

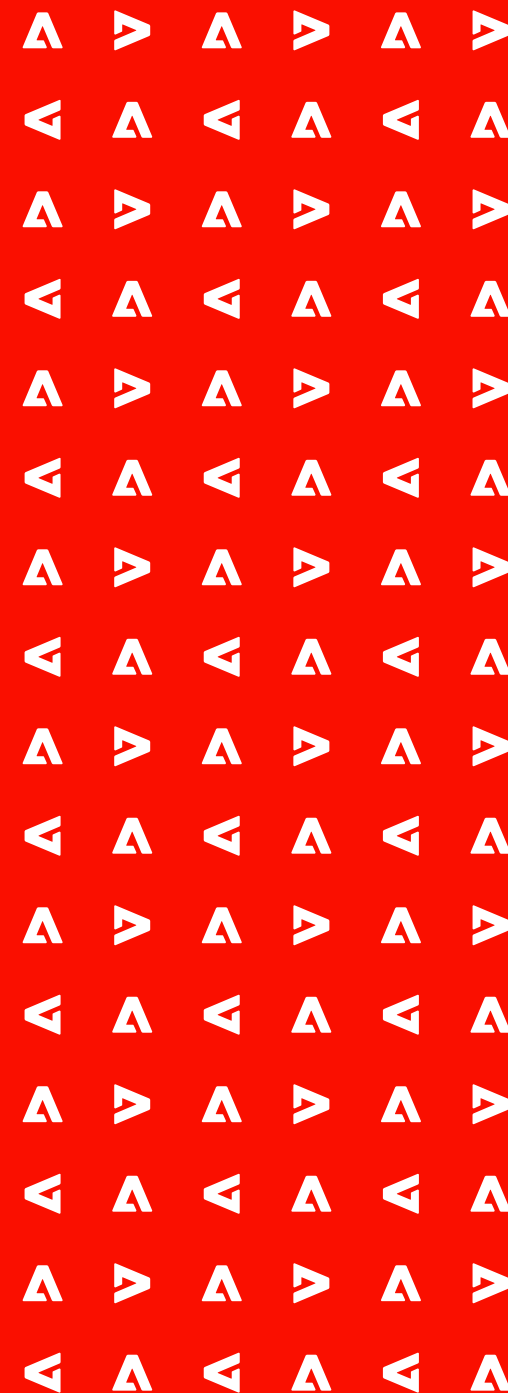


Get Creatives in Your DAM Business for Incredible Customer Experiences

Mike Carley | Strategy & Product Marketing

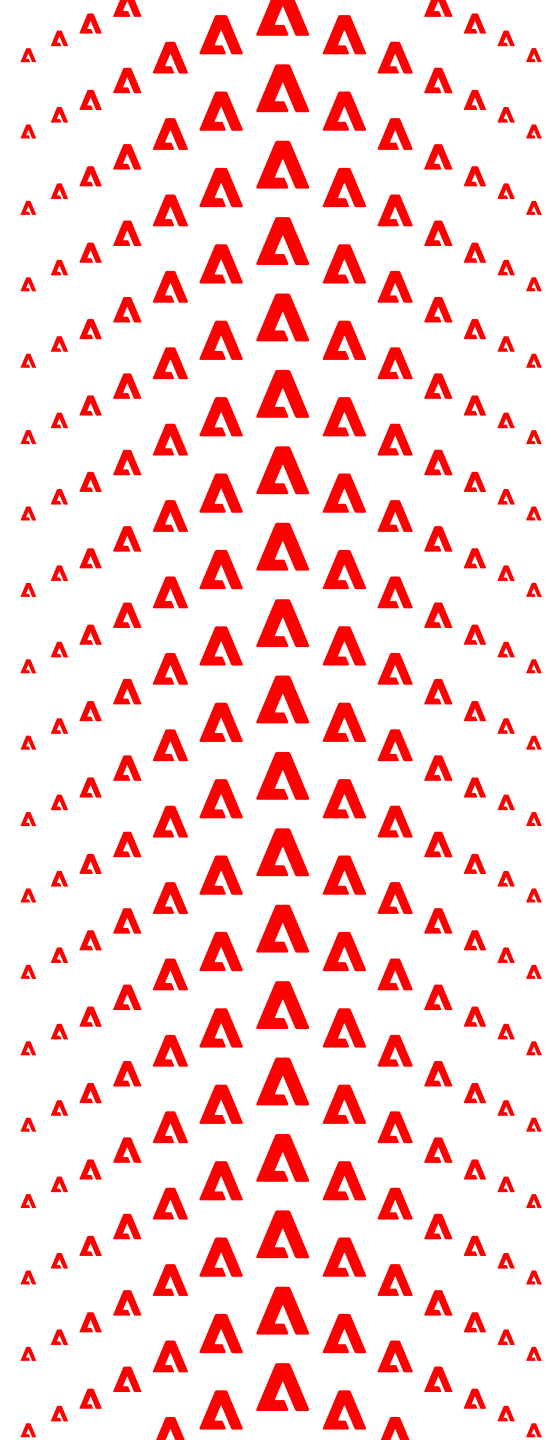
Laurel Hahn Zimmer | Group Product Manager, DMe Business Products


Greg Klebus | Group Product Manager, Digital Experience



Agenda

1. Introduction
2. The Problem with Great Customer Experiences
3. Introducing Adobe XD
4. How XD Works with Adobe Experience Manager Assets
5. DAM + Creative Cloud Best Practices
6. Creative Operations with AEM Assets as a Cloud Service



A man wearing a brown beanie, glasses, and a dark sweater is sitting at a table in a cafe, looking down at a smartphone. In the background, other people are seated at tables, and there are large pendant lights hanging from the ceiling. The image has a color gradient overlay, transitioning from purple on the left to yellow and green on the right.

