SOLUTION BRIEF - CCMS

Adobe Experience Manager Guides

Manage product, help and support content from creation to delivery

Adobe Experience Manager Guides

Adobe Experience Manager Guides is a cloud-native component content management system (CCMS) that empowers documentation and content professionals to scale creation, ensure efficient management and faster delivery of product documentation, self-service help, user guides, knowledge bases, support content and more. It provides an end-to-end platform to power digital businesses and help organizations deliver consistent, engaging experiences across touchpoints.

Solve content challenges across use cases

Product documentation

Easily scale content creation and quickly deliver consistent, engaging experiences across touchpoints

As organizations create more products and SKUs, the demand for associated documentation keeps rising. When documentation teams are understaffed or underequipped, they're unable to effectively scale content creation and keep up with updates and end up overpaying for translation, consequently experiencing dozens of other complications and challenges.

- **Maximize authoring productivity**
  Enable authors to write engaging content for updates rather than rewriting from scratch to address incremental changes. The structured authoring of Experience Manager Guides makes reusing content simpler, eliminates redundancy, and allows authors to quickly create multiple content variants from a single source. A web-based review module allows authors, SMEs, and editors to collaborate seamlessly in real time.

- **Deliver content faster to multiple channels**
  Speed up the content lifecycle with customizable workflows that assign roles, capture feedback, and import changes with a click. Publish to public-facing web pages, self-service portals, PDF documents, and more with minimal IT support. Publish content to knowledge bases and CRMs so your client representatives can easily find and convey the same information as written sources.

- **Reduce translation costs**
  Effective content reuse drives down translation effort and costs by eliminating the retranslation of large blocks of documentation containing incremental changes. Reduce overhead by automating translation workflows using built-in connectors that smoothly integrate with leading translation vendors. Detailed dashboards help quickly identify untranslated content.

- **Ensure superior customer experiences**
  Help customers find information with rich metadata that makes content highly searchable and improves search engine optimization (SEO). Experience Manager Guides natively integrates with Adobe Experience Cloud for unmatched customer experiences. Powerful analytics provide insights that help continually improve content. Deliver personalized experiences by serving relevant digital content based on users' consumption patterns or profiles.

Content types
- Product and technical documentation
- Technical specifications
- User guides
- Training manuals
- Troubleshooting and maintenance guides

Self-service help and support content
Improve customer service metrics and compliance with easily searchable, relevant, and consistent information across all channels.

Financial organizations, governments, healthcare, and other industries have complex information they need to convey to clients or employees. Different departments tend to document their own information which results in content inconsistency. This business-critical information can be out of date, difficult to find, and even more difficult to follow. The risks are high — lower productivity, missed goals, customer churn, compliance violations, or financial losses.

- **Increase content discoverability**

  Rich metadata enabled by Experience Manager Guides makes content highly searchable and improves search engine optimization (SEO). A single content repository with powerful publishing capabilities makes it easy to extend the reach of content across digital channels. Advanced analytics powered by Adobe Experience Cloud helps improve content quality and discoverability.

- **Improve regulatory compliance**

  Using consistent language and structure for content and delivering it across multiple channels reduces the risk of compliance violations due to errors or lack of participation from employees and partners. Ensure content accuracy and maintain compliance with health reports, version management, audit trail and document history. Maintain accuracy with review and publishing workflows that make updating content a breeze.

- **Improve customer service metrics and reduce costs**

  Quality, consistent content that is up to date and quickly discoverable reduces the number of calls to your support organization. Policies and procedures that are easy to follow improves customer response time and satisfaction. The structured authoring of Experience Manager Guides makes it easy to reuse content, lowering authoring and translation costs.

- **Lower risk**

  Reduce the risk of errors in content that could damage your organization's reputation or financial position. A centralized repository allows authors to change source content in one location and ensure that it's quickly and accurately reflected in every channel. Content health and readiness reports included in Experience Manager Guides help ensure your content is consistent and ready for publication.

Content types

- Policies and procedures
- Support portals
- Knowledgeable articles
- Standard operating procedures
- Regulatory and legal guidelines

4

Discover all that you can do

Use structured content management to create, manage, and deliver engaging, consistent experience for product documentation, self-service help & support, user guides and more.

Web-based content creation

Hit the ground running with an easy-to-use WYSIWYG web editor, efficient migration of existing content, intuitive DITA authoring tools for every level of expertise, and a comprehensive map editor so your authoring team can save time and effort without ever having to sacrifice quality.

- Easy content migration
- Built-in web editor
- Simplified authoring experience
- Easy DITA authoring
- Advanced DITA authoring
- Comprehensive map editor

Structured content management

Assume complete control of your content with best-in-class content management capabilities like advanced content reuse, version management, reference management, search and metadata tags management, translation workflows and content health reports.

- Advanced digital asset management
- Industry-leading translation management
- Advanced link and dependency management
- Comprehensive search and tag management
- Powerful version management
- Native integration with Adobe FrameMaker
- Connect with Oxygen XML Editor
- Easy automation using APIs
- Scalable document management
- In-depth content health reports
- Schematron support

AI-powered documentation

Use artificial intelligence and machine learning — powered by Adobe Sensei — to achieve superfast delivery and easier content discovery by customers.

