Adobe Experience Cloud

APPLICATION OVERVIEW

Adobe Experience Manager Sites

Rapidly create, manage, and deliver personalized experiences across any touchpoint throughout the customer journey.

Adobe Experience Manager Sites is a modern cloud solution for experience management that accelerates the delivery of omnichannel personalized experiences at scale throughout the customer journey. It optimizes marketer and developer workflows for the entire content lifecycle, informed by data insights. Experience Manager Sites is a content management system (CMS) that enables traditional and headless content management and delivery from one unified system across all channels— web, single-page applications (SPAs), mobile apps, in-venue screens, Internet of Things (IoT), and more.

Key capabilities:

› **Omnichannel experiences**—Create and deliver experiences across any channel, device, or app.
› **Faster time to value**—Streamline marketing operations and application development to quickly go from design to implementation.
› **Experience optimization**—Deliver AI-driven personalized experiences at scale.
› **Cloud agility**—Modern cloud microservices architecture that is always secure, scalable, and available.

People buy experiences, not products. And content is the substance that shapes every experience. With the explosion of digital touchpoints, customers expect organizations to deliver connected and consistent experiences across all touchpoints. Furthermore, they expect the content to be immediately available and contextually relevant to their journey. In a recent survey of over 1,000 consumers conducted by Adobe, 51% indicated that they are more likely to purchase from a brand if the content is contextually relevant, but they will stop engaging altogether if the content takes too long to load.

To meet the heightened expectations of today's customers, organizations need an agile CMS that allows them to transition authoring from channel-specific content to re-usable channel-agnostic content; from predefined, rule-based personalization to dynamic one-to-one personalization; and from code-heavy tools to low/no-code tools. They need a secure cloud infrastructure that not only scales to meet customer demand but also offers tools for internal agility.

Experience Manager Sites offers both IT and marketing the agility to meet today's content demands via four key pillars—faster time to value, cloud agility, experience optimization, and omnichannel experiences.

Omnichannel experiences.

Brands can optimally deliver experiences across a wide range of mature and emerging channels using channel-agnostic, reusable authoring elements and hybrid (traditional and headless) content delivery through extensible components and APIs.

Key benefits include:

GraphQL—Deliver quick, app-like experiences across all digital channels that are responsive and on brand using Experience Manager's GraphQL API for Content Fragments. It lets developers use industry standard, application-agnostic query language format to query and retrieve content. It is designed to be compact and efficient, returning just the content requested and nothing extra, so responses match the format and needs of the requesting app. Queries can also return nested content and return multiple related items in one call, significantly reducing the time and bandwidth required to retrieve content and app needs. https://business.adobe.com/products/experience-manager/headless-cms.html
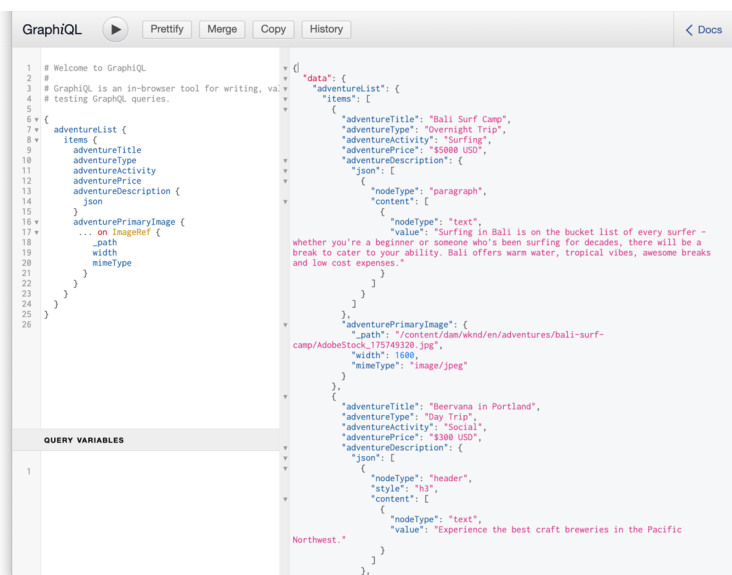
Empower developers with complete headless capabilities including GraphQL API to query and delivery content

HTTP API—Empower developers to easily manage content using Experience Manager's API. HTTP APIs allow create, read, update, and delete operations for ease of headless content management. For more information, visit www.adobe.com/marketing/experience-manager-sites/headless-cms.html.

