

## IT Conversation Guide

If you're looking at implementing Adobe Experience Manager, it's helpful for marketing and IT to work together in the evaluation process. This conversation guide is designed to help foster a productive dialogue between your marketing and IT teams regarding key points you will need to consider. It provides basic answers to some of the initial questions IT will ask. The guide will also help you make joint decisions about deploying Adobe Experience Manager in a way that best fits both teams' needs.

"While marketers can play a key role in leading the CX charge, the ability to delight customers transcends the marketing function....A cross-team approach ultimately means ensuring that employees are motivated to work together across departments in order to bring about the best experience for customers."

—Econsultancy 2018 Digital Trends

### Things IT will want to know.

#### What hosting platforms does Adobe Experience Manager use? How do those platforms address security?

Adobe Experience Manager can be hosted on either Microsoft Azure or Amazon Web Services (AWS). Whether hosted on Azure or AWS, Experience Manager securely stores and manages your data. Adobe hosting partners follow industry-standard practices for security design and only SOC 2-certified data centers are used for hosting. That said, Adobe assumes responsibility and management for your hosted environment, including configuration of firewalls, updates and security patches. Adobe will assist you in deploying your developed code into production. Adobe also employs strong tenant isolation and control to segregate your managed service instances from other customers' environments.

To give your IT team a deeper understanding of how we address security and hosting your environment, as well as to answer any other questions, Adobe will have one of our managed services experts meet with you and your IT team. If interested, your IT team can also review our whitepaper on Experience Manager security<sup>1</sup>, as well as other documents on our security best practices<sup>2</sup> and security checklists.<sup>3</sup>

As an additional note, while the vast majority of our customers take advantage of our managed services approach, Experience Manager can support an on-premise deployment, if needed.

#### How does Adobe Experience Manager ensure availability?

Questions IT will have about availability with Experience Manager will likely fall into two camps. First, from an infrastructure standpoint, IT will want assurances that steps are taken to ensure your business-critical website hosted as part of Experience Manager doesn't go down. Second, from a web development standpoint, IT will want to make sure its developers have the level of availability needed to build, modify, and manage your site without disruption.

Experience Manager offers different levels of redundancy and failover as part of its fully hosted and managed service. Based on your availability needs and budget constraints, you can choose from different uptime guarantees through the different service level agreements (SLAs) we offer, including 99.5%, 99.9%, and 99.99% guarantees.

#### Will Adobe Experience Manager integrate with the different third-party services and tools we currently use?

Yes. Experience Manager has been designed and built as an open system to integrate with most, if not all, of the third-party systems or services you might employ. We provide prebuilt connectors that make it simple to integrate with a wide variety

of services, such as AWS, Salesforce, Facebook, Twitter, YouTube, and others. Our integration framework, APIs, and SDKs further extend your ability to easily and effectively integrate with different CRMs, back-end databases, e-commerce engines, and much more.

### What programming or scripting languages will our developers need to know in order to build our site with Adobe Experience Manager?

Experience Manager is a Java-based environment. However, in terms of simply creating, editing, and pushing out content, very little, if any, coding will be required. You will typically not need to code any on-page customizations since the Experience Manager interface can handle that in most instances. For customizations that go beyond the interface or to build integrations that require coding, your developers will need to use Java and Java-based standards. With that in mind, Experience Manager doesn't put any limits on the look and feel of your site. You can build your page layouts however you choose, whether through the Experience Manager interface or coding customizations that you need or prefer.

