



## Adobe PDM – AEM: On-demand (2015v1)

The Products and Services described in this Product Descriptions and Metrics (“PDM”) document are subject to the applicable Sales Order, PDM, Exhibit for On-demand Services and Managed Services, and General Terms.

This PDM describes the following AEM On-demand Services:

Section	Name of Product
1	Adobe Experience Manager Assets
3	Adobe Experience Manager Social Communities Extension

### 1. Adobe Experience Manager Assets (“AEM Assets”) – Product Description

AEM Assets, delivered as an On-demand solution, is a digital asset management tool that enables Customer to share and deliver digital assets. AEM Assets On-demand Users can manage, store, access, and publish images, videos, documents, audio clips, and rich media for use on the web, in print, and for digital delivery.

#### 1.1 AEM Assets

- (A) **License Metric.** AEM Assets, when delivered as an On-demand solution, is licensed per base package.
- (B) AEM Assets base package.
  - (1) The AEM Assets base package includes 25 AEM Assets On-demand Users for use with AEM Assets and 10 terabytes of aggregate storage space.
  - (2) Each unique AEM Assets On-demand User logging into AEM Assets during each 12-month period beginning on the License Term start date is counted as one AEM Assets On-demand User. AEM Assets On-demand Users are licensed per user and on a named user basis, meaning that an AEM Assets On-demand User license is granted to a single individual who is authorized to access or use AEM Assets licensed herein.
- (C) **Description.** AEM Assets includes the following capabilities, and use of these capabilities is licensed to Customer for use within the licensed AEM Assets base package.
  - (1) **Core Asset Management Features.** Access through the Adobe Marketing Cloud Web User Interface, basic storage, Adobe Creative Cloud sharing, Adobe Marketing Cloud sharing, and basic comments and annotations collaboration functionality.
  - (2) **Advanced Asset Management Features.** Metadata editing and tagging, metadata and search administration, image editing, renditions, asset version control & history, faceted search, collections management, folder sharing, download and export assets, FTP service, review & approval tasks, processing profiles administration, AEM Assets On-demand User administration and access rights, and reporting.
  - (3) **Limited Dynamic Media and Video features.** All features are for asset management use only (no delivery). Features include: image presets, image processing profiles, non-destructive image editing, download dynamic image renditions, preview video, add video renditions, download video renditions.
- (D) **Product Limitations and Use Restrictions.**
  - (1) Dynamic Media and Video features described in the Dynamic Media and Video AEM Assets Add-ons must be licensed separately as an add-on. All video rendition features described in the base AEM Assets base package are for videos added manually by an AEM Assets On-demand User and

not generated as a result of the Dynamic Media and Video encoding service. All videos are processed through a single system-wide encoding profile for preview use only.

## 1.2 AEM Assets Add-ons

### (A) Dynamic Media and Video

- (1) **License Metric.** Dynamic Media and Video usage is measured in Total Annual Page View Traffic on Named Domains. Customer's committed volume and pricing of Dynamic Media and Video Page Views is set forth in the applicable Sales Order.
  - (a) When Dynamic Media and Video is licensed as an add-on to AEM Assets On-premise or Managed Services then Dynamic Media and Video includes 60 gigabytes of aggregate On-demand storage.
- (2) **Description.** Dynamic Media and Video includes the following advanced capabilities: video encoding, download encoded video renditions, rich media sets (mixed media, spin, zoom, image, eCatalog), rich media viewers, shoppable banners, dynamic banners, rich media delivery, and video reports.
- (3) **Product Limitations and Use Restrictions**
  - (a) Licensing of Dynamic Media and Video is only available as an add-on to AEM Assets (either On-demand, On-premise, or Managed Services).
  - (b) Use of dynamic banner templates is restricted to segmented use only, not 1:1 personalization. Origin server requests for banners cannot exceed 30% of total requests for the account. In the event origin requests exceed 30% of the total requests, Customer agrees to purchase the Personalized Media, 1:1 Template Add-On.

### (B) Personalized Media

- (1) **License Metric.** Personalized Media usage is measured in Total Annual Page View Traffic on the webpages, Mobile App, or email where each Personalized Media feature is enabled. Customer's committed volume and pricing of Personalized Media Page Views is set forth in the applicable Sales Order.
  - (a) When Personalized Media is licensed as an add-on to AEM Assets On-premise or Managed Services then Personalized Media includes 60 gigabytes of aggregate On-demand storage.
- (2) **Description.** During the License Term, Customer's AEM Personalized Media commitment includes the ability to enable each of the AEM Personalized Media features (each feature incurs separate Page Views when enabled, even if enabled on the same webpage or Mobile App). Should Customer license AEM Personalized Media without an accompanying Dynamic Media add-on license, Customer will be entitled to limited use of Dynamic Media only to the extent necessary to enable the following features:
  - (a) **Visual Configurator.** Real-time image rendering technology and framework to enable Customer online visual configuration solutions for personalization and customization effects, such as real-time rendering of colors, textures, surfaces, patterns, monograms, engravings into product images or scenes. Customer's license of Visual Configurator includes 10 Instances of Scene7 Image Authoring.
  - (b) **Web-To-Print.** Real-time composition technology and framework to enable custom web-to-print solutions for creating customized and personalized documents.
  - (c) **1:1 Templates.** Dynamically assembles and delivers 1:1 personalized rich media banners for targeted site visitors. 1:1 Templates is required for 1:1 highly targeted Dynamic Banners or 1:1 personalized emails where origin server requests exceed 30% of total requests for account.
- (3) **Product Limitations and Use Restrictions.** Licensing of Personalized Media is only available as an add-on to AEM Assets.

