

SOLUTION BRIEF - CCMS

Adobe Experience Manager Guides

Structured content management for experience-driven documentation.



Adobe Experience Manager Guides

Drive higher ROI from content through faster delivery and lower operational costs with a component content management system (CCMS) designed for documentation and IT leaders. Use structured content management and AI capabilities to author, manage, deliver personalized and consistent experiences for product documentation, policies and procedures, long-form marketing content, and more. Unlike others, Adobe provides an end-to-end solution which is scalable, agile, and cloud-native.

Solve content challenges across use cases



Product documentation

Product documentation, be it help, support or technical, is often the first thing that customers look at when using a product. As organizations create more product variants and SKUs, the demand for associated documentation keeps rising. But, more often than not, documentation teams are either understaffed or lack appropriate solutions to do this effectively. Not only can scaling content creation become a challenge but managing content efficiently and providing a rich, consistent content experience across channels also takes a massive effort.

With a robust, scalable CCMS like Adobe Experience Manager Guides documentation teams can create future-ready content with a great customer experience. Adobe provides an end-to-end content management platform for streamlining enterprise content workflows and improving business agility, performance and reliability. With Adobe's easy and efficient solution, managing product documentation becomes simple and painless.

Content types

- Product specifications
- Technical documentation
- Help content
- Support documentation
- Part manuals/Bill of materials
- Product catalogs (including eCommerce websites)
- Training manuals
- Maintenance guides
- Technical service bulletins
- Troubleshooting guides
- Installation and operations guides
- Datasheets/Data booklets
- Service kits
- User manuals
- Installation and service manuals
- IETM (Interactive electronic technical manuals)



Policies and Procedures

Policies and procedures are a central part of many industries. Government institutions, regulatory bodies and private banks create policies and SOPs on a regular basis. For sectors such as insurance, legal services, financial services, consulting services, and life sciences research reports, SOPs and POVs are a central part of their business. Even for organizations in other areas, internal policies and procedures documents are key to their smooth functioning. The content created is updated frequently and varies by region, departments, and users. Each update must be mandatorily and accurately reflected across channels for the consumption of internal as well as external stakeholders, in the shortest possible turnaround time.

With Adobe Experience Manager Guides organizations can be sure of sharing consistent, accurate, up-to-date, and timely information with internal and external stakeholders across channels. Powerful capabilities like a centralized repository and single sourcing ensures content consistency and removes redundancy.

Content types

- Policies and procedures
- Financial reporting
- SOPs (Standard Operating Procedures)
- HR policies
- Legal guidelines
- Regulatory compliance standards
- Regulatory guidelines

Long-form marketing content

Organizations need to ensure that every interaction across touchpoints is tailored to their customers' interests. However, managing personalization for huge volumes of content and delivery variants becomes a big challenge. While most CMSs allow personalization across short-form marketing content, the lack of intrinsic 'intelligence' in long-form marketing content restricts marketing teams to dynamically serve up content snippets based on audience profiles. This leads to the experience falling short of expectations when customers look for relevant information.

Adobe Experience Manager Guides gives teams a user-friendly and powerful authoring platform for creating long-form content that is granular, structured, presentation-agnostic, and variant-free. Structured content adds the extra layer of intelligence that can be leveraged while delivering information to customers across channels for a truly personalized experience at scale.

Content types

- Research reports
- Whitepapers
- Case studies
- Long articles

Discover all that you can do

Use structured content management and AI capabilities to author, manage, deliver personalized and consistent experiences for product documentation, policies and procedures, long-form marketing content, and more. Here's how the solution can help to achieve that.

• Web-based content creation

Hit the ground running with the easy-to-use WYSIWYG web editor to create granular, presentation-agnostic, variant-free content. Migrate content from Word, XHTML, IDML, and more, to DITA with the out-of-the-box ingestion framework.

- Easy content migration
- Built-in web editor
- Simplified authoring experience
- Easy DITA authoring
- Advanced DITA authoring
- Comprehensive map editor

• Structured content management

Leverage best-in-class content management capabilities like advanced content reuse, version management, reference management, search and metadata tags management, translation workflows and content health reports to assume complete control of your content.

- Advanced digital asset management
- Industry-leading translation management
- Advanced link and dependency management
- Comprehensive search and tag management
- Powerful version management
- Native integration with Adobe FrameMaker
- Connect with Oxygen XML Editor
- Easy automation using APIs
- Scalable document management
- In-depth content health reports



● **AI-powered documentation**

Use artificial intelligence and machine learning — powered by Adobe Sensei — to add intrinsic intelligence to content which helps in superfast delivery and easier content discovery by customers.

