



**Government agencies are using  
Core Components to create engaging web  
experiences quickly that serve the public.**

Adobe Government



# When agencies need a new digital solution.

As an IT leader for a government agency, your role requires you to meet a wide range of demands—both from internal staff and from the general public. The average person wants to use their cell phone to research information without calling or visiting your office.

Agency staff can only use the technology the IT department supports. Multiple roles need to be able to publish content to the web—quickly, easily, and securely. Program managers want to help eligible individuals access services like unemployment or medical assistance. The public affairs team wants to ensure that people are receiving reliable public health and safety news. Case managers want people to be able to apply for and manage program benefits with minimal manual intervention.

People look to you to provide the technology and tools that will enable them to engage with the public online. As demands increase both in volume and velocity, you may find that your existing digital solutions are no longer sufficient. Outdated website technology can slow down communications at a time when speed is critical and security is non-negotiable.



The suddenness of the COVID-19 stay-at-home orders forced all government agencies to take a giant digital leap in the name of survival. Governors must demonstrate that residents have access to the up-to-date information, aid, and resources they need. In a rapidly changing situation, the only way to serve people effectively at scale is through digital channels. IT leadership must make sure any new systems are secure, interoperable, and cost-effective—today and in the long term.

Any solution you pick will likely be used for years to come. While it's important to find a solution that gets you operational as fast as possible for as little as possible, to fulfill your mission and preserve your legacy, you cannot afford to sacrifice the solutions' long-term value in areas like usability, flexibility, and full integration capabilities. The pay-now-or-pay-later trade-off can seem unsolvable. And there are real financial, efficiency, and service implications.

Fortunately, there is a way to achieve both faster time to value (TTV) and lower total cost of ownership (TCO). Out-of-the-box (OOTB) components, like those offered by Adobe Experience Manager, can make all the difference. Adobe Experience Manager Core Components are built to increase productivity, save time, enforce standards, and extend the long-term value of Experience Manager for government agencies. It's what sets Experience Manager apart from other content management system (CMS) options—and it will set your agency up for the most success in mission fulfillment.

We will help the technology leadership team understand the full value of Experience Manager Core Components so you're prepared for this type of decision. Of course, you'll come to your own conclusions.

This article aims to aid in your process of discovering the CMS that's right for your organization. It's a decision that can yield significant results for your team, your career, your agency, and the public you serve.

| Why agencies consider new website management tools (WCMS).       | Key considerations                               |
|------------------------------------------------------------------|--------------------------------------------------|
| Immediate needs/new services                                     | Time to value (TTV)                              |
| Bottleneck creating or updating sites in a reasonable time frame | Ease of use and enforced data security standards |
| Requirements and mandates for adopting digital initiatives       | Accessibility & scalability                      |
| Being good stewards of taxpayer dollars                          | Total cost of ownership (TCO)                    |
| Internal communication or collaboration initiatives              | Open source vs. SLAs                             |

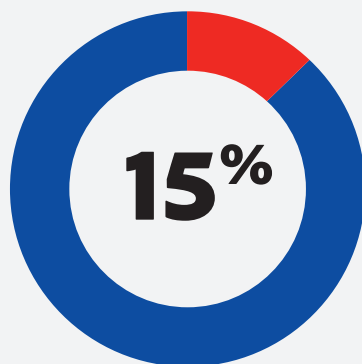
## The web team's dilemma.

Your team has a lot on their plate. From enforcing data security standards to enabling staff to work efficiently, the demands are fast and furious. How do you best support your communications and public affairs teams? How do you keep your employees successful? What do you prioritize? It's not easy being in charge of technology. Technology is continually evolving, as are people's expectations.

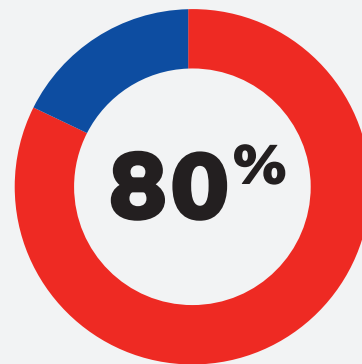


According to “Perils and Payoffs on the Path to Customer-Centric Digital Government” by Forrester, despite 94% of agency executives agreeing that serving the public is their top priority, only 15% consistently do so today.

