Adobe

Generate Variations in Adobe Experience Manager Sites

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About Generate Variations

Generate Variations in Adobe Experience Manager (AEM) Sites leverages generative AI to produce personalized copy-based content variations based on user intentions. By analyzing the selected copy block and page context, Generate Variations generates on-brand copy, eliminating the need for predefined prompts and offering users a seamless and efficient way to create high-quality content.

Available for customers that have purchased AEM as a Cloud Service with Edge Delivery Services, Generate Variations empowers users to streamline and accelerate content creation, optimizing their digital channels with minimal effort. After creating variations with Generate Variations, customers can use the content on their website and measure success using the experimentation functionality of AEM Edge Delivery Services. For more information about AEM as a Cloud Service, please see the Adobe Experience Manager as a Cloud Service Security Overview.

Generate Variations Components

There are three (3) key components in Generate Variations:

- **Authoring Interfaces** — Enable users to generate variations based on prompts through a variety of different AEM authoring interfaces as described in the Accessing Generate Variations section below.

- **Brand Service** — Stores the user-defined brand guidelines (e.g., tone of voice, brand values, editorial guidelines and restrictions, image guidelines) as well as channel guidelines that inform the creation and validation of brand-aligned content for the supported digital channels.

- **Generative AI Service** — Processes content generation requests by refining inputs and optimizing them for AI processing. The service also applies and enforces guardrails to help adhere to brand guidelines, quality standards, and compliance requirements.

Accessing Generate Variations

To access Generate Variations, customer organizations must purchase AEM as a Cloud Service with Edge Delivery Services. The customers' Adobe Admin must specifically grant each user access to Generate Variations in the Adobe Admin Console.

Users can access Generate Variations through any of the authoring interfaces. More information on these interfaces is available on Experience League. To grant access to specific users, their user account must be assigned to the respective product profile.

For more information, please see [Assigning AEM Product Profiles](#).

Please note: Each user granted permission to use Generate Variations must accept the [Adobe Generative AI terms](#) upon first use of the feature.

Data Encryption

In Transit: All data is encrypted in transit over HTTPS using TLS 1.2 or greater.

At Rest: Data stored by the Generate Variations feature is encrypted using AES 256-bit encryption.

Generate Variations in AEM Sites Security Architecture and Data Flow Narrative

The following example data flow illustrates how data flows in Generate Variations in AEM Sites:
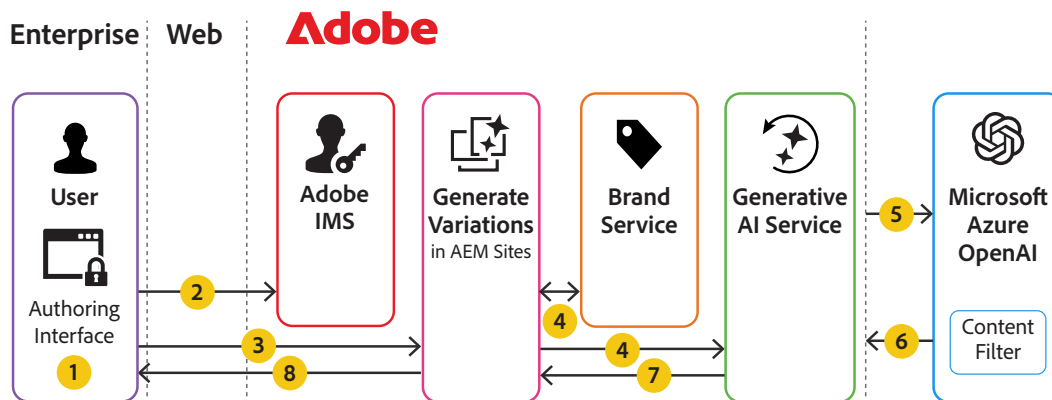

Figure 1: Generate Variations in AEM Sites data flow diagram

Step 1: The user launches Generate Variations in AEM Sites through one of the available authoring interfaces and submits a request for content generation by clicking the "Generate" button.

Step 2: The authoring interface forwards the request to Adobe Identity Management Services (IMS), which verifies the user's credentials and entitlements. If authentication fails, the user receives an error.

