# Adobe

# Adobe Experience Manager IT Conversation Guide

If you're looking at implementing Adobe Experience Manager, it's helpful for marketing and IT to work together in the evaluation process. This conversation guide is designed to help foster a productive dialogue between your marketing and IT teams regarding key points you'll need to consider. It provides basic answers to some of the initial questions IT will ask. The guide will also help you make joint decisions about deploying Experience Manager in a way that best fits both teams' needs.

> "Among IT professionals surveyed…the most commonly-cited first-choice top priority for 2019 is 'delivering improved experiences for customers through new technology deployment.'"
>
> **—Econsultancy 2020 Digital Trends**

## Things IT will want to know.

### What are the key benefits of Experience Manager from a cloud perspective?

Experience Manager offers midsize and enterprise companies all the benefits of a cloud offering, such as agility and scalability. Experience Manager simplifies and reduces the cost of updates, proactively monitors mission-critical service level availability and performance, minimises security threats and downtime, and uses auto-scaling to deliver optimal performance. With it, IT can take advantage of a fully configurable and extensible CI/CD pipeline to automate functional and load testing, code quality checks and the promotion of custom code from lower non-production environments (dev/stage) all the way to the production environment. Experience Manager API connectivity complements existing systems and external notification channels. Using Adobe's engineering best practices, Experience Manager conducts automated code inspection, testing and security validation in order to speed releases without compromising quality.

### How does Experience Manager support cloud security?

Experience Manager operations are supported by a monitoring, reporting and alerting infrastructure that allows Adobe to proactively keep the service healthy. Various elements of the architecture are equipped with liveliness health checks, and if found to be unhealthy, are silently removed from the service and replaced with new ones.

We have preconfigured Experience Manager cloud service with security rules based on enterprise-tested best practices and security frameworks. If interested, your IT team can also review our whitepaper on Experience Manager security,[1] as well as other documents on our security best practices[2] and security checklists.[3]

### How does Experience Manager ensure availability?

Through proactive monitoring and robust defense mechanisms, we guarantee high service level availability. Our customers face minimal to no interruption of service, even during maintenance operations such as patches, security updates or upgrades. These operations are fully automated in a way that doesn't result in interruption of service for practitioners, for either content management or cross-channel content delivery capabilities.

### Will Experience Manager integrate with the different third-party services and tools we currently use?

Yes. Experience Manager has been designed and built as an open system to integrate with many third-party systems or services you might employ. We and our rich partner

ecosystem provide several prebuilt connectors that make it simple to integrate with a wide variety of services, such as AWS, Salesforce, Facebook, Twitter, YouTube and others. Our integration framework, open APIs and SDKs further extend your ability to easily and effectively integrate with different CRMs, back-end databases, e-commerce engines and much more.

## What programming or scripting languages will our developers need to know in order to build our site with Experience Manager?

Experience Manager is a Java-based environment. However, in terms of simply creating, editing and pushing out content, very little, if any, coding will be required. Typically, you won't need to code any on-page customisations since the Experience Manager interface can usually handle that. For customisations that go beyond the interface or to build integrations that require coding, your developers will need to use Java and Java-based standards. With that in mind, Experience Manager doesn't put any limits on the look and feel of your site. You can build your page layouts however you choose, whether through the Experience Manager interface or coding customisations that you need or prefer.

More and more, IT uses Javascript like Angular and React to develop high-performing web experiences. This process often leaves marketers unable to edit any content or experiences without asking IT. But with the Experience Manager single-page application editor, marketers can make edits on their own within the governance guardrails IT puts in place.

## How do we migrate our existing content onto Experience Manager?

No migration of any kind is ever cut and dried, but the Experience Manager team has performed numerous successful migrations with customers all over the globe. Adobe has the experience, best practices, tools and service professionals to help make your migration as seamless and simple as possible. We will review the current setup and content structure of your environment and work with you to develop a migration plan

that will work best for your circumstances. Your IT team can also review the Experience Manager Assets Migration Guide to get some insights on the migration process itself.[4]

