Adobe Digital Learning Services
Learning Paths
Adobe Experience Cloud

2 Day Maximize Adobe Experience Cloud
Gain deep intelligence about your customers and business strategies, leverage data to build personalized digital marketing campaigns, target customer segments through an optimized approach.

4 Day Deliver Exceptional Experiences Using Adobe Digital Marketing Solutions
Understand the value of four foundational solutions: Adobe Experience Manager, Adobe Target, Adobe Campaign, and Adobe Analytics.

4 Day Digital Marketing Masters Workshop*

* All Access Learning Pass Ineligible

Developer, System Administrator

4 Hours Discover Launch, by Adobe
Learn how to install extensions, create data elements, implement rules, and publish resources to deploy and manage analytics, marketing, and advertising tags to power customer experiences.
Adobe Marketing Cloud: Experience Manager – Sites

**Skills Assessments**

**AEM Sites Front End Developer**
Tests your ability to create a fully featured website using AEM.

**AEM Sites Back End Developer**
Tests your ability to build and customize components, and create custom OSGi services and Sling servlets within AEM.

**On Demand - Complimentary, introductory training videos available at Adobe.com** [LINK]

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**(v)ILT or eLearning**

**2 Day Create Web Experiences**
Improve your authoring skills. Develop and modify web & mobile pages using templates. Create consistent experiences.

**4 Day Develop Websites and Components**
Master the fundamentals of building an AEM website based on templates and components. You'll develop a custom site.

**2 Day Develop Multilingual and Multinational Sites**
Effectively manage multiple sites and locales. Reuse content across channels, languages & global sections at all levels of complexity.

**(v)ILT**

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**vLabs**

**Virtual Labs**
Access to a web-based practice lab for AWS/ReadyTech environments as a continuation of class lab instance postclass.

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**On Demand - Complimentary, introductory training videos available at Adobe.com** [LINK]
Adobe Marketing Cloud: Experience Manager – Sites

*(v)ILT = virtual or in person instructor-led training

** Mandatory for given role

(v)ILT or eLearning

- 2 Day Create Web Experiences*
  - Improve your authoring skills. Develop and modify web & mobile pages using templates. Create consistent experiences.

- 2 Day Develop Multilingual and Multinational Sites
  - Effectively manage multiple sites and locales. Reuse content across channels, languages & global sections at all levels of complexity.

(v)ILT

- 3 Day Administer and Securely Maintain*
  - Get updated on the architectural changes of latest version. Be equipped to install, configure, maintain & troubleshoot.

- 3 Day Extend and Customize*
  - Equip yourself with advanced application development skills and build a custom AEM application successfully.

(v)ILT or eLearning

- 3 Day AEM Architect Workshop*
  - Learn the skills needed to lead an AEM implementation, including custom solutions, scope estimates, and technical specifications.

vLabs

Virtual Labs

- Access to a web-based practice lab for AWS/ReadyTech environments as a continuation of class lab instance postclass.

On Demand - Complimentary, introductory training videos available at Adobe.com [LINK]
Adobe Marketing Cloud: Experience Manager – Assets

**Skills Assessments**

**AEM Assets Manager**
Tests your ability to organize and deliver digital assets using AEM

**(v)ILT or eLearning**

2 Day Manage and Deliver Digital Assets
Master the asset tool. Use workflows to upload, organize, and manage assets through touch-optimized UI.

**vLabs**

Virtual Labs
Access to a web-based practice lab for AWS/ReadyTech environments as a continuation of class lab instance postclass

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**Business User**

On Demand - Complimentary, introductory training videos available at Adobe.com [LINK]

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**Skills Assessments**

**AEM Assets Manager**
Tests your ability to organize and deliver digital assets using AEM

**(v)ILT or eLearning**

4 Day Develop Websites and Components
Master the fundamentals of building an AEM website, based on templates and components. You'll develop a custom site.

**vLabs**

Virtual Labs
Access to a web-based practice lab for AWS/ReadyTech environments as a continuation of class lab instance postclass

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**Developer**

On Demand - Complimentary, introductory training videos available at Adobe.com [LINK]
Adobe Marketing Cloud: Experience Manager – Upgrading Customers

Unlimited on-demand learning for Adobe Experience Manager – via All Access Learning Pass

2 Day
What's New in AEM 6.4
(6.4 Deltas)
Learn about changes to the repository structure, frontend and backend development, Sites, Assets, and other areas in AEM. New topics include core components, Style System, components with Sling models, editable templates, content and experience fragments, and security.

