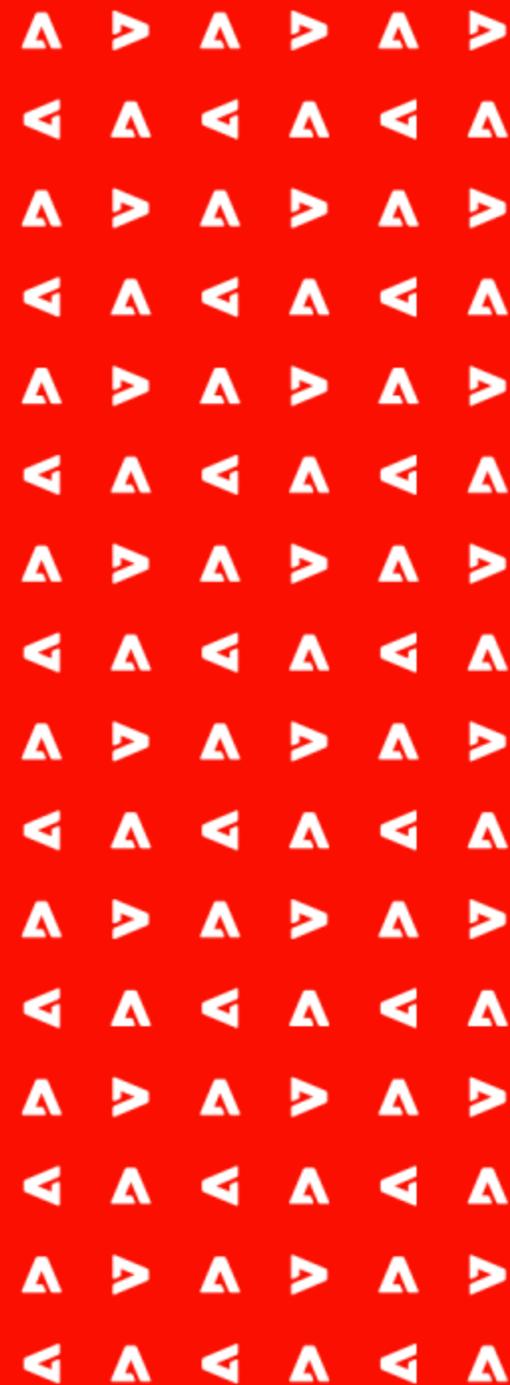




Adobe Experience Manager

Keys to accelerated digital transformation

Chris Pilsworth – Solution Consultant



Customers' expectations have **increased** and **amplified**

Omnichannel

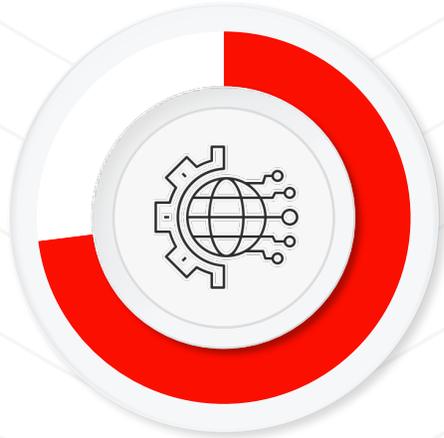
Relevant

Personalized

Real-Time



Digital transformation is the future



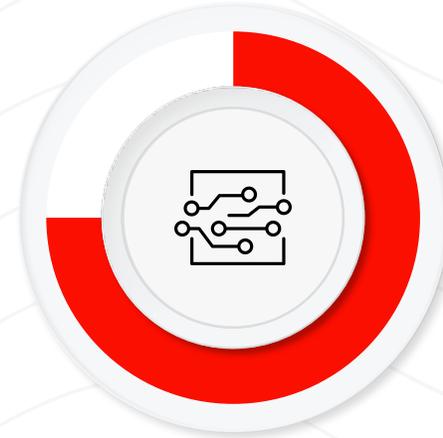
73%

of IT accelerate
or maintain digital
transformation



2x more likely

digitally mature companies
report more net profit and
revenue growth significantly
above their industry average