## Will Experience Manager work with our current authentication system?
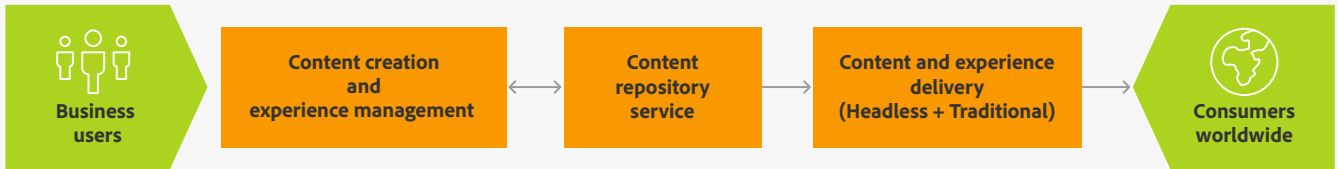
IT will want to know if they have to re-create usernames and passwords for users of Experience Manager or if they can use the single sign-on authentication system they already have in place. The answer to this question is two-fold. First, content authors are required to use an Adobe ID, so that they can use single sign-on across the entire Adobe ecosystem. These activities will not work with your current authentication system.

For everything other than content authoring, Experience Manager allows IT to leverage an authentication system of their choice through a variety of methods. When using a non-Adobe identity provider, Experience Manager supports SAML 2.0, LDAP, SSO, OAuth 1.0a and OAuth 2.0. While Experience Manager doesn't directly support OpenID, support for that is provided through various community projects. In addition, if they choose to use Adobe as the identity provider, Experience Manager supports basic authentication, forms-based authentication and token-based authentication.

## How can we get up and running quickly with Experience Manager?

We've invested in optimising time to value for our customers at every stage, from implementation to onboarding to driving ROI. With our Blueprint framework, you can accelerate your time to go-live — with a functioning site that tracks relevant KPIs and runs personalisation activities from day one. This framework is based on best practices learned over years of successful Adobe implementations and sets you up with a strong and future-proof foundation. In addition, a streamlined onboarding experience, followed by a step-by-step guided learning journey, will help you and your team start off with the skills you need to get up and running fast.

## Adobe Experience Manager architecture.

| Business users | Content creation and experience management | | Content repository service | | Content and experience delivery (Headless + Traditional) | | Consumers worldwide |
|---|---|---|---|---|---|---|---|

### Identity management

· Adobe Identity Management System: Single Sign-On

· Centralised roles and permissions

### Authoring tier

· Easy to use interface

· Auto-scales with authoring activity

· Microservices for bulk asset ingestion and processing

· Minimal downtime for routine maintenance

### Persistence layer

· Content stored and served from cloud data storage

### Publish tier

· Includes out of the box CDN Service

· Auto-scaling based on automatic traffic detection to maintain best performance

### Unified CMS

· Supports modern web and headless delivery

# Points marketing and IT should consider together.

## How does Experience Manager fit into a headless CMS strategy?

In today's omnichannel world, discussions have heated up about the benefits of decoupling content management systems (CMS) from the front end in what is called a headless architecture. One of its primary benefits is to make it easier for developers to deliver content to any desired channel. With that in mind, IT might suggest that since it has developed or plans to develop a headless CMS system, you don't need Experience Manager.

But since headless environments make it more difficult for marketing to make needed updates, let alone manage the user experience, IT and marketing need to ask a few questions. How does marketing make changes when it needs to? How easy

or fast is it for marketing to make small edits? Does IT want to rewrite or recompile code every time someone in marketing wants to add a new product offering or customer reference onto the site?

Experience Manager provides the balance you need by acting as a hybrid CMS. While Experience Manager gives you the choice to use a traditional, hybrid headless and pure headless approach, it's best used with a hybrid approach that supports channel-centric content management and provides headless CMS functionality at the same time.

If you choose the headless-only option within Experience Manager, you can integrate single page applications (SPAs) and allow both marketers and developers to continue to work the way they prefer. Developers can choose to code in React, Angular or another other framework and they can access the content repository directly with Experience Manager Assets HTTP API to pull out content below the page level as JSON.

And marketers can author and edit SPA content in the Experience Manager SPA editor. This means everyone can work on SPA content at the same time, which increases collaboration, reduces IT requests and speeds content creation and delivery.

Additionally, marketers can author and edit content destined for headless delivery with Experience Manager Content Fragments and Experience Fragments. Content Fragments are channel agnostic and can be pulled using the Assets HTTP API. They allow marketers to self-serve edits for content on any channel — including IoT, in-venue screens, voice, chat and more.

