Adobe Experience Cloud

All Roles

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**

**(v)ILT or eLearning**

- **2 Day Create Web Experiences**
  - Improve your authoring skills. Develop and modify web and 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.

**(v)ILT**

- **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.

**vLabs**

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

**Developer (Front-End)**

**Developer (Back-End)**
Adobe Marketing Cloud: Experience Manager – Sites

* Mandatory for given role

(v)ILT or eLearning

Architect

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

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

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

(v)ILT

6.4

vLabs

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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

(v)ILT

2 Day
Customize Digital Assets
Customize, manage multiple variations of rich content to deliver interactive media experiences across all customer-facing touchpoints

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

vLabs

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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

(v)LT or eLearning

2 Day Design Adaptive Forms using AEM
Create and manage Adaptive Form templates; learn many best practices for designing AEM Forms

(v)LT

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

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

vLabs

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

Business User

System Administrator
Adobe Marketing Cloud: Experience Manager – Forms

**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

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

**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

vLabs

Virtual Labs
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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 and detailed reports to monitor key metrics and gain insights.
- Analytics Workspace User
  Tests your ability to configure and run reports, segment data, and create visualizations for analysis.
- Report Builder
  Tests your ability to build custom dashboards, monitor optimization and visualize customer experience metrics.

(v)ILT or eLearning
- 3 Day Data Analysis with Reports & Analytics
  Visualize your data in dashboards and detailed reports. Monitor campaigns, identify opportunities, and make spend recommendations.
- 3 Day Data Analysis with Analysis Workspace
  Configure and run reports to help you make better business decisions. Share reports, segment your data, and create useful visualizations for analysis.
- 1 Day Create & Manage Reports using Report Builder
  Build custom dashboards to meet your specific reporting needs. Monitor optimization and visualize the customer experience across touchpoints.

(v)ILT
- 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**

**Developer**

- **Skills Assessments**
  - Reports & Analytics Implementation
    - Tests your ability to code validated JavaScript variables with to improve reporting.
  - Dynamic Tag Management
    - Tests your ability to set and execute tags, create rules and to implement Analytics variables using DTM.

- **(v)ILT**
  - 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.

- **(v)ILT**
  - 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**

**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.

**(v)ILT**

**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 Business User**
Tests your ability to configure and execute email and direct mail campaigns using Adobe Campaign Classic.

**1 Day Getting Started**
Get a broad overview of the product. View product capabilities, learn how to grow current and future marketing strategies.

**3 Day Design & Orchestrate Marketing Campaigns**
Dive deeply into best practices to plan, execute and measure cross-channel marketing campaigns.

**2 Day Manage Data and Workflows**
Prepare sales and technical data for targeting, personalization and reporting more effectively and flexibly.

**1 Day Manage Offers**
Learn best practices to deploy, manage and measure personalized offer content in a variety of channels, both inbound and outbound.

**(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**

1 Day **Configure and Manage**
Configure, administer, and optimize the Campaign environment.

**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 Marketing Cloud: Campaign Classic

Skills Assessments

Developer

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/ReadyTech 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 ReadyTech environments as a continuation of class lab instance post-class.

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

**Campaign Prime**

**Business User (Prime)**

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

**Skills Assessments**
- **Campaign Standard Developer**
  Tests your ability to extend the data model and customize the environment using Adobe Campaign Standard.

**(v)ILT**
- **2 Day Extend and Customize**
  Extend the data model, and configure the environment to meet business needs.
- **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/ReadyTech environments as a continuation of class lab instance post-class.

On Demand - Complimentary, introductory training videos available at Adobe.com [LINK](https://www.adobe.com)

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**System Administrator**

**(v)ILT**
- **2 Day Design & Orchestrate Marketing Campaigns**
  Master best practices to plan, execute and measure cross-channel marketing campaigns and subscriptions.
- **1 Day Extend and Customize**
  Extend the data model and learn many other techniques to develop advanced environment configurations to meet business needs.

**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](https://www.adobe.com)
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**  
Discover 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]
*Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.
Adobe Creative Cloud & More Cont.

* Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.
# 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>INDIVIDUAL: $5,000 per named user</td>
<td>$200,000 per Enterprise</td>
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<tr>
<td></td>
<td></td>
<td>TEAM: $6,500 per named user</td>
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</tr>
<tr>
<td>eLearning</td>
<td>Self-paced web based training shipped to and hosted by customer at their location. Maintenance gives you access to available updates for all your eLearning courses within 1 year.</td>
<td>Tier A: $8,000; up to 15 Users</td>
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<td></td>
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<td>Tier B: $20,000; up to 40 Users</td>
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<td>Tier C: $48,500; up to 100 Users</td>
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<td></td>
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<td>Tier D: $90,000; Unlimited Users</td>
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<td></td>
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<td>Maintenance: 15% of total eLearning</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 adobe.com/training.html</td>
<td>$900 per student per day of Digital Marketing training</td>
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<tr>
<td></td>
<td></td>
<td>$550 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><strong>Onsite Private Course for Adobe Digital Marketing</strong></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>
<td><strong>Onsite Private Course for Adobe Creative Cloud</strong></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>
<td><strong>Virtual Lab Extensions</strong></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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<td>Learning Packages</td>
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<tr>
<td>Single Solution</td>
<td>Skills Assessment 3 days of training - Bank of Funds 1 title of Enterprise eLearning, 15 users 10 All Access Learning Pass subscriptions</td>
<td>$75,000 (20% discount)</td>
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<tr>
<td>Mid Tier Customers</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 3 titles of Enterprise eLearning, 45 users total 10 All Access Learning Pass subscriptions</td>
<td>$95,000 (23% discount)</td>
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<tr>
<td>Single Solution</td>
<td>Skills Assessment 5 days of training - Bank of Funds 1 title of Enterprise eLearning, unlimited users 20 All Access Learning Pass subscriptions</td>
<td>$200,000 (25% discount)</td>
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<tr>
<td>Multi Solution</td>
<td>Skills Assessment 7 days of training - Bank of Funds 2 titles of Enterprise eLearning, unlimited users Unlimited All Access Learning Pass subscriptions</td>
<td>$300,000 (34% discount)</td>
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