A CMS solution that marketing and IT can embrace.

See why Adobe Experience Manager works for both.

Discover a more dynamic way to work.

Put an experienced market leader to work for your business and transform your digital offering with a dynamic, progressive, and productive platform that will accelerate your speed to customer.

Join the thousands of leading brands using Adobe Experience Manager to:

- Accelerate delivery of content
- Create personal experiences on any channel
- Integrate their creative and marketing software into a single solution
- Reap greater value from their digital assets
- Get data insights and machine-learning advice to deliver and improve the customer journey
- Use the cloud for greater agility and scale, better reliability and security

> " 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,
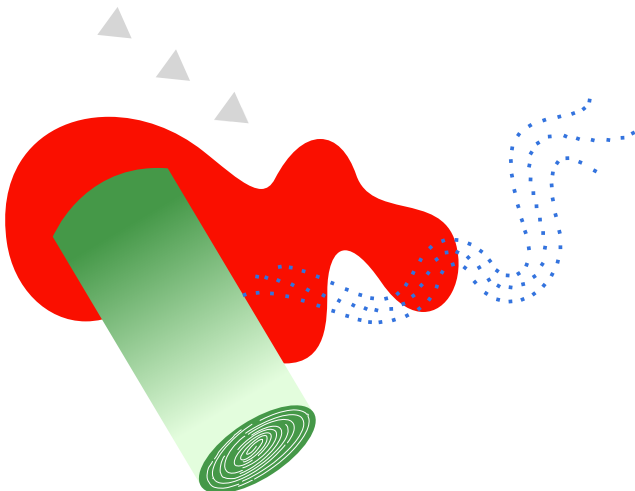> Walgreens Boots Alliance

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Delivering a new dynamic.

In the fast-evolving world of business, many enterprises are having to deal with the issues that can arise between marketing teams and IT due to the apparent inability of CMS systems to meet each team's needs. For marketers, the primary goal is to deliver the best possible experience to their customers wherever they go, as quickly and easily as possible. For IT, while cognisant of the need to support marketing, the priority is finding a solution that fits with their current tech stack without imposing on their workload or involving significant developer support.

