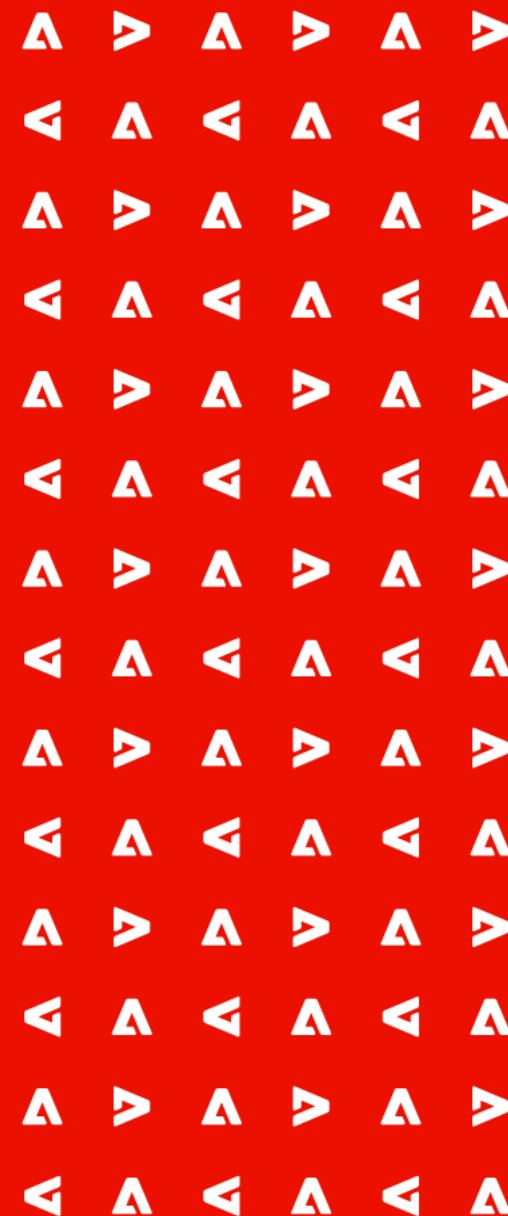




Learn From Your Peers: A Deep Dive into Tools for AEM Sites

September 28th, 2023



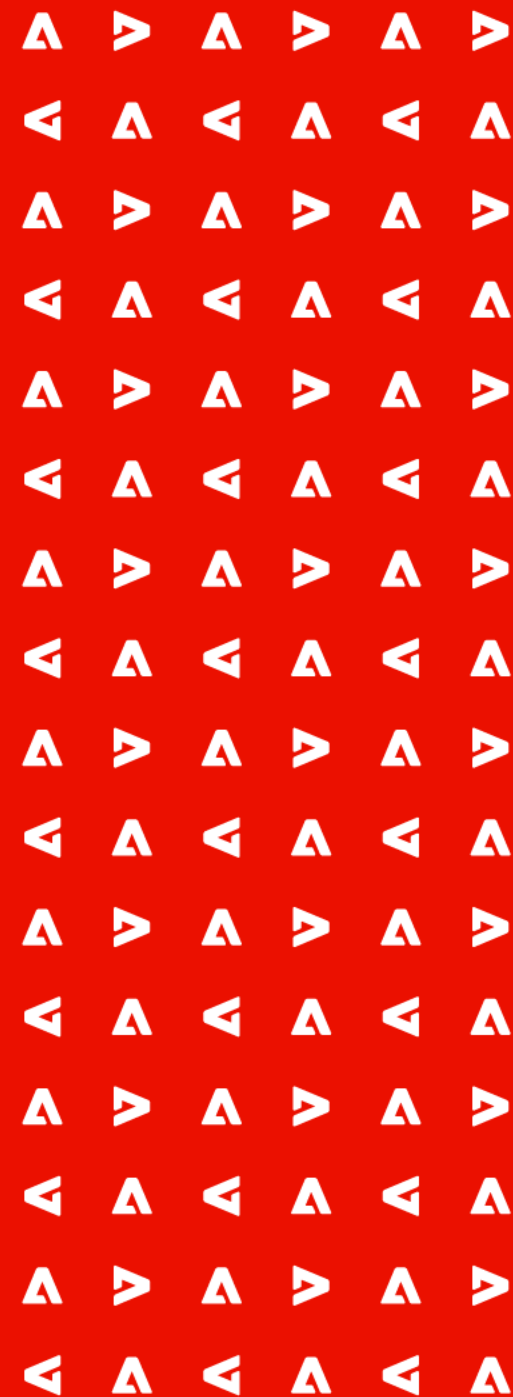
Our webinar will begin shortly.

