



The road to implementation.

Discover the pathways to a
successful implementation of
Adobe Experience Manager.

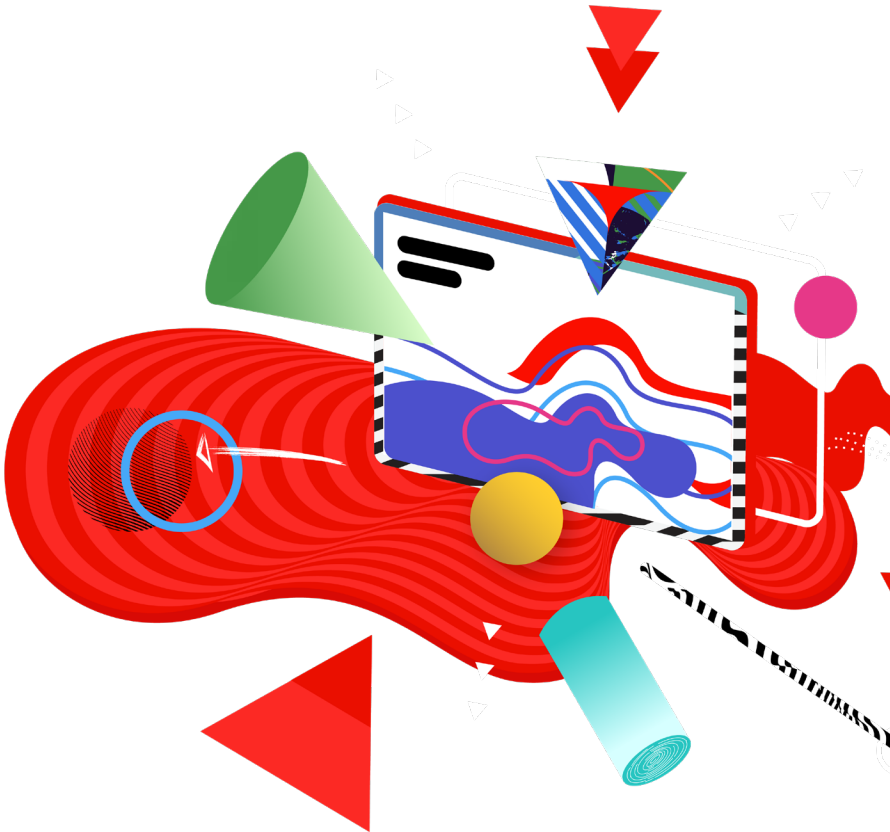


Table of contents

Blueprint for a smooth implementation	3
Creating the metrics for success	5
People, process, technology	7
People	7
Process	8
Technology	9
Pre-implementation—discovering the capabilities	11
Implementation—all the support you need	12
Solution partners	14
Adobe Exchange	14
Post-implementation—with you for the long haul	15



Blueprint for a smooth implementation.

In [a survey by Deloitte](#), CMOs identified optimizing the company website (73.8 percent), digital media and search (65 percent), and direct digital marketing (57.3 percent) as essential to their success during the pandemic. Doing all of this well requires a great experience management platform, and for a growing number of organizations, this means deploying Adobe Experience Manager.

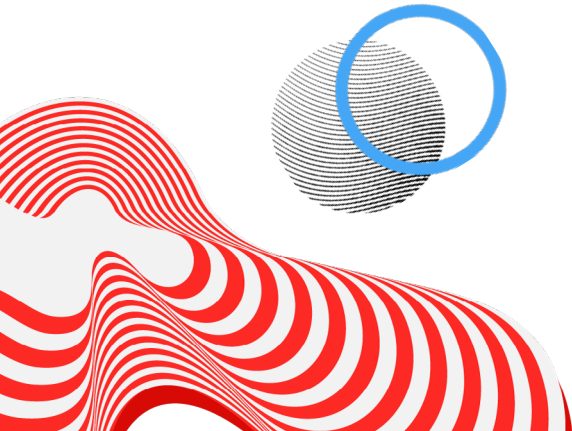
But while marketing leaders invariably want to implement as quickly as possible, IT leaders may be more hesitant. They know that complex software implementations can be painful and time-consuming. And experience management platforms—which encompass a wide variety of content assets, data sources, and functionality—have a reputation for being difficult. Fortunately, that reputation [is not always deserved](#).