Yet, these two goals don't have to be incompatible. Adobe Experience Manager Sites—a cloud-native, modern content management system built on open-source architecture—is designed to meet the needs of both marketing and IT. It may even lead to a spirit of collaboration and a healthy new dynamic between these departments.
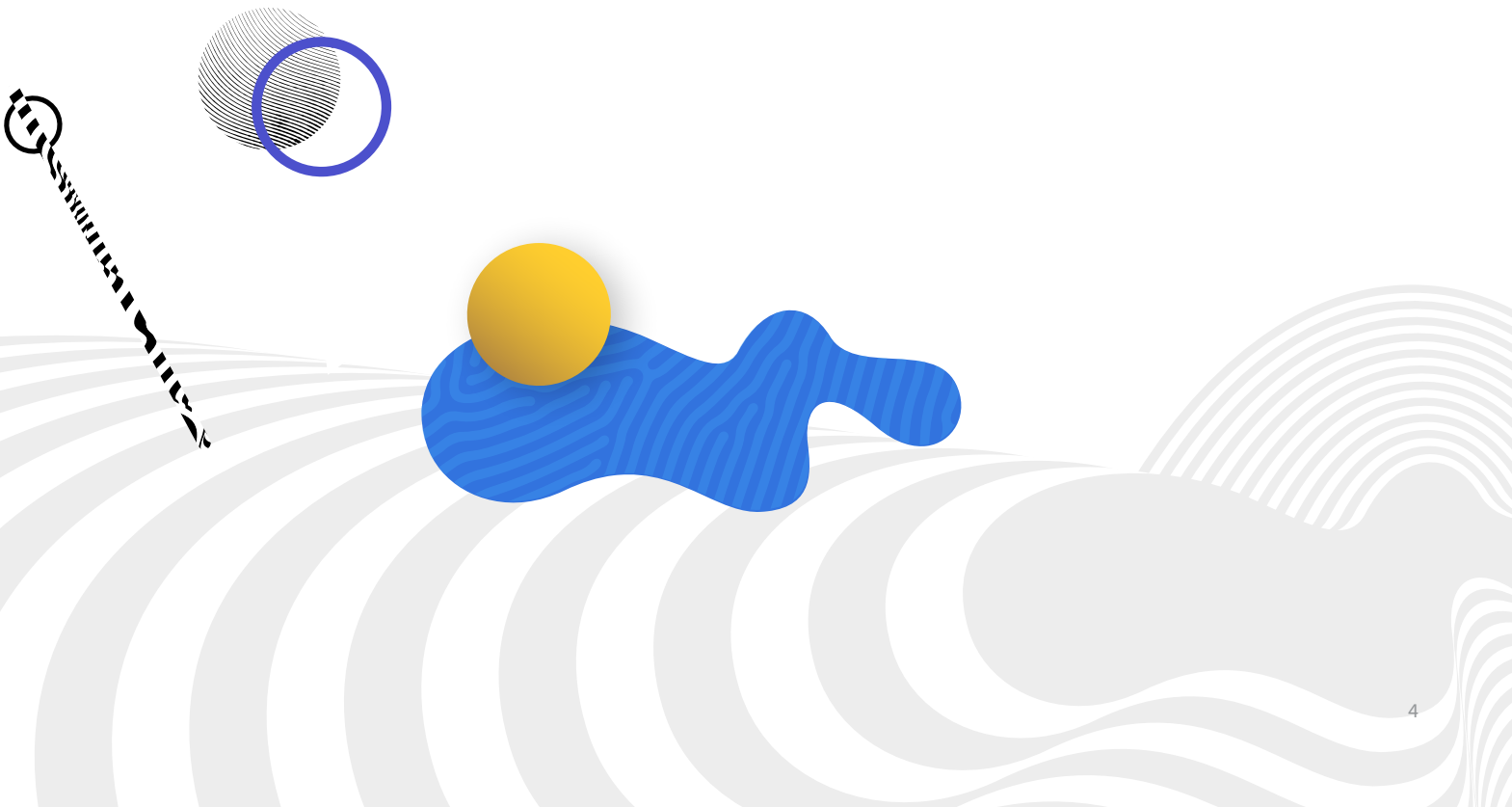
Built for the modern tech stack.

As IT teams work to build a modern tech stack, the top of the priority list is ensuring that any technology implemented will integrate seamlessly with their current IT environment, as well as be easy to use and manage. Here's how Adobe Experience Manager Sites does just that.

How headless technology keeps you ahead.

Headless content delivery means content is delivered in a channel-neutral format. This is important because headless capabilities make it easier for developers to access content and publish it to single-page applications (SPAs) or any desired channel. This could include native mobile apps, IoT apps, voice assistants, chatbots, digital signage, or in-app experiences. It's done using powerful headless APIs like the GraphQL API, the Assets HTTP API, and Dynamic Media capabilities. This API-first approach allows developers to evolve experiences in their choice of development tools, such as React and Angular.

At the same time, Adobe Experience Manager Sites also offers enterprises flexibility to support a hybrid mode (see graphic), where marketers can use an in-context what-you-see-is-what-you-get (WYSIWYG) editor for any type of content—static web browser pages or SPA pages. This allows marketers to easily reuse content and build pages on their own rather than needing—or waiting for—developers to make changes for them.

