

# Adobe® Digital Enterprise Platform

Deploy customer experience solutions and build custom applications that provide deep customer insight and context to inspire action



Customer expectations are greater now than ever. Companies that want to differentiate themselves from the competition realize that they must deliver applications that engage customers as they access information and interact with the business and its frontline employees. And customers want access on any device or across any channel. Central to accomplishing that goal is simple, yet engaging, interfaces that enable customers to access information and processes, even if they are contained in corporate systems. Efforts to merely extend access to such systems have not proven successful due to the complexity of user interfaces that have been designed for specialists, not customers and the frontline employees who serve them. To meet these challenges, organizations are looking for a platform designed with the customer in mind that not only complement their existing systems but also provide new capabilities that unify content and applications.

## Foundation for customer experience management

Adobe Digital Enterprise Platform (ADEP) can provide the tools and supporting services to create and deploy solutions that tightly integrate content and applications in an engaging environment that helps customers get things done. Rather than replacing existing systems, ADEP complements them while providing capabilities for delivering enjoyable, consumer-like experiences backed by rich enterprise capabilities. ADEP includes:

- Standards-based content repository and scalable application platform for web 2.0.
- Tools for rapidly building expressive mobile, web and desktop applications.
- Dynamic application services and tools for connecting with existing applications, data, and infrastructure.
- Rich content services for creating and sharing personalized dynamic content gathered from a variety of sources.

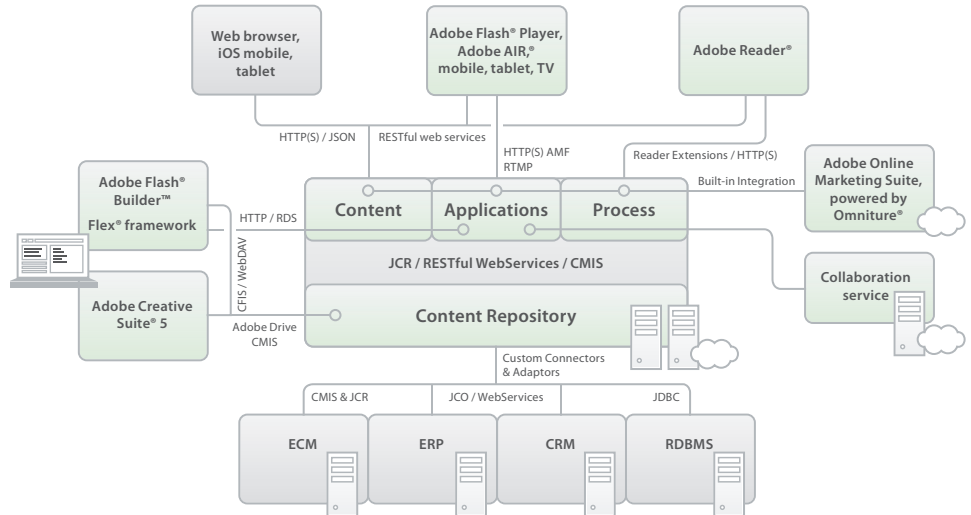
## Enable web-scale deployments

ADEP is built on top of a core foundation that provides a standards-based Java™ content repository, a modular application framework, and an application runtime environment. By standardizing on a single, modern, modular platform, IT can become more agile in its response to incoming requests from the business:

- Consolidate access to all enterprise systems and resources through an open application architecture, with connectors for leading content repositories.
- Support agile development with integrated developer tools, source code management, and deployment support.
- Cut development time with easy packaging, sharing, and installation of prebuilt application services and entire composite content applications with the cloud-hosted Package Share service.
- Meet 24x7 mission-critical, service-level agreements (SLAs) with zero-downtime system architecture and on-demand storage and server provisioning in the cloud.
- Empower content owners to make changes without affecting the infrastructure, freeing up IT time.
- Reduce risk through an extensible environment where content and services can be reused and shared across systems.
- Leverage one experience interface across existing systems to integrate with, repurpose, and extend disparate systems.

