CHANGING THE WORLD THROUGH DIGITAL EXPERIENCES
Customers Expect More...

PERSONALIZED  RELEVANT  REAL-TIME
Adobe Experience Manager manages and delivers connected digital experiences across the customer journey from online to physical interactions.

Unified Digital Experience Delivery Platform
Beyond Integrations – Expose Adobe Target & Adobe Analytics capabilities within Experience Manager
# 2016: Adobe Experience Manager 6.2 Highlights

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**Platform:** Simplicity, Scalability, Security, Search
Brands across leaders and laggards of digital marketing are recognizing urgency of digital transformation.

SINGLE PLATFORM
- Content authoring, analytics, and rules-based targeting all on an easy-to-use unified platform

WORLD-CLASS SECURITY
- Compliant across major industry certifications and global standards

MODERN AND EXTENSIBLE
- Easily tap into existing systems while creating a modern and secure experience layer to drive marketing campaigns leveraging best-of-breed solutions
- Open APIs for connecting to partner innovations

SOFTWARE AS A (MANAGED) SERVICE
- Fully scalable, cloud-based infrastructure coupled with expert dedicated resources to ensure success
Chelsea F.C.: Need for a modern foundation for digital experiences

OBJECTIVE

- Establish an agile digital platform
- Deliver relevant and personalized customer content
- Enrich digital channels with features that improve customer experiences

RESULTS

- Expanded from 40M fans in the UK to 500M globally
- Fully responsive mobile sites
- Personalized content to multiple languages and channels

“It’s extremely important that we have a relationship with our audiences beyond the turnstiles so that a fan in Bangkok feels as close to the football club as a fan in Putney.”

Jerry Newman - Head of Digital and CRM, Chelsea Football Club
Template Editor for Business Users (AEM 6.2)

Agility & control with no compromise on design.

- Template structure management
- Control which components can be edited by authors
- Content Policy to persist design configurations
- Layout management
- Initial content management
Continuous Launches (AEM 6.2)

Always be engaging. Always be launching. The conversation never stops.

- Efficiency and Scale
- Multiple root pages
- Add/remove pages
- Promote only changed pages
Multi-Site Support for Targeted Content (AEM 6.2)

Take an audience-focused experiences to the next level of personalization.

GLOBAL INHERITANCE

- Activities
- Experiences
- Offers

LOCAL CONTROL

- Add experiences

INDEPENDENT OF TARGETING RULES

- Client-side (AEM)
- Server-side (Target)
Fluid Content (AEM 6.2)

Content born with infinite channel possibilities. Destined for greatness across experiences.

Library of reusable content fragments
- plain text, styled text, markdown

Channel neutral authoring & curation with relevant
- text variations
- image collections
- metadata

Final assembly in channel: web, mobile, email...
Smart Image Search - Discover *untagged assets* using content intelligence (AEM 6.2)

Shining a light on the asset black holes in every company.

State-of-the-art machine learning technology to analyze and extract the semantic content of an image

- Based on several Adobe Patents
- Highly Scalable
- Thousands of tags
AEM Screens (AEM 6.2)

Physical sites become connected.
- Locations, channels and devices management
- Touch-experience and large display management
ENABLING DIGITAL TRANSFORMATION