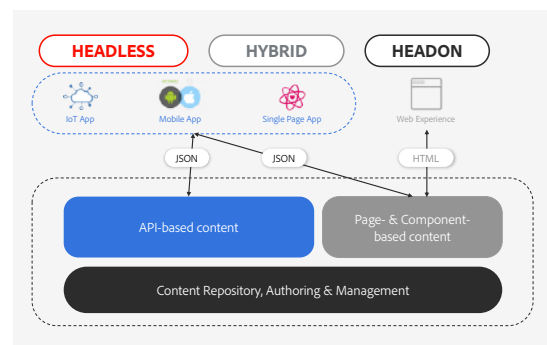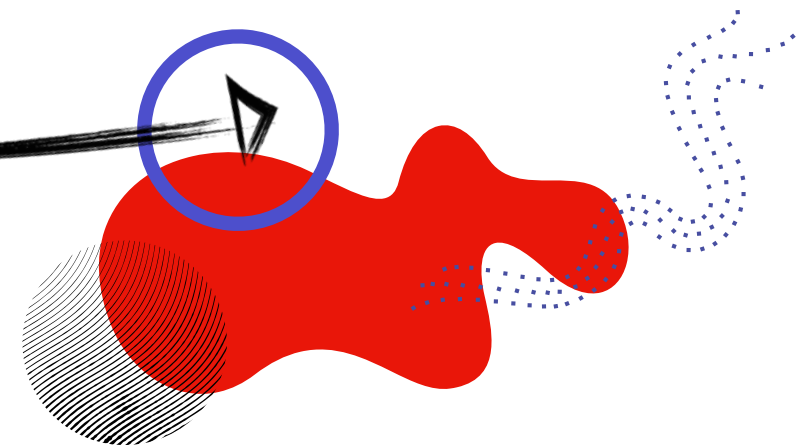Figure 1: Adobe Experience Manager Sites capabilities

Current, secure, auto-scalable.

Built on a cloud-native foundation, with a container- and service-based architecture, Adobe Experience Manager is always current, secure, and auto-scalable. The system is extensible and customisable to meet the unique requirements of different businesses, allowing you to build, test, and launch new initiatives quickly.

Freedom and flexibility.

Built on open-source principles (both the content repository and its framework), Adobe Experience Manager Sites gives both marketers and IT more freedom and flexibility with what they can do in creating website experiences. Based on Apache Sling, an open-source framework for RESTful web-applications, Adobe Experience Manager, from its inception, is designed for RESTful and API-based access— giving developers and users optimum flexibility.

Fast-tracked customisations, minimal disruptions.

Adobe Cloud Manager enables organisations to self-manage Adobe Experience Manager in the cloud. It includes a continuous integration and continuous delivery (CI/CD) framework that lets IT teams and implementation partners expedite the delivery of customisations or updates without compromising performance or security. It includes code inspection, performance testing, and security validation based on best practices before pushing to production to minimise production disruptions.

