

Adobe Experience Manager Core Components: *Quality and convenience.*

See why the web team and the C-suite love
Core Components.

When you need a new *digital solution.*

You and your digital team run an enterprise e-commerce site for a significant global retailer. Your CEO wants to take the business into new markets and new product categories. In support, your CMO wants to refresh the marketing site. And your CIO wants to make sure any new systems are cost-effective during implementation and maintenance.

Naturally, they turn to you and ask if your legacy set of solutions for managing the organization's digital experience can handle the next leap. Should you prioritize a solution that gets you to market as fast as possible, or should you identify and integrate a more robust, full-featured solution that can deliver longer-term value? The pay-now-or-pay-later trade-off seems unsolvable. And there are real financial implications.

Fortunately, there is a way to achieve both faster time to value (TTV) *and* lower total cost of ownership (TCO). Out-of-the-box (OOTB) components, like those offered by Adobe Experience Manager, can make all the difference. Adobe Experience Manager Core Components are built to increase productivity, save time, speed TTV, and extend the long-term value of Experience Manager for the business. It's what sets Experience Manager

apart from other content management system (CMS) options—and what will set your business apart from competitors.

We hope to help digital leads like you understand the full value of Experience Manager Core Components, so you're armed for this type of decision. Of course, you'll come to your own conclusions. But we do hope this article aids in your process of discovering the CMS that's right for your organization. It's a decision that can yield significant results for your team and your career.

Why enterprises consider new WCMs.	Key business considerations.
New business goals	Time to value (TTV)
Digital initiatives or digital transformation	Total cost of ownership (TCO)
New business or marketing opportunities	Implementation or maintenance costs
Internal communication or collaboration initiatives	Open source vs. SLAs

The web team's *dilemma*.

Your team has a lot on their plate. From microsites to mobile to apps, the demands come fast and furious. How do you best support marketing? How do you keep your employees successful? What do you prioritize? It's not easy being the web team. There are so many decisions.

Above all else in today's mad dash for customers, relevance across digital touchpoints is everything. And that makes creating a uniquely personalized, digital experience the new holy grail. In fact, according to the "2018 Digital Intelligence Briefing" by Econsultancy and Adobe, the top strategic priority for high-performing companies is managing the customer experience.

Let's take a look at why these macro trends are important now as you consider a CMS.

It reflects this reality: your website is the primary way customers experience your business. Today, success in digital is synonymous with success with your overall marketing strategy. Digital advertising has surpassed TV spending—in fact, marketers this year will spend nearly twice as much on digital, and the trend lines aren't trending back to TV according to *Forbes*.

Gartner believes the choice of a web content management solution "is more important than ever for digital transformation and optimization, so there is increasing pressure to 'get it right this time around."

That puts the work of your web team at the center of your organization's success. No pressure.

If you've been looking for a new CMS, then you know there's a significant range in terms of cost and quality. You can use a less premium solution and you'll refresh your site and your digital ecosystem perhaps a little faster. But the time you save in upfront development costs may not be worth it over the long haul.

This is your challenge—deliver faster time to value *and* lower total cost of ownership.

Both B2B and B2C demand better digital.

