



**Adobe Experience Manager**

# **Reviews, tips, and advice from real users**



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# Product Recap



Adobe Experience Manager

# Adobe Experience Manager Recap

Adobe Communicate 5 (Adobe CQ5), currently manifested as Adobe Experience Manager (AEM), is a web-based content management system which is developed to help businesses in offering high-end digital experience to their customers.

# Valuable Features

Excerpts from real customer reviews on PeerSpot:



“Adobe Experience Manager is pretty stable.”



**Ketan Sahasrabudhe**

Infra At Idealake IT Pvt Ltd Head at Idealake Information Technology Pvt. Ltd.



“The integration of customer behavior and website setup is impressive.”



**Thomas Becker**

Managing Partner(Austria) at a integrator with 11-50 employees



“The search capability in Adobe Experience Manager is superior, as search capabilities are determined by the metadata, and it also has metadata automation using AI.”



**Verified user**

Digital Asset Specialist at a retailer with 10,001+ employees



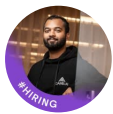
“The most valuable features of Adobe Experience Manager include its capability to manage content and create reusable fragments.”



**Vengadesh Raj**

Engineer - Product and Platform Engineering at Altimetrik

- ✓ “Adobe Experience Manager is quite a powerful product that you can use to design files and export them.”



**Akshat Prakash**

Consultant at BP

- ✓ “It is easy to learn. You don't need to be an advanced Java developer.”



**Prince Shivhare**

Architect at Endeavour Group

- ✓ “It's a complete package. You don't need to look elsewhere for digital marketing.”



**Rakhee Srivastava**

Sr. Information Architect and Principal Consultant UX at Tech Mahindra Limited

## What users had to say about valuable features:

“I am from the IT infrastructure side, not an actual end user or developer. Feature-wise, I believe the dispatcher module is the best aspect of Adobe Experience Manager. It helps to deliver web pages very fast. I have used products from other competitors of Adobe Experience Manager, but I find the dispatcher very good..”

**Ketan Sahasrabudhe**

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Infra At Idealake IT Pvt Ltd Head at Idealake Information Technology Pvt. Ltd.

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“It's a complete package. You don't need to look elsewhere for digital marketing. It has all the necessary features and can integrate with various analytics tools, including Google Analytics. Plus, it's easier to use for designing and related tasks.

They also used personalization. The entire customer journey was designed around it..”

**Rakhee Srivastava**

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Sr. Information Architect and Principal Consultant UX at Tech Mahindra Limited

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“The most valuable features of Adobe Experience Manager include its capability to manage content and create reusable fragments. It is user-friendly for business people who may not have extensive technical knowledge. The Asset Manager is particularly useful as it allows multiple developers to reuse images without bloating local code size..”

**Vengadesh Raj**

Engineer - Product and Platform Engineering at Altimetrik

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“I like the CDP capabilities and the real-time data set. You can combine offline and online data and use it as a centralized data set.

Secondly, I like the profiling and segmentation. Profiling gives the uniqueness of the profile and identity, and segmentation allows you to group people for targeted campaigns or performance analysis..”

**Kanhaiya Kumar**

Associate at Red Hat

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“I haven't worked extensively with other content management systems like Sitecore, but from my experience with AEM, managing content is very user-friendly.

I don't need to be a technical expert to change content, set up Target activities, or use those features in AEM. The whole environment is convenient and easy to use. For example, if you create a page in AEM and want to use it for analytics in Target, you just export it using options within AEM..”

**Prince Shivhare**

Architect at Endeavour Group

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“The search capability in Adobe Experience Manager is superior, as search capabilities are determined by the metadata. Adobe Experience Manager is the tool for metadata, and it also has metadata automation using AI.

There are some issues with AI in assigning metadata, for example, for stock photos. After some of the AI metadata is assigned, we have to go through and double check to make sure that the AI metadata is correct because sometimes it was not accurate.

The benefits I see from using Adobe Experience Manager are that it's an alternative for a digital asset management system. Adobe Experience Manager tends to be the standard, one of the major options for a DAM tool, and in that way, it's beneficial because it's a mainstream product in the industry..”

**Verified user**

Digital Asset Specialist at a retailer with 10,001+ employees

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## Other Solutions Considered

“Before Adobe Experience Manager, I used other online tools like Pencil or Sketch. I switched to Adobe Experience Manager because it's more extensive and has more features..”

**Akshat Prakash**

Consultant at BP

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“I used OpenText TeamSite from Interwoven before switching to AEM. It's still in use, but a lot of people are migrating from TeamSite to AEM. It's a dying technology. It is also based on Java, but it is complex and hard to learn..”