While there is no one-size-fits-all solution, there are many common approaches that will help create a smooth implementation for a wide variety of businesses. Adobe Experience Manager can help businesses get up and running—and scale—quickly, even those with complex requirements. The Digital Foundation Blueprint approach to deployment can dramatically accelerate time to value for 80-90 percent of Adobe customers.

Ultimately, regardless of how large your business is or unique your specific needs, Adobe offers a wide range of assistance and resources to ensure the implementation goes smoothly. This paper outlines some of the key pathways to a successful deployment of Experience Manager and beyond.

EXPERIENCE THIS

- A wide range of assistance and resource options for implementation
- As much or as little support as your teams need
- A deployment approach that accelerates time to value for 80-90 percent of customers
- Extensive training and support when your implementation is complete





Creating the metrics for success.

The first step of any implementation journey is to define what success will look like for your organization. Adobe will work closely with you to clearly frame both success criteria and KPIs. During this process, here are some questions you may be asked to consider:

- What are the top three objectives you hope to achieve?
- How do you expect Adobe Experience Manager will deliver business value?
- Are you expecting Adobe Experience Manager to help your business become more agile? If so, what will this look like?
- How quickly do you need to get up and running?
- How quickly do you need to get to value?
- Which teams want (and need) to use Adobe Experience Manager first?

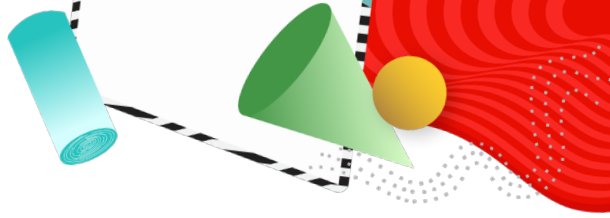
Once success has been defined, you should also identify some key performance indicators (KPIs) that can help you set specific goals and gauge how you're doing over time. Some common examples are:

- Time to value (for the initial launch and incremental upgrades)
- Average time to creation for different types of content assets

- Average cost to create different types of content assets
- Average cost to maintain content repositories
- Website performance (e.g., time to load, etc.)
- Website engagement metrics (e.g., click-throughs, conversions, etc.)
- Revenue attribution for digital experiences
- Return on investment (ROI)

See how our customers are succeeding.

Like to see how other organizations have successfully deployed Adobe Experience Manager? Have a look [here](#).



People, process, technology.

Having created clearly defined goals and measures of success, the next step is to drive deployment. Adobe takes a three-pronged approach focused around people, process, and technology—whether your goals are "lift and shift" to a new platform, improved personalization, managing content more efficiently, accelerating content velocity, reducing IT costs for your digital presence, or all of the above.

People

What are the different roles, the skillsets needed within your organization for a smooth implementation of Adobe Experience Manager? For a more complex deployment, Adobe suggests the following people be involved:

- A dedicated project manager who owns the deployment
- A process manager responsible for managing key workflows
- Representatives from creative, marketing, and other teams that will rely on Adobe Experience Manager
- User experience (UX) designers who map out what each screen should look like
- User interface (UI) developers who implement the UX vision
- Quality assurance engineers and testers who may perform quality checks at different stages of development

- Development and operations engineers who do everything from create requirement documents to code necessary scripts and build or customize integrations
- Network, security, and infrastructure engineers to ensure both system performance and integrity

Simpler implementations may require fewer people and less coding, and rely more heavily on non-technical content authors and business staff.

Whether your organization's implementation is simple or complex, Adobe experts and our implementation partners can help round out your team and fill pivotal roles.

Process

Research suggests Agile is quickly becoming the predominant development methodology. Adobe recommends an Agile-inspired deployment methodology known as the Digital Foundation Blueprint, a set of open-source tools, best practices documentation, and automation used by Adobe and its solution partners that works for 80-90 percent of customer use cases.