Step 3: Upon successful authentication and entitlement validation, the user enters a prompt in the authoring interface, which sends the request to Generate Variations.

Step 4: If the customer onboards their brand guidelines, Generate Variations retrieves the user-defined brand guidelines (e.g., tone of voice, brand values, editorial guidelines and restrictions, and image guidelines) from the Brand Service and forwards the customer's prompt along with the relevant brand guidelines to the Generative AI Service (Note: If the customer does not upload their brand guidelines, only the customer's prompt is forwarded to the Generative AI Service).

Step 5: The Generative AI Service sends the prompt and brand guidelines (if onboarded) to Microsoft Azure OpenAI to generate content variations based on customer's input.

Step 6: Before sending the generated content back to the Generative AI Service, the Azure OpenAI content filtering service moderates generated responses. Adobe has configured Azure OpenAI's content filtering service to filter for "medium" and "high" severity output from Azure OpenAI.

Step 7: The Generative AI Service sends the content to Generate Variations.

Step 8: Generate Variations returns the generated copy to the user.

Generate Variations in AEM Sites and Azure OpenAI

Generate Variations in AEM Sites currently leverages Microsoft Azure OpenAI to generate dynamic and personalized content variations. By integrating with Azure OpenAI, Generate Variations helps create high-quality outputs tailored to user requirements while adhering to organizational guidelines.

The following data may be passed to Azure OpenAI:

- User input or variation request to guide the generation process.

- Additional context includes relevant details to validate the accuracy of contextually aligned outputs, such as the content of the current page or the entire website.

- Brand guidelines (if onboarded[1]) help maintain compliance with and alignment of the generated content with the organization's tone, style, and branding standards.

Adobe has disabled logging in Azure OpenAI, ensuring that Microsoft does not collect or review any data sent for processing to Azure OpenAI. More information is available at [Azure OpenAI data privacy and security](#).

Adobe does not use any customer data to train or fine-tune the Azure OpenAI Service.

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[1] Customers should contact their Adobe representative for onboarding information and instructions.

Content Filtering

Adobe leverages Azure OpenAI's content filtering service to moderate hate, sexual, violent, and self-harm content. The service uses Microsoft's collection of proprietary models for content filtering that has both contextual and semantic understanding of text. Adobe has configured the content filter to filter "medium" and "high" severity outputs from the model but not to filter any input.

Testing

Adobe teams conduct testing to reduce the potential for biased and harmful outcomes in our generative AI products. For more information on the development and testing processes for our generative AI solutions, please see the [Generative AI Built for Business solution brief](#). For the annual Security Testing Report for Adobe Experience Manager as a Cloud Service, please see the [Adobe Experience Manager as a Cloud Service Security Testing Report](#) (NDA required).

Data Retention

Generation History

Adobe temporarily stores generation history and saved favorite variations in AWS MemoryDB storage for 24 hours.

Data Usage

During active sessions, Generate Variations may temporarily process inputs such as user intents, page context, and uploaded content briefs to create variations. Adobe does not retain these inputs beyond the active session. If a customer has onboarded their brand guidelines, Generate Variations will reference these guidelines during the user's session.

Data Processing and Storage Locations

[Adobe Identity Management Services (IMS)](#)

Regardless of the geographic location of the customer, all identity data is stored in multi-region, load-balanced, cloud infrastructure providers with data centers located in North America, Europe, and APAC. Identity data is replicated across all data centers for reliability reasons. All identity data is secured at-rest using AES-256-bit encryption in compliance with the Adobe Common Controls Framework (CCF).

Hosting Locations

Figure 2: Generate Variations hosting locations

Adobe hosts Generate Variations in AEM Sites in AWS data centers in the US-East, EMEA-West, and APAC regions.

Microsoft hosts the Azure OpenAl Service in Microsoft Azure data centers. For location information, please refer to the Azure geographies page.

Questions?

If you have any additional questions about the security posture and capabilities of Generate Variations in AEM Sites, please contact your Adobe account manager. For all other questions about Adobe's security programs and processes and compliance certifications, please see the Adobe Trust Center.