**Arun Patidar**

Consultant at a tech consulting company with 10,001+ employees

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“I have worked with other similar solutions that solve parts of the complete set of solutions AEM provides, but none of them have the ability to handle so many of those areas in an integral way.

For Web Site and Content Management in general, sample tools are Drupal, Joomla, and Wordpress..”

**Verified user**

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AEM/CQ5 Developer at a non-tech company with 1,001-5,000 employees

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“We had something called 'Trader' – not an official product name, but a customized tool the company used. The problem was everything was in one place.

For example, you might have product information in Salesforce, but in Trader, everything was in one place – product information, contacts, analytics.

The company wanted a distributed environment: content in a different platform, frontend in a different platform, analytics, Adobe Target, Salesforce for product information, MuleSoft for integrations. They divided it across different products, and that migration is currently ongoing..”

**Prince Shivhare**

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Architect at Endeavour Group


# ROI

Real user quotes about their ROI:

“Adobe Experience Manager has provided significant returns on investment, especially in applications with large numbers of users. Its ability to change content without deployments is beneficial..”

**Vengadesh Raj**

Engineer - Product and Platform Engineering at Altimetrik

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# Use Case

“I am a full stack developer, focusing more on the front end. I work with frameworks like React and JavaScript. I would like to give a review about Adobe Experience Manager, which I have used for managing content for large-scale applications..”

**Vengadesh Raj**

Engineer - Product and Platform Engineering at Altimetrik

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“Adobe Experience Manager is a CMS or content management system. It's primary use for web development involves hosting a website. That is, anything that we develop, such as a new feature, a new website, or upgrades, is hosted in Adobe Experience Manager..”

**Puneeth Babu**

Senior Technical Consultant at FinXL IT Professional Services

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“We are working on digital experience platforms such as Adobe Experience Manager or Sitefinity. It's for powering their customer-facing website, not the transaction portal, but the brochureware portal. Currently, we have around three customers who are using Adobe Experience Manager..”

**Ketan Sahasrabudhe**

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Infra At Idealake IT Pvt Ltd Head at Idealake Information Technology Pvt. Ltd.

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“It's a powerful content management system – there's really no competitor in the market right now. The main use case is digital marketing.

For example, if you have offers you want to publish immediately, and you want extended functionality like Adobe Target and Adobe Analytics on top of those offers, Adobe Experience Manager (AEM) is perfect. You can publish something in minutes.

Adobe has other tools like Analytics, Target, Scene7, and now Centra (which is based on artificial intelligence). Integrating these products with your CMS gives you powerful digital marketing and customer journey analytics..”

**Prince Shivhare**

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Architect at Endeavour Group

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“I am on the Digital Asset Management team and we coordinate projects through Workfront, tracking assets through Workfront and with Adobe Experience Manager.

My use cases involve migration within Digital Asset Management teams. At a healthcare company, the Digital Asset Management team retail, within marketing and an insurance company that was acquired by the company, their digital asset management team within the insurance company coordinated with us as they were also using Adobe Experience Manager. There was a migration of assets from their system to our DAM system. We had about a thousand customers, most of those internal creatives, but some of those are external vendors and photo studios. Vendors would submit assets in the inbox within Adobe Experience Manager, and then I would approve and publish, work on folder structure, naming conventions, metadata, and metadata fields and forms..”

**Verified user**

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Digital Asset Specialist at a retailer with 10,001+ employees

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“I have been using it for CDP, real-time data, CJA, and CJAO (Customer Journey Optimization). My current organization is a product-based company. We have multiple products with a wide user base, both B2B and B2C.

We have to track their data, including digital and offline data. We have sales and marketing teams who use different sources. We need to club the data through our CDP and give it to the marketing team to utilize for marketing efforts.

We have a separate team that requires cold calling details, small communications, and push notifications. All these things are required for CJA to optimize our campaigns.

Before, we were using Eloqua, Salesforce, Adobe, AWS, and many other data sources. It was difficult for stakeholders to make decisions because they had to consult multiple dashboards (marketing, campaign, etc.). They had to create slides and then make decisions.

Now, with Adobe Experience Manager (AEM), we have all the data sources in one place and can visualize them together. We can make quick decisions, and we started using this in 2024..”

**Kanhaiya Kumar**

Associate at Red Hat

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# Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“Setting up Adobe Experience Manager is easy unless you want to customize anything. The setup process can become problematic if you try to change or customize extensively..”

**Thomas Becker**

Managing Partner(Austria) at a integrator with 11-50 employees

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“Setting up Adobe Experience Manager is complex and requires a good understanding of Java and content management systems. The setup is especially challenging for those unfamiliar with it..”

**Vengadesh Raj**

Engineer - Product and Platform Engineering at Altimetrik

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“The initial setup usually takes somewhere between five and nine months. Typically these portals require a lot of time and in my opinion, implementation depends more on the type of projects, rather than the type of web content management system. We prefer to manage directly on the AWS environment, which our clients typically already have. .”