## What content governance processes does Experience Manager have in place?

Experience Manager helps IT manage business processes and ensure content integrity with two types of enterprise-level workflow governance: out-of-the-box and customisable.

So marketers can author and edit channel-agnostic content within the guardrails of governance policies that IT sets using the Workflow Editor. Out-of-the-box workflows include reviews, approvals, publishing and more. Programmatic workflows come out-of-the-box and include several automatic steps like asset tagging. IT can designate which content can be edited and which user groups (such as marketing, developers, legal and more) can access content.

## How do we handle our need to scale?

The system constantly monitors the service, detects the need for extra capacity and scales accordingly. Irrespective of whether the traffic is expected or unpredictable, you can be assured that performance will be optimal for the end consumers.
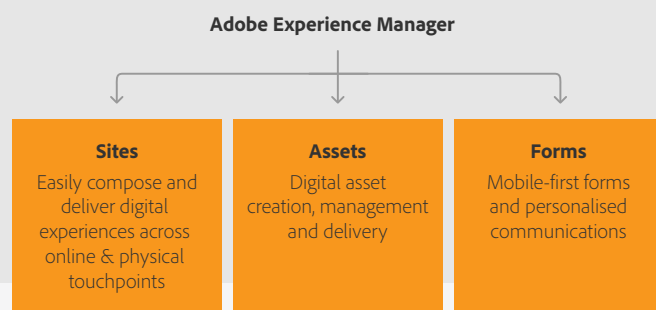
## Adobe Experience Manager compliance.

- SOC 2–Type 2 (Security & Availability)
- ISO 27001:2013
- FedRAMP (Federal Risk and Authorisation Management Program)*
- GLBA (Gramm-Leach-Bliley Act)-Ready
- GDPR (General Data Protection Regulation)-Ready
- FERPA (Family Education Rights and Privacy Act)-Ready
- HIPAA (Health Insurance Portability and Accountability Act)*

Note: An Adobe service that is GLBA-Ready, GDPR-Ready, FERPA-Ready, FDA 21 CFR Part 11-Compliant or HIPAA-Ready means that the service can be used in a way that enables the customer to help meet its legal obligations related to the use of service providers. Ultimately, the customer is responsible for ensuring compliance with legal obligations, that the Adobe service meets its compliance needs, and that the customer secures the service appropriately.

* Requires additional licensing outside the standard Adobe Experience Manager license.

## Adobe Experience Manager manages and delivers connected digital experiences across all channels.

**Adobe Experience Manager**

| Sites | Assets | Forms |
|---|---|---|
| Easily compose and deliver digital experiences across online & physical touchpoints | Digital asset creation, management and delivery | Mobile-first forms and personalised communications |

**Unified digital experience delivery platform**

**Cloud Manager** — Application to manage cloud operations

**Content intelligence** — Powered by Adobe Sensei

Access within Adobe Experience Manager to Adobe Target, Adobe Analytics, Adobe Campaign and Adobe Sign capabilities

Experience businesses — those that consistently adopt CX best practices across people, process and technology pillars — outperform their peers in business metrics spanning the entire customer journey. They also see topline gains, including **1.4x** revenue growth, **1.7x** customer retention rates and **1.6x** customer lifetime value.[5]

## TechOps chops.

Adobe data centre **1**

global colos **27**

public cloud zones **27**

virtual instances **28,887**

Gbps global bandwidth provisioned **405**

**Adobe Experience Cloud**

Infrastructure scale

**98,000+** hosts

**3,982** network devices

**1,949** storage devices

**39,302** physical servers

**30,453** public cloud instances

In addition, Adobe Experience Manager processed more than 1.3 trillion transactions in the first quarter of 2018 alone.

For more information, visit the **Adobe Security site**, www.adobe.com/uk/security/compliance.html and the **Adobe Trust Center**, www.adobe.com/uk/trust.html, or check out our Adobe Managed Services and Adobe Cloud Service overviews.

1 Adobe Experience Manager Security Overview

2 Adobe Experience Manager 6.4 Sites Security Development Best Practices

3 Adobe Experience Manager 6.5 Sites Security Checklist

4 Adobe Experience Manager 6.4 Assets Migration Guide

5 "The Business Impact of Investing in Experience," a commissioned study conducted by Forrester Consulting on behalf of Adobe, February 2018