REGION FOCUS: WORLDWIDE

The Business Value of Adobe Experience Manager Guides

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Executive Summary

Managing business content can be complicated, cumbersome, and expensive, especially for large or complex documents with government-regulated, corporate-regulated, or branded subject matter. Content must be securely delivered via multiple channels, both physical and virtual. It is also likely that the content creation and delivery process involves multiple individuals who are functionally and/or geographically distributed. One way to effectively manage complex content is by adopting a component content management system (CCMS). Adobe Experience Manager (AEM) Guides is a comprehensive CCMS solution designed to optimize the management of digital content and assets. IDC conducted research that explored the value and benefits for organizations in using AEM Guides to streamline their approach to the creation, curation, reuse, management, and delivery of content. The project included six in-depth interviews with organizations that had experience with and knowledge about the benefits and costs of using AEM Guides.

On the basis of this interview data, IDC calculates that study participants will achieve average annual benefits of $3.8 million per organization and a 287% three-year return on investment (ROI) by:

- Significantly enhancing business operations and customer satisfaction via improved quality, management, and timeliness for digital content, leading to better end-user productivity

- Boosting the overall performance and productivity of technical documentation and marketing teams through improved content management capability

- Similarly, improving the work of other teams directly or indirectly supporting these efforts, including translation management, Adobe Experience Manager administration, and IT infrastructure teams

Business Value Highlights

Click each highlight below to navigate to related content within this document.

$3.8 million
average annual benefit per organization

$30,700
average annual benefit per user

287%
three-year ROI

13.9-month
payback period

17%
more effective technical writing teams

11%
more effective creative teams

8%
improvement for translation managers

17%
improvement for administration teams

Situation Overview

Managing business content can be complicated, cumbersome, and expensive, especially for large or complex documents with government-regulated, corporate-regulated, or branded subject matter. Content must be securely delivered via multiple channels, both physical and virtual, including PDFs, web pages, chat streams, and SMS messages (to name a few) in addition to print. On the receiving end, expectations for timely (or even immediate) and accurate information have increased significantly. And the pace of business continues to accelerate, meaning that organizations must be nimble — and smart — to keep up and remain competitive.

These challenges become even more problematic for large, complex business documents with government-regulated or corporate-regulated content and/or content that has reusable components, all of which must be kept current. It is often imperative for a company to effectively manage its brand across multiple assets and multiple delivery channels. Content must reach customers, partners, and employees in the right format, at the right time, and in the right place according to your unique corporate and industry requirements.

It is also likely that the content creation and delivery process involves multiple individuals who are functionally and/or geographically distributed. Recent IDC research shows that in a typical organization, 142 people create or edit content directly from that organization's content management system, and this number is expected to increase by 23% by 2023 (n = 540; IDC's *CMS Technology and Use Cases Survey,* June 2021).

One way to effectively manage complex content is by adopting a component content management system and by making sure that content is "intelligent."

In their book, *Intelligent Content — A Primer,* Rockley, Cooper, and Abel present this definition:

- *Intelligent content is designed to be modular, structured, reusable, format free, and semantically rich and, as a consequence, discoverable, reconfigurable, and adaptable.*

$875,675
higher revenue from better business enablement

4%
more productive end users

Componentized — or intelligent — content can be more easily adjusted for different audiences, media, formats, and devices. Content can be more up-to-date, compliant, personalized, and easier to translate to other languages.

In our research, organizations that have adopted a modern content management solution have experienced several benefits, including improved responsiveness, increased customer and employee experience, and reduced business risk.

Adobe Experience Manager Guides Overview

Adobe Experience Manager Guides is a cloud-native component content management system designed for documentation and content management professionals to create, manage, and deliver postsale content like knowledge bases, product documentation, self-service help, user guides, and support content.

With Adobe Experience Manager Guides, users can leverage one Adobe solution for end-to-end content management needs across presale and postsale content. Native capability to publish structured content (XML/DITA-, topic-, or article-based) to Adobe Experience Manager Sites helps users deliver a consistent experience across customer touch points. Native integration with Adobe Creative Cloud and Adobe Experience Cloud allows them access to digital assets within Adobe Experience Manager Assets.