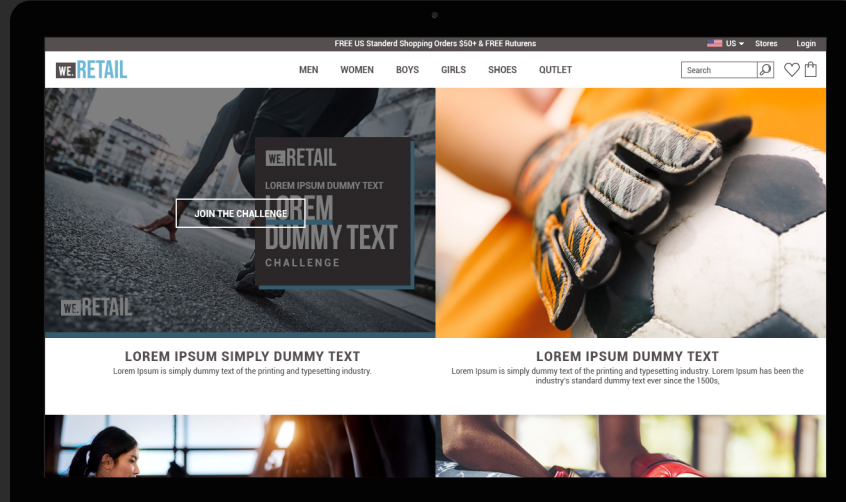
Businesses grow by making
every moment personal,
every experience shoppable.