1 Day
What's New in AEM - Custom
(6.4 Deltas)
A tailored, private class where you choose the course topics based on your business needs, such as repository structure, front-end and back-end development, Sites, Assets, and other areas in AEM. New topics include core components, Style System, components with Sling models, editable templates, content and experience fragments, and security.
Adobe Marketing Cloud: Experience Manager – Forms

1 Day
Create and Manage
Correspondence using AEM Forms
Assemble correspondence from both pre-approved and custom-authored content in a streamlined process

On Demand - Complimentary, introductory training videos available at Adobe.com [LINK]

3 Day
AEM Forms Administration
Master both technology stacks (JEE and OSGi) of AEM Forms and learn how Adobe has integrated them cohesively

On Demand - Complimentary, introductory training videos available at Adobe.com [LINK]
Adobe Marketing Cloud: Experience Manager – Forms

On Demand - Complimentary, introductory training videos available at Adobe.com [LINK]

**Designer**

- **Skills Assessments**
  - AEM Forms Designer
    - Tests your ability to create and manage adaptive forms and documents using AEM

- **(v)ILT or eLearning**
  - 2 Day Design Adaptive Forms using AEM
    - Create and manage Adaptive Form templates, learn many best practices for designing AEM Forms

- **(v)ILT**
  - 2 Day AEM HTML and PDF Forms With Designer
    - Create and manage HTML and PDF Forms, and learn many best practices for Adobe AEM Designer

- **vLabs**
  - Virtual Labs
    - Access to a web-based practice lab for AWS/ReadyTech environments as a continuation of class lab instance post-class

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**Developer**

- **Skills Assessments**
  - AEM Forms Developer
    - Tests your ability to configure and develop adaptive forms and documents functionality within AEM

- **(v)ILT or eLearning**
  - 2 Day Design Adaptive Forms using AEM
    - Create and manage Adaptive Form templates, learn many best practices for designing AEM Forms

- **(v)ILT**
  - 2 Day Develop AEM Forms
    - Master best practices in configuring and developing Adaptive Forms
  - 2 Day AEM Forms and Databases
    - Integrate your AEM Forms with databases such as Microsoft SQL Server and Oracle
  - 2 Day Design and Maintain Applications in AEM Workbench
    - Design AEM Forms JEE applications using AEM Workbench

- **vLabs**
  - Virtual Labs
    - Access to a web-based practice lab for AWS/ReadyTech environments as a continuation of class lab instance post-class

On Demand - Complimentary, introductory training videos available at Adobe.com [LINK]
Adobe Analytics Cloud: Analytics

Skills Assessments
- Reports & Analytics User
  Tests your ability to build dashboards, configure and run reports, and gain insights.
- Analysis Workspace User
  Tests your ability to configure and run dashboards, monitor campaigns, and create visualizations.
- Report Builder
  Tests your ability to build custom dashboards and monitor campaign performance.
- Data Analysis with Reports & Analytics
  Tests your ability to visualize data and create reports.
- Data Analysis with Analysis Workspace
  Tests your ability to configure and run reports to help you make better business decisions.

(v)ILT or eLearning
- 3 Day Data Analysis with Reports & Analytics
  Configure and run reports to help you make better business decisions.
- 3 Day Data Analysis with Analysis Workspace
  Configure and run reports to help you make better business decisions.
- 1 Day Create & Manage Reports using Report Builder
  Create and manage reports in Analysis Workspace.
- 1 Day Mobile App Analysis
  Create, customize, and share reports to show how users engage and convert through your mobile apps.

On Demand - Complimentary, introductory training videos available at Adobe.com [LINK]
Adobe Analytics Cloud: Analytics

**Skills Assessments**

- **Reports & Analytics Implementation**
  Tests your ability to code validated JavaScript variables with the ability to improve reporting.

- **Dynamic Tag Management**
  Tests your ability to set and execute tags, create rules, and implement Analytics variables using DTM.

**LT**

- **4 Day Reports & Analytics Implementation**
  Code validated JavaScript variables with Analytics data to improve your reporting.

- **1 Day Dynamic Tag Management**
  Set and execute tags, create rules so code executes correctly, gain working knowledge of implementing Analytics variables using DTM.

On Demand - Complimentary, introductory training videos available at Adobe.com [LINK](#)

**System Administrator**

- **Skills Assessments**
  - **Reports & Analytics Advanced Features and Tools**
    Tests your ability to create reports based on user needs, integrate third-party data, and capture isolated data.

