

Adobe Experience Manager Assets

Asset management and dynamic delivery powered by artificial intelligence—create at scale, discover what's hidden, automate tedious tasks, and deliver optimized customer experiences.



Your business will fail if your team can't quickly leverage digital assets to deliver customer experiences at use very point in the customer journey—from acquisition to loyalty. All too often, create teams are unable to build enough content to keep pace with business demand and business users are unable to find and repurpose the right content, for the right context, at the right time. The inability to scale with content leads to decreased brand awareness, missed conversion opportunities, and lost customers.

This is where AEM Assets comes in, providing global organizations with the necessary tools to centralize operations and streamline workflows in order to meet the demands of content creation and delivery. Don't let the competition steal your business simply because they are better at managing experiences. Maximize content velocity and effectiveness with Adobe Experience Manager.

Creative and marketing workflows

All too often, creative teams are unable to build enough content to keep pace with business demand, and business users are unable to find and repurpose the right content for the right context, at the right time. With Experience Manager Assets, organizations can create and source large volumes of brand and user-generated content. Rich native connections across Adobe Creative Cloud apps and services allow teams to uniquely source, scale, and accelerate creative production.

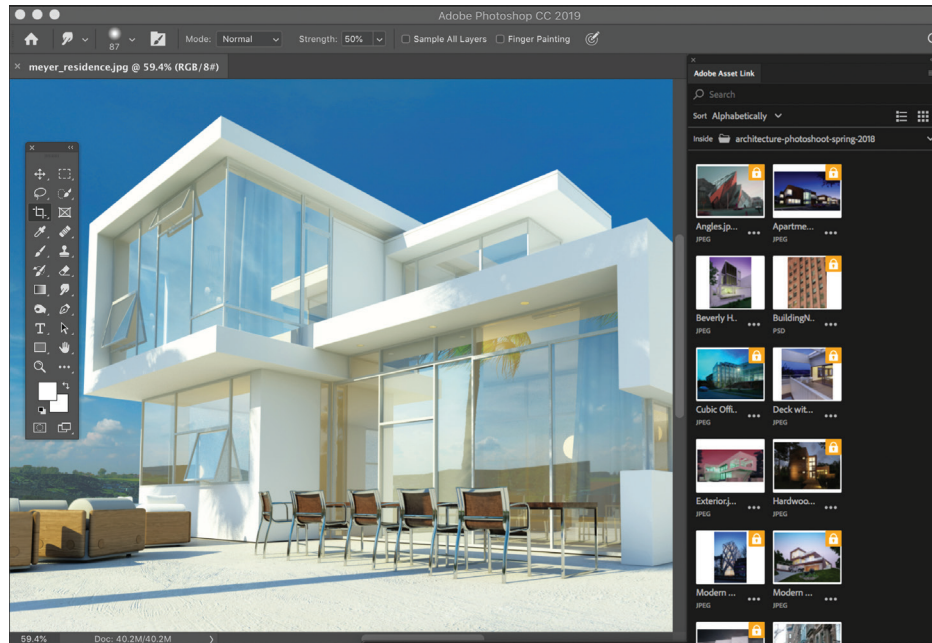
Key capabilities:

- Creative and marketing workflows
- Digital asset management
- Dynamic media transformation and delivery
- Content intelligence and automation
- Cloud and open architecture

"We're saving an hour of staff time per asset—tens of thousands of times per year—with Adobe Experience Manager Assets."

EXPERIENCE MANAGER ASSETS CUSTOMER, as reported in 2017 IDC white paper, "The Business Value of Adobe Experience Manager Assets"

Access assets from Experience Manager Assets directly in Creative Cloud Applications with Adobe Asset Link.



The benefits of creative and marketing workflows include:

Access digital assets in Experience Manager natively from Creative Cloud—Adobe Asset Link empowers creatives to locate assets stored in the digital asset management (DAM) system, directly from Creative Cloud applications. Use Single Sign-On with your Creative Cloud account credentials to access the DAM system and Creative Cloud assets directly in Adobe Photoshop, Illustrator, and InDesign. .

- **Check in and out**—Digital assets managed in Experience Manager Assets can be checked in and out for direct use in Photoshop, Illustrator, and InDesign.
- **Work in parallel**—Full version control and history allow creative and marketing teams to collaborate more effectively.
- **Improved brand consistency and asset repurposing**—Preserve brand equity with easy access to approved creative source content—with accessible metadata and asset versions.