Content must scale with the acceleration of experience making

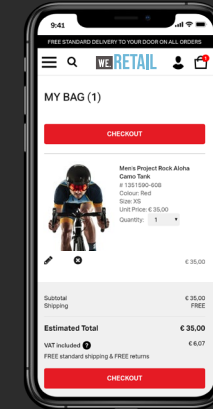
Product Videos



Custom Campaign Landing Pages

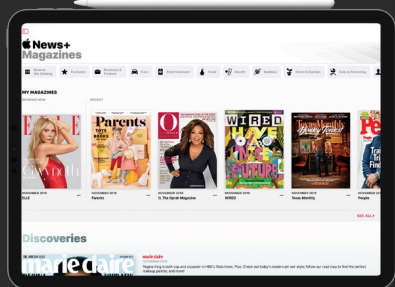


Shopping Cart Screens

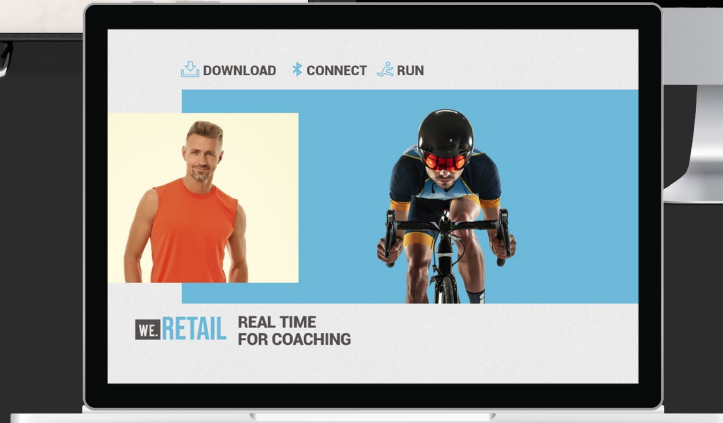


+140

Possible asset iterations
for any given SKU



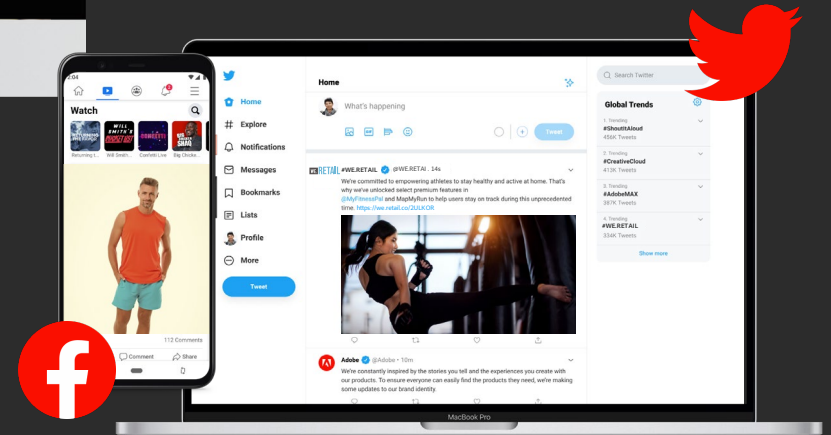
Catalogs



3D Product Shots



Mobile Apps



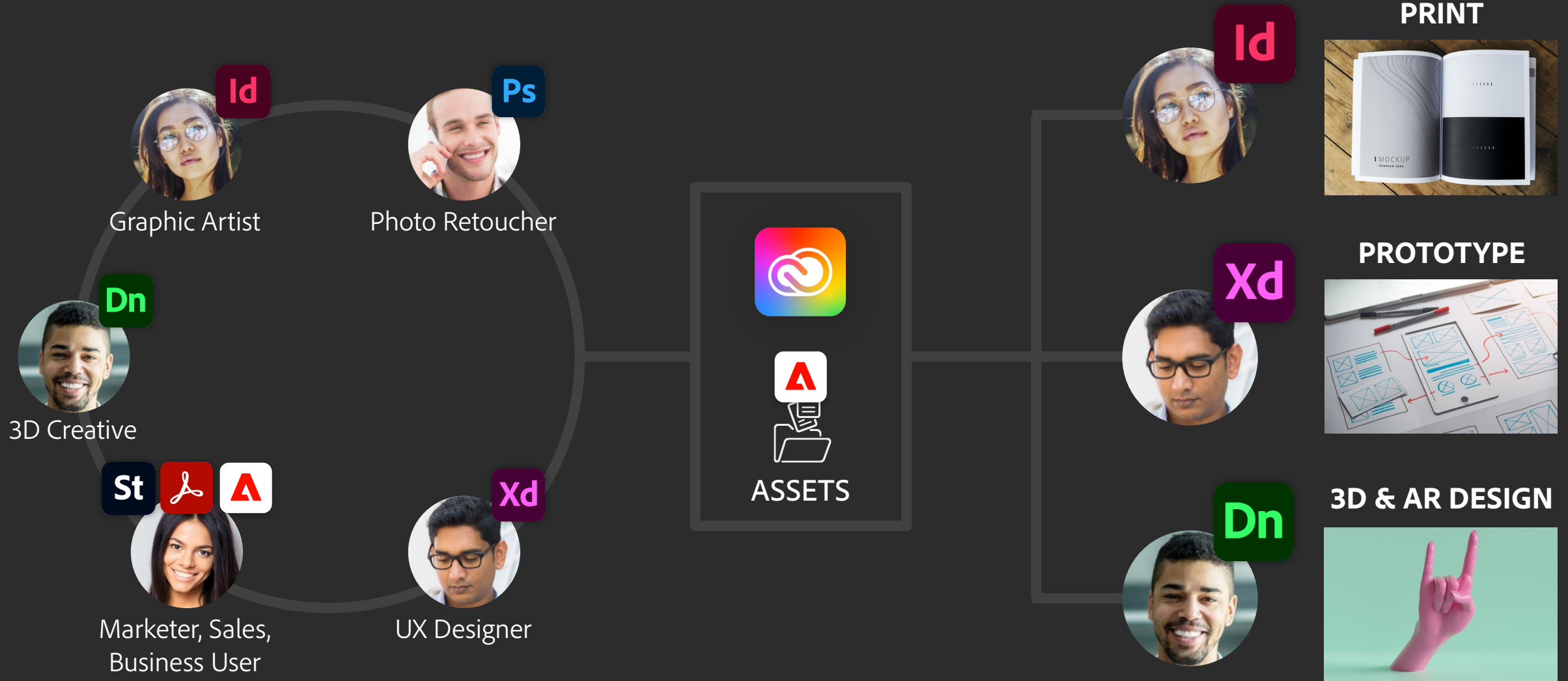
Social Ads

SURVIVE COVID-19 BY GOING DIGITAL. IN DAYS.

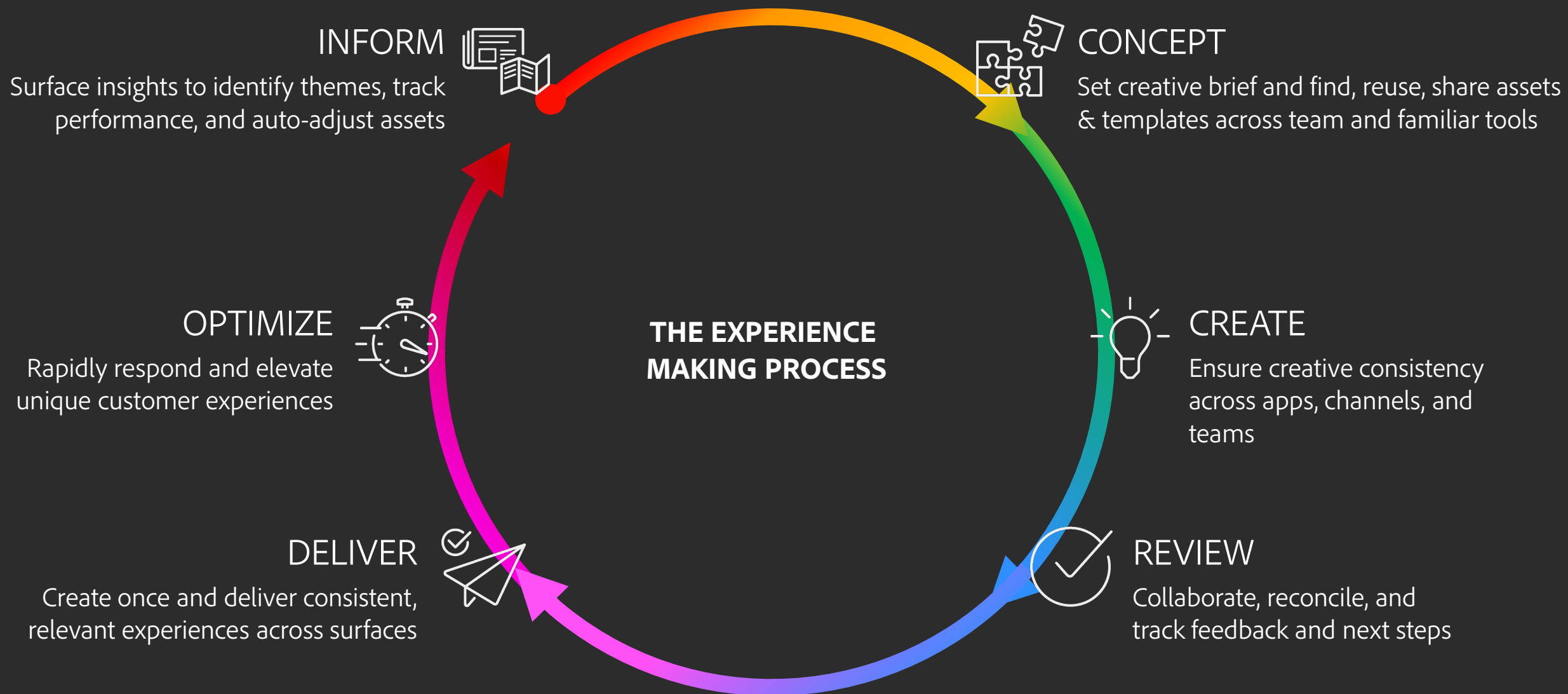
Develop the ability to switch channels quickly and double down on digital product extensions.