- Smart tagging
- Smart crop

● **Web-based review and collaboration**

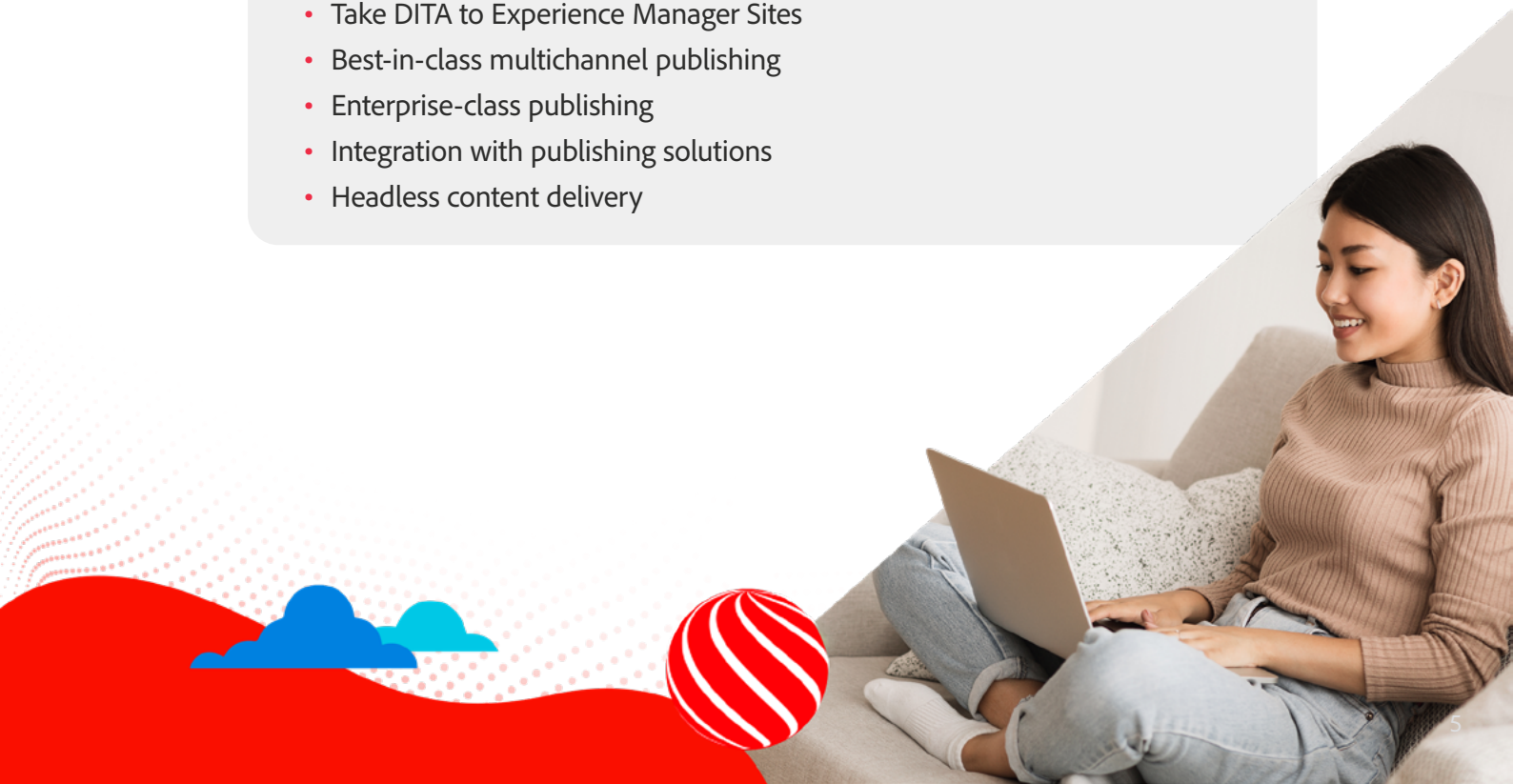
Save time and effort through a web-based review workflow. Allow multiple authors and reviewers to collaborate simultaneously in real time even when operating remotely. Use projects to assign roles and track progress through admin dashboards.