### How do we migrate our existing content to the Adobe Experience Manager platform?

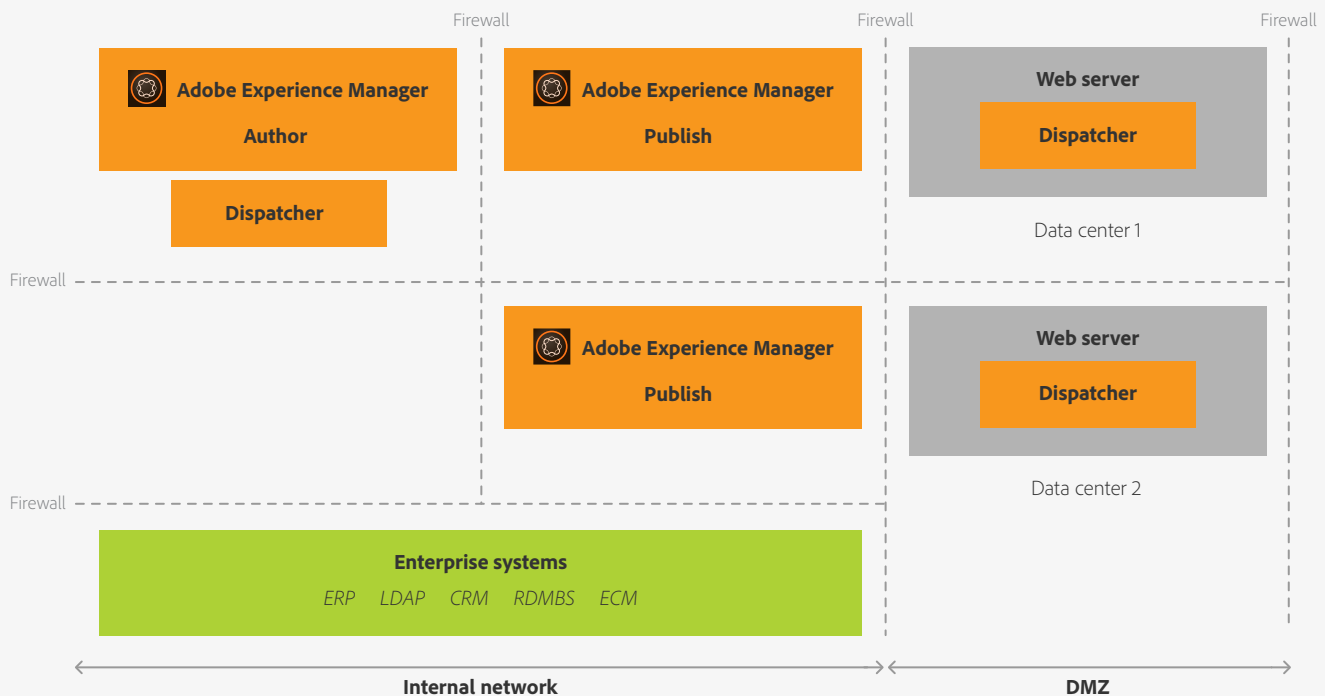
No migration of any kind is ever cut and dry, but the Experience Manager team has performed numerous successful migrations

with customers all over the globe. Adobe has the experience, best practices, tools, and service professionals to help make your migration as seamless and simple as possible. We will review the current setup and content structure of your environment and work with you to develop a migration plan that will work best for your circumstances. Your IT team can also review the Adobe Experience Manager Assets Migration Guide to get some insights on the migration process itself.<sup>4</sup>

### Will Adobe Experience Manager work with our current authentication system?

IT will want to know if it has to re-create usernames and passwords for users of Experience Manager or if it can use the single sign-on authentication system it already has in place. Experience Manager allows you to leverage your authentication system of choice through a variety of methods. When using a non-Adobe identity provider, Experience Manager supports SAML 2.0, LDAP, SSO, OAuth 1.0a, and OAuth 2.0. While Experience Manager doesn't directly support OpenID, support for that is provided through various community projects. In addition, if you choose to use Adobe as your identity provider, Experience Manager supports basic authentication, forms-based authentication, and token-based authentication.

## Adobe Experience Manager application architecture.



## Points marketing and IT should consider together.

### How does Adobe Experience Manager fit into a headless CMS strategy?

In today's omnichannel world, discussions have heated up about the benefits of decoupling content management systems (CMS) from the front end in what is called a headless architecture. One of its primary benefits is to make it easier for developers to deliver content to any desired channel. With that in mind, IT might suggest that since it has developed or plans to develop a headless CMS system, you don't need Experience Manager.