Unlike the Waterfall method, in which the development lifecycle is divided into sequential phases, the Digital Foundation Blueprint allows for certain tasks to happen in parallel. For example, marketing and creative teams can use Experience Manager to quickly launch a site while IT teams code enhancements. This means that you get to market faster.

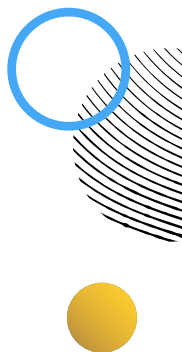
How much faster? With Digital Foundation Blueprint, the vast majority of our customers can get an Experience Manager site up and running with analytics and personalization in 90 days or fewer. Some have successfully launched sites in just 30 days.

Whether your implementation is handled by Adobe, an Adobe solution partner, or your own IT team, the Digital Foundation Blueprint can deliver superior results. Of course, if your team would like to use a homegrown or hybrid methodology, Adobe and its solution partners can fully support you throughout.

Technology

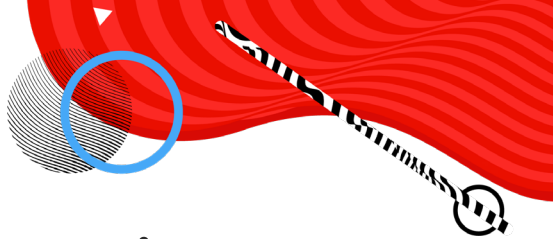
From the outset, Adobe has designed Experience Manager to be flexible and easy to install, support, and maintain. It's powered by popular leading technologies, maintained by the Apache Software Foundation (ASF)—the world's largest open-source software foundation. This means it can work with a wide variety of third-party apps and connectors, which can minimize your need for custom code.

Plus, Experience Manager can be fully cloud native. It's built upon a container-based infrastructure, API-driven development, and guided DevOps processes—all of which support rapid and efficient development. With new innovations and critical fixes released automatically without any disruption, maintenance is streamlined and total cost of ownership (TCO) is minimized.



EXPERIENCE THIS

- A three-pronged approach—people, process, technology—for smooth implementation
- Adobe or solution partner experts available to round out your team (if required)
- Agile-inspired deployment methodology with the Digital Foundation Blueprint
- The goal of having your site up and running in 90 days or fewer
- Full support for homegrown, hybrid, or headless deployment
- A tech stack that's modern, secure, and easy to integrate
- Maintenance by Apache—the world's largest open-source software foundation



Pre-implementation— discovering the capabilities.

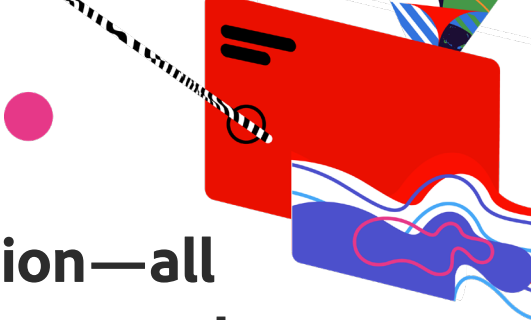
A sometimes overlooked aspect of successful implementation is making sure your team has a thorough understanding of exactly what Adobe Experience Manager can do—you don't want to miss out on key functionality. So how does Adobe give your organization—or any organization looking to implement Experience Manager—a taste of all the possibilities on offer?

The best way is through Adobe-run capabilities workshops that can be scheduled on demand. These workshops typically cover:

- How different roles (creatives, marketing, IT, etc.) can use Adobe Experience Manager on a daily basis
- Real-world examples from Adobe customers
- Implementation approaches (headless, hybrid, etc.)
- In-depth Q&A

Depending on what your business will be using Adobe Experience Manager for, the workshops cover areas like ecommerce, tagging, forms, and more.

Scheduling a workshop with your Adobe account representative is a great first step on your journey to implementation. During these workshops, Adobe solution specialists and architects can help you set and refine goals and align them to Adobe solutions and implementation models. It can accelerate your project by weeks.