EXPERIENCE THIS

- Headless content delivery in channel-neutral format for easy access and publishing.
- API-first approach allows developers to create using their choice of dev tools.
- Cloud-native foundation ensures a CMS that's always current, secure, and scalable.
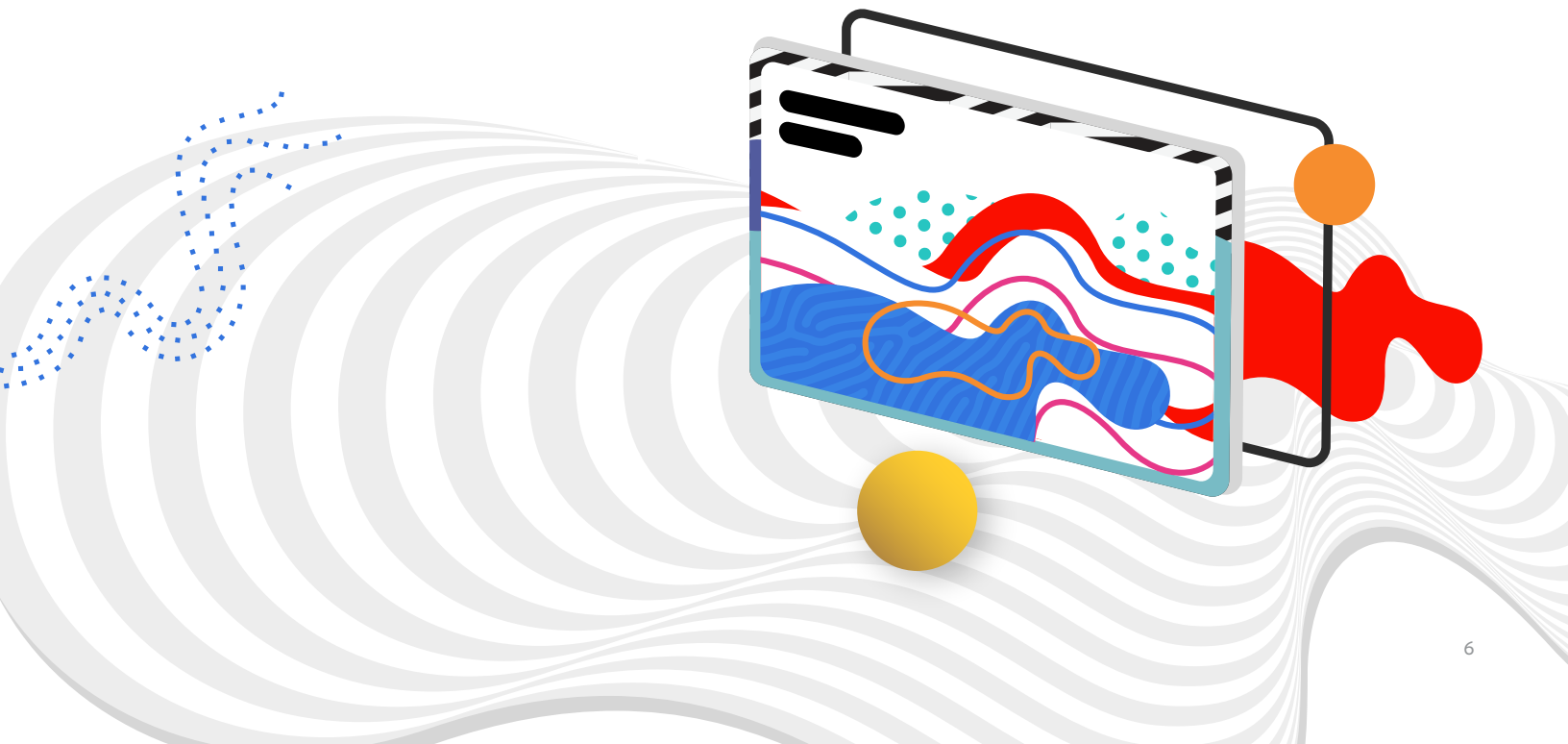
Create and deliver content with ease.

Providing content at speed is essential across every part of the customer journey. This means that marketers not only need to create and deliver that content, but deliver it on every channel their customers are on. And the easier it is to do, the greater they can scale their efforts.

The beauty of Adobe Experience Manager Sites is that it's geared toward the marketing practitioner. This provides two key benefits:

1. It's easy for marketers to create and make changes to digital content
2. IT doesn't have to constantly support marketing teams

Let's look at how Adobe Experience Manager Sites supports the needs of both IT and marketing in more detail.

User-friendly interface.

With an intuitive user interface, Adobe Experience Manager Sites makes it easy for marketers to create and publish new experiences or make updates to existing pages across web, mobile, and emerging channels. This means marketers don't constantly have to lean on IT, while, at the same time, IT's need for governance and control is well supported.

Content authoring made easy.

The use of content fragments, a modular way of content authoring, makes it faster and easier to adapt and reuse content. With this capability, marketers can easily reuse text, images, and even more complex fragments that contain structured content—on any channel. Adobe Experience Manager also features an SPA Editor, allowing marketers to in-context edit SPA experiences without the need for technical skills.

Accessible assets with enterprise-level DAM.

