

# Adobe Experience Platform Launch IT Conversation Guide

If you're interested in deploying SDKs in your mobile applications or tags on your website as a way to streamline deployment of marketing and experience technology, it's helpful for your marketing, IT and development teams to work together in the evaluation process. This conversation guide is designed to help foster a productive dialogue between your marketing and technology teams regarding Adobe Experience Platform Launch, the web tag management and mobile SDK configuration management solution included with all Adobe Experience Cloud products. It provides basic answers to some of the initial questions IT and development teams will ask. The guide will also help you make joint decisions about deploying Experience Platform Launch in a way that best fits all of your teams' needs.

"While marketers can play a key role in leading the CX charge, the ability to delight customers transcends the marketing function...A cross-team approach ultimately means ensuring that employees are motivated to work together across departments in order to bring about the best experience for customers."

—Econsultancy 2018 Digital Trends

## Things IT and development will want to know.

### How will Adobe Experience Platform Launch benefit our organization?

It can be expensive and time consuming to implement marketing and customer experience technologies correctly on your website and in your mobile apps—and to continually add new campaigns and update existing marketing and experience activities. Experience Platform Launch lowers that cost and greatly simplifies that effort while doing the following:

- **Facilitates coordination between IT and marketing**

Experience Platform Launch provides marketers a single and easy-to-learn interface to deploy and manage all the analytics, marketing, and advertising tags necessary to power relevant customer experiences on your website or mobile app. That gives your marketing team greater flexibility and agility, while allowing IT to be as involved or hands-off as they choose.

- **Frees up IT resources**

With Experience Platform Launch, IT can granularly manage rights and permissions to grant the appropriate level of control

to marketing teams. For example, marketing may be enabled to capture and send new data or publish site updates, but not to install new technologies. This flexibility provides marketing the freedom to do the tasks they need to do most frequently, without draining IT resources.

- **Keeps stakeholders engaged in approval processes**

Experience Platform Launch includes a structured framework that can keep marketing, product, IT, and other stakeholders involved in related change and publishing approval processes. This facilitates the ability for these different teams to work together to establish the standards and permissions integral to those processes.

- **Lowers web-tagging overhead and extends capabilities**

Experience Platform Launch gives you a single interface for managing all your site-related tags. You can easily implement tags that tie into Adobe Experience Cloud solutions like Adobe Analytics and Adobe Audience Manager. It also integrates with third-party vendors such as Facebook, Twitter, DoubleClick, Clicktale, and many more—providing low-effort

activation and the benefits of client-side integrations. You can also build your own added functionality through extensions (see diagram below).

- **Helps you perform seamless, remote updates on mobile**  
Adobe Experience Platform SDKs for mobile apps can be configured remotely for Adobe Experience Cloud solutions and third-party services. For example, you can capture new behavioral data using extensions that are already installed without having to resubmit the app to the app store. These types of configuration changes are automatically implemented the next time the app launches.

### What are the impacts of using Adobe Experience Platform Launch?

Whether it's concerns about performance, development overhead, quality assurance, or the user experience, your IT and development teams will want to know how Experience Platform Launch will impact your web and mobile app environments. To track customer interactions in those environments, you need to deploy a variety of mobile SDKs or marketing-related tags

(code snippets) for your website. Experience Platform Launch enables you to automate the management and use of those tags and consolidate the deployment of SDKs. It improves your IT and development workflows with increased efficiency and control throughout the development, testing, and publishing stages.

#### WEB

In web environments, benchmark tests show significant response improvement on pages where tags were implemented using Experience Platform Launch versus identical pages where it was not used. Experience Platform Launch provides the fastest and most optimized delivery possible for Adobe Experience Cloud client-side JavaScript. This is accomplished through asynchronous loading, tighter integrations, and the elimination of redundant code through universal access to commonly used code from any extension.