Content Fragments—Content Fragments are reusable presentation-agnostic content, composed of structured data elements. They are defined by content models—structured form-based data models—which makes it easy and efficient for them to be consumed in a pure headless manner by any page or app-based presentation layer. Ensure maximum re-use using rich data types and the ability to nest Content Fragments. Variations can be created by channel or use case and support intelligent text summarization, powered by Adobe Sensei. For more information, visit www.adobe.com/marketing/experience-manager-sites/content-fragments.html.

Experience Fragments—Create and manage groups of one or more components with an embedded layout that can exist independently of the destination and can be referenced within pages. Experience Fragments make it easy and efficient to manage the content you push to affiliated and owned properties to multiple channels—web, mobile, and beyond—from a single platform and with a single edit. For more information, visit www.adobe.com/marketing/experience-manager-sites/experience-fragments.html.

Content as a Service—Use APIs to deliver content as JSON to any front end regardless of content type, at and below the page level, for both content authored in-context and channel-agnostic content. For more information, visit www.adobe.com/marketing/experience-manager-sites/content-as-a-service.html.

SPA editing—Enable IT to build SPAs using their choice of front-end JavaScript frameworks, React or Angular, while empowering marketers to edit, preview in context, localize, and translate the content within a SPA. This eliminates the need for time-consuming back-and-forth between marketing and IT, and hence teams can scale content management across modern web applications. With server-side rendering of the first page of a SPA, ensure faster loading and ease of discoverability for SEO. Easily support SPAs that are remotely hosted. For more information, visit www.adobe.com/marketing/experience-manager-sites/single-page-app-editing.html.

Make any page a PWA—Using configuration only, easily convert any page into a Progressive Web App (PWA) to deliver immersive app-like experiences. Allow customers to access content even when disconnected through the offline capability.

In-venue digital screens—Experience Manager Screens gives you one place to design, deliver, and fine-tune all of your digital displays—from interactive kiosks to digital signage. With it, you can provide personalized and engaging experiences that are consistent with your online channels. Data-driven management and dynamic experiences delivered on in-store screens via Experience Manager Screens radically simplify and automate the management of a historically manual effort. For more information, visit www.adobe.com/marketing/experience-manager-sites/digital-signage.html.

Content and commerce—Drive conversions anywhere and at scale with Adobe's Commerce Integration Framework (CIF). CIF includes an out-of-the-box integration with Magento and the CIF integration layer is used to standardize integrations with any 3rd party commerce solution. It allows customers to combine the power of AEM's immersive, omnichannel and personalized experiences with their commerce solution of choice. Power exceptional app-like experiences across headless and headful delivery including integration with Magento's PWA Studio and API-first delivery across any storefront. CIF provides easy-to-use storefront authoring components that allow users to author content directly on AEM Sites pages using product content pulled dynamically from Magento and/or other commerce without leaving the user-friendly AEM interface. For more information, visit https://business.adobe.com/products/experience-manager/digital-commerce.html.
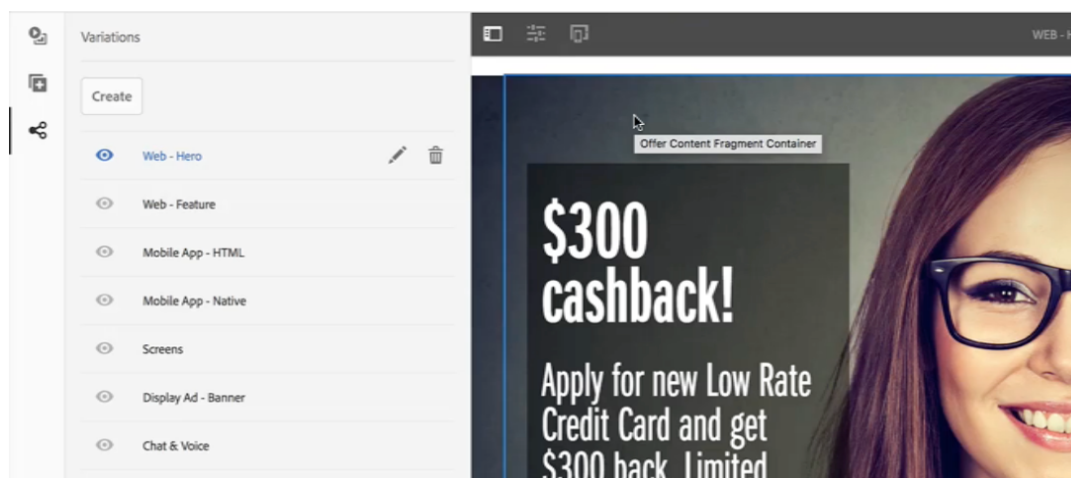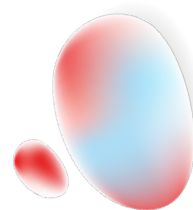
Unique capabilities of Experience Manager Sites support true omnichannel delivery.