Implementation—all the support you need.

Adobe provides all the support you need with helpful resources for planning, managing, and tracking your implementation.

Best practices for planning and managing your project

Adobe offers an [interactive checklist](#) that allows you to track and monitor your progress for the entire lifecycle of your project. It defines inputs and deliverables according to phase, milestone, and persona, and provides an automated overview of progress across multiple dimensions (quality, health, and completeness).

There's also supporting documentation based directly on the checklist that details:

- [Project Heartbeat](#) analysis
- [Status by Role](#)
- [Phases and Milestones](#)
- [Key Persona](#) and their involvement at every (relevant) stage
- A [Glossary](#) of the [Required Documents and Deliverables](#)

Hassle-free onboarding

Adobe also provides extensive guidance for completing the onboarding process quickly and efficiently—which is simple, straightforward, and [well-documented](#). At a very high level, Adobe

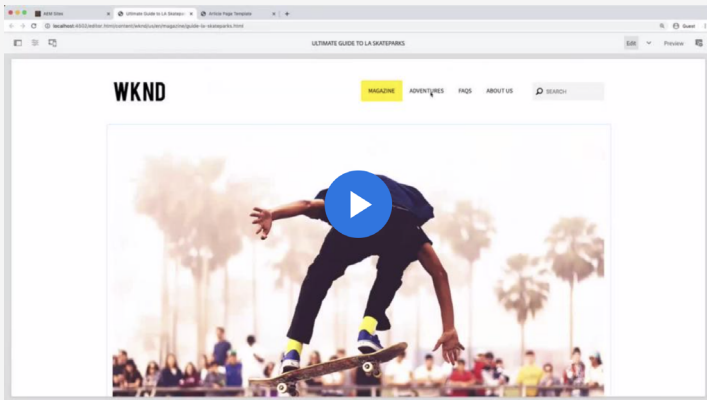
handles the provisioning, and then sends an email to your system administrator letting them know everything is ready.

There's also [extensive guidance for customizing](#) your service deployment, including resources for [developing](#) and [deploying](#) custom code and managing low-code development efforts.

EXPERIENCE THIS

The educational resources available through the Adobe Experience League are extremely high-quality and informative. But don't just take our word for it—see for yourself.

The following multipart tutorial teaches users how to implement a website using the latest standards and technologies in Adobe Experience Manager. Give it a go!



Solution partners

Across the globe, Adobe works with thousands of solution partners that, if required, can bring their specific experience and expertise to your project. As one of the biggest networks of solution partners in the world, Adobe is able to call on the services of agencies, systems integrators, and other solution providers from [every region and time zone](#).

Adobe Exchange

Access thousands of apps that work with Adobe platforms, as well as a rich selection of pre-built connectors and extensions through the [Adobe Exchange](#). This Adobe-managed marketplace offers a huge breadth of options, so you can easily find packaged solutions and minimize your development needs.



Post-implementation—with you for the long haul.

Even once your implementation is complete and successful, Adobe will continue to be there for you—in particular, with Adobe Experience League. Through this invaluable, regularly updated resource, you can join thousands of other Adobe Experience Cloud users—and even connect with them—as you learn the ropes and hone your skills at your own pace. Enjoy access to:

- Instructor-led training: Learn live with Adobe-certified instructors.
- Courses: Keep learning with Adobe-curated courses and personalized recommendations.
- Documentation: Check the tech whenever you need to with user guides, tutorials, videos, and more.
- Quick how-to: Get fast information on implementing, using, and maximizing your Adobe solution.

EXPERIENCE THIS

- Help with creating clearly framed success criteria and KPIs
- Proven implementation methodology: people, process, technology
- Pre-implementation capability workshops
- A deployment blueprint for getting up and running in 90 days
- Access to one of the world's biggest network of solution partners
- Ongoing support, with videos, tutorials, live training, and more

Learn more

[Adobe Experience Manager Sites](#)

[Adobe Experience Manager Assets](#)

[Request a demo](#)



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