The main capabilities of Adobe Experience Manager Guides include:

- **Web-based content creation:** A built-in web editor to create granular, presentation-agnostic, and variant-free content

- **Structured content management:** Includes capabilities like content reuse, version management, reference management, search and metadata tags management, translation workflows, and content health reports

- **Web-based review and collaboration:** A built-in web-based review and approval workflow that allows authors and reviewers to collaborate simultaneously in real time

- **Omni-channel delivery:** Native publishing to Adobe Experience Manager Sites and PDFs; content delivery to other touch points like HTML websites, customer relationship management (CRM) platforms, Internet of Things (IoT) apps, chatbots, knowledge bases, and more

The Business Value of Adobe Experience Manager Guides

Study Demographics

IDC conducted research that explored the value and benefits for organizations of using AEM Guides (formerly XML Documentation for Adobe Experience Manager) to streamline their approach to content creation, management, and distribution. The project included six interviews with organizations that were using the solution and had experience with and knowledge about the impacts of its use. Study participants were asked a wide variety of quantitative and qualitative questions about their digital marketing and document management efforts, core businesses, and costs.

Table 1 presents the study demographics. The organizations that IDC interviewed had an average of 40,900 employees and $38 billion in revenue, indicating the involvement of several large companies. In terms of geographic distribution, four companies were based in the United States and two in Canada. Several vertical markets were represented, namely, technology hardware and software, telecommunications, and semiconductor.

TABLE 1

Firmographics of Interviewed Organizations

	Average	Median	Range
Number of employees	40,900	18,500	3,500 to 118,400
Company revenue	$38.0B	$19.7B	$893.0M to $134.0B
Countries	United States (4), Canada (2)		
Industries	Technology hardware and software (3), telecommunications (2), semiconductor (1)		

Source: IDC Business Value Research, July 2022

Choice and Use of Adobe Experience Manager Guides

The organizations that IDC interviewed described their use of Adobe Experience Manager Guides. In general, these companies were looking to improve a variety of processes related to technical documentation and marketing operations by enhancing the management, quality, and delivery of digital content. Study participants cited specific reasons for their choice, such as the fact that AEM Guides was considered a fully integrated content management system that worked easily with existing web platforms and databases. They also appreciated the value-add of having an end-to-end system with the functionality needed to produce XML content and publish it out in HTML or PDF formats. In addition, it was noted that AEM Guides provided significant potential for the reuse of existing content and offered a simplified architecture.

Study participants elaborated on these and other benefits:

Fully integrated platform:
"We settled ultimately on the Adobe system because it offers a deep level of integration with our newly designed website as part of the larger Adobe Experience Manager web platform. AEM Guides integrates to this larger web platform and has direct integration with it. It provides us with the features that we were looking for: a full-fledged data-based content management system that allows us to author content, edit content, pass content through the cycles of our quality review process, and generate that content into multiple formats including PDF and HTML."

End-to-end XML/PDF system:
"We were looking for an end-to-end system where you could produce XML content, author in XML, and publish out to HTML or PDF."

DITA content manager:
"We transitioned our content from an unstructured FrameMaker workflow to a DITA workflow using Adobe FrameMaker. To manage the DITA content, it's difficult without AEM Guides. There are thousands of files where we used to have dozens. So we have adopted Adobe Experience Manager."

Gaining the ability to reuse content:
"The challenge that drove our decision was reuse. We were using a different authoring tool, also from Adobe, and realized that there was a lot of potential for reuse of our content. Managing that content reuse was difficult outside of using a content management system. The other Adobe tool was not a content management system but strictly an authoring tool."

Simplified architecture and lower total cost of ownership:
"We wanted to simplify our architecture and reduce our total cost of ownership. With AEM Guides, we don't need to maintain two systems."