Faster time to value.

Experience Manager Sites offers intuitive, easy-to-use tools to enable organizations to easily scale content management across multiple channels, regions, and teams. It provides a truly intuitive user interface to create responsive content.

Key benefits include:

Faster time to market—Experience Manager Sites offers tools that promote rapid content creation and faster rollout of new product, brand, and country-specific microsites, campaigns, offers, and more.

Core Component UI Kit—The Core Component UI kit can be used in Adobe XD to design templates and screens that use the AEM Core Component Library. This kit helps designers make informed decisions about screen designs, using native Experience Manager capabilities to streamline handoff to developers and thereby bringing experiences to market faster. For more information, visit https://docs.adobe.com/content/help/en/experience-manager-learn/getting-started-wknd-tutorial-develop/overview.html

> " What used to take us a week can now happen in 20 minutes with Adobe Experience Manager Sites."
>
> **Kamran Shah**
> Director of Corporate Marketing,
> Silicon Labs

Multisite management at scale—Promote marketing ownership of digital experiences with reusable templates and components that protect your brand and provide consistency in corporate campaigns and messaging—across a global web presence and any number of sites that your brand requires.

Granular levels of personalization across regions and business units—Empower local teams to easily make content edits reflecting local tastes and preferences and to translate content faster with built-in workflows.

Step-by-step WKND developer tutorial—Equip your developers who are new to Experience Manager Sites with Adobe best practices using this multipart tutorial that walks through a full implementation of an Experience Manager site from start to finish.
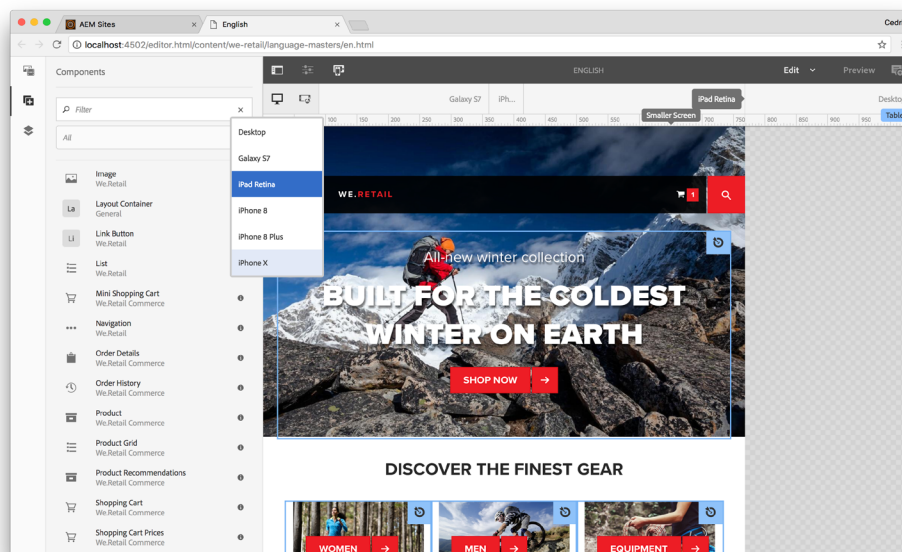
Experience Manager Sites provides a truly intuitive user interface to create responsive content.
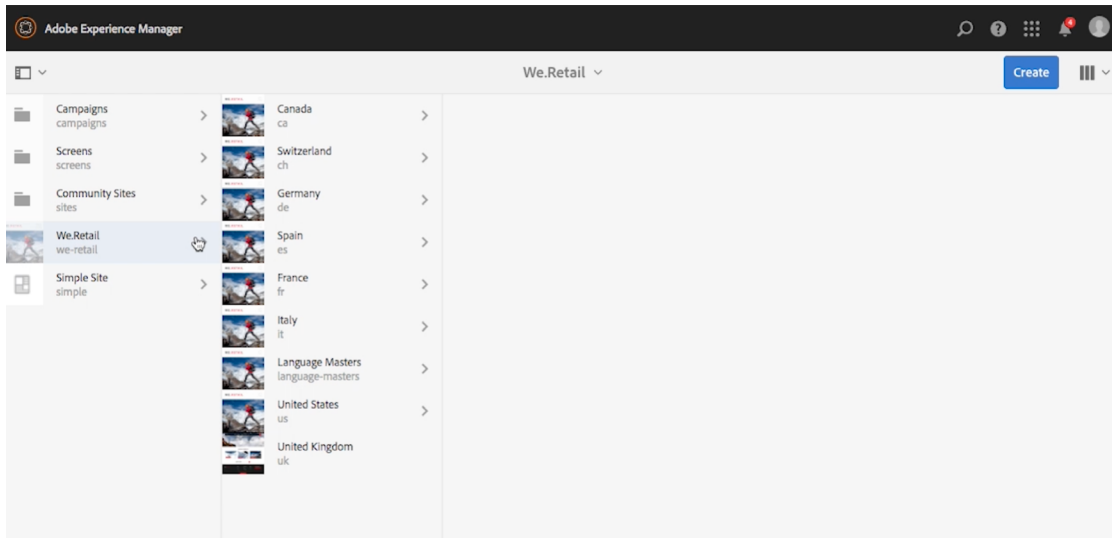
Experience Manager Sites provides industry-leading capabilities for multisite, multilingual content management.