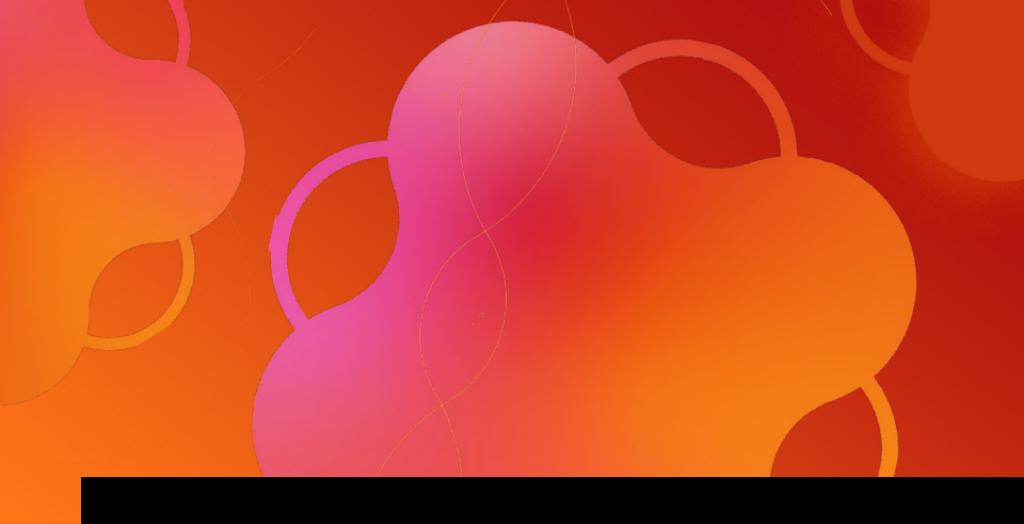


84% of online shoppers expect retailers to provide a robust, engaging online experience.



53% of B2B buyers will make half or more of their work purchases online.

Source: Adobe



How Experience Manager Core Components solve the TTV/TCO *dilemma.*

A number of CMS vendors, including Adobe, now offer OOTB components. They offer prebuilt frameworks for frequently used elements, so your content authors can quickly create high-quality content.

While templates come in various shapes and sizes depending on the vendor, the ultimate goal is to stop rebuilding things over and over again. "Core Components hears the complaint and answers the question, why should it be so difficult to get both time-saving and high-quality templates?" observes Cedric Huesler, product marketing lead for Adobe Experience Manager.

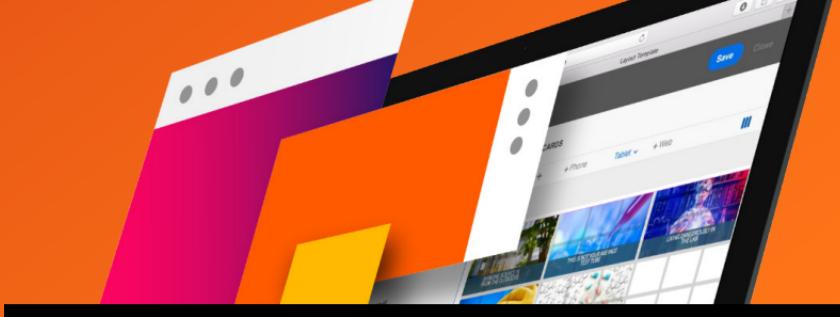


"The maintenance, long term, is easily overlooked at the beginning of a project. But two or three years down the line, when you're maintaining homegrown functionality, Experience Manager Core Components can make a significant difference from a cost-saving and a productivity perspective."

DANNY GORDON,
ADOBE EXPERIENCE MANAGER ENGINEER

Unlike other CMS vendors, Experience Manager offers high-quality, open-source components that are also backed by our industry-leading service level agreements (SLAs). "At Adobe, we focus more on quality over quantity," says Karthik Muralidharan, Experience Manager product marketing manager. "Other vendors and partners provide OOTB components, but how configurable are they?"

Even something as simple as a text component needs to be as flexible as possible to support many possible use cases. Are they regularly maintained and versioned? What happens when you upgrade? These are all questions we've considered when building Core Components."



Get high-quality digital assets to *market faster*.

The big picture is that the role of Experience Manager Core Components—and Experience Manager itself—is to support marketing and IT velocity.

With your content authors using Experience Manager Core Components, your web team can significantly reduce cycles devoted to custom development. That frees you to focus on strategic initiatives—and your developers to execute them.

"Experience Manager Core Components accelerate implementation—they speed implementation up," says Danny Gordon, an Experience Manager engineer. "That helps on cost as well. There's less upfront functionality to build. And less functionality you end up having to maintain long term. The benefits of long-term maintenance are easily overlooked when you begin a project. But two or three years down the line, when you're maintaining homegrown functionality, Experience Manager Core Components can make a significant difference from a cost-saving and a productivity perspective."



Research supports Experience Manager's value. An IDC report, sponsored by Adobe, recently interviewed six large organizations to understand "the impact of the platform on their ability to create, manage, and deliver digital experiences."

They found that organizations using Adobe Experience Manager Sites saw significant gains in team efficiency and ROI—realizing a 348 percent three-year ROI on average. They also found that "making the creation and delivery of digital experiences more consistent and streamlined" accelerated time to market.