At the heart of Adobe Experience Manager Sites is the enterprise-level digital asset management (DAM) hub. It's a central place for organising, storing, and retrieving any media, making it easy for teams to stay organised and ensuring a consistent experience across the customer journey. The DAM includes native integrations to Adobe Creative Cloud which streamlines creative-to-marketer workflows—providing even greater content velocity.
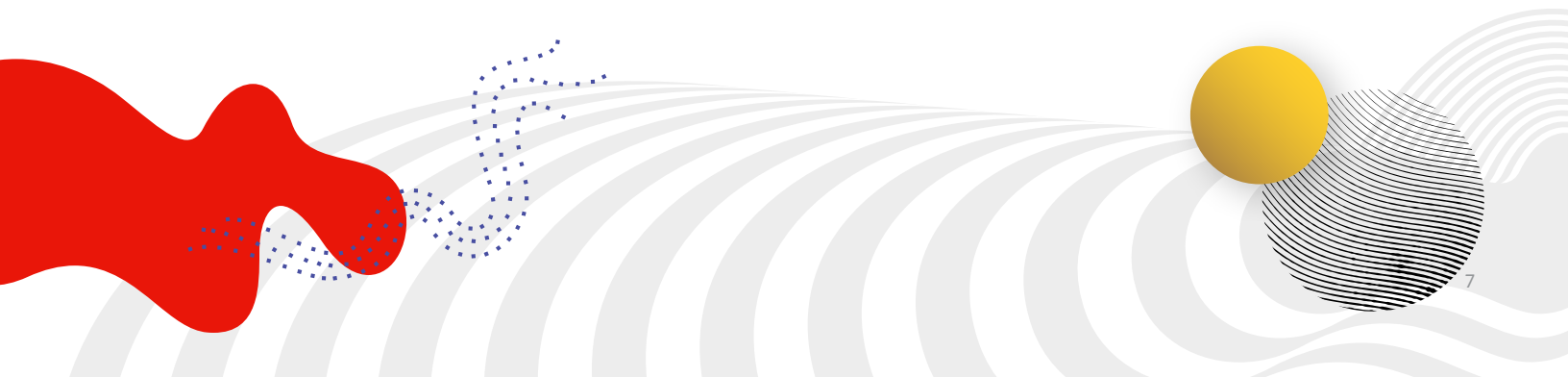
Smart templates speed creation, ensure governability.

Within Adobe Experience Manager Sites are re-usable templates, allowing marketers to create, edit, and reuse across multiple sites. The templates use an intuitive interface to speed up creating and updating responsive page templates while also allowing IT to define what is and isn't editable to ensure consistency and control. Stylesheets are also included, allowing marketers to update styling using configuration. IT governability is ensured through templates, stylesheets, role-based permissions, and automated and streamlined workflows.

Supporting personalisation, delivering insights.

Designed for native integration with other Adobe solutions, such as Adobe Analytics and Adobe Target, Adobe Experience Manager Sites supports personalisation and audience segmentation, as well as delivering deeper insights into how to optimise content in the most efficient way.

Out-of-the-box core components reduce dev time.

This capability provides access to a rich library of components—such as page navigation, search teasers, and forms. Core components are what's known as "backwards compatible," which means IT doesn't have to worry about things breaking when they perform an upgrade. This can help reduce component development time and significantly reduce the workload for IT. Core components are built with the latest technology, can be customised or extended as needed, and adhere to Adobe best practices.
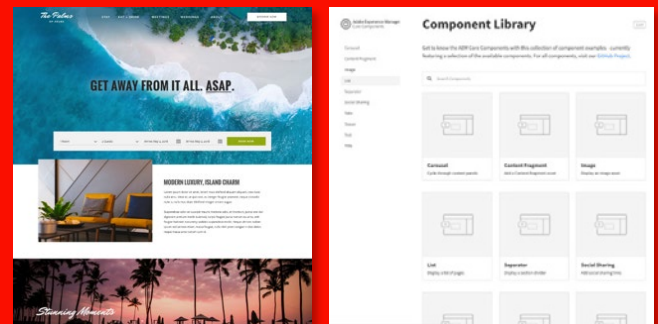

Figure 1. Out-of-the-box core components and style systems reduce time to market

EXPERIENCE THIS

- Easy-to-use interface assists creation, publishing, and updating.
- Content fragments provide a slick, modular way of creating.
- Enterprise-quality DAM makes organising, storing, and retrieving effortless.
- Re-usable templates provide for faster creation and editing.
- Out-of-the-box core components aid IT.
- Integration with other Adobe solutions creates a seamless experience.