In fact, Forrester found that 80% of US consumers rated their digital experiences with public-sector organization as poor or very poor.



Agency executives consistently serving the public as top priority.



Poor or very poor experiences with public-sector organization.



The reality is that government agencies need to move beyond functional requirements and regulatory mandates to focus on customer-centric insights gathered through digital interactions. Personalization across digital touchpoints is key to creating a meaningful connection.

Forrester believes that decision makers need to shift from prioritizing efficiency to delivering a better customer experience. Forrester adds that the choice of a web content management solution “is more important than ever for digital transformation and optimization, so there is increasing pressure to ‘get it right this time around.’”

That puts the work of your team at the center of your organization’s success. No pressure.

If you’ve been looking for a new CMS, then you know there’s a significant range in terms of cost and quality. The challenge is that if you choose a “quick-fix” solution today, your agency may be stuck on that solution for years to come.

The time you save up front may not be worth it over the long haul. This is your challenge—deliver faster time to value and lower total cost of ownership.

*“The choice of a web content management solution is more important than ever for digital transformation and optimization, so there is increasing pressure to ‘get it right this time around.’”*

*- Forrester*



# How Experience Manager Core Components solve the TTV/TCO dilemma.

A number of CMS vendors, including Adobe, now offer OOTB components. They offer pre-built frameworks for frequently used elements so your content authors can quickly create high-quality content.

While templates come in various shapes and sizes depending on the vendor, the ultimate goal is to stop rebuilding things over and over again. "Core Components hears the complaint and answers the question, why should it be so difficult to get both time-saving and high-quality templates?" observes Cedric Huesler, product marketing lead for Adobe Experience Manager.

Government has its own distinct brand—a unique reputation with the communities, elected officials, and more. Customer experience matters deeply when it comes to the impression you make, the trust you engender, and ultimately, your brand.

Unlike other CMS vendors, Experience Manager offers high-quality, open-source components that are also backed by our industry-leading service-level agreements (SLAs). "At Adobe, we focus more on quality over quantity," says Karthik Muralidharan, Experience Manager product marketing manager. "Other vendors and partners provide OOTB components, but how configurable are they?

Even something as simple as a text component needs to be as flexible as possible to support many possible use cases. Are they regularly maintained and versioned? What happens when you upgrade? These are all questions we've considered when building Core Components."

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*- Anil Chakravarthy  
Executive Vice President and  
General Manager, Digital  
Experience Business Unit,  
Adobe*





## Get high-quality digital assets to market faster.

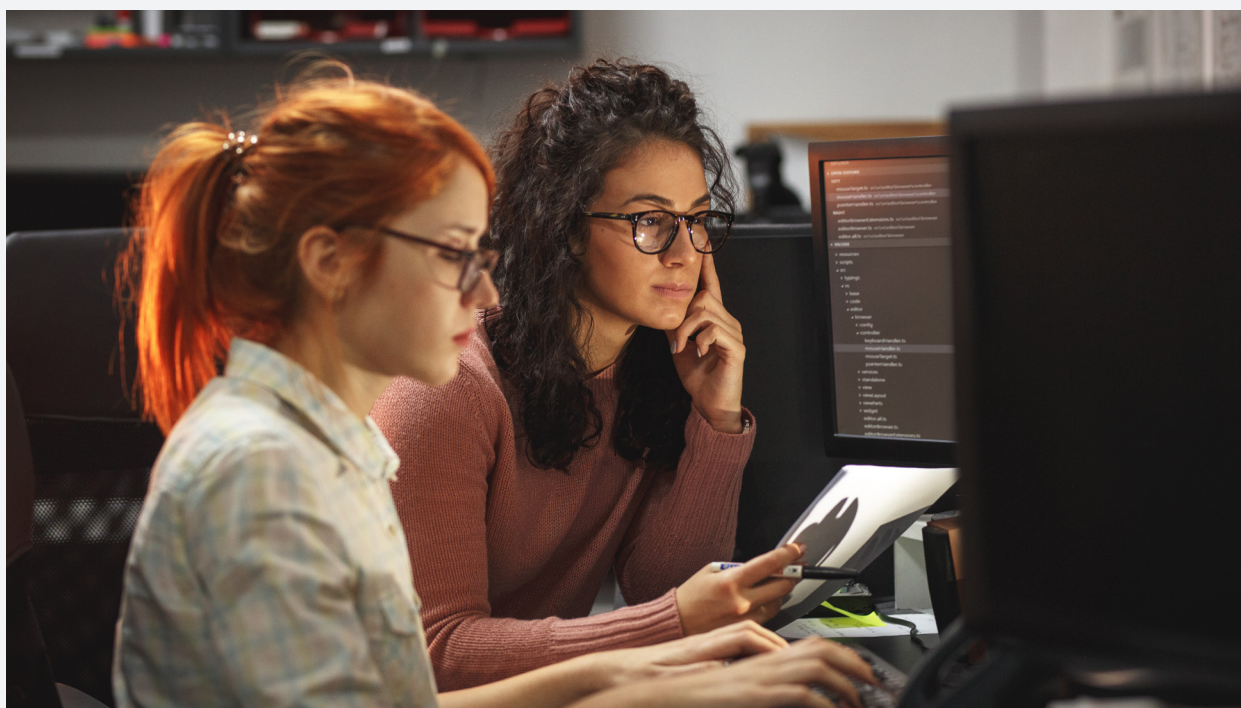
The big picture is that the role of Experience Manager Core Components—and Experience Manager itself—is to support the creation of timely [digital content](#) to support your constituents.