But since headless environments make it more difficult for marketing to make needed updates, let alone manage the user experience, IT and marketing need to ask a few questions. How does marketing make changes when it needs to? Does IT want to rewrite or recompile code every time someone in marketing wants to add a new product offering or customer reference onto the site? And how will you balance marketing's need for customization with IT's need to optimize content delivery?

Experience Manager provides the balance you need by acting as a hybrid CMS. While Experience Manager gives you the choice to use it as a decoupled CMS or headless-only CMS, it's best used with a hybrid approach that supports channel-centric content

management and provides headless CMS functionality at the same time.

### How do we size our repository? How many instances will we need? How do we handle our need to scale?

The answers to these questions will manifest as marketing and IT discuss a number of key underlying questions. From an infrastructure standpoint it begins with: How much traffic does your website get? What kinds of peaks and spikes in traffic do you experience? How dynamic or interactive is your site? Does it utilize multiple applications that require more hardware than a site comprised mainly of static content?

From a content authoring perspective, you need to identify how many authors concurrently work on content. How many people will be using the Experience Manager environment at any given time to make changes or updates to the content?

In terms of sizing your repository, it comes down to the basics of understanding your current and future large file types. How many images and videos do you have? Every time you change a video, do you store its previous versions? The more visual your site and the more often those visual components change and get versioned, the faster your repository will grow.

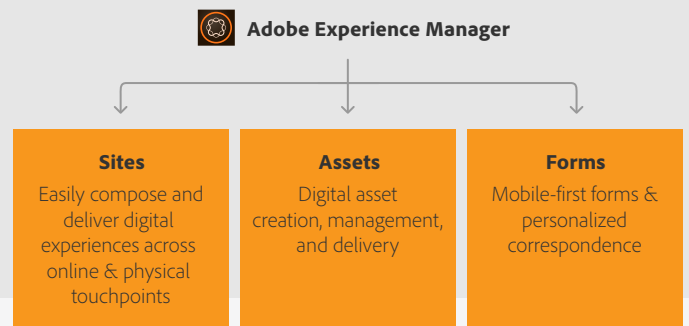
## Adobe Experience Manager Managed Services compliance.

- SOC 2–Type 2 (Security & Availability)
- ISO 27001:2013
- FedRAMP (Federal Risk and Authorization Management Program)\*
- GLBA (Gramm-Leach-Bliley Act)-Ready
- GDPR (General Data Protection Regulation)-Ready
- FERPA (Family Education Rights and Privacy Act)-Ready
- HIPAA (Health Insurance Portability and Accountability Act)\*

Note: An Adobe service that is GLBA-Ready, GDPR-Ready, FERPA-Ready, FDA 21 CFR Part 11-Compliant, or HIPAA-Ready means that the service can be used in a way that enables the customer to help meet its legal obligations related to the use of service providers. Ultimately, the customer is responsible for ensuring compliance with legal obligations, that the Adobe service meets its compliance needs, and that the customer secures the service appropriately.

\* Requires additional licensing outside the standard AEM managed services license.