>75%

Respondents say that digital
is a key differentiator in
their industry today

Yet, companies still face challenges today

Content Silos



Content production gets more expensive and inconsistent

Technical Debt



The content and code created can't scale in all channels

Low Engagement



No visibility into data leads to poor customer experiences



Keys to accelerated digital transformation



Content for All



Empower more teams to create valuable, on-brand customer experiences

Omnichannel Delivery



Rapidly engage with customers at any touchpoint with flexible, API-first experiences

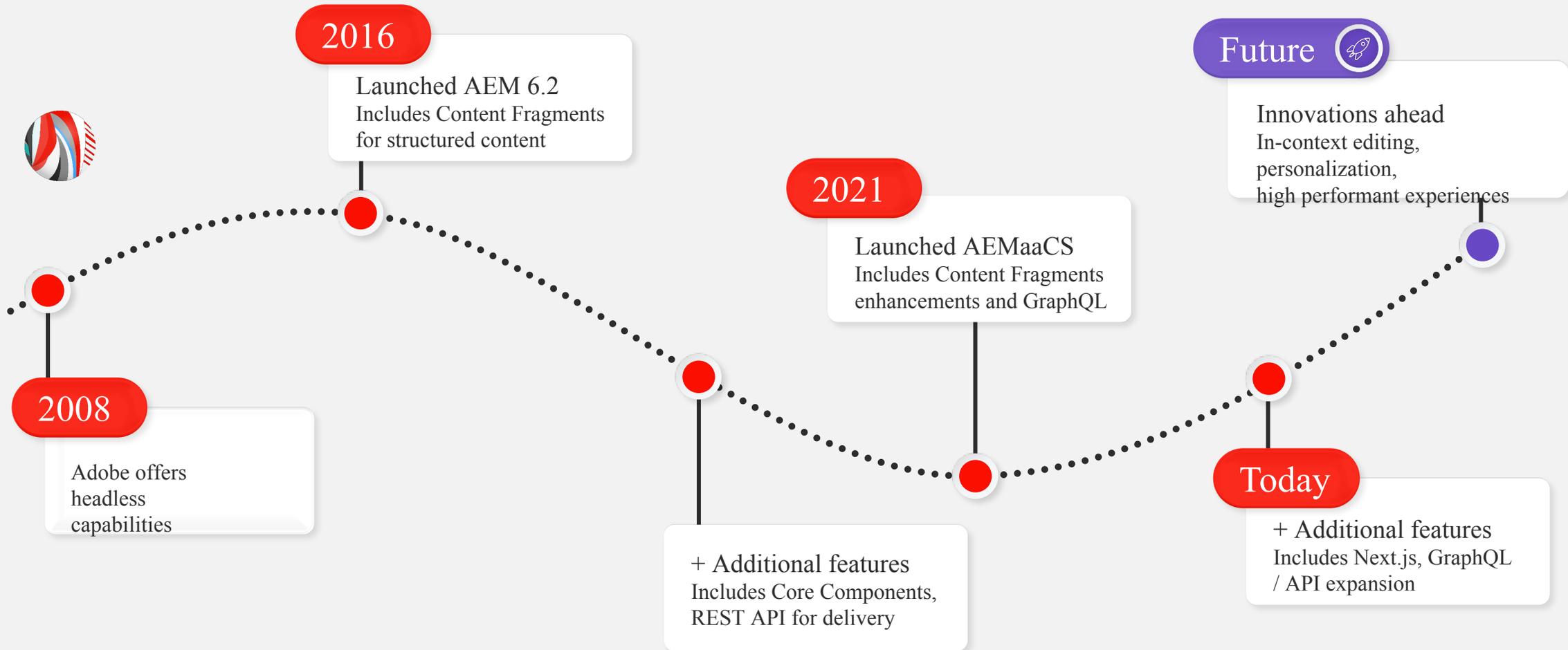
Actionable Intelligence