Experience Manager Core Components are the building blocks of any Experience Manager digital ecosystem. They significantly simplify the creation of flexible, extensible, and feature-rich components for content authors. We offer [18 Experience Manager Core Components](#), and all of them share these characteristics:

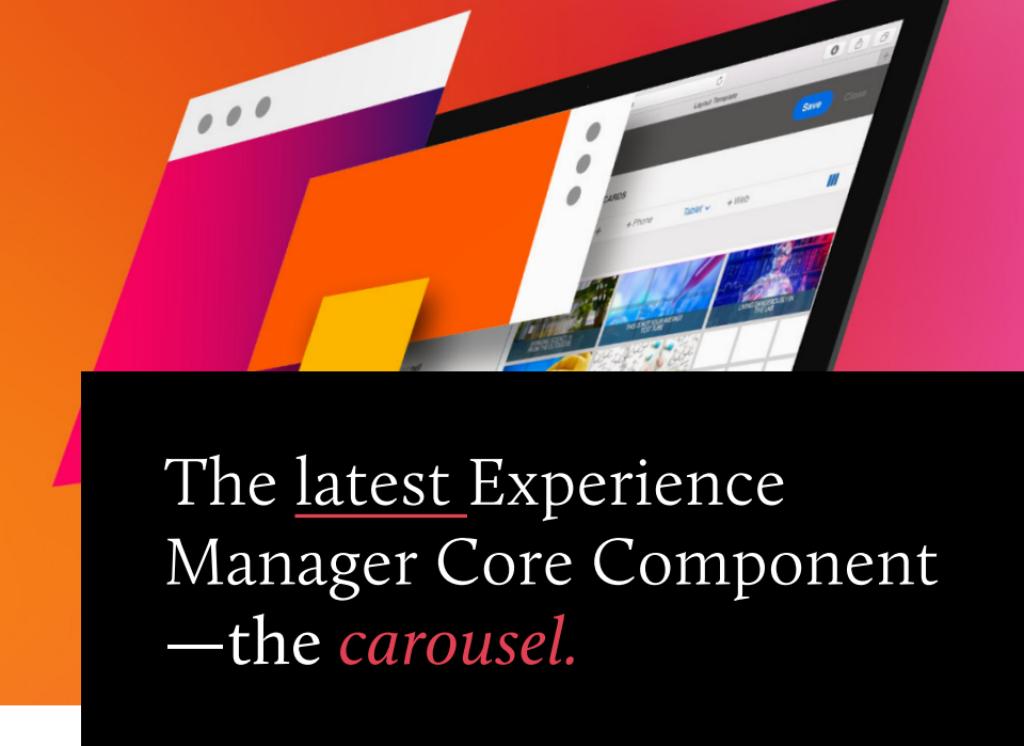
- Open source
- Supported by Experience Manager's SLAs
- Regularly maintained, versioned, and easy to access on GitHub

- Backward-compatible and future-proof
- Support headless use cases

Current Experience Manager Core Components January 2019			
1	Page	10	Form hidden
2	Title	11	Form button
3	Image	12	Content fragment
4	List	13	Navigation
5	Breadcrumb	14	Language navigation
6	Social media sharing	15	Quick search
7	Form container	16	Teaser
8	Form text	17	Tabs
9	Form options	18	Carousel

And in addition to speeding time-to-market, Experience Manager delivers these important features:

- Cloud security and scale
- Adaptable experiences
- Content intelligence
- Marketing and IT velocity



The latest Experience Manager Core Component —the *carousel*.

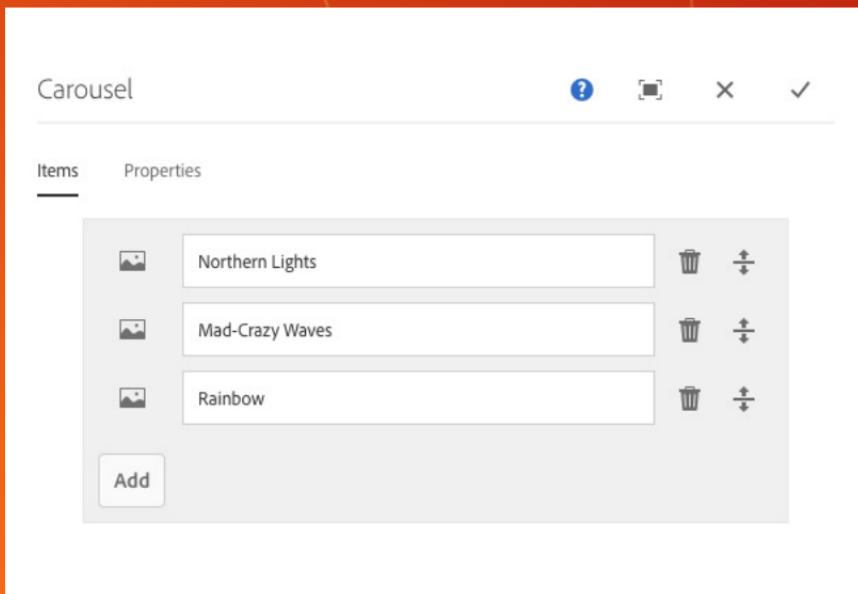
To provide one example of how an Experience Manager Core Component works, let's walk through one of the newest additions to the Experience Manager family—the [Carousel Component](#).