Out-of-the-box components—Core components in Experience Manager Sites provide various functionalities to support the design elements of your page such as images, text, or navigation. While Experience Manager excels at providing high levels of customization, it also provides out-of-the-box and ready-to-use components that allow marketing and IT to get their digital experiences up and running quickly. In addition to HTML, these components can also be exported as JSON for headless delivery to channels beyond the web. Moreover, these components have built in support for Accelerated Mobile Pages (AMP) as well as Progressive Web Apps (PWA).

Easy-to-use content authoring—Faster time to value enabled by Experience Manager Sites helps brands deliver quality experiences faster by providing such capabilities as in-context WYSIWYG content authoring and editing with easy-to-use keyboard shortcuts, including undo and redo capabilities; a touch-optimized user interface; and drag-and-drop content and experience assembly. Visual search, in-context and in-line control over page properties, security, translations, search engine optimization (SEO),

and launch and expiration times all help you get things done faster and more easily. For more information, visit www.adobe.com/marketing-cloud/experience-manager/sites-web-content-management.html.

Responsive by default mobile content management support—Marketers can build fully responsive mobile websites that automatically adjust to all devices by using the same code and content and setting multiple breakpoints for different screen sizes. This capability does not require any technical skills, as all functionality is already embedded in the product. Responsive web design helps customers enjoy a consistent experience, whether they're on a desktop, tablet, or mobile device.

Style System—Instead of creating multiple components for each brand, authors can simply configure components to display varieties within each brand at component, component group, or page level—radically simplifying scaling across organizations. For more information, visit www.adobe.com/marketing/experience-manager-sites/style-system.html.

Quick site creation capabilities—Brands can easily design and deliver compelling experiences with little to no-back end development by leveraging the quick site creation functionality in Experience Manager Sites. Site templates, which are customizable and reusable, can be imported directly into Experience Manager to enable authors to start populating content right away. A new front-end workflow also allows for front-end developers to seamlessly update and deploy style changes in parallel to experience creation. https://business.adobe.com/products/experience-manager/sites/sites-in-30.html

Multisite management—Control all your sites across the entire organization via master templates and components to maintain brand consistency and reduce duplication. Empower regional users to update with region-specific changes to maintain relevance using Live Copy. Easily synchronize changes between master and live copies, or fully disassociate for maximum regional control. For more information, visit www.adobe.com/marketing/experience-manager-sites/responsive-web-design.html.

Embedded translation and localization services—Reaching the entirety of your potential audience— whether that's members of a diverse local community or customers on the other side of the globe— means building a site in multiple languages. But you need more options than contracting with a full-time translator or tasking someone with the arduous task of copying and pasting site copy into a clunky online translation tool. Adobe's built-in translation workflows and connectors to machine translation services streamline and speed translation efforts, so you can configure site assets from copy to content fragments to image metadata—in multiple languages, in a matter of minutes. For more details, visit www.adobe.com/marketing/experience-manager-sites/translation-integration.html.