- Smart tagging
- Smart crop

Web-based review and collaboration

Save time and effort through a web-based review workflow. Allow multiple authors and reviewers to collaborate simultaneously in real time even when operating remotely. Use projects to assign roles and track progress through admin dashboards.

- Seamless web-based review experience
- Powerful project and workflow management
- Track changes
- Reviewer dashboard

Omnichannel content experiences

Accelerate content velocity across touchpoints by easily delivering content to Adobe Experience Manager Sites, mobile apps, knowledge bases, CRM platforms, IoT Apps, chatbots, PDF, HTML5, EPUB, KINDLE, and more.

- Take DITA to Experience Manager Sites
- Best-in-class multichannel publishing
- Enterprise-class publishing
- Integration with publishing solutions
- Headless content delivery

What sets Adobe Experience Manager Guides apart

Native integration with Adobe products

Seamless access to digital assets and advanced content analytics. Retarget readers with contextually relevant marketing content based on the kind of technical content being consumed.

Direct publishing of XML/DITA to Experience Manager Sites

Only CCMS that publishes XML/DITA content directly to Experience Manager Sites with no intermediate conversion or dependence on IT teams.

Content management powered by AI

Only CCMS that offers machine learning and artificial intelligence to enhance documentation workflows.

Out-of-the-box content ingestion framework

Migrate content from Word, HTML, InDesign, and custom XML, and automatically convert it to a standard format like DITA.

Streamline content management with a single platform for maximum ROI

Power your digital business with a unified Adobe content platform.

Deliver consistent and engaging experience across touchpoints.

Reduce total cost of ownership.

Go to market faster with AI-powered workflows.

Gain flexibility and control with the deployment model of your choice

- **Cloud Service – An always current and scalable foundation for Adobe Experience Manager**

  Organizations are managing ever-increasing volumes of content while delivering highly relevant and consistent customer experiences. For this, you need a modular, agile, globally accessible platform that scales seamlessly.

  Benefits

  Always current
  Focus on innovating instead of planning for version upgrades. New platform capabilities are seamlessly validated and made accessible to your teams instantly.

  Modular, scalable, and global
  Scale as fast as customers' demand. Maintain high performance globally with an architecture designed to auto-scale within seconds.

  Performance resiliency
  Built-in redundancy and proactive monitoring capabilities provide mission-critical service level availability and protect against unpredictable cloud outages.

  Secure by default
  Security is at our core. We provide enterprise-grade security with industry-recognized standards to ensure all data and content is private and protected.

- **Managed Services – for enterprise-grade managed cloud needs**

  Our industry-leading managed services combines the scale and expertise that comes from running hundreds of Adobe Experience Manager customers in the cloud. Managed Services enables cloud agility, drives faster ROI, and provides a lower cost of ownership. Our cloud experts help you optimize the benefits of being cloud-native, from scaling environments to providing a seamless upgrade experience to transforming to a fully cloud-native future.

- **On-premise deployment is also available for organizations preferring that model**
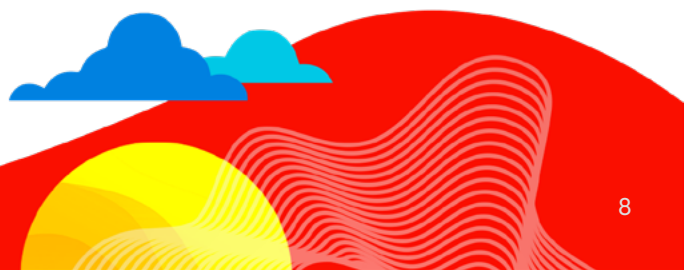
Powering customer success

Adobe Experience Manager Guides is helping organizations streamline complex content workflows, lower cost of operations, deliver exceptional experiences, and more.

Palo Alto Networks improves content experience, reach and velocity.

- Accelerated publishing for complex documentation
- Delivered a uniform website experience to customers for all content
- Achieved 250% greater user reach by delivering more content
- Increased productivity through seamless workflows

Read the story   **Watch case study video**

Briggs & Stratton creates responsive PDF and web manuals with flexible and efficient DITA workflows.

- Published DITA content to many platforms, including PDF and responsive web manuals
- Reduced translation costs by 25% by streamlining management time and redundant translations
- 15% increase in content reuse in six months
- Created a single source for content, eliminating use of unstructured content
- Migrated 90K pieces of content from existing CCMS

Read the story

Grundfos delivers consistent and accurate product information across channels with Adobe.

- Accelerated time to market with faster updates and less redundancies
- Improved content quality by allowing writers to focus on copy, not layout or design
- Managed 750,000+ topics that can be reused across documents and channels for greater consistency
- Reduced translation time for updates from up to 7 weeks to less than an hour

Read the story

What Adobe Experience Manager Guides can do for your business

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