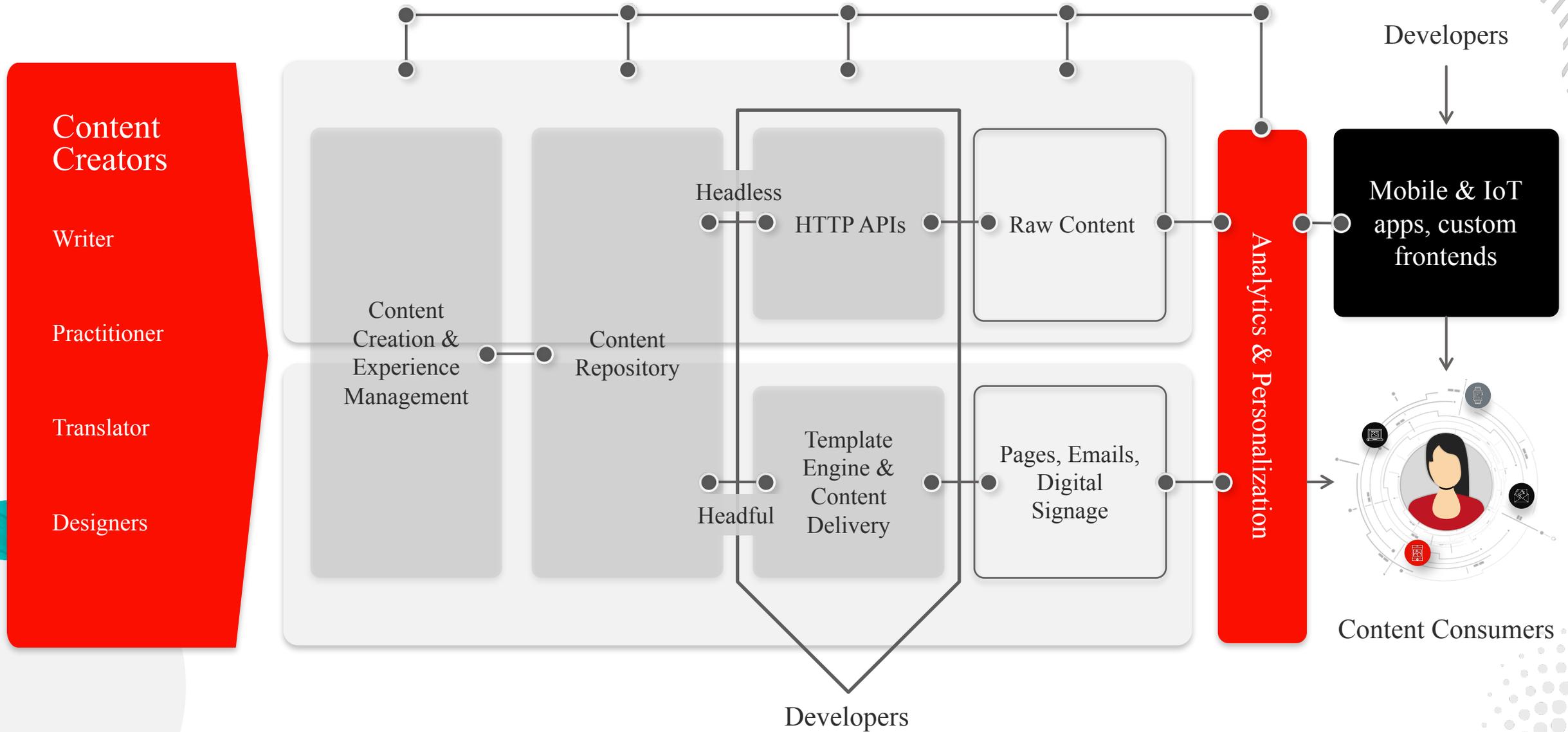
Driver higher conversion and engagement with insights across the customer journey

Adobe has been on its own CMS transformation journey

Separated content from the presentation layer



Composable hybrid CMS – headless + headful web delivery



Create and deliver experiences across any channel, device or app



Ability to create content once and reuse everywhere

- ▶ Re-use across any channel - webpage, email, social, single page app, mobile app, etc.
- ▶ GraphQL and Content Services APIs for headless delivery & HTTP for headless management
- ▶ Edit, preview and localize content with any web frontend stack