“By 2021, organizations with robust, scalable digital commerce will outperform non-commerce organizations by 30 percentage points in sales growth by better using digital channels during the COVID-19 outbreak.” —Gartner

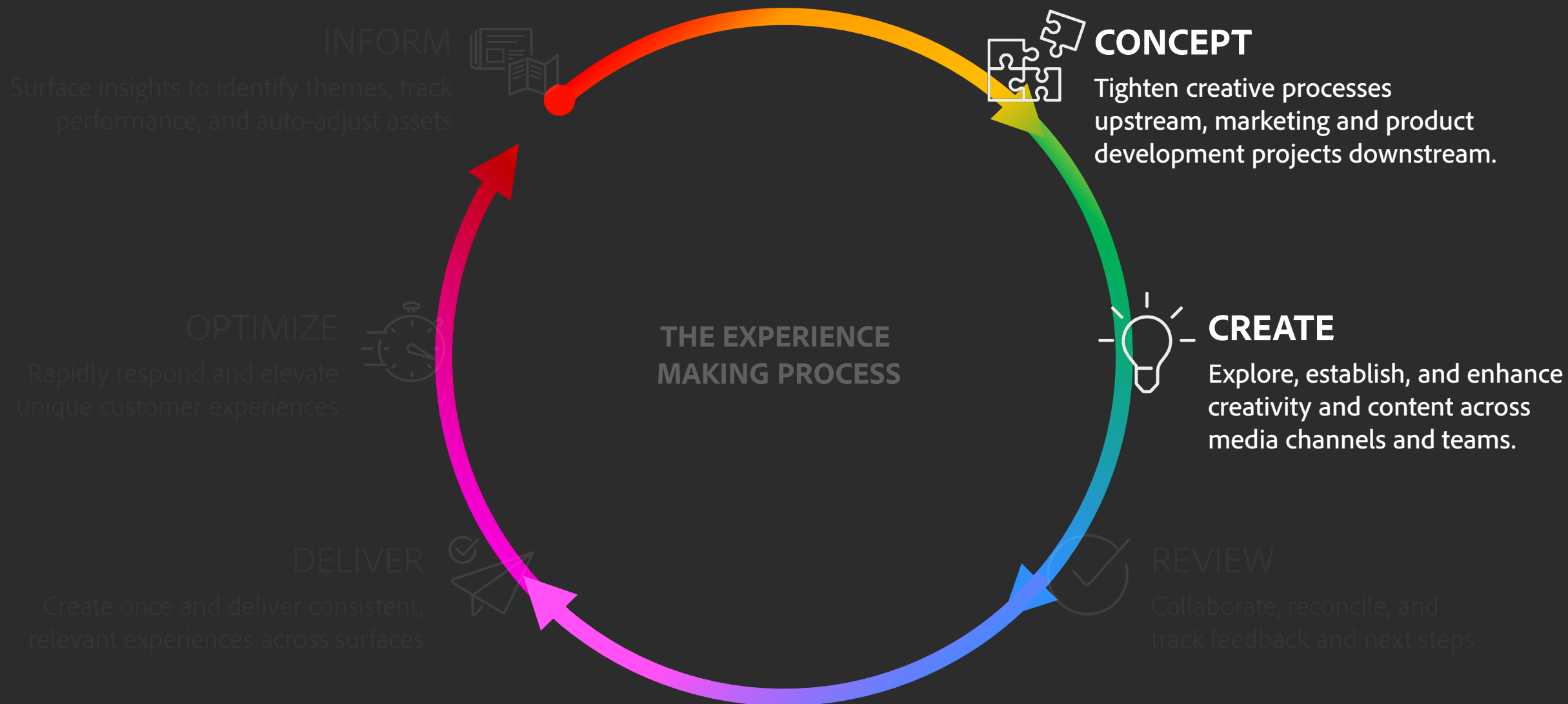
Bringing the experience to life is a highly cross-functional effort



Content creation through experience delivery is a highly iterative process



Content creation through experience delivery is a highly iterative process



How can we turn ideas and designs
into reality faster?

Enjoy benefits across the entire organization

Faster time to market



Organizations have to move from idea to deployment faster to keep up with content velocity.

Seamless (remote) collaboration



Content creation through production needs to be more iterative and collaborative to yield better experiences.

Scaling design and deployment



Organizations must support cross-platform, omnichannel environments while scaling across products/ brands, teams, geographies and evolving channels of delivery.

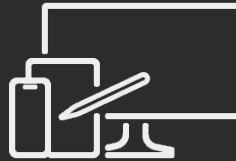
Establish guiding principles to realize the value

1



**Ensure everyone
has a single view of truth**

2



**Create and prototype
experiences as close
to production as possible**

3



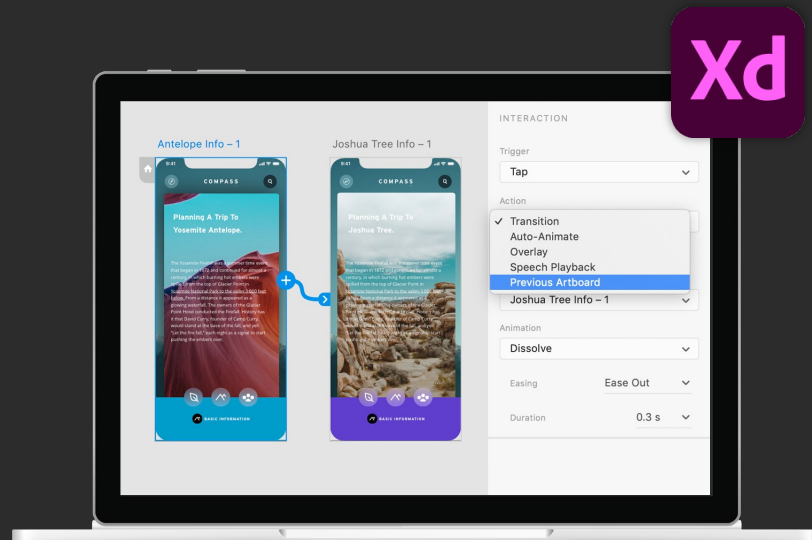
**Simplify interactions
and asset handoffs**
(between creatives, marketers,
developers, and business
communicators)