Table 2 provides a snapshot of Adobe Experience Manager Guides usage across interviewed organizations. Significant levels of content management utilization were documented throughout the base of study participants. On average, there were 246,667 content items in various stages of development at the time of interview. In addition, study participants reported an average total of 6,558 content items that were uploaded to AEM Guides monthly. Additional metrics are presented..

TABLE 2

Organizational Usage of AEM Guides

	Average	Median
Number of brands supported	10	2
Number of countries	14	14
Number of languages	8	5
Total number of content items	246,667	200,000
Number of content items uploaded per month	6,558	175

Source: IDC Business Value Research, July 2022

Business Value and Quantified Benefits of Adobe Experience Manager Guides

Interviewed organizations attributed significant improvements to their use of Adobe Experience Manager Guides in terms of marketing, technical documentation, and other operations that are dependent on digital content. In general, the platform allowed them to improve the performance and productivity of their content management operations, staff, end users, and customers through improved digital content management and delivery. In addition, improving the work of other teams, including translation managers and AEM administration teams, yielded similar benefits. They also were able to significantly enhance their business operations and results via improved quality and timeliness for digital content and better end-user productivity.

Interviewed AEM Guides customers spoke of the most significant impacts of their use:

Strong versioning model:
"AEM Guides has the best versioning model that I've experienced in my 16-year career. It's easy to use and once you wrap your head around it, it offers you the greatest level of granular control of any AEM that I've used. As somebody who understands the power and value of a good versioning model, I think the AEM Guides has the best on the market."

Single platform approach to content:
"Having everyone on a single platform has benefited the staff. It's easier to find content, especially for reuse, in one place rather than across file servers where teams don't understand how other teams are working. It's consolidated, easily searched, and reused."

Solid and reliable Adobe support:
"We get better support from Adobe compared with the other vendors. Obviously, a lot of companies use AEM Guides. That means, that in general, it's easy to get help when needed."

Benefit of an end-to-end content management system:
"First of all, we have one toolset stream, which is what my organization wanted. We're in the same system to produce content as you are to public content. It's an end-to-end system and the integration saves people time because they don't have to manage three or four different systems."

Ability to use DITA/XML for content reuse:
"Content reuse is a key item. We wanted to go to DITA and XML, with the ability to create modular content and then be able to reuse it in multiple places. AEM Guides gives us this capability."

IDC's business value analysis and calculations show that the AEM Guides benefits previously described provided significant business value for interviewed organizations. As shown in **Figure 1** (next page), IDC calculated that the Adobe customers interviewed for this study will achieve average annual benefits worth $3.8 million per organization, or $30,700 for each active AEM Guides user.

FIGURE 1

Average Annual Benefits per Interviewed Organization

($ per interviewed organization)

