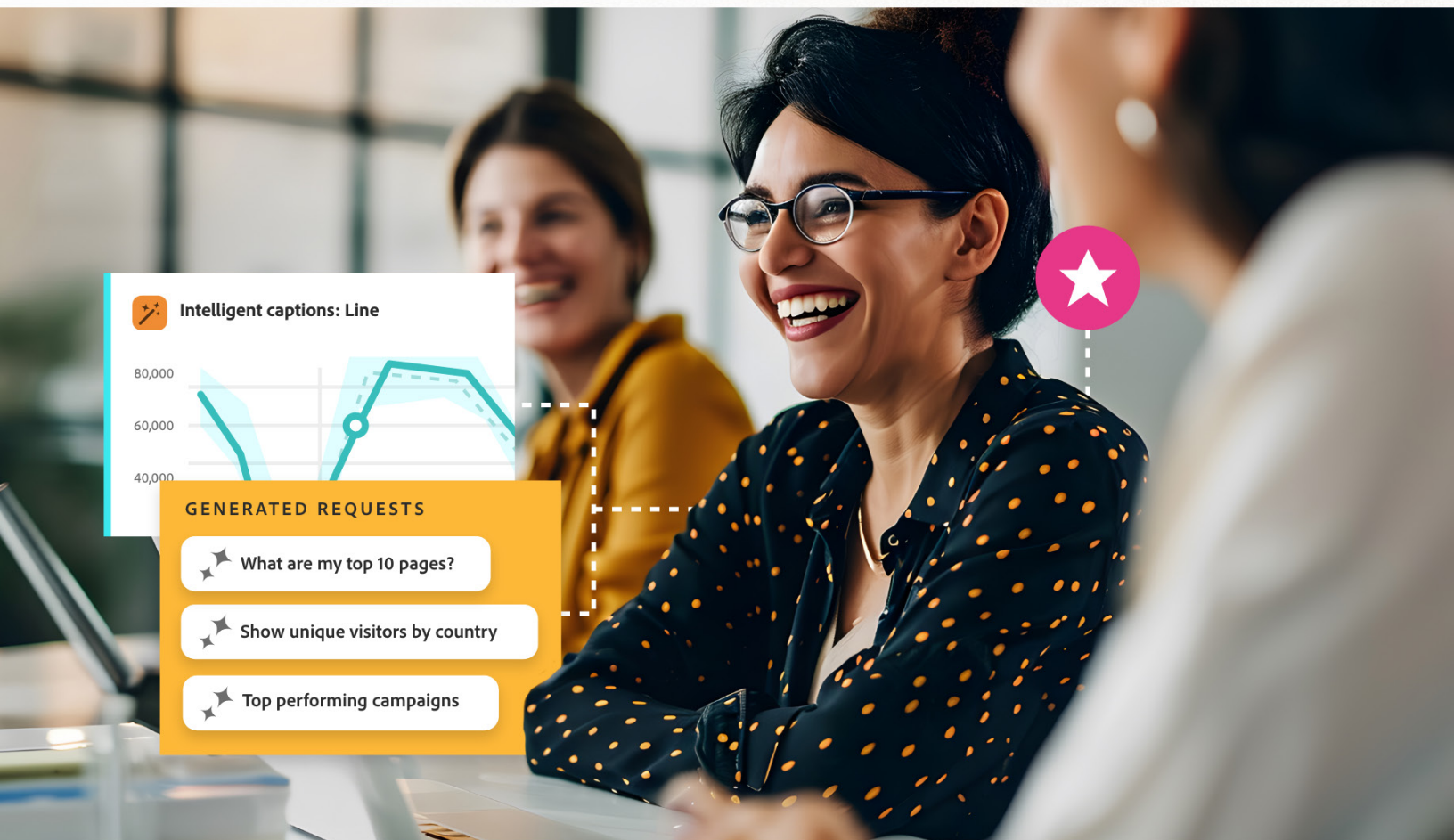
Get started with Adobe Real-Time CDP or Adobe Journey Optimizer when you might not know exactly where to begin. This includes how to create the right assets or how to achieve your desired use cases. With detailed step-by-step guides, and UI examples, your teams can hit the ground running and answer most queries – or launch entire campaigns – without reaching out to IT departments.



Adobe is with you.

With Adobe, you can build an enterprise marketing architecture that meets your customer experience and personalisation needs.

With security and governance built into our platform and Adobe Consulting Services on your team, we can craft experiences that grow your business.



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