- **LT**
  - **3 Day Maximize Insights Using Administrative Functions**
    Set up structures to meet reporting needs of business users, integrate third-party data, capture data in isolated environments.

On Demand - Complimentary, introductory training videos available at Adobe.com [LINK](#)
Adobe Analytics Cloud: Analytics – Data Workbench

(v)ILT = virtual or in-person instructor-led training

**Business User**

4 Day Data Workbench Analyst ACE
- Master the tool with a deep dive into visualizations.
- Answer relevant business questions and find insights from big data.

3 Day Data Workbench Advanced Analyst
- Master decision trees, clustering, correlation, predictive scoring, cohort analysis, and association with hands-on exercises.

**Developer, Architect**

5 Day Data Workbench Architect ACE
- Learn how data populates into the workbench and how the schema is defined.
- Build custom metrics, dimensions, and rules to visualize/interact with data.
Adobe Marketing Cloud: Campaign Classic

Skills Assessments
Campaign Classic Developer
Tests your ability to manage data and workflows, develop forms, and extend data models using Adobe Campaign Classic.

(v)ILT or eLearning
1 Day Getting Started
Get a broad overview of the product, view product capabilities, learn how to grow current and future marketing strategies.

(v)ILT
2 Day Manage Data and Workflows
Prepare sales and technical data for targeting, personalization and reporting more effectively and flexibly.

1 Day Develop Forms and Extend Data Models
Extend the factory data model and user interfaces to meet business requirements and drive successful campaigns.

2 Day Extend and Customize
Develop advanced applications to personalize and control your marketing campaigns.

1 Day Build Reports
Design, build, update and distribute custom reports to guide business decision-making and campaign development.

vLabs
Virtual Labs
Access to a web-based practice lab for AWS/RedTech environments as a continuation of class lab instance post-class.

On Demand - Complimentary, introductory training videos available at Adobe.com [LINK]
Adobe Marketing Cloud: Campaign Standard and Campaign Prime

Skills Assessments
- Campaign Standard Business User
  Tests your ability to configure and execute marketing campaigns and subscriptions using Adobe Campaign Standard.

(v)ILT
- 2 Day Design & Orchestrate Marketing Campaigns
  Master best practices to plan, execute and measure cross-channel marketing campaigns and subscriptions.
- 1 Day Manage Workflows
  Create workflows, import and export data by using workflows, enrich data by using workflows, and segment data.

vLabs
- Virtual Labs
  Access to a web-based practice lab for AWS/Adobe RealTech environments as a continuation of class lab instance post-class.

On Demand - Complimentary, introductory training videos available at Adobe.com [LINK]

(v)ILT
- 1 Day Transition to Adobe Campaign Prime
  Replicate data between ACP and ACS, build basic workflows, create personalized email deliveries, and view delivery reports. Predict campaign effectiveness with A/B tests.
Adobe Marketing Cloud: Target

Standard Business User

Skills Assessments
- Target Foundations
  Tests your ability to apply A/B and multivariate testing, content targeting, and automation for content and experiences.
- Target Audience Sharing
  Tests your ability to perform 360 degree personalization using Adobe Analytics and Shared Audiences.
- Target Optimizing Search
  Assessment is for Search and Promote users who perform site search, and promote site merchandising using Adobe Target.

(v)ILT or eLearning
- 2 Day Optimize Digital Experiences
  Build the activities that drive marketing site optimization. Employ best practices for managing these activities and making actionable decisions based on the results.
- 1 Day Using Adobe Analytics and Shared Audiences in Adobe Target
  Achieve a 360-degree understanding of customers to drive relevant experiences for better engagement and improve ROI.

On Demand - Complimentary, introductory training videos available at Adobe.com [LINK]

Premium Business User

Skills Assessments
- Target Foundations
- Target Audience Sharing
- Target Optimizing Search
- Target Automated Personalization
  Assessment is for Target Premium users interested in using Automated personalization to automate experiences.
- Target Recommendations
  Assessment is for Target users who run recommendations activities.

(v)ILT or eLearning
- 2 Day Optimize Digital Experiences
  Build the activities that drive marketing site optimization. Employ best practices for managing these activities and making actionable decisions based on the results.
- 1 Day Using Adobe Analytics and Shared Audiences with Adobe Target

(v)ILT
- 1 Day Premium Recommendations
- 4 Hour Automate Personalized Experiences
- 2 Day Site Search & Merchandising

On Demand - Complimentary, introductory training videos available at Adobe.com [LINK]
Adobe Analytics Cloud: **Audience Manager**

**Business User**

**1 Day**
**Organize and Build Audience Profiles**
Discovery how multiple data sources are used to create user profiles and audience segments to target new users. Learn how profile merge rules are used to enable cross device targeting.