Designed for scale and security.

It's only natural that marketers want to know that when they have greater demand on their sites, such as the holiday shopping season, the back end can handle it. While for IT, the concern isn't just scalability and availability—but also security. Here's how Adobe Experience Manager Sites supports both teams' demands around scalability and security.

Scale for content.

Being cloud-native, Adobe Experience Manager Sites is always current, available, and scalable. The system will automatically scale and serve content on any channel and any use case, including intranet or portal, IoT device, e-commerce site, and more. It also scales automatically to accommodate traffic spikes, and provides redundancy and monitoring, offering mission-critical service level availability. All of this means that you can launch quickly with a small site but be confident that you can grow as your needs change.

Scale for the world.

Multi-site manager allows you to roll out one master site but have a snapshot copy for different regions or brands. This allows for a faster rollout while still giving your local marketers local control. The cloud service also includes a fully integrated content delivery network (CDN) for delivery of the best digital experience to consumers, regardless of their geographical location. This ensures a fully optimised experience from the moment you start putting content into the system. And should you need them, Adobe Experience Manager Sites also offers integrated translation management and localisation capabilities.

Experience enterprise-grade security.

All Adobe Experience Manager environments are pre-configured with Adobe-backed security rules and best practices to ensure enterprise-grade security. As a **Cloud Service Security Architecture**, the Adobe Experience Manager platform provides core security functionality built in, to further strengthen applications built upon it, and it is compliant with industry-recognised security certifications.

An open system for smoother integrations.

Getting the entire tech stack to integrate and work together is important for both marketers and IT. A well-integrated tech stack makes it much easier for marketing to do their work without having to toggle between tools, and it requires less management from IT. Built as an open system, Adobe Experience Manager Sites is easy to integrate with virtually all third-party systems or services.

Exchange: provides a marketplace of pre-built connectors to different services and third-party applications.

API and standards-based integrations: Adobe Experience Manager has a rich heritage of integrating across the enterprise using standards-based protocols and APIs.

Commerce + Magento: Adobe's Commerce Integration Framework (CIF) works with any commerce engine, including Magento, giving marketers all the information they need within Adobe Experience Manager Sites to create commerce experiences.

Connects with all Adobe products: Adobe Experience Manager Sites natively integrates with all Adobe solutions, including Adobe Creative Cloud, Adobe Experience Manager Assets (DAM), Adobe Analytics, Adobe Target, Adobe Sensei, and more. This allows marketers to bring together all the components—such as audience segmentation and dynamic personalised content delivery—that make an effective website experience possible.

Adobe Experience Manager commerce can help.
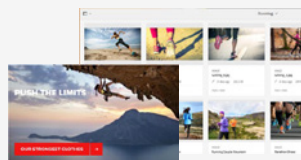
Adobe Experience Manager
A powerhouse combo of Content and Digital Asset Management for exceptional commerce experience creation and delivery

Adobe Commerce Integration Framework (CIF)
Connecting powerful authoring tools with the latest product information

Commerce Engines
Supporting commerce engine integration from Magento Commerce to any commerce engine(s)

The CMS that brings marketing and IT together.

With Adobe Experience Manager Sites, your teams can spend less time building the web experience and more time creating innovative customer experiences—the experiences your customers expect. Because ultimately, when IT or marketing doesn't have to worry about technical details like reliability, scalability, or security, everyone can spend more time focused on the strategic aspects of their work—work that will drive your business forward.

EXPERIENCE THIS

- Always current: Get new capabilities validated and live instantly.
- Always scalable and global, with autoscaling and microservices architecture that ensures optimal performance for customers and employees anywhere in the world.
- Always open-source: Headless content delivery and open-source architecture means developers can work with the tools they want.
- Always secure by default, with all environments pre-configured to Adobe-backed security rules based on enterprise-tested best practices and security frameworks.

Learn more

Adobe Experience Manager Sites

Adobe Experience Manager Assets

Adobe Experience Manager Cloud Service

Request a demo