

Adobe Experience Manager Sites Managed Services Enterprise



Key benefits of Adobe Experience Manager—Managed Services Enterprise

- Expertly managed and supported by Adobe experts
- Rapid deployment and high level of scalability
- Private and secured environment
- Customizable deployment
- Flexible maintenance and upgrade schedules

Deploy your digital experiences in the cloud to accelerate time to market while maintaining all the control, security, and customization of an on-premises deployment—with Adobe as your single partner for hosting and support.

Adobe Experience Manager is the market-leading enterprise solution for digital experience management. Using Experience Manager, digital marketers can deliver engaging customer experiences on owned digital properties to build brand advocacy and drive online conversion. Experience Manager is an easy-to-use solution that allows business users to author and publish content across web and mobile channels, and integrate social capabilities to develop personalized and relevant content.

Adobe Experience Manager Sites Managed Services Enterprise is a customizable solution hosted and managed by Adobe. Adobe manages the most complex, mission-critical enterprise deployments based on Adobe solutions—all over the world. You get dedicated engineering support during development, testing, and launch—and ongoing assistance with site maintenance, with 24x7 solution monitoring and customer support. Without all of the infrastructure and personnel costs of an on-premises deployment, marketers can accelerate innovation and manage today's marketing complexity more effectively.

Adobe Experience Manager Sites Managed Services Enterprise provides an efficient, more secure, and cost-effective alternative to deploying and managing digital online channels. With Adobe Experience Manager Sites Managed Services Enterprise organizations and business users can engage customers in minimal time, drive market share, and focus on creating innovative marketing campaigns while reducing the burden on IT.

A cloud-hosted solution with the benefits of an on-premises deployment

Adobe Experience Manager Sites Managed Services Enterprise combines the security, flexibility, and control of an on-premises digital experience management solution with the rapid deployment and scalability of a cloud-hosted solution—all expertly managed by Adobe. The solution's customization capabilities, proactive upgrade support, and rapid scalability features offer a powerful solution to organizations and business users on a constrained budget. Adobe managed services alleviates the burden of deployment and maintenance to reduce the strain on IT resources—allowing technical staff to focus on core IT issues and reducing the need for additional resources.

As a part of Adobe's commitment to your success, Adobe managed services provides direct access to a customer success engineer. The customer success engineer is the primary contact for the deployment of Adobe Experience Manager Sites Managed Services Enterprise. The customer success engineer provides customer support during development, staging, testing, go-live, and production—including ongoing monitoring, maintenance, and support. The customer success engineer is intimately familiar with your environment, which means you'll get fast, effective responses to your concerns.

Adobe Experience Manager Sites Managed Services Enterprise includes all Experience Manager capabilities: Sites, Assets, Mobile, Forms, and Communities. These capabilities are deployed efficiently, securely, and cost-effectively in the cloud—without the separate infrastructure and personnel costs of an on-premises deployment.

Rapid deployment, scalability, and reliability with dynamic cloud infrastructure

A consistent and reliable digital experience accelerates business and improves interactions with customers. Adobe Experience Manager Sites Managed Services Enterprise offers single-tenant clusters hosted on the Amazon Elastic Compute Cloud (EC2), enabling quick deployment and rapid scaling.

With the flexible cloud infrastructure of Adobe Experience Manager Sites Managed Services Enterprise, organizations can plan, launch, optimize, and organize successful marketing campaigns to deliver optimized customer experiences. Adobe manages the cloud architecture —with no additional capital, hardware, or software required. Organizations can maximize IT investments without adding servers to handle peak traffic. During peak traffic periods, Adobe managed services provides additional capacity—at no additional cost—to help ensure there is no service disruption to your end users.¹

With Adobe Experience Manager Sites Managed Services Enterprise customers have one Adobe contact for infrastructure, network, and software services. With Adobe as your single partner for hosting and support, and an Adobe expert with an intimate knowledge of your environment, you get expert help whenever you need it.

The dynamic IT structure of Adobe Experience Manager Sites Managed Services Enterprise offers:

- Three service availability options— 99.5%², 99.9%, 99.95%, and 99.99% —to accelerate your online business, and provide a consistent and reliable experience for managing digital experiences
- Cross-regional deployment options to reduce latency issues and improve failover scenarios
- Content delivery network (CDN) integration to enhance performance and availability
- Adobe Network Operation Center (NOC) 24x7 support, where Adobe product experts monitor and manage your entire Adobe Experience Manager service—freeing IT resources to focus on your business
- Rapid expansion of the server count as load increases, while maintaining full performance to preserve optimal customer experience
- Redundancy, automatic backup, and multimode disaster recovery models to help ensure reliability and contingency management

Private and secured environment

Adobe Experience Manager Sites Managed Services Enterprise helps ensure enterprise-grade physical, network, and data security by hosting your application in a restricted-access facility, behind firewall systems, or inside a virtual private cloud. It includes single-tenant virtual machines with robust data storage encryption, antivirals, and data isolation.

The security features of Adobe Experience Manager Sites Managed Services Enterprise include:

- Unique user logins to manage access to Adobe Experience Manager, and special root access to all Experience Manager instances
- Single-tenant cluster architecture to isolate and protect data
- Encryption of all customer data at rest to AES 256
- Federal Risk and Authorization Program (FedRAMP), Health Insurance Portability and Accountability Act (HIPAA), Payment Card Industry Data Security Standard (PCI DSS), and the Gramm-Leach-Bliley Act (GLBA) compliance
- Physical access barriers to prevent unauthorized access to data centers

¹ Duration limits apply. Please contact your account representative for more information.

² 99.5% SLA is available only for Adobe Experience Manager Assets, Mobile, Communities and Forms.

Customizable solution reduces complexity and cost

With Adobe Experience Manager Sites Managed Services Enterprise you can customize the Adobe Experience Manager environment for authentication protocols, back-end applications, and unique system requirements. The complete cloud-hosted solution allows organizations to deliver consistent brand experiences without adding separate infrastructure—reducing time to market and lowering costs. With a unified, integrated platform, you can deliver engaging experiences across all channels—no matter where your audience is located or how much traffic your website receives.

Adobe Experience Manager Sites Managed Services Enterprise supports most single sign-on (SSO) formats in addition to the Lightweight Directory Access Protocol (LDAP). Using out-of-the box integration with Adobe Marketing Cloud, digital marketers can easily retrieve actionable data from Adobe Analytics or perform A/B or multivariate testing using Adobe Target to optimize experiences across all channels. Your customer success engineer assists with the integration process, from provisioning to production.

Upgrade and maintenance options

You can schedule updates and maintenance for Adobe Experience Manager Sites Managed Services Enterprise at convenient time—so your business isn't disrupted. Adobe allows you to schedule application updates and maintenance so they don't interfere with authoring, development issues, or training requirements.

Adobe Platinum Maintenance and Support is automatically included in new deployments of Adobe Experience Manager Sites Managed Services Enterprise. With Platinum support, you get service and direct access to Adobe managed services specialists. Organizations can use Adobe's staging server to test and verify the installed update with a cloned version of their system, which helps ensure quality service on the production server.

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



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