

Deployment Scenarios for Adobe Experience Manager Mobile



To engage customers and employees with mobile apps, enterprises can deploy Experience Manager Mobile in four different scenarios. In this paper, learn more about what comes with the Experience Manager Mobile license, as well as deployment options—and which one is best for you.

Experience Manager Mobile License Components

When you purchase a license to Experience Manager Mobile, you gain access to two individual components:

1. Experience Manager
 - Your Experience Manager instance(s) can either be deployed On-Premise or through Adobe Managed Services
2. Experience Manager Mobile On-Demand Services

The following sections outline the different options included in each of these components.

Experience Manager

Experience Manager provides an environment for authors to create and manage content for mobile applications, without involving IT or designers in day-to-day operations. The license agreement for Experience Manager specifies the number of instances that can be deployed in a production environment, entitling the customer to:

1. Set up and maintain Experience Manager instances specifically for use with Experience Manager Mobile, or
2. License existing Experience Manager Sites or Assets instances for use with Experience Manager Mobile. With Experience Manager Mobile, an instance of Experience Manager can be deployed as an Author or a Publish server, depending on the chosen scenario and in compliance with the license agreement.

On-Premise

The On-Premise Experience Manager solution is delivered as a Java Archive (.jar file). The customer is responsible for deploying, running and maintaining Experience Manager on his/her own server(s), depending on the deployment scenario.

Managed Services

With Experience Manager Managed Services, Adobe deploys, runs, maintains, and monitors Experience Manager using Adobe-managed infrastructure on behalf of the customer. Adobe provides a Service Level Agreement as part of the Managed Services agreement, and the customer receives credentials (hostname, username, and password) to access the deployed instances.

Release cycle and updates

Adobe releases new versions of Experience Manager on an annual cycle. In addition to the annual release, customers can take advantage of new functionality in specific Feature Packs, which can be deployed on top of the existing Experience Manager installation. Similarly, customers can deploy a Service Pack for bug-fixes and optimizations to existing installations. The customer decides if and when to deploy Service Packs and Features Packs, and when to upgrade an existing installation to a new version.

Functionality

As mentioned, Experience Manager allows authors to create and manage content for mobile apps without IT or design resources. To achieve this, Experience Manager provides core capabilities that can be used with Experience Manager Mobile, including:

- Review & approval workflows
- Project management
- In-context text authoring
- Foundation components, including a rich-text and table editor, and SmartImage components for responsive design
- Media Library functionality for basic asset management
- Developer third-party API access
- Marketing Cloud integrations
- ContentBus (Virtual Repository)

To author and manage content for mobile apps, Experience Manager offers a Mobile section in its user interface. Depending on the type of application, Experience Manager:

1. Pushes the content using the On-Demand Services Client to the Experience Manager Mobile On-Demand Services, or
2. Delivers content to full hybrid (PhoneGap) applications using an instance of Experience Manager deployed as a Publish server. For this approach, Experience Manager Mobile allows a developer to bring the source code of an existing hybrid application into Experience Manager.

Experience Manager Mobile On-Demand Services

The Experience Manager Mobile On-Demand Services are accessible via a Web browser (<https://aemmobile.adobe.com>) or through the Experience Manager Mobile On-Demand Services API. The Experience Manager Mobile On-Demand Services are built on top of a cloud services infrastructure as a multi-tenant hosted environment. The customer receives a administrator login for his/her specific account.

Release cycle

The Experience Manager Mobile On-Demand Services are updated on a 3 to 6 week cycle. In these updates, new functionality, bug fixes or optimizations are applied. Updates do not require system downtime and are communicated through the Experience Manager Mobile Status Page (<https://status.aemmobile.adobe.com/>). After deployment, the customer has direct access to the updated environment. The customer can decide when to start to incorporate new functionality in his/her apps.