Robust and next-generation file support—Power futuristic experiences, from virtual reality and 3D assets (via Adobe Dimension) to engrossing 360 degree video viewers using the Dynamic Media add-on.

Desktop search—Enable creative users to search browse, and use digital assets from the central DAM via a direct integration with their desktop environment.

Digital asset management

Digital assets are the foundation of customer experiences. With Experience Manager Assets, enterprises have the tools to centralize assets, content, workflows, and operations across multiple business units, departments, and teams.

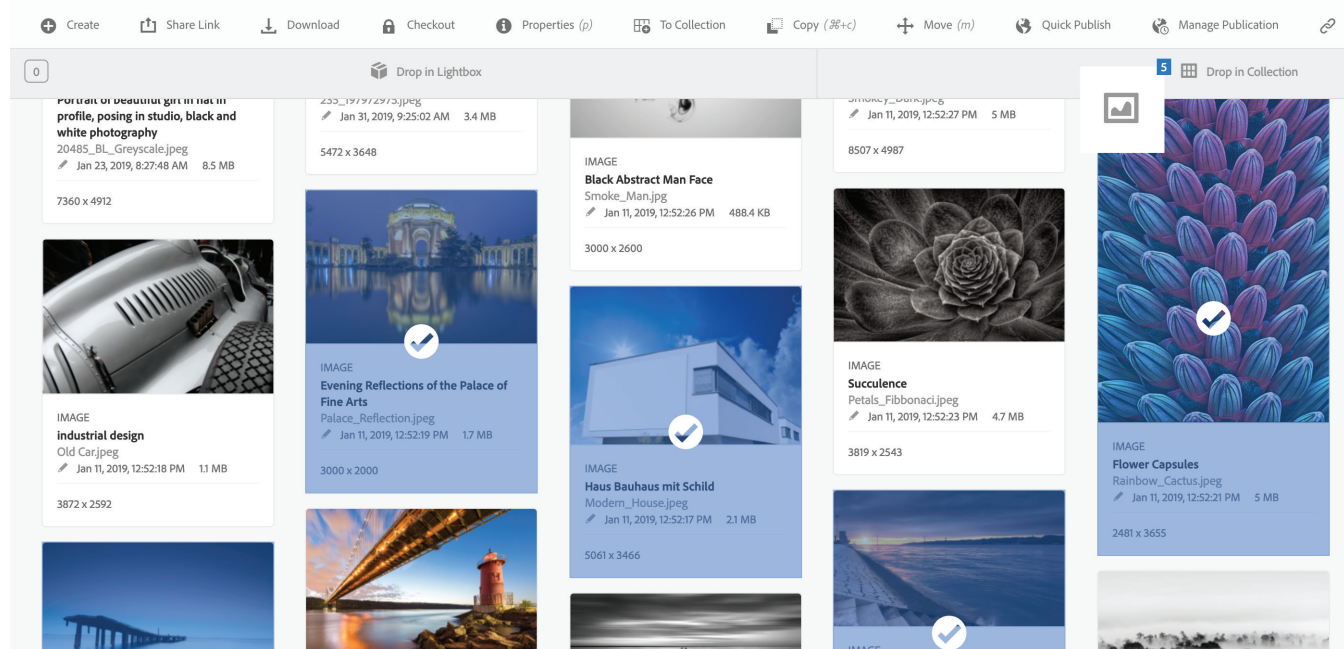
Timely, accurate, and controlled access to assets is vital for an agile organization. Enable your distributed teams to find the right asset to deliver the right customer experience to the right channel. Experience Manager Assets provides a global shared repository equipped with enterprise-class search, metadata and taxonomy management, versioning, and permission-based access to digital media assets.

The benefits of digital asset management include:

Manage a single, global asset repository—Bulk upload a large number of assets to the central repository and import complex folder hierarchies via an intuitive drag-and-drop interface and desktop app. Users can access, search, publish, and edit assets on demand—24 hours a day, 7 days a week. Meet time-to-market goals and accelerate content utilization among marketers, creative professionals, and disparate business units enterprise-wide.

Reduce wasted time searching for assets—Make digital assets easily discoverable with advanced metadata management, intelligent Smart Tags, dynamic search facets, and intuitive Visual Search.

Organizing assets into collections is easy with Experience Manager Assets.



