



Adobe Experience Manager Managed Services

Summary of Managed Services Roles and Responsibilities



Adobe provides a set of services around the provisioning, development, staging and production of Adobe Managed Services systems. For the development and deployment of the solution to proceed as efficiently as possible, it is important that the customer and customizer understand and fulfill their roles, as described below.

	Customer	Customizer	Adobe Managed Services
Managed Services Systems (Dev, QA, Stage, Pre-Prod, Prod)			Ⓟ
On-premises dev systems	Ⓟ	X	
Managed Systems only described below:			
Provisioning			
System architecture definition	Ⓟ	X	Δ
Cloud region selection	Ⓟ	X	Δ
Cloud instance provisioning			Ⓟ
Network configuration			Ⓟ
Instance and network security configuration		X	Ⓟ
Experience Manager application provisioning			Ⓟ
CI systems			upon request
Development & Quality Assurance			
Application development	X	Ⓟ	Δ
Application-specific tuning	X	Ⓟ	Δ
Application use case testing	X	Ⓟ	Δ
Application end-to-end testing	X	Ⓟ	
Staging & Transition			
Code deployment from development or QA	X	Ⓟ	
Content deployment	Ⓟ	X	Δ
User-acceptance test development	Ⓟ	X	Δ
Custom monitoring requirements	X	Ⓟ	X
Custom SSL certificates	Ⓟ		X
Performance testing development	X	Ⓟ	Δ
Runbook completion	Ⓟ	X	X
Runbook review			Ⓟ
Load testing	Ⓟ		X
Performance tuning	X	Ⓟ	X
Security configuration finalization		Ⓟ	X
Security testing	Ⓟ	X	X

	Customer	Customizer	Adobe Managed Services
Go-Live			
Go-live checklist			Ⓟ
Go-live war room	X	X	Ⓟ
Production code deployment			Ⓟ
Production			
Production monitoring	X		Ⓟ
Production event response	X	X	Ⓟ
Ensuring Experience Manager system uptime	X	X	Ⓟ
Ensuring custom code uptime	△	Ⓟ	X
Infrastructure and operating system-level maintenance			Ⓟ
Experience application maintenance			Ⓟ
Custom-code maintenance and security upgrades	X	Ⓟ	X
Change approval board	X		Ⓟ
Production application administration	Ⓟ		X
Tuning production infrastructure	X	X	Ⓟ
Scaling production infrastructure			Ⓟ
Production updates and upgrades	△	△	Ⓟ
Production backup and disaster recovery			Ⓟ

Ⓟ = Primary owner X = Contributor △ = Advisory role

The above may be subject to modification by agreement between the Customer and Customizer. Work with your Adobe Sales, Managed Services and customization teams if you require clarification on any of the above.

General Services Overview

At a high level, Adobe Managed Services provides a set of tested systems to the customer with selected Experience Manager capabilities pre-installed and in the logical configuration chosen by the customer. Following system delivery, Managed Services then supports the customer's desired customization activities (regardless of customization partner), pre-launch testing and production go-live. When the customer is in production status, the Managed Services team provides continuous operational monitoring and emergency response, as well as security and feature upgrades and periodic performance tuning.

Provisioning

Based on the quantities, clusters, configuration and regions selected by the customer, and after receipt of the customer's order, the Managed Services team implements the systems as appropriate. At this stage, Adobe takes the following actions:

- Virtual machines and virtual components (EBS, ELB, S3, EIP, and so on) are provisioned as required for standard systems operation or otherwise as purchased by the customer.
- Security Group firewall settings are appropriately configured and virtual private clouds are deployed based on customer agreement.
- Managed Services installs and configures the Adobe software and other components and certificates required for standard operation of Experience Manager.

- Appropriate software and agents for monitoring and security are installed.
- Encryption keys are assigned to the system, and encryption is enabled.
- Standard system names are provisioned on the appropriate DNS platform, and systems are connected to email servers and other assets, as required.
- Updates are run on key security components, and these components then run their initial system scans.
- A shared workspace and additional tools are deployed for the customer, as appropriate.

Finally, backups are taken of all systems and configurations, and the solution is ready to hand over to the customer or customizer. Additional copies of the customer solution, as purchased, are provisioned either from clones of the backups taken of the system or through new installations, as described above.

Development and Quality Assurance

The Managed Services team works closely with the customer and customizer throughout the development cycle. Managed Services provides software and keys as necessary to support development machines that the customer wants to deploy outside of the Managed Services cloud framework. To proactively support the customer, Managed Services meets frequently with the customer and customizer and provides expertise and best practices for both the software stack and cloud deployment infrastructure. Managed Services works with the customer to understand and advise on the customer's desired schedule for implementation. When the system is ready to be evaluated, the Managed Services team supports customer QA activities with advice around testing tools and scenarios. The Managed Services team also provides the customizer, upon request, with assistance around configuring elements of the solution code, such as setting up single sign-on, with the customizer taking the lead on implementation because this is not in the scope of Experience Manager Managed Services.