## Adobe Experience Manager manages and delivers connected digital experiences across all channels.



**Cloud manager**—Application to manage cloud operations

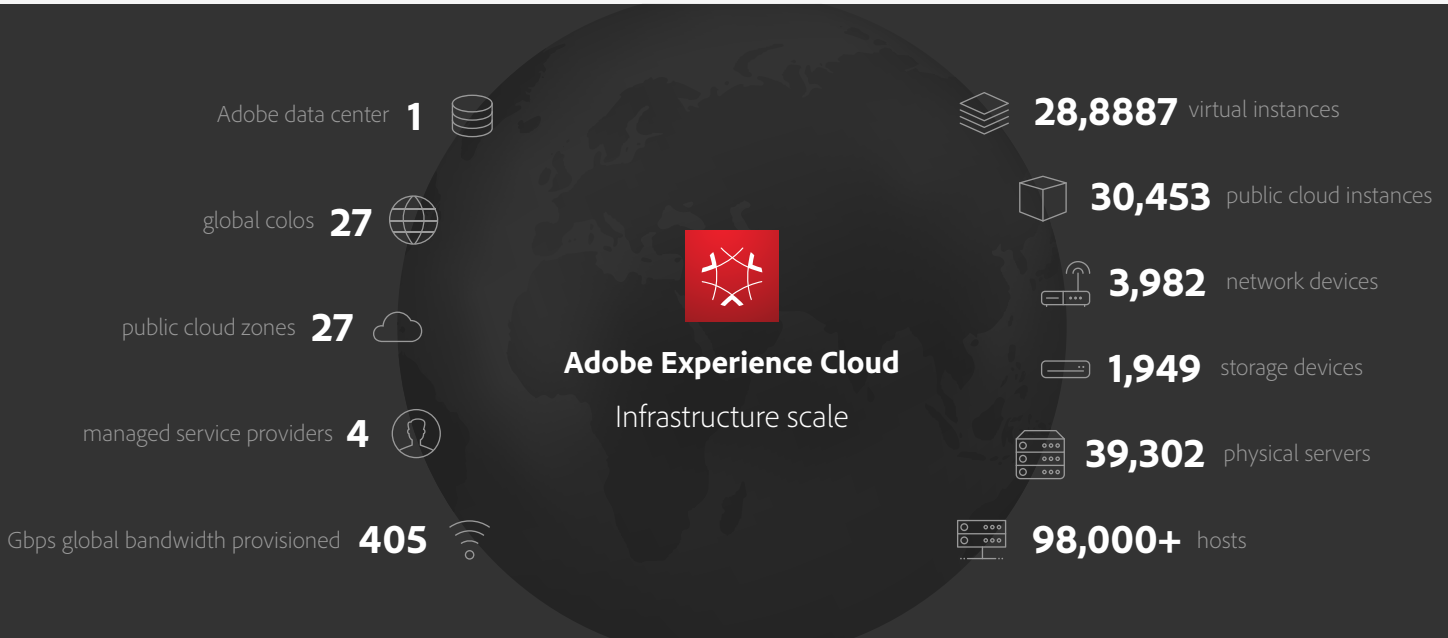
**Content intelligence**—Powered by Adobe Sensei

Access within Adobe Experience Manager to Adobe Target,

Adobe Analytics, Adobe Campaign and Adobe Sign capabilities

Experience Businesses—those that consistently adopt CX best practices across people, process, and technology pillars—outperform their peers in business metrics spanning the entire customer journey. They also see topline gains, including **1.4x** revenue growth, **1.7x** customer retention rates, and **1.6x** customer lifetime value.<sup>5</sup>

## TechOps chops.



In addition, Experience Manager processed more than 1.3 trillion transactions in the first quarter of 2018, alone.

For more information, visit the [Adobe Security site](http://www.adobe.com/security/compliance.html), [www.adobe.com/security/compliance.html](http://www.adobe.com/security/compliance.html), and the [Adobe Trust Center](http://www.adobe.com/trust.html), [www.adobe.com/trust.html](http://www.adobe.com/trust.html).

<sup>1</sup> [Adobe Experience Manager Security Overview](#)

<sup>2</sup> [Adobe Experience Manager 6.4 Sites Security Development Best Practices](#)

<sup>3</sup> [Adobe Experience Manager 6.4 Sites Security Checklist](#)

<sup>4</sup> [Adobe Experience Manager 6.4 Assets Migration Guide](#)

<sup>5</sup> "The Business Impact of Investing in Experience," a commissioned study conducted by Forrester Consulting on behalf of Adobe, February 2018

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