Functionality

The AEM Mobile On-Demand Services provide the following capabilities:

- Manage projects, settings, roles, users, and access
- Create application binaries to be deployed on individual mobile devices
- Define content organization, visualization, and navigation screens
- Distribute content to mobile applications
- Manage entitlement to content (subscriptions, products, restricted collections)
- Manage text notifications
- Content and notification services are exposed through the Experience Manager Mobile On-Demand Services API, allowing third-party systems to integrate with the Experience Manager Mobile On-Demand Services.

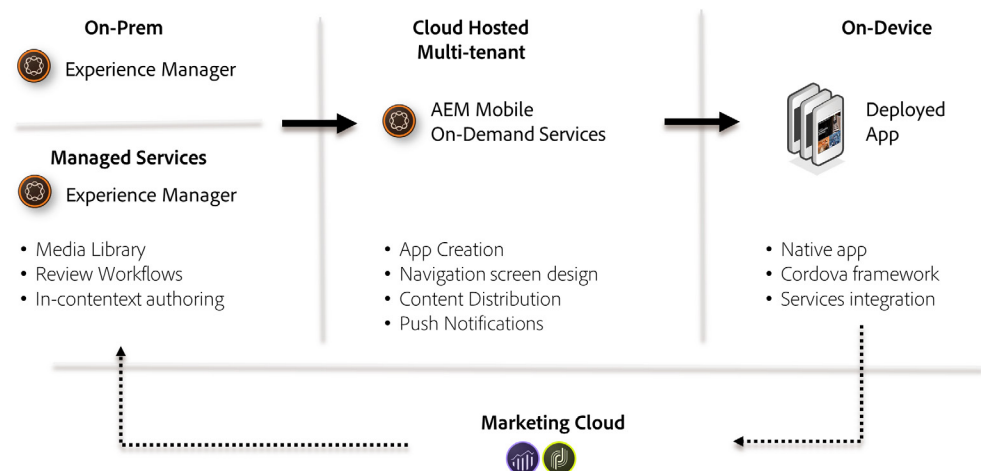
Deployment Scenarios

Experience Manager Mobile can be deployed and used in four different scenarios. These scenarios are not exclusive to each other and they can be used in parallel.

1. Using Experience Manager to manage content

In this scenario, a content author uses Experience Manager (On-Premise or Managed Services) to manage the content in one or more mobile applications. This allows the business to update the app without involving IT or design resources.

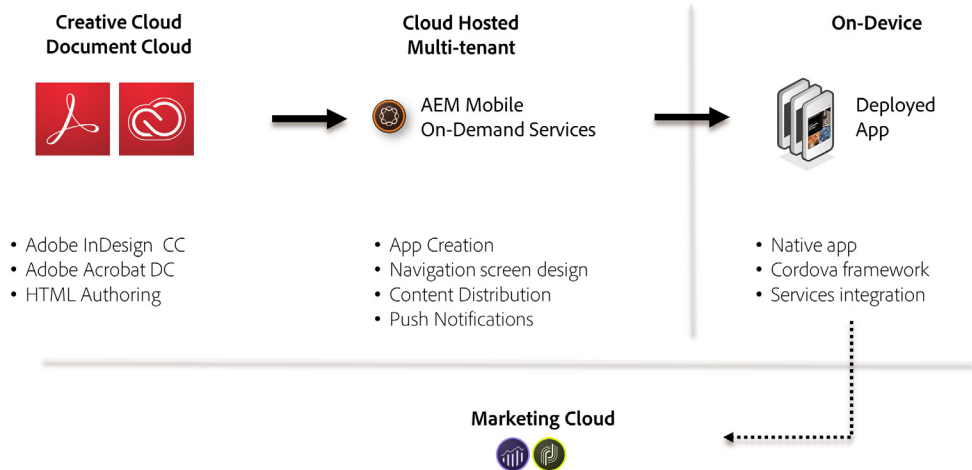
Deployment architecture (AEM Powered)



2. Using Adobe Creative Cloud or Document Cloud to manage content

In this scenario, authors can create content using Adobe Creative Cloud applications, export it as an article file, and import the article in to the Experience Manager Mobile On-Demand Services through the Experience Manager Mobile On-Demand Portal. In addition, Adobe Document Cloud (Acrobat) provides direct integration with the Experience Manager Mobile On-Demand Services. Users can further manage the navigation screens and structure of Experience Manager Mobile On-Demand Portal.