Staging and Transition

As development and testing are concluded, the Managed Services team supports the transition of customized code to final stage testing or production equipment sets, depending on the configuration that the customer has purchased. Managed Services works with the customer to provide best practices guidance for the final user acceptance testing, performance testing and security testing of the final solution stack. Given that the customization process can involve significant changes to the system, the Managed Services team strongly recommends that the customer conduct performance and security tests on the final solution prior to placing the customizations into production status.

The customer must upload the content onto the system that it wants in place at the start of production. If the volume of this content is large, the Managed Services team can advise on special best practices for transference.

Prior to the system going into production, the Customer provides Adobe Managed Services with a copy of the Runbook that describes the customizations that have been implemented and how to monitor them and respond to issues.

This Runbook is reviewed by the Managed Services Change Approval Board for completeness. Additional detail might be requested to provide the Managed Services team with optimal response capability. The Managed Services team also uses the Runbook to implement customization monitoring and confirm system or other monitoring that has not yet been enabled. The Network Operations Center is also notified to bring its response profile for the solution to production status.

After the Runbook has been accepted and final testing is complete, the Managed Services team makes the final preparations for placing the system into production status, including making the final master copies of the customization configurations. Managed Services uploads the required SSL certificates, and they review the URL production switch-on procedures and timing with the customer and customizer. For existing sites, Managed Services recommends using soft launch procedures whenever possible. Managed Services joins the customer and customizer in keeping a close watch on the system and its monitors as the production transition occurs and for the immediate period afterwards until it is clear that the system is stable and the production transition successful. Managed Services will be ready to make any post-production adjustments that the customer desires on a highly accelerated basis.

Production

After the system is in stable production, Managed Services activities divide into two main areas: monitoring and response and system updates.

Managed Services uses multiple monitoring tools to constantly review the functionality, efficiency and security of the system. In the event that a monitor detects a concern, the 24x7 Adobe Network Operations team is alerted. This team reviews the problem and the customer's runbook. If they determine that a problem could have occurred, Adobe Support notifies the customer and then attempts to resolve the issue based on the instructions in the master and customer runbooks. If this is not successful, they alert the on-call engineer, who either resolves the problem or escalates the issue through the variety of assets available. The customer is periodically notified of the status of the issues and the resolution. In the event of a major issue, the engineer activates the Managed Services disaster recovery plan (for more information, see the Experience Manager Managed Services Backup & Disaster Recovery white paper). In the event of a security issue, the engineer activates the Managed Services security response plan (for more information, see the Experience Manager Managed Services Security white paper). In the event that the monitoring shows the need for scaling, the Managed Services team works with the customer to determine the best scaling options and implements the changes to ensure continued stable operation of the system.

In the event that monitoring shows the need for further performance tuning, Managed Services makes recommendations and implements them based on the defined update process. Managed Services handles system updates, including customer requested changes, security changes and optional Experience Manager software upgrades. After the customer and Adobe have agreed on the schedule and desirability for installing upgrades, the general process is for Adobe to install the proposed change on a customer staging system. The customer then conducts user acceptance tests on the updated system and signs off for production installation. The Managed Services team follows the Change Approval Board process (for more information, see the Experience Manager Managed Services Change Approval Board white paper) to ensure good practices compliance and installs the upgrade onto the system.

Communication and meetings with Managed Services continue, usually on an at-least monthly basis. These meetings typically cover a wide variety of subjects, ranging from the scheduling of customer and Adobe upgrades through product roadmap briefings and best practices discussions for future expansions.

Elements Outside of Managed Services Scope

The Managed Services team seeks to assist the customer and customizer in any way possible, but many areas and subjects are outside the scope of assistance that the team is equipped or chartered to provide.

While the Managed Services team has or has access to considerable knowledge of the Experience Manager product and its customization, it is not enabled as a customizer or project manager for Adobe customers. Customers that do not want to handle customization themselves should obtain the services of Adobe's Professional Services team or an Experience Manager partner. To maintain high-quality levels, Adobe Managed Services requires that partners engaged in Managed Services development staff Managed Services projects with at least one individual who has obtained the Advanced Developer certification for Experience Manager software.

Similarly, the Managed Services team is not set up to support the changes required to customized code post deployment. Although the team responds operationally to failures associated with custom code, they are not able to develop fixes to customer code nor to redevelop it to support updated versions of the software stack as this becomes necessary. Developer support might also be necessary for proper correction of operational issues. Therefore, Adobe Managed Services asks that a customizer be on retainer to handle these types of issues.

Not all the customizations that Adobe describes in literature are possible in the Managed Services implementation. As with any other deployment choice, limitations of the Managed Services software stack, cloud-hosting model, security rules and other elements can contraindicate or even prevent the selection of certain software packages and configurations. Contact the Managed Services team for information regarding these limitations.

For more information
[www.adobe.com/solutions/
web-experience-management.
html](http://www.adobe.com/solutions/web-experience-management.html)



Adobe

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2015 Adobe Systems Incorporated. All rights reserved. Printed in the USA.