Bring content creation closer to experience delivery to realize value



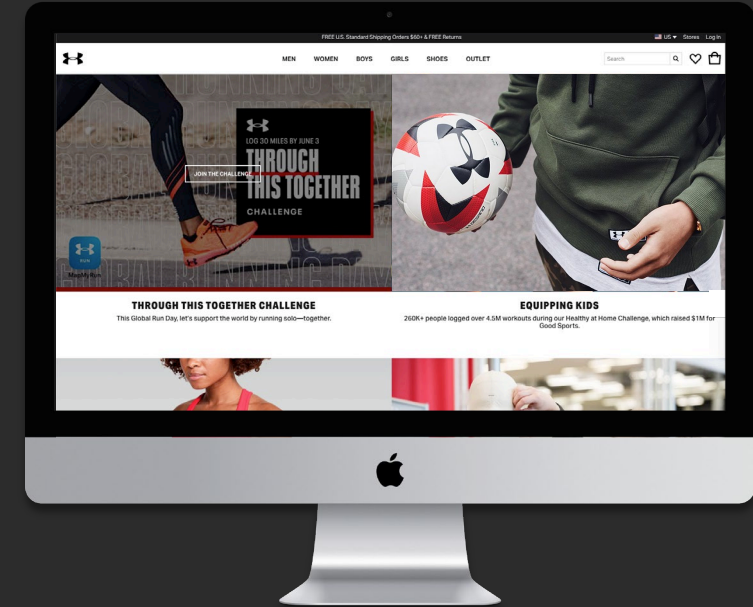
FROM

Rapid design and prototyping



TO

Rapid deployment at scale



Ideate
Design
Create
Prototype



Manage
Deliver
Target
Engage
Analyze

The ideal workflow (with Adobe XD + Experience Manager)



1

Marketer or product leader provides the creative brief to designer

Xd

2

Designer looks for visual inspiration in response to the brief and creates a mood board

3

Designer assembles building blocks for design including design system, CC Libraries, UI Kits (including AEM Core Component UI Kit), and copies of DAM assets (via Asset Link)

4

Designer creates website concepts using building blocks

5

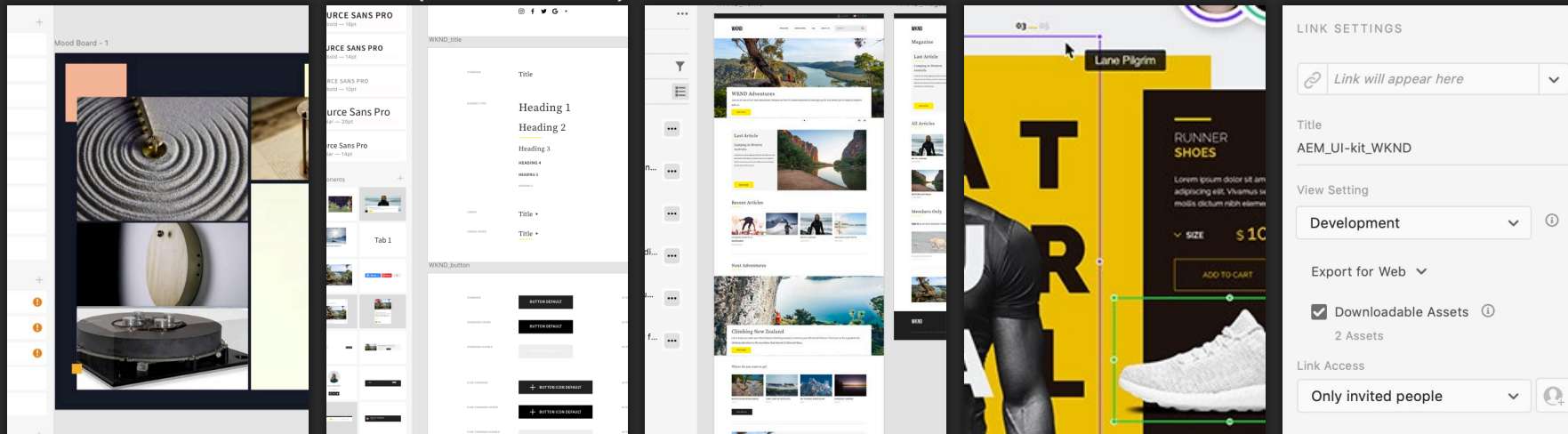
Designer iterates to the final website with marketer or product leader

6

Designer packages up the final design for Experience Manager development (via Share for Development in XD)

7

Upon code completion by developer, AEM content author inserts content and authors the website



Reality check: poor content reuse leads to wasted, interrupted time



1

Marketer or product leader provides the creative brief to designer

2

3

4

5

6

7

8

9

Designer creates website concepts using building blocks

10

Designer iterates to the final website with marketer or product leader

11

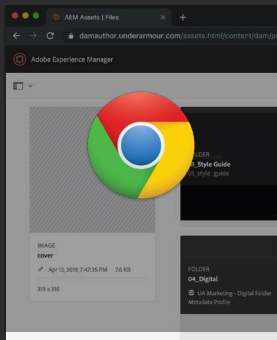
Designer packages up the final design for Experience Manager development (via Share for Development in XD)

12

Upon code completion by developer, AEM content author inserts content and authors the website