$3.8 million per organization

$2.0M

$1.8M

Total staff impact　　　　**Business productivity benefits**
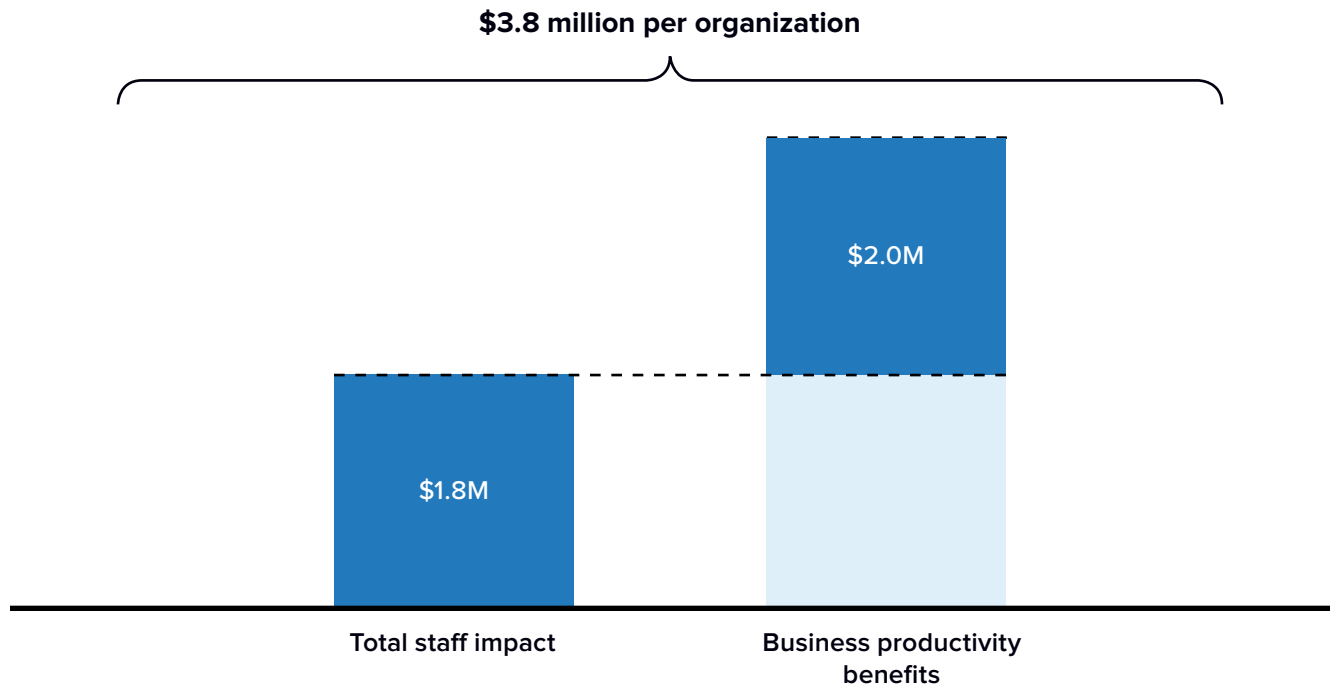
n = 6; Source: IDC Business Value Research, July 2022

Business Enablement Benefits

Interviewed organizations reported that improving content management with Adobe Experience Manager Guides positively impacted their business operations and outcomes. Improving management of digital content related to technical documentation and marketing translated into better quality and content delivery that ultimately served to improve customer interaction and satisfaction. In addition, the use of an end-to-end system that could produce XML content and easily publish out in HTML or PDF formats had positive implications for the marketing efforts of these companies as well as various internal end users. Further, digital producers and teams benefited from document tagging and having a single source of content that was consolidated and easily searched while fostering optimal content reuse. Combined, all of these benefits provided better digital experiences for internal end users, customers, and potential customers.

Aside from these across-the-board benefits, study participants further called out the advantage of better and more paced consumption of content and connected that to improved customer service and satisfaction. This was, in some cases, enhanced with the use of context-sensitive help links that the development team added. Participants also noted that they had better control of the look and feel of content because of consistent content tagging, and customer requests for help were also lessened.

Study participants commented on these benefits:

Better consumption of content:
"Our consumer channels can consume our content at a more granular level. Instead of presenting an entire page of content, we can now present it step by step, which is easier for the end users to consume."

Better customer service through help links:
"We worked with the development team to add context-sensitive help links so that when a customer clicks on one, it immediately redirects them to a specific page on our website. It was very easy for us to create that help model, to set up the help redirects, and to maintain them continuously and add them over time. AEM Guides has given us a lot more flexibility to bring content to our customers in a much more efficient and dynamic way."

Reduction in customer help calls:
"Our customers don't have to call or go into stores for help. Content is readily available online to help."

Increased customer satisfaction:
"Customer satisfaction has increased, as has the satisfaction of how anybody accesses our content. We're delivering a much better website while being more creative and responsive in how we deliver content. We can respond to the needs of the business more dynamically and the users benefit from this. We produce leaner, better documents."

Consistent tagging creates easier rebranding:
"The benefit of using a taxonomy is the consistency it creates in the delivery of content. We have better control of the look and feel of content because of consistent content tagging. When you have that level of consistency, it really saves a lot of time when rebranding is needed."