**1 Day**
**Enhance Audience Segmentation Using Adobe Analytics Cloud**
Learn how to leverage Adobe Analytics data within Adobe Audience Manager to better understand audience attribution and gain audience insights.

On Demand - Complimentary, introductory training videos available at Adobe.com [LINK](#)

**Developer, Architect**

**1 Day**
**Organize and Build Audience Profiles**
Discovery how multiple data sources are used to create user profiles, audience segments, to target new users. Learn how profile merge rules are used to enable cross device targeting.

**2 Day**
**Adobe Audience Manager Implementation**
Successfully implement using the implementation workflow and techniques to manage the end-to-end deployment. Configure and execute each phase in the workflow.

On Demand - Complimentary, introductory training videos available at Adobe.com [LINK](#)
Adobe Creative Cloud & More

* Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

- **Creative**
  - Adobe Creative Cloud
  - 2 Hour eLearning
    - Enhance your workflow with CC Services
  - Photoshop
    - Essentials - 2 Day
    - Intermediate - 2 Day
    - Advanced - 2 Day
  - Illustrator
    - Essentials - 2 Day
    - Intermediate - 2 Day
    - Advanced - 2 Day
  - InDesign
    - Essentials
    - Intermediate - 2 Day
    - Advanced - 2 Day
  - Premiere Pro
    - Essentials
    - Advanced - 2 Day

- **After Effects**
  - Essentials - 2 Day
  - Intermediate - 2 Day
  - Advanced - 2 Day

- **Animate**
  - Essentials - 2 Day

- **Acrobat DC**
  - Essentials - 2 Day

- **Capture**
  - Essentials - 2 Day
  - Intermediate - 2 Day

- **XD**
  - Design, Prototype, and Share with Adobe XD

- **User Experience (UX)**
  - 1 Day or 2 Hour eLearning
    - Enhance your workflow with CC Services
  - Adobe XD
    - Essentials - 2 Day
    - Intermediate - 2 Day
    - Advanced - 2 Day
  - Photoshop
    - Essentials - 2 Day
  - Illustrator
    - Essentials - 2 Day
    - Intermediate - 2 Day
    - Advanced - 2 Day
Adobe Creative Cloud & More Cont.

*Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

<table>
<thead>
<tr>
<th>Adobe Creative Cloud &amp; More Cont.</th>
<th>1 Day or 2 Hour eLearning</th>
<th>Photoshop</th>
<th>Premiere Pro</th>
<th>After Effects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Film / DVA</td>
<td>Enhance your workflow with CC Services</td>
<td><img src="#" alt="Ps" /></td>
<td><img src="#" alt="Pr" /></td>
<td><img src="#" alt="Ae" /></td>
</tr>
<tr>
<td>Print &amp; Publication</td>
<td>Enhance your workflow with CC Services</td>
<td><img src="#" alt="Ps" /></td>
<td><img src="#" alt="Ai" /></td>
<td><img src="#" alt="Id" /></td>
</tr>
<tr>
<td>Web</td>
<td>Enhance your workflow with CC Services</td>
<td><img src="#" alt="Ps" /></td>
<td><img src="#" alt="Ai" /></td>
<td><img src="#" alt="Xd" /></td>
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</tbody>
</table>

1 Day or 2 Hour eLearning:
- Photoshop: Essentials – 2 Day*
  - Intermediate – 2 Day*
  - Advanced – 2 Day*
- Premiere Pro: Essentials – 3 Day*
  - Intermediate – 2 Day*
  - Advanced – 2 Day*
- After Effects: Essentials – 2 Day*
  - Intermediate – 2 Day*
  - Advanced – 2 Day*
- Illustrator: Essentials – 2 Day*
  - Intermediate – 2 Day*
  - Advanced – 2 Day*
- InDesign: Essentials – 2 Day*
  - Intermediate – 2 Day*
  - Advanced – 2 Day*
- Acrobat DC: Essentials – 2 Day*
- Captivate: Essentials – 2 Day* Intermediate – 2 Day* Advanced – 2 Day*
- 1 Day: Design, Prototype and Share with Adobe XD
## General Pricing and Descriptions of Offerings