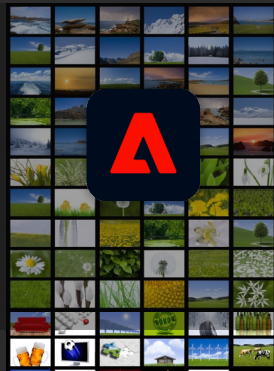
2

Access AEM Assets Web UI



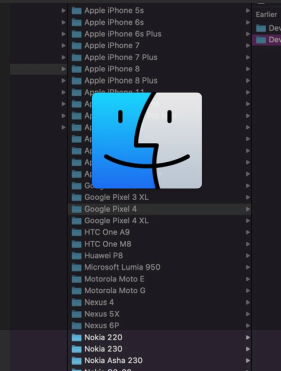
3

Find desired image



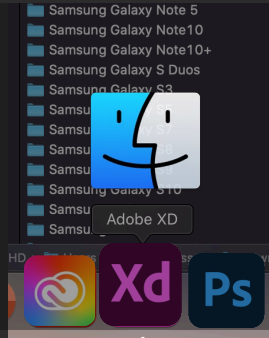
4

Download to local hard drive



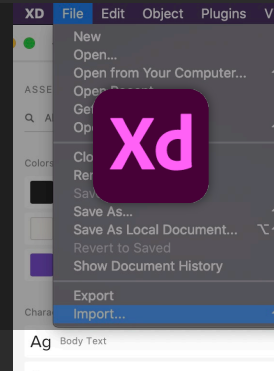
5

Navigate back to XD



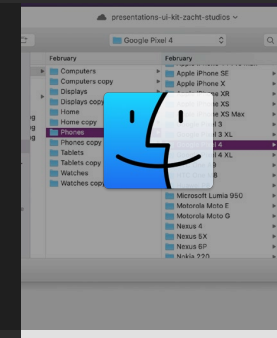
6

Choose File > Import



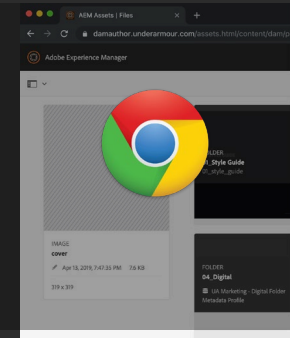
7

Locate images on local drive



8

Rinse & Repeat



NEW! Adobe Asset Link for XD:

Put the right assets at digital product designer's fingertips



DISCOVER

Browse and search across Experience Manager Assets, access Experience Manager collections & smart collections, with visual search powered by Adobe Sensei.



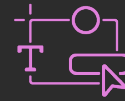
VIEW

Preview assets, basic metadata & versions, view Adobe Stock licensed & non-licensed assets.



SSO

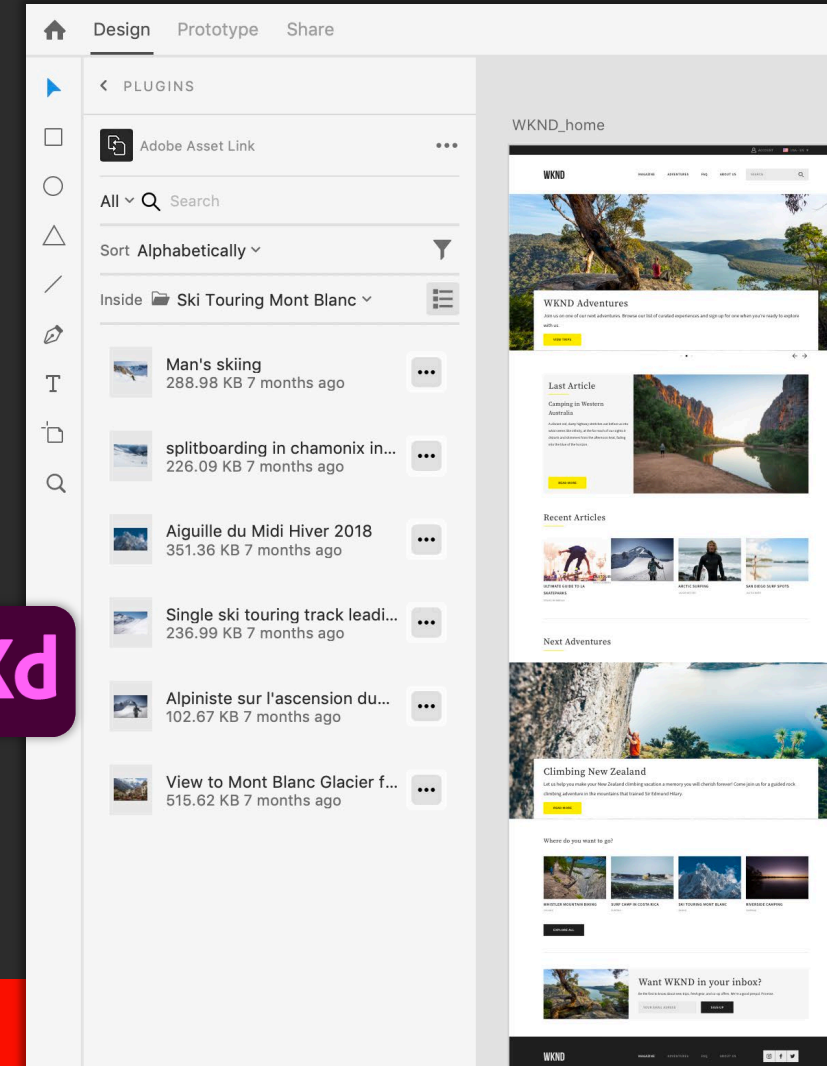
Single Sign On with your Creative Cloud SSO credentials (Federated or Enterprise IDs) for access to digital assets from Adobe Experience Manager Assets



USE

Multi-select drag and drop and download a copy of assets onto the XD canvas.