As the aforementioned comments illustrate, over time, these enhanced capabilities synergistically translated into better business results through improved end-user productivity. End users such as customer support, reviewers, and other employee groups benefited from having a single source of accessible information and content. Specifically, it was noted that customers relied less on customer support teams because of the quality of content presented on their respective websites. **Table 3** presents business enablement gains focusing on end-user productivity. After adoption of AEM Guides, interviewed companies experienced a 4% average annual boost in productivity, translating into a substantial business value of $1,698,290.

TABLE 3

Business Enablement — End-User Productivity Gains

	Before AEM Guides	With AEM Guides	Benefit	Benefit (%)
Equivalent productivity level — FTEs	3,876	4,038	162	4%
Assumed operating margin	15%	15%		
Value of staff time	$40.7M	$42.4M	$1.7M	4%

Source: IDC Business Value Research, July 2022

AEM Guides proactively addressed the needs of customers by helping provide robust, high-quality interactive documentation. As a result, customer satisfaction has increased, and interviewed organizations recognized higher revenue related to their use of AEM Guides. **Table 4** (next page) shows these additional business enablement revenue impacts, with total additional annual gross revenue of $5,837,830.

TABLE 4

Business Enablement — Higher Revenue

	Per Organization	Per Active AEM Guides User
Total additional gross revenue per year	$5.8M	$47,300
Assumed operating margin	15%	15%
Total additional net revenue — IDC model	$875,675	$7,095

Source: IDC Business Value Research, July 2022

Improved Content Management

By developing innovative digital products, businesses of all types and sizes can improve levels of customer satisfaction and build stronger competitive differentiation. IDC predicts that by 2026, enterprises that successfully generate digital innovation will derive over 25% of revenue from digital products, services, and/or experiences.

An important aspect of this innovation involves creating and delivering creative, personalized, and high-quality digital web-based content in the areas of product documentation and policies and the marketing of goods and services. Structured and automated content management can be used to manage and enhance these various content-related tasks and operations.

Adobe Experience Manage Guides is designed to help companies meet these challenges by using artificial intelligence and other advanced functionality to manage and deliver innovative digital content for a variety of vertical markets and digital user experiences. Among its other functionalities, AEM Guides offers a web editor that creates granular, variant-free content that can easily migrate from Word, XHTML, and IDML to DITA with automated conversion and validation.

Study participants identified a variety of benefits related to their use of Adobe Experience Manager Guides, including having a single integrated source of usable content, using modular content creation via DITA authoring, and better overall workflow management. In addition, they noted that Adobe offered many useful processes for backup and system maintenance along with good availability.

Study participants commented on these benefits:

Single source of content:
"Bringing everything together on one platform has been helpful and impactful. AEM Guides has given us control over our content and our ability to directly deliver our content to not only our customers but all the groups that rely on our documentation."

Modular content creation:
"The ability to reuse content has saved staff time. Some of our products have similar features, so when you can create content in a modular way and assemble at publishing time, it's very quick to assemble content into different deliverables. Without this kind of DITA authoring scenario, when you pick content from another product, you must reformat it, and this wastes time."

Better workflow management:
"AEM Guides had many positive impacts on our workflow. When we moved to AEM Guides, we analyzed our workflow to see what we should move to the system and what we should modify. This allowed us to 'trim the fat' and create an efficient workflow. We have much less mechanical overhead that we need to deal with. What is now a one-click process used to require filling out 15 different fields in a very unforgiving way. It's also much easier to troubleshoot. It's just a much more friendly system in terms of how it treats errors and how it guides you to fix problems."

Adobe back-end support:
"We've outsourced a lot of the overhead since we've moved the housing of content to Adobe Managed Services. With Adobe owning the back end, they have lots of great processes for backup and system maintenance. In addition, there has been great availability and performance."

IDC evaluated how the adoption and use of Adobe Experience Manager Guides impacted the productivity of various core operational teams that routinely depend on content management functionality.

The teams that IDC evaluated included:

- Creative

- Technical documentation/writing

- Translation management

- AEM administration

Study participants reported that AEM Guides provided their organizations with user-friendly, end-to-end content management capabilities. Importantly, this approach enabled active system users to work more effectively by helping them find existing content with ease, improving document quality, and using DITA XML capabilities.