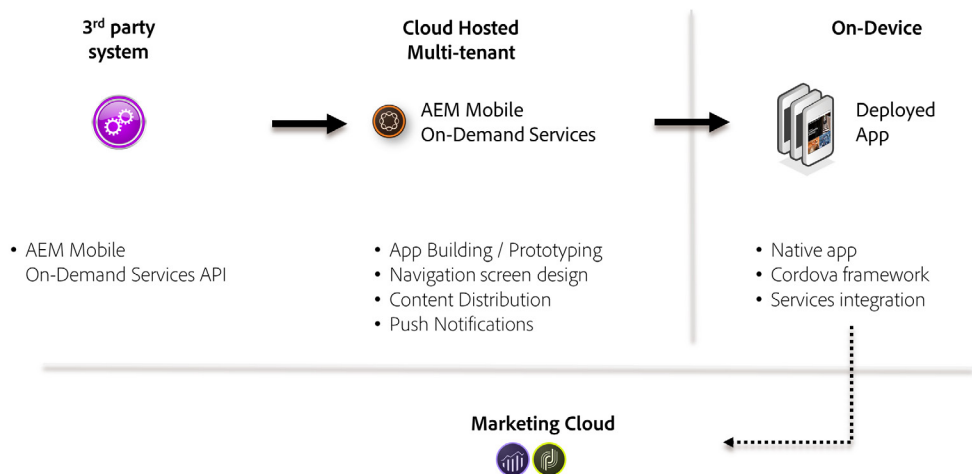
Deployment architecture (Standalone)



3. Using a third-party system to manage content

In this scenario, the author uses a third-party system to manage content in Experience Manager Mobile application. The system provider implements the Experience Manager Mobile Mobile On-Demand Services API to bring in and update content in the Experience Manager Mobile Mobile On-Demand Services.

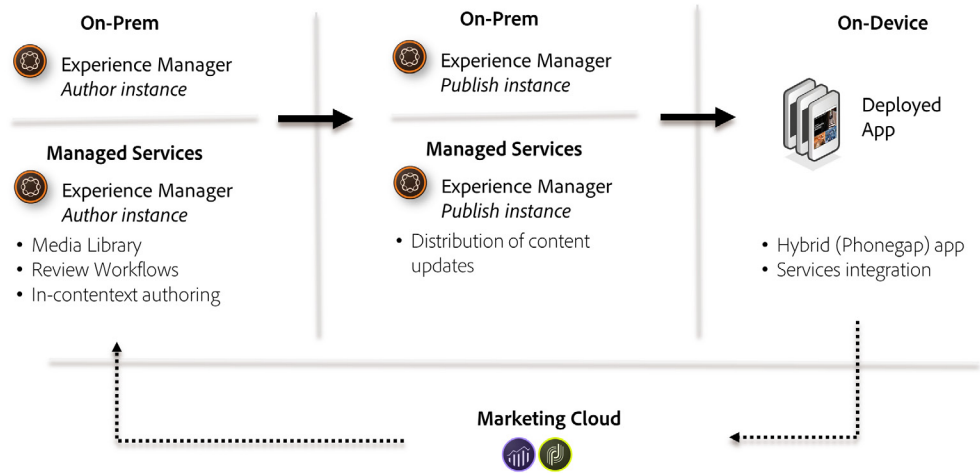
Deployment architecture (3rd Party managed workflow)



4. Using Experience Manager to update a PhoneGap or Cordova application

In this scenario, a user brings the source code of a PhoneGap- or Cordova-based application into an Experience Manager author instance. The author can manage the content through Experience Manager and stage updates for approval and distribution to the mobile runtime. The content updates are distributed through a Publish instance.

Deployment architecture (AEM update content in Hybrid (Phonegap) app)



For more information
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