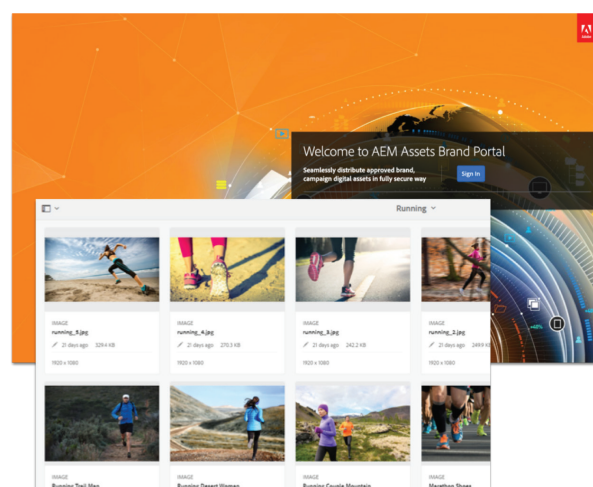
Track projects, tasks, and workflows—Track content and creative production from initial concept to final review and approval. Business users can design and execute simple ad hoc or complex workflows on individual assets or collections. Easily compare versions side by side to make informed decisions and deliver actionable feedback.

Simplify search and sharing of asset collections—Configure search facets for any asset attribute, leverage full-text indexing, search relevancy, and share self-updating collections with teams or individuals. Make key assets easy to find by linking them to related assets and boosting the relevance of specific keywords during search. Leverage artificial intelligence powered by Adobe Sensei to select an asset, recognize the content and color scheme, and surface similar assets stored in the DAM, providing yet another way for users to find the content they need, when they need it.

Reveal ROI with asset insights and analytics—Track assets based on use and performance over time—including click-through rates and impressions on any digital channel. Tie performance directly to conversion and ROI through an integrated, intuitive dashboard.

Reduce the cost of asset management—Eliminate duplicate asset creation, and reduce the time spent performing repetitive tasks, like searching, tagging, editing, and resizing. Automatically tag, monitor, and control every asset that enters the system.

Users can share assets internally and externally via a configurable brand portal.



Efficient asset sharing and distribution—Experience Manager Assets lets you distribute assets to end users, partners, and resellers via a turnkey media portal providing extended users with out-of-the-box self-service access to search and download

- Distributed users can also upload net new assets to author environment
- File acceleration and dynamic media support for improved performance
- Brandable landing page and URL with fixed solution UI, offering quick time-to-value

Dynamic media transformation and delivery

Customers aren't satisfied with simple image and video experiences. Don't risk going to market with dated, static digital journeys while your competition immerses users in encompassing, next-generation content.

With Experience Manager Assets, you can easily create interactive rich media experiences from original assets. Leverage Adobe's global cloud infrastructure to enhance, publish, and deliver dynamic marketing and rich visual merchandising experiences across channels and devices—including the web, mobile, and tablet devices. With dynamic media and video features, marketers and web merchandisers can publish and transform sets of master assets—including images, video, campaign banners, or mixed-media sets—to deliver interactive customer experiences that increase engagement and conversion.

The benefits of dynamic media transformation and delivery include:

Increase engagement—Enhance user engagement by using dozens of configurable viewers that include 360-degree spin, alternate colors and views, interactive zoom, and more. Images and viewers automatically resize and optimize for screen behavior

based on page breaks. Reduce content and storage costs by leveraging a single master asset for unlimited variations generated on request.

Increase conversion with targeted, shoppable media—

Easily create shoppable experiences by linking interactive hotspots to quick views and product details. Leverage dynamic banner capabilities to create unlimited variations of targeted media on demand for use in multivariate testing, targeted campaigns, and email.

Stream video to any device—Lift conversion with adaptive and bandwidth responsive video players that use device and screen detection to stream optimized video to any device—on demand. HTML5-responsive viewers can be used out of the box or customized for corporate branding requirements. Maximize use with social sharing features, captioning for localization requirements, and prebuilt analytic reports.

Deliver personalized media—Provide unlimited product and media personalization options with sophisticated visual rendering and configuration tools.

360-degree experiences—Increase engagement and interactivity by managing and delivering device-optimized, immersive 360-degree image and video experiences

Add hotspots to images and video via the Experience Manager Assets dynamic media capability.