- Seamless web-based review experience
- Powerful project and workflow management
- Track changes
- Reviewer dashboard

● **Omnichannel content experiences**

Accelerate content velocity across touchpoints by easily delivering content to Adobe Experience Manager Sites, mobile apps, knowledge bases, CRM platforms, IoT Apps, chatbots, PDF, HTML5, EPUB, KINDLE, and more.

- Take DITA to Experience Manager Sites
- Best-in-class multichannel publishing
- Enterprise-class publishing
- Integration with publishing solutions
- Headless content delivery



What sets Adobe Experience Manager Guides apart



Native integration with Adobe products

No other CCMS offers native integration with Adobe Creative Cloud and Adobe Experience Cloud, allowing seamless access to digital assets, and enabling advanced content analytics with better targeting. Create hyper-personalized experiences by retargeting consumers with contextually relevant marketing content based on the kind of technical content being consumed.



Direct publishing of XML/DITA to Experience Manager Sites

No other CCMS offers the capability to publish XML/DITA content directly to Experience Manager Sites, at an advanced speed, that too without any intermediate conversion or dependence on IT teams.



AI-powered documentation

No other CCMS offers machine learning and artificial intelligence to enhance documentation workflows.



Out-of-the-box content ingestion framework

Take advantage of the out-of-the box content ingestion framework to migrate content from Word, XHTML, InDesign, custom XML, and unstructured FrameMaker, and automatically convert it to a standard format like DITA.

Get maximum value out of your investment



Leverage one Adobe solution for end-to-end content management needs



Deliver a consistent experience across touchpoints



Lower total cost of ownership



Accelerate content velocity through streamlined workflows, now powered by AI

Gain flexibility and control with the deployment model of your choice

● **Cloud Service – An always current and scalable foundation for Adobe Experience Manager**

Organizations are managing ever-increasing volumes of content while delivering highly relevant and consistent customer experiences. For this, you need a modular, agile, globally accessible platform that scales seamlessly.

Benefits

Always current

Focus on innovating instead of planning for version upgrades. New platform capabilities are seamlessly validated and made accessible to your teams instantly.

Modular, scalable, and global

Scale as fast as customers demand. Maintain high performance globally with an architecture designed to auto-scale within seconds.

Performance resiliency

Built-in redundancy and proactive monitoring capabilities provide mission-critical service level availability and protect against unpredictable cloud outages.

Secure by default

Security is at our core. We provide enterprise-grade security with industry recognized standards to ensure all data and content is private and protected.

● **Managed Services – for enterprise-grade managed cloud needs**

Our industry-leading managed services combines the scale and expertise that comes from running hundreds of Adobe Experience Manager customers in the cloud.

Managed Services enables cloud agility, drives faster ROI, and provides a lower cost of ownership. Our cloud experts help you optimize the benefits of being cloud-native, from scaling environments to providing a seamless upgrade experience to transforming to a fully cloud-native future.

● **On-premise deployment is also available for organizations preferring that model**



Powering customer success

Adobe Experience Manager Guides is helping organizations streamline complex content workflows, lower cost of operations, deliver exceptional experiences, and more.



Palo Alto Networks improves content experience, reach and velocity.

- Accelerated publishing for complex documentation
- Delivered a uniform website experience to customers for all content
- Achieved 250% greater user reach by delivering more content
- Increased productivity through seamless workflows

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Briggs & Stratton creates responsive PDF and web manuals with flexible and efficient DITA workflows .

- Published DITA content to many platforms, including PDF and responsive web manuals
- Reduced translation costs by 25% by streamlining management time and redundant translations
- 15% increase in content reuse in six months
- Created a single source for content, eliminating use of unstructured content
- Migrated 90K pieces of content from existing CCMS

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Grundfos delivers consistent and accurate product information across channels with Adobe.

- Accelerated time to market with faster updates and less redundancies
- Improved content quality by allowing writers to focus on copy, not layout or design
- Managed 750,000+ topics that can be reused across documents and channels for greater consistency
- Reduced translation time for updates from up to 7 weeks to less than an hour

[Read the story](#)



Mitel streamlines its documentation authoring, publishing, and management workflow with "One Adobe Solution".

- Organized 10,000 guides and documentation in a central repository, facilitating content reuse and improved accessibility
- Created custom templates in less than a week to publish PDF and HTML5 files from DITA
- Consolidated more than 10 content portals into one for a more unified customer experience
- Accelerated publication demonstrated by the ability to publish a 2,000-page document in 20 minute with DITA-OT engine

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