<table>
<thead>
<tr>
<th>Offering</th>
<th>Description</th>
<th>Individual List Price</th>
<th>Enterprise List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Access Learning Pass</td>
<td>12 months unlimited access to all public courses (live and on-demand). Team and Enterprise include Office Hours, Learning Action Plan, Summit Preconference Training, and more.</td>
<td><strong>INDIVIDUAL:</strong> $5,000 per named user</td>
<td><strong>$200,000</strong> per Enterprise</td>
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<td><strong>TEAM:</strong> $6,500 per named user</td>
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<tr>
<td>eLearning</td>
<td>Self-paced web based training shipped to and hosted by customer at their location.</td>
<td>Tier A: $8,000; up to 15 Users</td>
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<tr>
<td></td>
<td>Maintenance gives you access to available updates for all your eLearning courses within 1 year.</td>
<td>Tier B: $20,000; up to 40 Users</td>
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<td>Tier C: $48,500; up to 100 Users</td>
<td>Maintenance: 15% of total eLearning</td>
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<td></td>
<td></td>
<td>Tier D: $90,000; Unlimited Users</td>
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<tr>
<td>Public Classes</td>
<td>Classes offered at Adobe locations or offered virtually with a live instructor. Schedule of classes is available at <a href="http://adobe.com/training.html">adobe.com/training.html</a></td>
<td><strong>$900</strong> per student per day of Digital Marketing training</td>
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<td></td>
<td></td>
<td><strong>$550</strong> per student per day of Creative Cloud training</td>
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<tr>
<td>Bank of Funds</td>
<td>Pre-purchase a &quot;bank&quot; of funds for public and private classes. This is a flexible way to set aside funds that allow the customer to quickly and easily attend classes at just the right time.</td>
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<tr>
<td>Onsite Private Course for Adobe Digital Marketing</td>
<td>Adobe delivers private courses at customer locations for 7-12 students (depending on course). Let us work with you to precisely define a learning solution to meet your business and competence objectives.</td>
<td>1-Day Course: $6,300; 2-Day Course: $11,600; 3-Day Course: $16,900; 4-Day Course: $22,200; 5-Day Course: $27,500</td>
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</tr>
<tr>
<td>Onsite Private Course for Adobe Creative Cloud</td>
<td>Adobe delivers private courses at customer locations for 7-12 students (depending on course). Let us work with you to precisely define a learning solution to meet your business and competence objectives.</td>
<td>1-Day Course: $3,850; 2-Day Course: $6,900; 3-Day Course: $10,000; 4-Day Course: $13,100; 5-Day Course: $16,155</td>
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</tr>
<tr>
<td>Virtual Lab Extensions</td>
<td><strong>Virtual Lab Extensions:</strong> Extend your virtual lab access from class after training ends. (Available for Private Onsite and Virtual Private customers)</td>
<td>$6,500 – 2 weeks for up to 12 users</td>
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<tr>
<td>Learning Packages</td>
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<tr>
<td>Single Solution</td>
<td>Skills Assessment - 3 days of training - Bank of Funds</td>
<td>$75,000 (20% discount)</td>
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<tr>
<td>Mid Tier Customers</td>
<td>1 title of Enterprise eLearning, 15 users</td>
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<td>10 All Access Learning Pass subscriptions</td>
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<tr>
<td>Learning Packages</td>
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<tr>
<td>Multi Solution</td>
<td>Skills Assessment - 5 days of training - Bank of Funds</td>
<td>$95,000 (23% discount)</td>
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<tr>
<td>Mid Tier Customers</td>
<td>3 titles of Enterprise eLearning, 45 users total</td>
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<tr>
<td></td>
<td>10 All Access Learning Pass subscriptions</td>
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<tr>
<td>Learning Packages</td>
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<tr>
<td>Single Solution</td>
<td>Skills Assessment - 5 days of training - Bank of Funds</td>
<td>$200,000 (25% discount)</td>
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<tr>
<td>Large Tier Customers</td>
<td>1 title of Enterprise eLearning, unlimited users</td>
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<td></td>
<td>20 All Access Learning Pass subscriptions</td>
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<tr>
<td>Learning Packages</td>
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<tr>
<td>Multi Solution</td>
<td>Skills Assessment - 7 days of training - Bank of Funds</td>
<td>$300,000 (34% discount)</td>
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<tr>
<td>Large Tier Customers</td>
<td>2 titles of Enterprise eLearning, unlimited users</td>
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