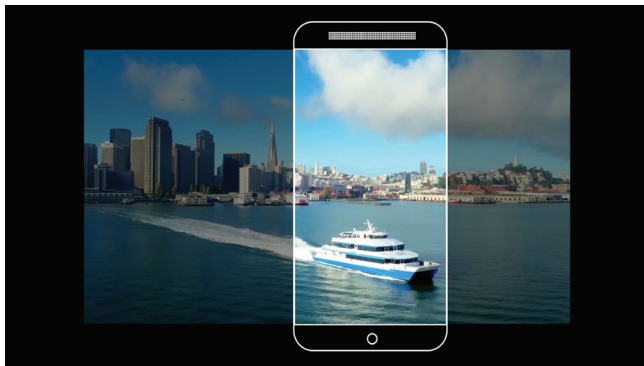


Content intelligence and automation

As budgets remain flat in the face of an ever-growing demand for compelling experiences, the opportunity cost of labor-intensive, manual processes becomes increasingly significant. Without the latest capabilities and tools to outsource and automate these tedious tasks, you risk bogging down your teams in manual tedium and hindering creative innovation.

Experience Manager Assets 6.5, powered by Adobe Sensei, offers automated, intelligent capabilities to dramatically reduce busywork and free up teams to drive creation, innovation, and differentiation.

Smart Crop uses Adobe Sensei to automatically crop to the point-of-interest for images and video.



“Adobe is among the most mentioned in deals because of its strong product ecosystem [and] superior partner ecosystem.”

“THE FORRESTER WAVE: DIGITAL ASSET MANAGEMENT FOR CUSTOMER EXPERIENCE, Q2 2018,” May 2018

The benefits of content intelligence and automation include:

Automatically tag every asset with Smart Tags—Smart Tags leverage state-of-the-art object recognition technology, powered by Adobe Sensei, to analyze and automatically tag assets with relevant, easy-to-moderate metadata keywords. Smart Tags can be trained to recognize keywords unique to your business taxonomy, greatly reducing the burden of manual entry. Adobe Sensei translates search keywords on the fly, across multiple languages, eliminating the need for time-consuming metadata localization and maximizing asset findability and flexibility.

Stop repetitive work with Smart Crop for images and video, and Smart Imaging—Automated image and video cropping and processing, powered by Adobe Sensei, empowers marketers to automate tasks with artificial intelligence in bulk and bring experiences to market more quickly than ever.

- Smart Crop helps compress workflows and eliminates hours of tedious work by automatically detecting and cropping the focal point in any image or video, capturing the intended point of interest, regardless of screen size. Included with Smart Crop is the ability to automatically locate and generate high-quality color swatches from product imagery.
- Smart Imaging automatically detects the available bandwidth and device type to dramatically reduce image file size by up to 70% upon delivery, with no loss in visual fidelity, ensuring smooth, quick-loading experiences that drive conversion.

Integrate faster with a flexible and extensible platform—

Built on a modern, hyper-scalable, and flexible content services platform with a robust API and application ecosystem. Easily distribute approved digital assets across the Adobe Experience Cloud Platform or extend to third-party systems.

Cloud and open architecture

Experience Manager Managed Services enables you to govern your organization's digital assets in a cloud-hosted solution with dedicated and secure single-tenant support from Adobe's system management experts. Get up and running quickly and leverage Managed Services for infrastructure and personnel. You get ongoing maintenance and expert assistance whenever you need it—without surrendering the control, security, and customization your organization needs to keep running smoothly.



“Customers report a 366% 3-year ROI with Experience Manager Assets.”

2017 IDC WHITE PAPER,
“The Business Value of Adobe Experience
Manager Assets”

Unified solution with powerful ecosystem for digital transformation

Experience Manager is part of the broader Adobe Experience Cloud platform that 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 personalized experiences across any channel—web, mobile, email, social, and SMS

- Native connection to Adobe Analytics Cloud for 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 offers guided self serve learning, community, and the ability to connect with experts



INSIGHTS

Adobe Sensei AI and machine-learning innovations focused on experiences, 100 trillion transactions/year



SKILLS

Adobe Digital Learning Services, Training and Certifications



GUIDANCE

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

About Adobe Experience Manager

Adobe Experience Manager allows marketers and developers to create, manage, and deliver customer-facing digital experiences across every channel—web, mobile, social, video, in-store, and IoT. The solution spans digital experience management including web and mobile, digital asset management, social communities, 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