**Verified user**

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Chief Technology Architect at a tech services company with 1,001-5,000 employees

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“The initial setup is easy, and I would give it a five out of five rating. It's not very difficult because it's just one system.

Initially, you have to have some knowledge of a few technologies, but it's not very challenging. There are lots of open-source materials available, and there are forums as well. So, it's easy to learn. .”

**Arun Patidar**

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Consultant at a tech consulting company with 10,001+ employees

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“The initial setup for Adobe Experience Manager was straightforward. Not more than four to five people were involved in the deployment of the solution.

How long it takes to deploy Adobe Experience Manager depends on the requirements, but it didn't take much time for my company. You also have the option to schedule the deployment..”

**Gaurav Mishra**

Sr Consultant at HCL Technologies

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“For AEM as a Cloud Service, Adobe sets everything up, so it's not time-consuming. You just raise a request with Adobe, and they'll create a program for you. If you have three projects, you'll have three programs.

Under each program, they'll create multiple environments – dev, stage, production. In Adobe Experience Cloud, everything's connected. They have pipelines, a repository, and the admin console where you manage users. It's very easy. You set up a repository, commit your code, and run the pipeline.

For the last three years, it's been on the cloud. Some clients want to work on-premises, and others work on cloud, but I've been working on cloud for the past three years..”

**Prince Shivhare**

Architect at Endeavour Group

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# Customer Service and Support

“Adobe's technical support is so-so. They are attentive to big companies but tend to be negligent towards mid-sized companies. You rarely have a direct contact with Adobe and often work through suppliers..”

**Thomas Becker**

Managing Partner(Austria) at a integrator with 11-50 employees

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“I have worked very closely with the Adobe customer teams and their account managers. So, their support performance is very good. They have the capabilities to help, and it depends on your account and the contract. They will help you a lot..”

**Kanhaiya Kumar**

Associate at Red Hat

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“The response time is long. Response time, plus the expected output I need should be clear. It shouldn't be like I raise a request, they send questions, I ask more questions, and it goes back and forth..”

**Prince Shivhare**

Architect at Endeavour Group

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“The license comes with a managed services contract. You have dedicated people from Adobe, and they are always there.

On a scale from one to ten, I would rate technical support at nine..”

**Arun Patidar**

Consultant at a tech consulting company with 10,001+ employees

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“Adobe provides good support.

If a client faces any issue, through the care account (access once a license is purchased), they can raise the issue and set the priority.

Adobe has dedicated people per client to look into those issues and provides solutions/recommendations..”

**Verified user**

Senior Developer at a tech vendor with 51-200 employees

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“Adobe usually don't want to speak to the integrators, they want to speak with the client. That's the approach in Italy. I don't know if the commercial strategy is different in other countries, but in Italy we had lots of issues when we tried to talk directly with Adobe. It's not so easy. Typically, any issues are inherent to knowledge about the platform. If the issue is that something is not working as expected, we usually discover the problem is linked to the fact that we don't know the platform well. That's when we ask for support and usually with some configuration, or by using the platform in a different way, we are able to fix or bypass the issue..”

**Verified user**

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Chief Technology Architect at a tech services company with 1,001-5,000 employees

## Other Advice

“For any investment, it's important to understand what you want to do and what your targets are. The system should fit into your IT environment and also align with your business strategy. This makes your implementation smoother and more successful.

I'd rate the solution eight out of ten. .”

**Thomas Becker**

Managing Partner(Austria) at a integrator with 11-50 employees

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“For web applications with frequently changing content where business people need to make modifications without technical knowledge, Adobe Experience Manager offers significant advantages.

I'd rate the solution nine out of ten..”

**Vengadesh Raj**

Engineer - Product and Platform Engineering at Altimetrik

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“A team of three or four developers is needed for the solution's deployment and maintenance. Users must set up a team with all the professionals they need to use the product and create their website.

Overall, I rate Adobe Experience Manager an eight out of ten..”

**Michela Bruna**

Ux designer & content strategist at Eni gas e luce

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“My company has a partnership with Adobe with engineers and sales representatives assigned to a beauty products corporation.

I would recommend it to large companies with a big budget, and I would recommend it to digital asset managers with experience in Adobe Experience Manager because it would be good for their career.

On a scale of one to ten, I would rate Adobe Experience Manager an eight..”

**Verified user**

Digital Asset Specialist at a retailer with 10,001+ employees

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“It's easy to use, but it requires knowledge of data structure, data modeling, and SQL coding. Familiarity with the relationships of the data set is also helpful.