Without leaving XD or navigating local storage



Product requirements for using Adobe Asset Link for XD



Creative Cloud

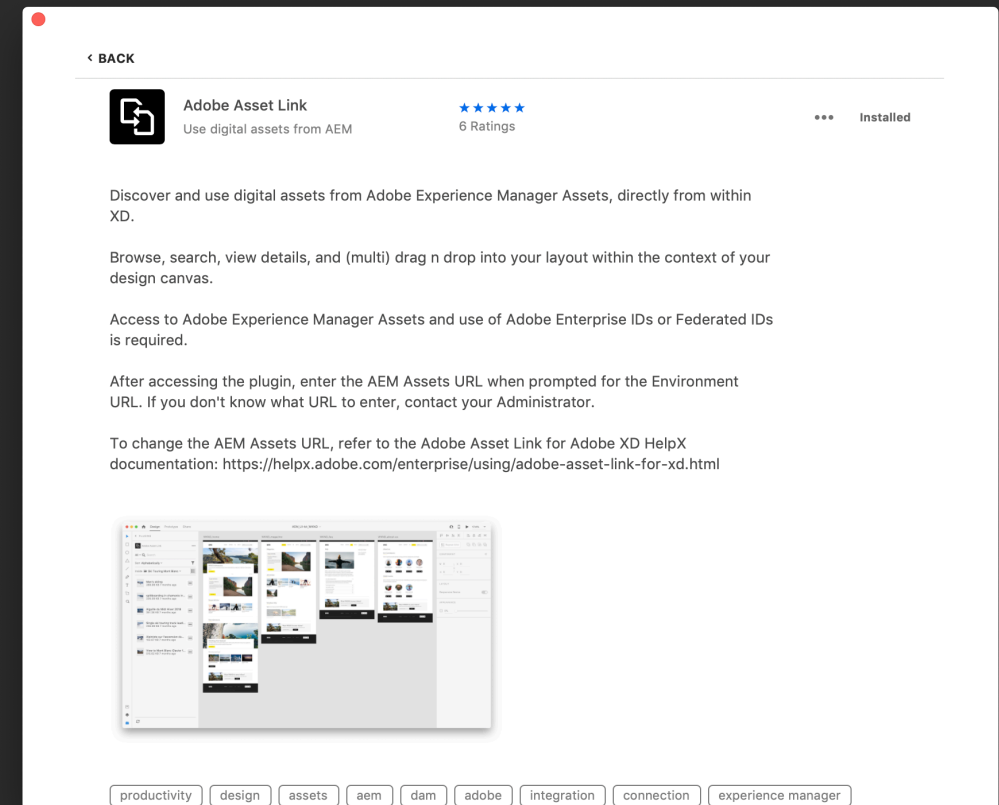
- One or more valid Creative Cloud for enterprise subscriptions (Creative Cloud for enterprise All Apps or XD Single App plan)
- Minimum XD Build 29.3
- Enterprise ID or Federated IDs (SSO)



Adobe Experience Manager Assets

- Adobe Experience Manager as a Cloud Service
- Adobe Experience Manager Assets 6.5.2 or later*
- Adobe Experience Manager Assets 6.4.6 or later*

Search for “AEM” to obtain the plugin through the in-app XD Plugin Manager



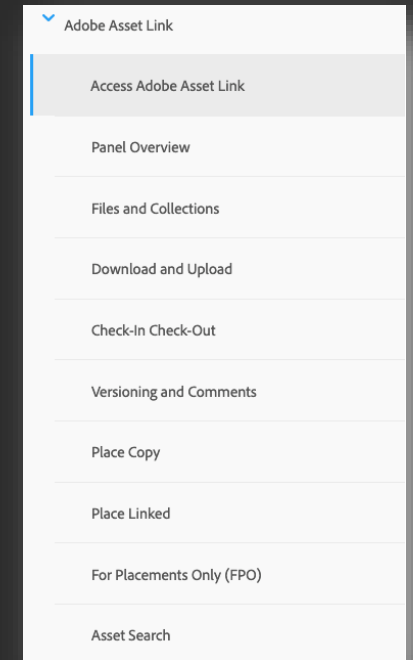
*Adobe Managed Services & on premise

A hand in a blue suit jacket points towards the center of the frame. The background is dark blue with numerous colorful gears (red, green, blue, purple) of various sizes. The word "DEMO" is written in large, white, bold, sans-serif capital letters. There are some lens flare effects around the text and the hand.

DEMO

Top Adobe Asset Link Tips & Tricks

- Follow Asset Link HelpX guides to get up & running successfully
- Use InDesign 2020 or later for InDesign direct linking
- Install Adobe Asset Link 2.0 to reduce set-up time
- Use Creative Cloud collaboration features for WIP
- Reference: [Adobe Asset Link Videos & Tutorials](#)



Adobe Asset Link Best Practices

DISCOVER

Search is executed on the AEM server

Uses metadata & indexing configuration from AEM

Search & browse honors access control in AEM

Use filtering, sorting, different views for efficient discovery

EDIT

Check-out stores asset in user's Creative Cloud synced folder by default

Leverage CC rich collaboration capabilities

Check-in asset to AEM when ready

AEM creates a version to track major changes to assets

ADMIN

AEM needs to be configured for Asset Link SSO login from Creative Cloud desktop apps

Ensure your network bandwidth is good

Deploy Asset Link to creative users using Adobe Admin Console packaging

AEM provides rich configuration options (e.g., approval workflows, visual search)

Best Practices with AEM Assets

Watch & Download at: experienceleague.adobe.com



Part 1: Photoshop CC & Enterprise DAM
Webinar - Whitepaper



Part 2: Illustrator CC & Enterprise DAM
Webinar - Whitepaper



Part 3: InDesign CC & Enterprise DAM
Webinar - Whitepaper



AEM as a Cloud Service: Key Benefits

Cloud-Native Service Providing Adobe Experience Manager Capabilities



Always current

New capabilities seamlessly validated and live instantly so that teams can focus on innovating instead of planning for version upgrades



Modular, scalable & global

Optimal performance for customers and employees based on autoscaling and microservices architecture



Performance resiliency

Redundancy and monitoring to provide mission-critical service level availability



Secure by default

All environments pre-configured to Adobe-backed security rules based on enterprise-tested best practices and security frameworks

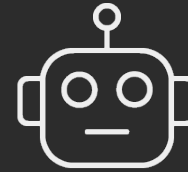
AEM as a Cloud Service: Simpler Asset Link Deployments and Operations