*“When applications provide customers and customer-facing employees and partners with the experience they want and the information they need in the way that they want and need it, they are quick to wholeheartedly embrace those applications. They also spread the word to others, who are quick to adopt them.”*

The Patricia Seybold Group



Adobe Digital Enterprise Platform is architected for web-scale deployments while supporting a range of client interfaces, tools, and integration approaches.

**Deliver interfaces that people want to use**

ADEP provides tools for delivering a range of interfaces that unify content and applications across a number of web platforms and devices. You can choose the right interface for each situation, based on user needs and preferences. Ideally, you use user-centric design approaches to help identify the best interface and the necessary capabilities for each solution. The platform supports the following options:

- Use Flex technology and Flash Builder software to build expressive, easy-to-use apps on the leading desktop, web and mobile platforms, including Android, BlackBerry Tablet OS, and iOS.
- Create standalone applications that can be installed locally, online or offline, across platforms with Adobe AIR.
- Develop PDF and HTML forms that can be deployed inside and outside the enterprise, with built-in error detection, conditional fields, and accessibility options for simplifying the user experience.
- Design content and applications for deployment on the leading mobile platforms including Android, BlackBerry Tablet OS, and iOS.
- Integrate social and collaborative capabilities directly within your rich applications.
- Create composite applications that combine information and applications from a variety of sources into a cohesive, structured environment.
- Built on a standards-based, modern architecture based on a RESTful web application framework and a OSGi-compliant Java application framework.

**Enhance functionality with dynamic application services**

In the enterprise environment, a great user interface is meaningless if it doesn't connect with the existing infrastructure. ADEP provides a range of facilities for application integration:

- Orchestrate processes that take information provided by customers and route it throughout the organization to the people and systems that need to process it.
- Leverage a service-oriented architecture to mix and match IT services to create innovative solution scenarios.
- Design solutions in a collaborative, team-oriented development environment that streamlines development and accelerates change.
- Integrate with existing systems using standards-based approaches like JMS, web services, and more.
- As necessary, use data services to stream data updates to the system for processing and sharing.
- Enrich applications with our hosted collaboration service that enables you to link chat, screen sharing, whiteboarding, webcam, Voice over IP (VoIP), and other capabilities right into your solution environment.

## Deliver content that informs and engages

Customers expect to be able to get the information they want quickly and easily. As a result, modern solutions blend content and applications in a transparent fashion, informing users while enabling them to take action. ADEP provides rich content services to engage users:

- Reuse content and shared components across best-in-class frameworks to build applications for all your key channels (mobile, web, and so on).
- Integrate with existing enterprise content management (ECM) systems to access content from repositories across the enterprise.
- Design templates for multichannel information delivery that mix rich content with personalized data in a variety of formats, including SWF and HTML.
- Generate interactive PDF Portfolios that allow users to engage offline.
- Protect sensitive information with policy-based rights management that controls who can access information, what they can do with it, and how long they can use it.
- Meet even the most demanding requirements with document assembly and high-volume printing capabilities.

## Experience faster adoption and increased satisfaction

ADEP provides tools for designing and developing engaging, easy-to-use applications delivered across leading mobile, web and desktop platforms. Behind the scenes, the platform provides dynamic application services for automating business processes, accessing data in real time, and integrating with a variety of systems and databases to connect with assets available in the existing IT infrastructure. Rich content services enable content to be weaved throughout the experiences, from dynamic websites, to composite applications, to personalized interactive documents delivered safely outside the firewall.

ADEP can enable you to deliver solutions that people want to use, increasing adoption rates and satisfaction, while enabling your business to differentiate itself from the competition with systems designed from the user experience back to the system.

## For more information

Solution details:

[www.adobe.com/solutions/  
customer-experience/  
enterprise-platform](http://www.adobe.com/solutions/customer-experience/enterprise-platform)



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