By empowering agency staff to become content authors using Experience Manager Core Components, your web technology can significantly reduce cycles devoted to custom development. That frees you to focus on strategic initiatives—and frees your developers to carry them out.

“Experience Manager Core Components accelerates the CMS implementation—they speed implementation, but even more importantly, they lower cost for the long term, driving down TCO,” says Helen Corin, AEM Center of Excellence GM, Public Sector. “Providing agency staff with the flexible control of Core Components distributes the workload while ensuring regulatory, accessibility, and security standards are met.”

Research supports Experience Manager’s value. An IDC report, sponsored by Adobe, recently interviewed six large organizations to understand the impact of the platform on their ability to create, manage, and deliver digital experiences.

They found that organizations using Adobe Experience Manager Sites saw significant gains in employee efficiency and lowered TCO. They also found that “making the creation and delivery of digital experiences more consistent and streamlined” accelerated content delivery.



# Using core components.

Experience Manager Core Components are the building blocks of any Experience Manager digital ecosystem. They significantly simplify the creation of flexible, extensible, and feature-rich components for content authors. [Experience Manager Core Components](#) are:

- Open source
- Supported by Experience Manager's SLAs
- Regularly maintained, versioned, and easy to access on GitHub
- Backward-compatible and future-proof
- Support headless use case

**Core Components June 2020**

Template management

Navigation

Language Navigation

Breadcrumbs

Page Authoring

Title

Text

Image

Button

Teaser

Download

List

Experience Fragment

Content Fragment

Content Fragment List

Embed

Progress Bar

Social Sharing

Separator

Container

Carousel

Tabs

Accordion

Form

Container

Input

Options

Hidden Components

Button

And in addition to speeding time-to-publishing, Experience Manager delivers these important features:

Cloud security and scale

Content intelligence

Marketing and IT velocity

Adaptable experiences

AEM core components are used to hold, format, and render the content made available on your web pages and microsites. Technical team members in your agency can secure the template. End users can pull digital assets like images, videos, and forms from an approved library and add text to create a compliant, customer-focused digital experience.