User Onboarding



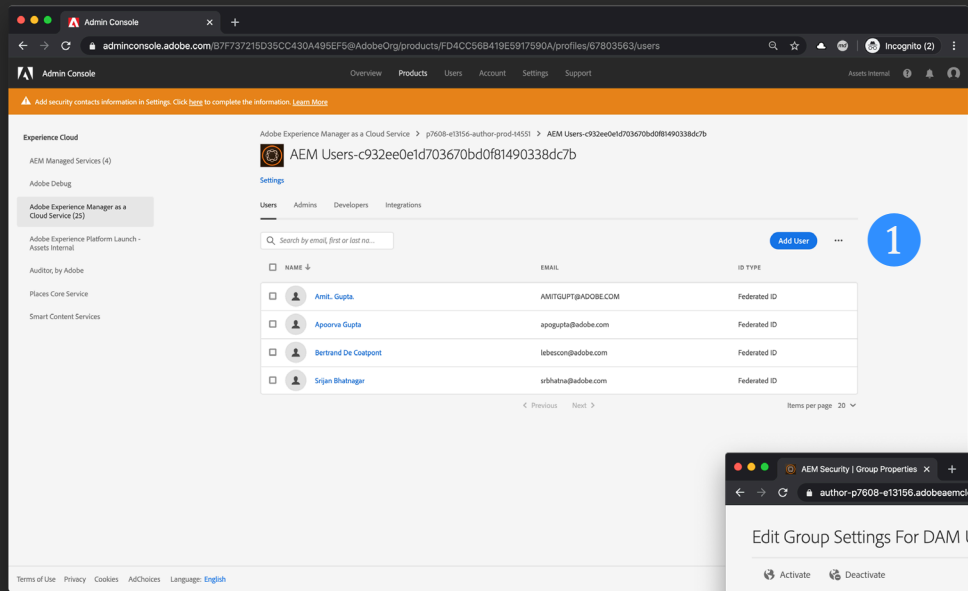
- Unified user onboarding across CC and AEM products in Adobe Admin Console
- Access control for content defined in AEM

Automation of Business Processes



- Simplified configuration of workflow auto-triggering after asset upload or update
- Available to power user now directly in Folder Properties UI

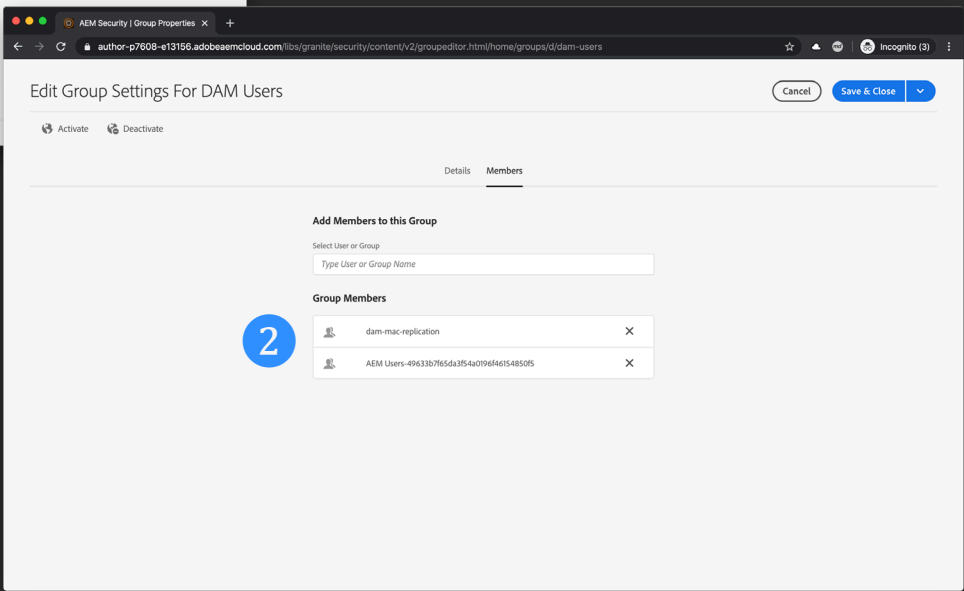
AEM as a Cloud Service: Simpler Asset Link Deployments



User Onboarding with Asset Link and AEM Cloud Service

Organization's Admin in Adobe Admin Console

Assign users (who have been assigned to Creative Cloud Enterprise) to AEM Product profile 1



AEM Admin in AEM

Ensure creative users have access to content in DAM 2

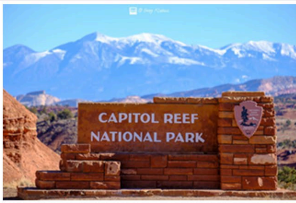


This is typically done by assigning permissions on the group level or assigning creative group(s) to the right AEM groups with permissions set up.

AEM as a Cloud Service: Auto-trigger Business Workflows

The first screenshot shows the 'Publish to Asset Share' workflow configuration in the AEM console. A blue circle with the number '1' highlights the 'DAM Update Asset Workflow Completed' step in the workflow diagram.

The second screenshot shows the 'Folder Properties' dialog for a 'Public' folder. A blue circle with the number '2' highlights the 'Auto-start Workflow' section, where the 'Publish to Asset Share' workflow is selected.

The third screenshot shows the 'Workflow Archive' console. A blue circle with the number '3' highlights a completed workflow entry. The table below shows the details of the workflow execution:

	STATUS	INITIATOR	START TIME	END TIME	MODEL	PAYLOAD
	COMPLETED	gklebus@adobe.com	2/20/20, 2:07 PM	2/20/20, 7:10 PM	Publish to Asset Share	/content/dam/assetsinternal/workflow-test/CapitolReefNP-20180113T223016-1.jpg
	COMPLETED	gklebus@adobe.com	1/7/20, 2:05 PM	1/7/20, 2:05 PM	DAM Smart Tag Assets	/content/dam/assetsinternal/test/adobestock-216674449.jpeg
						

Configuring Auto-Start Workflows

I want specific business workflows to automatically start after assets are uploaded or updated/checked in (e.g., sending review request, automated publishing of assets to Brand Portal, or anything else that can be done in AEM workflow engine)

AEM Power User or Admin

Create a workflow model **1**

Configure in Folder Properties in content area that you need the workflows to trigger **2**

Creative User in PS, AI, ID

Use Adobe Asset Link normally

Upload and check-in assets

AEM Users

Workflow triggers automatically upon asset upload or update

Admins can track workflow execution in workflow console **3**

Q&A