Released in October 2018, the Carousel Component simplifies the presentation of content in a navigable carousel. Using it, your content authors can organize content in a rotating carousel of slides.

With the Experience Manager edit [dialog](#), the content author can create, name, and order multiple slides as well as enable auto-transition with delay. And with the Experience Manager [design](#) dialog, the template author can define the specific components that can be added to the carousel, enable or disable automatic transitions, and customize the styles.

Here's how it works.

Experience Manager UI: Carousel Component



A content author uses the Add button to open the component selector and choose the component to add as a tab. Once added, an entry is added to the list containing these columns:

- **Icon.** The icon of the component type of the tab for easy identification in the list.
- **Description.** The description used as the text of the tab, defaulting to the name of the component selected for the tab.
- **Delete.** To delete the tab from the tabs component.
- **Reorder.** To order the tabs.

Experience Manager UI: Properties tab of Carousel Component

The screenshot shows the Experience Manager UI for a 'Carousel' component. At the top, there are tabs for 'Items' and 'Properties', with 'Properties' being the active tab. Below the tabs are several configuration options:

- A checked checkbox labeled 'Automatically transition slides' with an information icon.
- A message box stating: 'Automatic transitions are previewed with the 'View as Published' page action.' with an information icon.
- A 'Transition Delay (milliseconds)' input field containing the value '5000', with up and down arrows for adjustment and an information icon.
- An unchecked checkbox labeled 'Disable automatic pause on hover' with an information icon.

On the Properties tab, your content author can set the slides to automatically transition, transition with a delay, or disable the delayed transition.

Experience Manager UI: Select Panel options of Carousel Component

The screenshot shows the Experience Manager UI for a 'Carousel' component. The 'Select' panel is open, displaying three items:

- 1 Image: Northern Lights
- 2 Image: Mad-crazy waves
- 3 Image: Rainbow

Each item has a three-dot menu icon to its right. The background shows a dark green image of a landscape.

Your content author can use the Select Panel option on the component toolbar to change to a different slide for editing as well as easily rearrange the order of the slides.

Once selecting the Select Panel option in the component toolbar, the configured slides are displayed as a drop-down.

- The list orders by assigned arrangement of the slides and reflects in the numbering.
- The component type of the slide is displayed first, followed by the description of the slide in lighter font.
- Tapping or clicking an entry in the drop-down switches the view in the editor to that slide.
- The slide reorders in place using the drag handles.

A template author also uses the design dialog to define components that can be added as slides to the carousel component as well as define auto-transition defaults and which custom styles are available to the content author. Finally, the Carousel Component supports the Experience Manager [Style System](#).

That's all it takes to create a carousel using Experience Manager Core Components. It's fast and flexible, giving you a robust framework to create truly engaging experiences.

Get started today.

Now that you have a deeper understanding of Experience Manager Core Components, you're armed for that conversation with your C-level. Core Components solves the TTV-TCO dilemma, and now you know what you and your team can expect when you start using Adobe Experience Manager.

Check out our informative [Core Components](#) overview video to learn more about the details behind Core Components. Or, get started on [Experience League](#), [Adobe HelpX](#), and [GitHub](#). Plus, learn why we were named a Leader in Gartner's 2018 "[Magic Quadrant for Digital Experience Platforms](#)."

If you're ready to get started, get in touch with us below. We look forward to helping you discover more about Adobe Experience Manager.

[Schedule a consultation](#)

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