### (C) Additional Scene7 Image Authoring

- (1) **License Metric.** Scene7 Image Authoring is licensed per Instance.
- (2) **Description.** Scene7 Image Authoring allows an AEM Assets On-demand User to author master images and enable advanced “color swatching” capabilities – including textures, patterns, folds, repeats, etc.

**(3) Product Limitations and Use Restrictions**

- (a) Scene7 Image Authoring is licensed to Customer pursuant to terms of the Exhibit for On-premise Software (2015v1).
- (b) Customer will not install Scene7 Image Authoring on any server, shared, or hosted system that allows the Scene7 Image Authoring Instance to be used or accessed by multiple Computers or use by multiple users.

**(D) Additional AEM Assets On-demand Users**

- (1) **License Metric.** AEM Assets On-demand Users are licensed per AEM Assets On-demand User.

**(E) Additional AEM Assets On-demand Storage**

- (1) **License Metric.** AEM Assets additional storage capacity is licensed in increments of 250 gigabytes of additional storage capacity.
  - (2) **Description.** Each 250-gigabyte increment of additional storage licensed is in addition to the initial capacity included with AEM Assets.
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## **2. Adobe Experience Manager Social Communities Extension – Product Description**

### **2.1 Social Communities Extension**

- (A) **License Metric.** Social Communities Extension is licensed per AEM Publish Instance licensed by Customer.
  - (B) **Description.** Social Communities Extension is an On-Demand Service that provides enhancements in moderation, higher performance, and scalability with cloud storage.
  - (C) **Product Limitations and Use Restrictions.**
    - (1) Customer can add up to 10,000 posts per month and a maximum storage capacity of 500 gigabytes for each Social Communities Extension owned.
    - (2) Social Communities Extension is an add-on to AEM Sites Social Communities, and requires that AEM Sites Social Communities be active on any instance where it is in use.
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### **Additional Terms**

- 3. Adobe Scene7.** Access to some of the features and functionality included in Assets On-demand or the Assets On-demand Add-ons may be provided through alternate Adobe Scene7 interfaces and may be branded as Adobe Scene7. Adobe may, at its sole discretion, update the Adobe Scene7 branding to AEM Assets and consolidate such features and functionality into a single access interface.
  - 4. Support.** Adobe Customer Support and Client Care for AEM Assets includes 24x7x365 unlimited access to Adobe Client Care for a maximum of 5 named Customer technical support contacts. Support includes: Live Phone, Chat, and Email Support from Adobe Client Care; access to the Online Interface for Support Issue Management; access to the Searchable Knowledge Base; and access to On-demand Training Modules.
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## **5. Additional Definitions**

- 5.1 **“AEM Assets On-demand User”** means an employee or contractor (e.g. independent contractor or consultant) of Customer that logs into AEM Assets, either directly or programmatically (such as through use of an API).
- 5.2 **“Annual Page View Traffic”** means the sum of the Page Views during a 12 month period.
- 5.3 **“Domain”** means an Internet Protocol (IP) resource, such as Computer hosting a web site, the web site itself or any other service communicated via the Internet. Domain names must be formed by the rules and procedures of the Domain Name System (DNS) and registered with the DNS.
- 5.4 **“Instance”** means one copy of the On-premise Software instantiated and running on one physical Computer or within one virtual environment.
- 5.5 **“Mobile App”** means application software designed to run on a mobile device, such as a smartphone or tablet computer.
- 5.6 **“Named Domain”** means a Domain or Mobile App identified in the Sales Order as the Domain or Mobile App where services are licensed to be used. In addition to any specific Mobile App identified the Named Domain may include one or more of the following named domain types:
- (A) **“Root Domain”**: The combination of the top-level domain (i.e. .com, .net, or .org) combined with the second-level domain (i.e. the domain to the left of the top level domain) is the root domain (e.g. *exampleinc.com*). If only the root domain is identified in the Sales Order then all Subdomains and subfolders of the root domain are included within the scope of the Named Domain. Subfolders are separated by a backslash (i.e. “/”) and located to the right of the Root Domain.
- (B) **“Subdomain”**: The combination of a Root Domain with a third-level domain, included to the left of the root domain, is a subdomain (e.g. *sample.exampleinc.com*). Additional lower-level subdomains (fourth-, fifth-, etc.) can be added to the left of the subdomain to create additional subordinate subdomains. The specific subdomain identified in the Sales Order and any additional subordinate domains of the subdomain, whether such subordinate subdomains are identified or not, are included as Named Domains for the purposes of this Agreement; i.e. the fourth-level subordinate subdomain of *extra.sample.exampleinc.com* would be a Named Domain although not identified, so long as *sample.exampleinc.com* was identified as a Named Domain.
- 5.7 **“Page View”** means a single view of an email or web page of an internet site, including application screen views, application screen states, mobile web pages, and social network pages. Page Views occur each time a web page is loaded or refreshed, an application is loaded, or when content renders or is shown through an opened or viewed email.