I would recommend using it. If you have an online, offline, and multi-store business, a multi-city level of business, like a global banking business, Adobe is a good platform. You can utilize it, and once you use AEP, it will be helpful. You can centralize the data from batch data and any digital assets as well.

Overall, I would rate it a ten out of ten. .”

**Kanhaiya Kumar**

Associate at Red Hat

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“Before using it, you should have some hands-on experience. Someone should show you a two-day demo of what a developer actually does, how exactly do we use it?

If you understand how to use it, then it can be beneficial for development as well. Understanding how to use it allows to explain to clients the use cases where Experience Manager is effective.

It is easy to learn. You don't need to be an advanced Java developer. With basic Java knowledge and about 15 days to a month of AEM training, including a week or two of hands-on experience, you should be good to go.

Overall, I would rate the solution an eight out of ten, especially considering AEM as a Cloud Service. The best part is the seamless integration with other products. Everything is connected.

In my current company, we just started using Adobe Target, and the integration with Experience Manager is very smooth. This, combined with how easy it is to manage digital marketing and publish content, is why I give it that rating. Development happens once, but maintenance is ongoing, and AEM makes maintenance simple..”

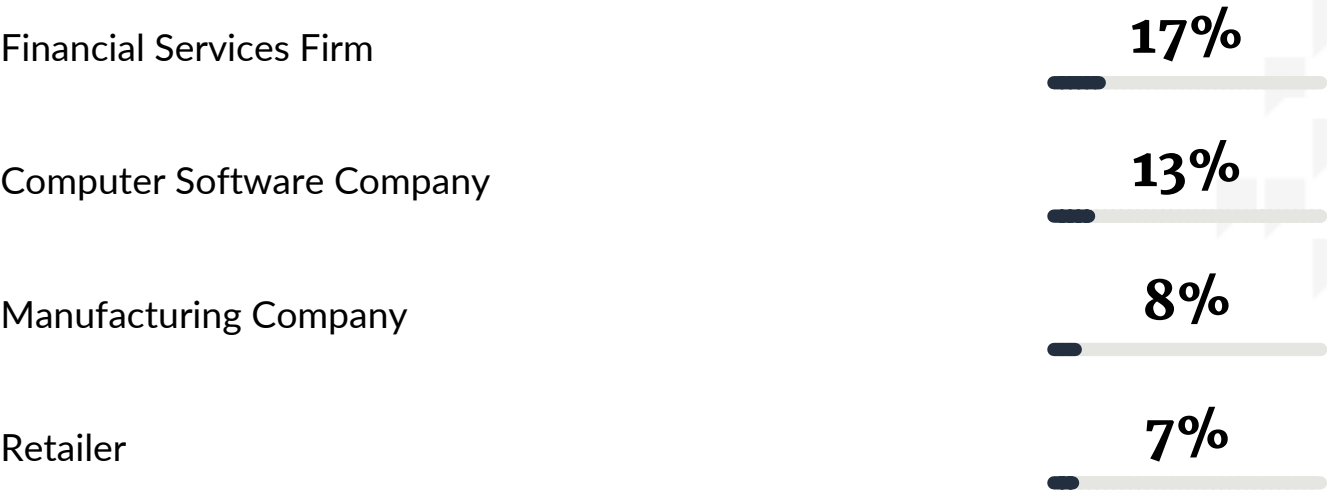
**Prince Shivhare**

Architect at Endeavour Group

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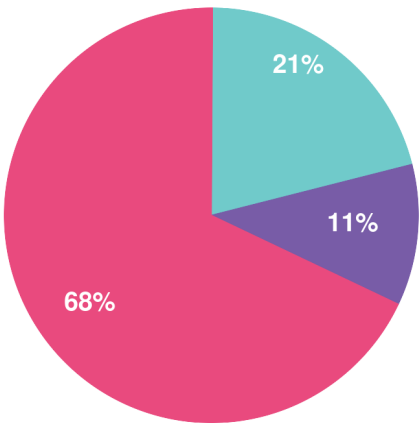
# Top Industries

by visitors reading reviews

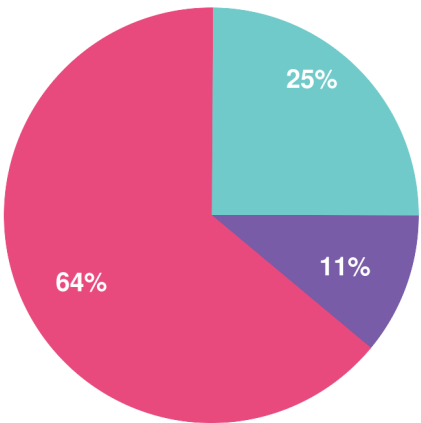


# Company Size

by reviewers



by visitors reading reviews



Large Enterprise      Midsize Enterprise      Small Business

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