Table 5 quantifies impacts for each individual team. After adopting Adobe Experience Manager Guides, interviewed technical writing teams experienced a 17% boost in productivity. In addition, there were similar levels of improvement across all teams, a total aggregate improvement of 16%. Calculated as an annual productivity-based business value, this amounted to $1,357,490 for each organization.

TABLE 5
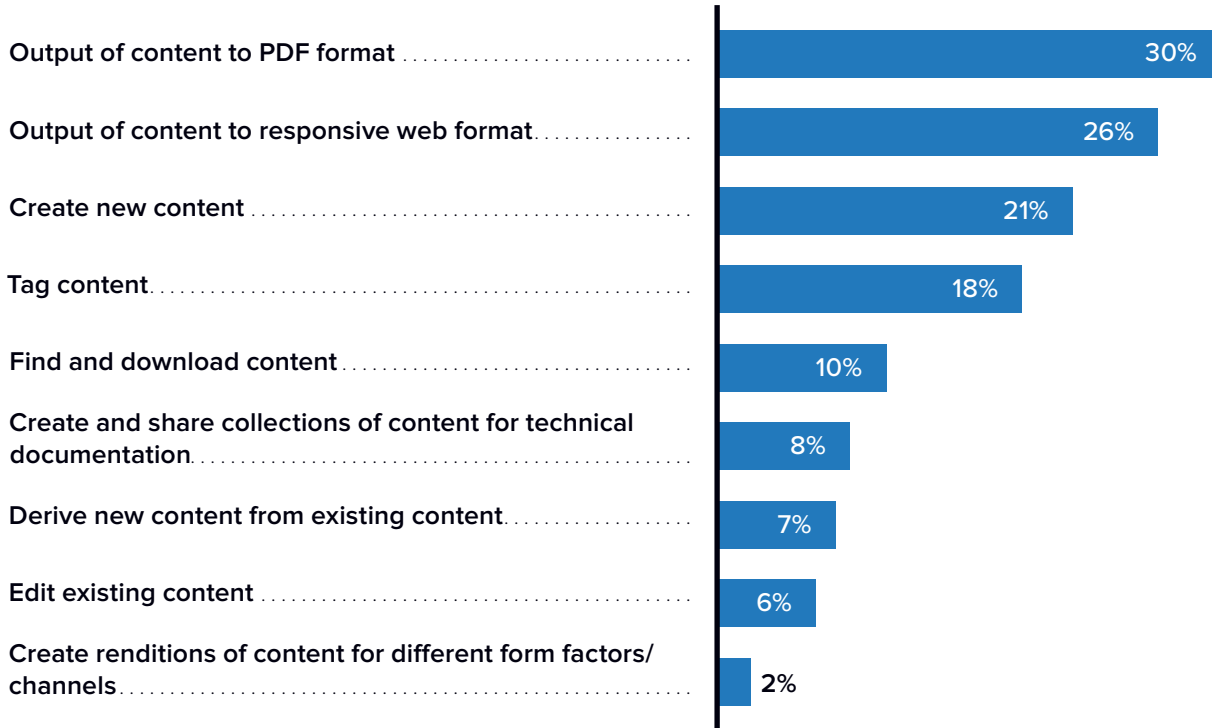
Total Active User Efficiency Gain

	Before AEM Guides	With AEM Guides	Benefit	Benefit (%)
Creative team — FTEs	14.8	13.1	1.7	11%
Technical writing team — FTEs	95.2	79.0	16.2	17%
Translation management — FTEs	8.3	7.6	0.7	8%
AEM admin — FTEs	5.3	4.4	0.9	17%
Total active FTEs	123.4	104	19.4	16%
Value of staff time per year	$8.6M	$7.2M	$1.3M	16%

Source: IDC Business Value Research, July 2022

IDC then looked at the impact of Adobe Experience Manager Guides on a series of typical tasks associated with document management. Interviewed companies reported that AEM Guides was especially impactful for active users for creating output in PDF/web format, creating new content, and consistent tagging of content that provided better control of look and feel.