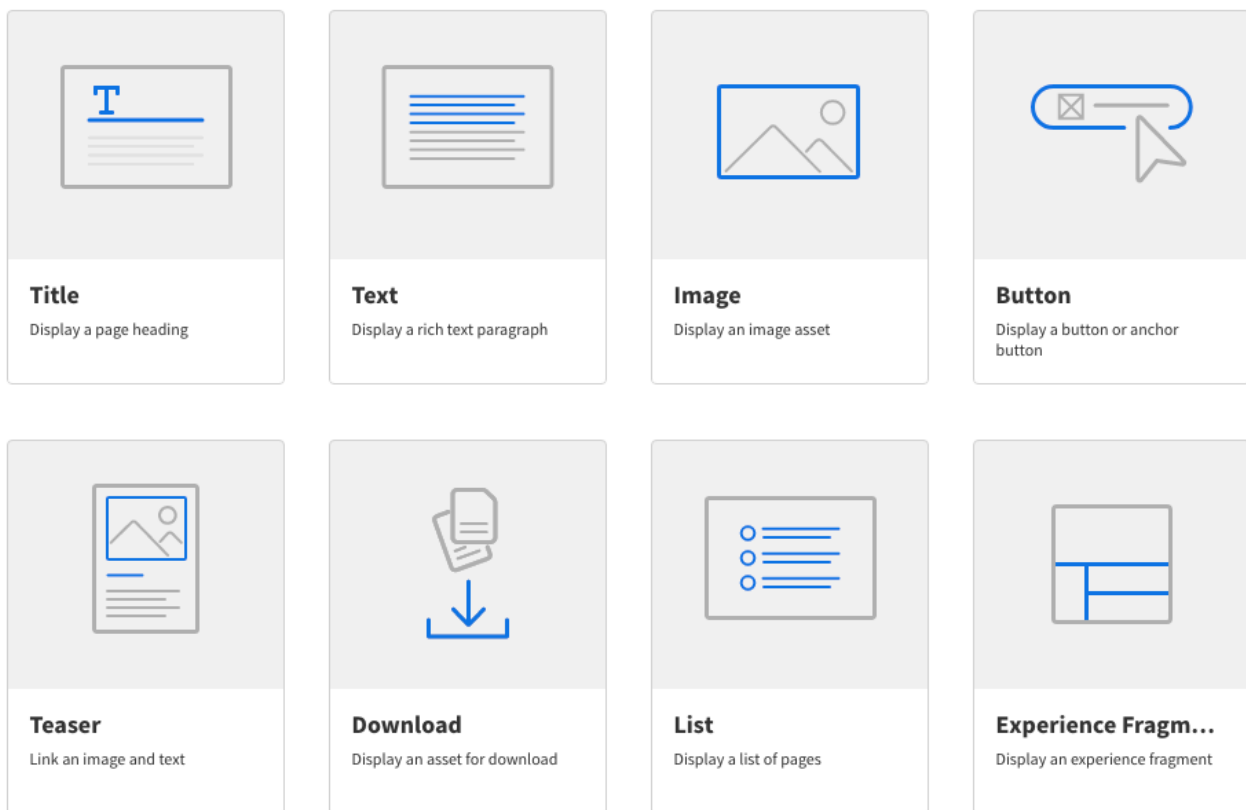


# Core Component—the carousel.

To provide one example of how an Experience Manager Core Component works, let's walk through one of the newest additions to the Experience Manager family—the [Carousel Component](#).

Released in October 2018, the Carousel Component simplifies the presentation of content in a navigable carousel. Using it, your content authors can organize content in a rotating carousel of slides.

With the Experience Manager edit [dialog](#), the content author can create, name, and order multiple slides as well as enabling auto-transition with delay. And with the Experience Manager [design](#) dialog, the template author can define the specific components that can be added to the carousel, enable or disable automatic transitions, and customize the styles.



## Get started today.

Now that you have a deeper understanding of Experience Manager Core Components and how it solves the TTV-TCO dilemma, you may be wondering how to get started.

Check out our informative [Core Components](#) overview video to learn more about the details behind Core Components. Or, get started on Experience League, [Adobe HelpX](#), and [GitHub](#). Plus, learn why we were named a Leader in Gartner's 2018 "[Magic Quadrant for Digital Experience Platforms](#)."

If you'd like a personalized demo or have additional questions, get in touch with us below. We look forward to helping you discover more about Adobe Experience Manager.

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## About Adobe

Adobe's trusted and proven enterprise solutions enable next-generation digital government. Government agencies can leverage Adobe's industry leading enterprise end-to-end data management and customer experience platform that supports modern websites, digital forms and electronic signatures. From the first stages of creative design to the full customer journey, Adobe can help agencies fully modernize so they can better reach the public and their employees and provide greater access to programs and resources.

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