#### MOBILE

For mobile apps, Adobe Experience Platform SDKs have been designed with the goal of having zero impact on the user experience by staying off your application's main thread. SDK activity occurs on background threads, allowing for more

### Adobe Experience Platform extension flow.

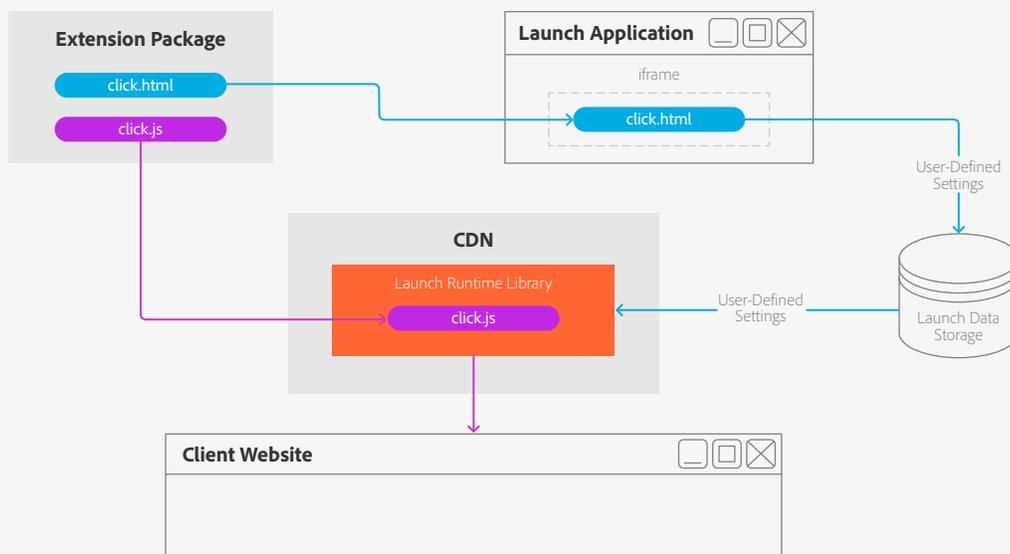


Figure 1: You can write your own extensions for Experience Platform Launch. For details, [click here](#).

responsive and high-performing apps in terms of the user experience. To further enhance mobile app performance, the mobile SDK development team takes extensive measures to implement platform-specific best practices related to networking, threading, disk access, and battery life.

## How can we be sure that Adobe Experience Platform Launch won't impact stability or security?

IT and development teams typically have responsibility for the overall quality of your organization's websites and mobile apps. Allowing non-IT individuals to make changes in those domains can be perceived as a threat to stability and security. While Experience Platform Launch can't prevent someone within your organization from introducing code that is not stable or secure, it does provide you with a structured permissions and control environment to vet tag or configuration changes and determine if and when changes can be published. From development to staging to production, approval to move forward with a change is required at each phase of the workflow. More information on the approval workflow can be found in the Experience Platform Launch documentation.<sup>2</sup>

### WEB

If your organization requires tighter security and quality controls for your web environment, you can choose to self-host your Experience Platform Launch environment instead of using our Akamai hosting service. This gives you complete and direct control over your web files. Also, Experience Platform Launch includes the unique benefit of providing web code in both minified and unminified formats. The minified code offers efficiencies desirable for your production environment, while the unminified code provides transparency into how the code operates. That transparency allows your security team to scan and analyze the files for potential threats before you push them to production.

### MOBILE

Adobe Experience Platform SDKs don't contain any third-party code. This ensures that Adobe has the right to grant your business a complete license for use of the SDK code in your apps and alleviates any concerns you might have about third-party license restrictions. It also means you don't have to worry about potential namespace collisions that can occur, for instance, when building an app with multiple SDKs that happen to be using different versions of the same open source software. Additionally, our mobile SDK development team prioritizes product stability and performance above all else, including performing extensive automated functional and regression tests against all current and future platforms.

Adobe Experience Platform Launch can be used with all Adobe Experience Cloud solutions. For answers to questions on how it works with some of those Adobe solutions, review our IT Conversation Guides on Adobe Analytics,<sup>3</sup> Adobe Audience Manager,<sup>4</sup> and Adobe Target.<sup>5</sup>

## Points marketing and IT/development should consider together.

### Who will be responsible for approving changes?

When considering the individual or group of individuals who will be responsible for web tag changes or SDK deployments, you should consider their level of experience with web technologies such as JavaScript, web tag managers, and mobile application platforms. You will want someone with a high technical aptitude but who also understands the dynamics of your product and marketing activities.