Figure 2 (next page) shows the impacts on evaluated tasks. The greatest improvements were seen with outputting content to PDF format (30%), outputting content to responsive web format (26%), and creating new content (21%).

FIGURE 2

Impact of AEM Guides on Staff Tasks

(% quicker)

Task	% quicker
Output of content to PDF format	30%
Output of content to responsive web format	26%
Create new content	21%
Tag content	18%
Find and download content	10%
Create and share collections of content for technical documentation	8%
Derive new content from existing content	7%
Edit existing content	6%
Create renditions of content for different form factors/channels	2%

n = 6; Source: IDC Business Value Research, July 2022

A major goal of interviewed organizations was to reduce the internal labor costs associated with document duplication. AEM Guides supported this initiative, allowing end users to reduce duplicative efforts significantly. It accomplished this by document tagging and providing a single source of content that was consolidated and easily searched and reused.

Table 6 (next page) quantifies these impacts. After adoption, interviewed companies experienced a 16% reduction in duplication issues. Calculated as a function of improved staff productivity, this resulted in an annual business value of $437,570 for each organization.

TABLE 6

Reduced Duplication Effort

	Before AEM Guides	With AEM Guides	Benefit	Benefit (%)
Total value — FTEs	40.0	34.0	6.0	16%
Value of staff time per year	$2.8M	$2.3M	$437,570	16%

Source: IDC Business Value Research, July 2022

Interviewed companies reported additional benefits for IT infrastructure teams that were indirectly engaged in supporting content management efforts. They noted that Adobe Experience Manager Guides was scalable and offered strong performance and availability. In some instances, organizations took advantage of outsourcing some of this management effort to Adobe Managed Services, which freed up staff time on infrastructure teams.

Table 7 quantifies these impacts. After adoption, IT infrastructure teams experienced a 42% boost in productivity. This amounted to the equivalent of adding 5.1 FTEs and resulted in an annual productivity-based business value of $511,810 for each organization.

TABLE 7

IT Infrastructure Team Efficiency Gain

	Before AEM Guides	With AEM Guides	Benefit	Benefit (%)
Total value — FTEs	12.1	6.9	5.1	42%
Value of staff time per year	$1.2M	$694,860	$511,810	42%

Source: IDC Business Value Research, July 2022

ROI Summary

Table 8 presents IDC's return on investment analysis for study participants' use of Adobe Experience Manager Guides. IDC projects that they will achieve three-year discounted benefits worth an average of $8,787,400 per organization ($71,200 per active AEM Guides user) through the array of benefits previously described. These benefits compare with total three-year discounted costs of $2,269,300 per organization ($18,390 per active Adobe user). IDC projects that, for interviewed companies, these levels of benefits and investment costs will result in an average three-year ROI of 287% and a break-even point in investment occurring in approximately 14 months.

TABLE 8

Three-Year ROI Analysis

	Per Organization	Per Active AEM Guides User
Discounted benefits	$8.8M	$71,200
Discounted investment	$2.3M	$18,390
Net present value	$6.5M	$52,815
ROI	287%	287%
Payback	13.9 months	13.9 months
Discount factor	12%	12%

Source: IDC Business Value Research, July 2022

Challenges/Opportunities

To effectively leverage a modern component content management system, the organization must first evaluate its current state. The following questions must be addressed:

- What content is your organization creating, and for what purpose? How much of that content is redundant (or worse, uncontrolled)? What content can be (or should be) reused?

- Who is producing, reviewing, approving, and delivering the content?

- Who is consuming the content and when? Is similar content consumed at various stages of the readers' relationship with your organization?

- What formats are required for creation and delivery?

- What integrations are required with other enterprise systems to truly automate and transform your document processes?

Once these questions are answered, the organization can better address its processes for the management of complex, business-critical documents.