Experience optimization.

Experience Manager Sites natively connects with Adobe Target and leverages artificial intelligence (AI) and machine learning to enable content to be personalized at scale, empowering marketers to work smarter and faster. Experience Manager Sites also offers cross-channel insights through connections to Adobe Analytics—giving brands strong insights about their content.

Key benefits include:

Unified profile—Effective personalization requires comprehensive customer interaction data. Experience Manager Sites works with a Unified Profile Service, part of Adobe Experience Platform, that combines first-, second-, and third-party data in a meaningful manner to enable rich personalization.

A/B testing and rule-based targeting in a single user interface—Reusable, channel-agnostic Experience Fragments in Experience Manager Sites can be easily exported to Adobe Target. Marketers can then leverage a unified dashboard to set up real-time or scheduled A/B testing, rule-based personalization, and advanced targeting rules such as multivariate to enable continuous site improvement.
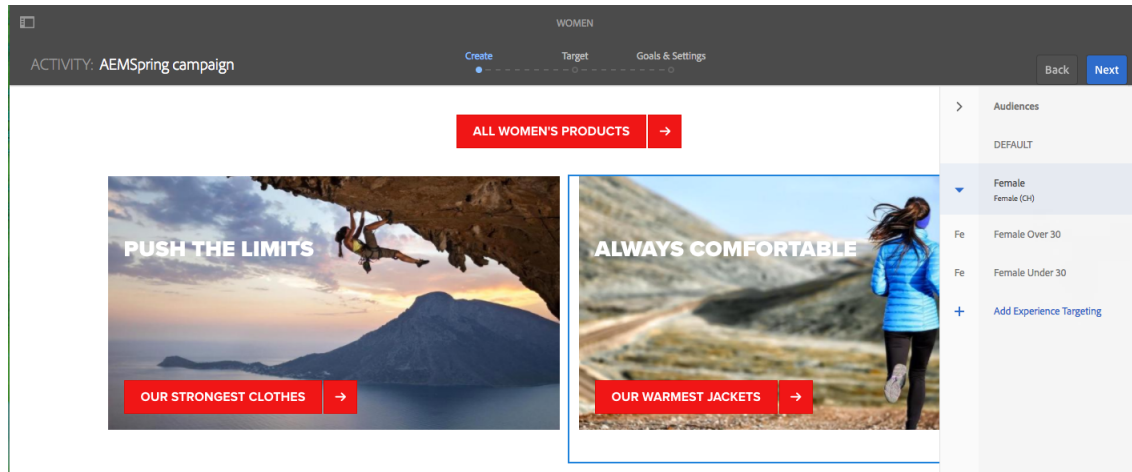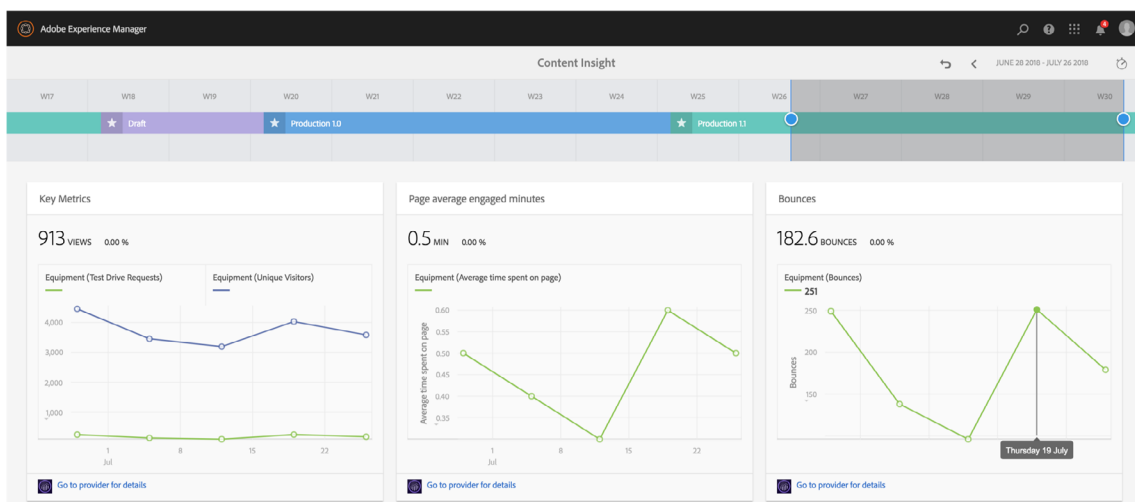
With Experience Manager Sites and Adobe Target, marketers can leverage the same authoring interface to create personalized experiences and perform testing.