### Who will be responsible for publishing changes?

In smaller organizations, the person who approves changes might be the same person responsible for publishing changes. It really depends on the resources and structure of the organization. Regardless, the publisher of changes should be an individual who has a grasp of scheduling, has a high level of knowledge of what's going on in the organization, and can coordinate with other teams as necessary. The publisher needs to know what has already been

published to the website and apps and what is planned for the future in order to avoid conflicts or misalignment of marketing activities, product offers, and product availability. The publisher doesn't necessarily have to be an individual, either. It can be a group of stakeholders or members of cross-functional teams from IT, marketing, and product development.

### Who will be responsible for choosing which extensions are appropriate to use?

In a smaller organization, this responsibility could fall upon a single person with technical expertise. Larger organizations might want input from multiple groups depending on the organization's governance policies, as well as its cultural climate. Involved groups might include marketing, engineering, legal, security, public relations, corporate communications, and other key stakeholders.

More information on extensions can be found in the Experience Platform Launch documentation.<sup>6</sup>

### Are there time periods when we shouldn't publish changes to our website or apps, or when extra caution might be needed?

This discussion is primarily about risk tolerance. You might already have policies in place for how you handle approvals during critical time periods, such as Black Friday, industry conferences,

Super Bowl Sunday, or the end-of-quarter periods for your business. Implementing a change that crashes your website or app during such times can come with a high price tag. Even if you already have policies in place, it's a good practice to periodically review those policies and determine if there are other time periods that warrant consideration.

### Which pieces of data should be made available within a web data layer to make it easier for marketers to do their jobs?

As a marketer, you want to be able to pull data on customer interactions from your websites. An example might be sending the total value of a customer's shopping cart to Adobe Analytics. If you create tags that pull that data directly from user interface (UI) elements on the webpage, your tag can break whenever your web developers make changes to the user interface. Having your development team create a data layer that allows you to pull values and other types of data—independent of the UI—can solve this problem. Even if your developers change the UI, the data layer should remain the same. For this reason, it's a good idea for marketing and development to discuss what data could benefit from residing within a data layer.

## Adobe Experience Platform Launch Compliance

- SOC 2–Type 2
- GLBA (Gramm-Leach-Bliley Act)-Ready

Note: An Adobe service that is GLBA-Ready, FERPA-Ready, FDA 21 CFR Part 11-Compliant, or HIPAA-Ready means that the service can be used in a way that enables the customer to help meet its legal obligations related to the use of service providers. Ultimately, the customer is responsible for ensuring compliance with legal obligations, that the Adobe service meets its compliance needs, and that the customer secures the service appropriately.

Experience Businesses—those that consistently adopt CX best practices across people, process, and technology pillars—outperform their peers in business metrics spanning the entire customer journey. They also see topline gains, including **1.4x** revenue growth, **1.7x** customer retention rates, and **1.6x** customer lifetime value.<sup>7</sup>

### TechOps chops.



In only its first eight months of availability, Adobe Experience Platform Launch has been integrated by over 1,000 Adobe customers, who have used it to install over 12,000 extensions.

For more information, visit the [Adobe Trust Center](https://www.adobe.com/trust.html), [www.adobe.com/trust.html](https://www.adobe.com/trust.html).

<sup>1</sup> Adobe Launch Overview, docs.adobelaunch.com.

<sup>2</sup> Adobe Launch Approval Workflow, docs.adobelaunch.com/publishing/approval-workflow.

<sup>3</sup> Adobe Analytics IT Conversation Guide, www.images2.adobe.com/content/dam/acom/en/data-analytics-cloud/analytics/pdfs/54658.en.analytics.it-conversation-guide.pdf.

<sup>4</sup> Adobe Audience Manager IT Conversation Guide, www.images2.adobe.com/content/dam/acom/en/data-analytics-cloud/audience-manager/pdf/54658.en.audience-manager.it-conversation-guide.pdf.

<sup>5</sup> Adobe Target IT Conversation Guide, www.images2.adobe.com/content/dam/acom/en/marketing-cloud/target/pdf/54658.en.targetit-conversation-guide.pdf.

<sup>6</sup> Adobe Launch Extensions Documentation, docs.adobelaunch.com/managing-resources/extensions.

<sup>7</sup> "The Business Impact of Investing in Experience," a commissioned study conducted by Forrester Consulting on behalf of Adobe, February 2018, <https://www.adobe.com/experience-cloud/research/roi.html>.