Conclusion

As the pace of business continues to accelerate, as organizations become more distributed, and as the number of channels for content creation and consumption continues to grow, organizations must find a way to be more agile while maintaining corporate standards, complying with government regulations, and delivering the content, knowledge, and insight required by all stakeholders, including customers, employees, and partners.

IDC's research shows the benefits — from both a cost perspective and a business growth perspective — that can be realized by organizations' deploying an effective and cloud-native component content management system such as Adobe Experience Manager Guides.

Appendix: Methodology

IDC's standard Business Value/ROI methodology was utilized for this project. This methodology is based on gathering data from organizations currently using Adobe Experience Manager Guides as the foundation for the model.

Based on interviews with organizations using Adobe Experience Manager Guides, IDC performed a three-step process to calculate the ROI and payback period:

1. **Gathered quantitative benefit information during the interviews using a before-and-after assessment of the impact of using Adobe Experience Manager Guides.** In this study, the benefits included employee productivity gains, staff time savings, and reduced costs.

2. **Created a complete investment (three-year total cost analysis) profile based on the interviews.** Investments go beyond the initial and annual costs of using Adobe Experience Manager Guides and can include additional costs related to migrations, planning, consulting, and staff or user training.

3. **Calculated the ROI and payback period.** IDC conducted a depreciated cash flow analysis of the benefits and investments for the organizations' use of Adobe Experience Manager over a three-year period. ROI is the ratio of the net present value (NPV) and the discounted investment. The payback period is the point at which cumulative benefits equal the initial investment.

IDC bases the payback period and ROI calculations on a number of assumptions, which are summarized as follows:

- Time values are multiplied by burdened salary (salary + 28% for benefits and overhead) to quantify efficiency and manager productivity savings. For purposes of this analysis, based on the geographic locations of the interviewed organizations, IDC has used assumptions of an average fully loaded salary of $100,000 per year for IT staff members and an average fully loaded salary of $70,000 per year for non-IT staff members. IDC assumes that employees work 1,880 hours per year (47 weeks x 40 hours).

- The net present value of the three-year savings is calculated by subtracting the amount that would have been realized by investing the original sum in an instrument yielding a 12% return to allow for the missed opportunity cost. This accounts for both the assumed cost of money and the assumed rate of return.

- Because IT solutions require a deployment period, the full benefits of the solution are not available during deployment. To capture this reality, IDC prorates the benefits on a monthly basis and then subtracts the deployment time from the first-year savings.

Note: All numbers in this document may not be exact due to rounding.

About the IDC Analysts

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Megan Szurley is a consulting manager within IDC's Custom Solutions Division, delivering consultative support across every stage of the business life cycle: business planning and budgeting, sales and marketing, and performance measurement. In her position, Megan partners with IDC analyst teams to support deliverables that focus on thought leadership, business value, custom analytics, buyer behavior, and content marketing. These customized deliverables are often derived from primary research and yield content marketing, market models, and customer insights.

More about Megan Szurley

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Holly Muscolino is research vice president for Content and Process Strategies and the Future of Work, responsible for research related to innovation and transformation in content and process solutions, including intelligent process automation and content workflow services. Holly's core coverage also includes the role of technology in driving the Future of Work.

More about Holly Muscolino

Message from the Sponsor

Adobe Experience Manager Guides is a cloud-native component content management system (CCMS) built for documentation and content professionals to achieve efficient creation, management and delivery of product documentation, self-service help, user guides, knowledge bases, support content, and more. It provides an end-to-end platform to deliver consistent, engaging experiences across touch points. Major capabilities include:

Web-based content creation: Web editor for structured content authoring. Built-in content ingestion framework to migrate content from Word, XHTML, InDesign, etc.

Web-based review and collaboration: Web-based review allowing multiple authors and reviewers to collaborate in real time.

Structured content management: Capabilities like advanced content reuse, version management, search and metadata management, translation workflows, and more.

Omni-channel content experiences: Native publishing to Adobe Experience Manager Sites and PDF. Delivery to HTML websites, CRM platforms, and more using publishing engines and REST APIs.

AI-powered content management: Artificial intelligence powered by Adobe Sensei to augment content discovery.

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