Personalization at scale—The AI and machine learning capabilities available through Adobe Sensei, such as Auto-Allocate or Auto-Target (powered by Adobe Target), serve the most tailored Experience Fragments to each visitor based on his or her individual customer profile or the behavior of previous visitors with similar profiles.

Contextual analytics and reporting—Using a unified dashboard via a connection to Adobe Analytics, brands can get data-driven insights and measure how their content and assets are performing. Features like Activity Map (powered by Adobe Analytics) help marketers quickly and efficiently visualize data and make better data-driven decisions. The AI and machine learning capabilities available through Adobe Sensei power features such as predictive intelligence and content intelligence.

I**ntelligent content summarization**—Adobe Sensei automatically summarizes text based on the desired word count to optimize the delivery of content across different channels.

With Experience Manager Sites and Analytics, marketers get a unified dashboard for data-driven insights about their content.

Cloud agility.

With Experience Manager, midsize and enterprise organizations can leverage the benefits of the cloud, such as agility and scalability, to exceed customer expectations.

Key benefits include:

Access innovations fast—Simplify and reduce the cost of updates to access new features quickly.
High availability and performance resiliency—Redundancy and proactive monitoring provides mission-critical service-level availability.

Security coverage and compliance—Minimize the risk of security threats or downtime with Adobe-backed security rules based on certifications, including ISO 27001, SOC 2, and industry-specific regulations.

Scale with business needs—Leverage autoscaling to deliver optimal performance.

Accelerate time to market—Leverage a purpose-built yet 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.

Increase developer productivity—Conduct automated code inspection, testing, and security validation based on Adobe's engineering best practices for fast releases, without compromising quality.

Exceptional experiences—With the Google Lighthouse integration to Experience Manager as a Cloud Service, customers can automatically validate content quality, site performance, and user experience before going live with their digital experiences. Marketing and development teams can now publish content with the confidence that their site will produce the outcomes they desire.

API connectivity—Complement existing systems and external notification channels.

Expert guidance—Get guidance through setup, go-live, and ongoing management of the application and infrastructure.

Customers report a 348% 3-year ROI with Experience Manager Sites.
IDC Business Value study, February 2018

Unified solution with powerful ecosystem for digital transformation.

Experience Manager is part of Adobe Experience Cloud, which offers a set of common capabilities that equip marketers to share data, insights, context, and profiles across Experience Cloud solutions—accelerating time to value and powering integrated marketing magic. Key features include:

› Native connections to Adobe Marketing Cloud (Adobe Target/Adobe Campaign) for delivering personalized experiences across any channel—web, mobile, email, social, and SMS
› Native connection to Adobe Analytics Cloud for accessing rich first- and third-party user data with unified profile, advanced segmentation, and predictive analytics
› Adobe I/O that offers APIs, libraries, and associated documentation to connect Experience Manager with almost any third-party application

Experience Manager also has a large ecosystem of implementation partners, developer user groups, and comprehensive digital learning resources to fast-track your digital transformation goals:
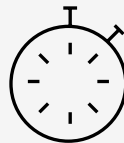
Services
600+ certified implementation partners

Community
Experience League that offers guided self-serve learning, community, and the ability to connect with experts

Digital Foundation Blueprint
Developer-focused tools, training, and success-driven best practices to speed time to value

Skills
Adobe Digital Learning Services for training and certifications

Guidance
Digital maturity assessment and prescriptive guidance for success offered by Adobe Consulting Services

About Experience Manager.

Experience Manager allows marketers and developers to create, manage, and deliver customer-facing digital experiences across every channel—web, mobile, social, video, in-store, SPAs, and IoT. The solution spans digital experience management including web and mobile, digital asset management, forms, and communications. Experience Manager integrates with other Adobe solutions, allowing businesses to use data insights to deliver targeted content to identified segments and transform content into engaging, personalized experiences—optimizing customer engagement and lead generation and accelerating revenue.

For more information.
www.adobe.com/go/aem