While we wait, say hello to your fellow attendees in the chat!



Learn From Your Peers: A Deep Dive into Tools for AEM Sites

Andy Underwood | LPL Financial
Senior Consultant Digital Content



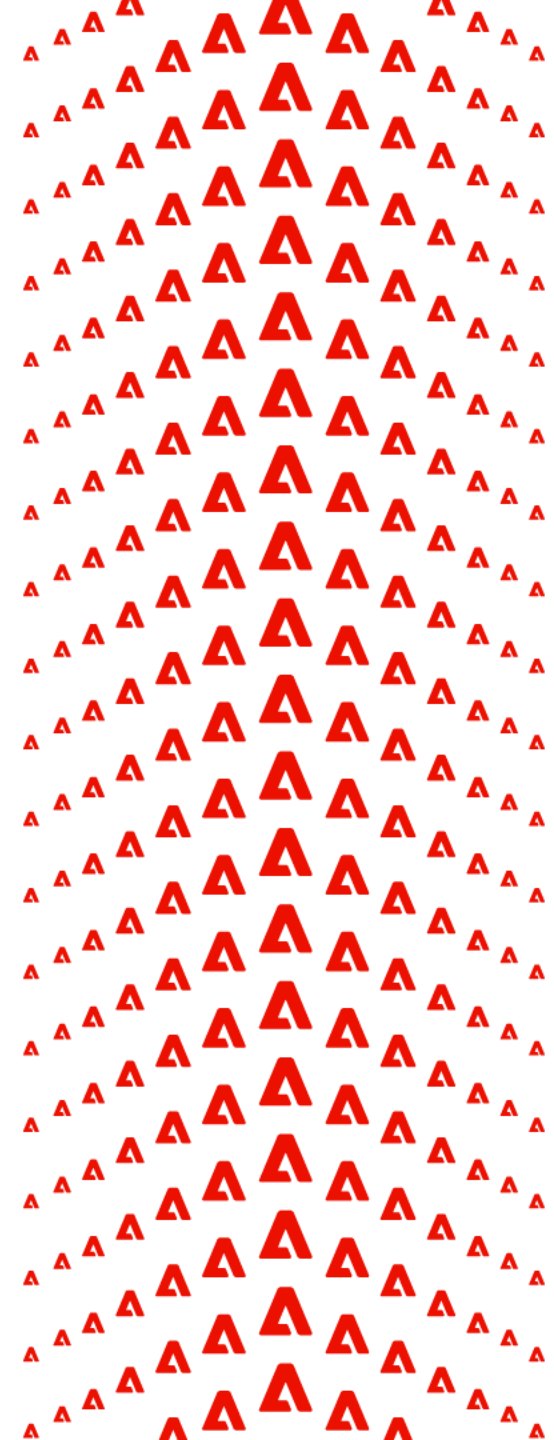


Share in chat:

- Where are you joining us from?
- What are you hoping to learn today?

Agenda

Time (PST)	Topic
8:00 a.m.	Welcome and agenda
8:05 a.m.	A Deep Dive into Tools for AEM Sites
	
	Cindy Underwood Sr. Consultant Digital Marketing LPL Financial
8:45 a.m.	Ask the Experts! Audience Q&A
8:55 a.m.	Wrap-up and next steps





Cindy Underwood

25 Years of AEM and Adobe
CC experience

Implemented AEM
both cloud based and
on-premise

AEM experience in travel
and financial services



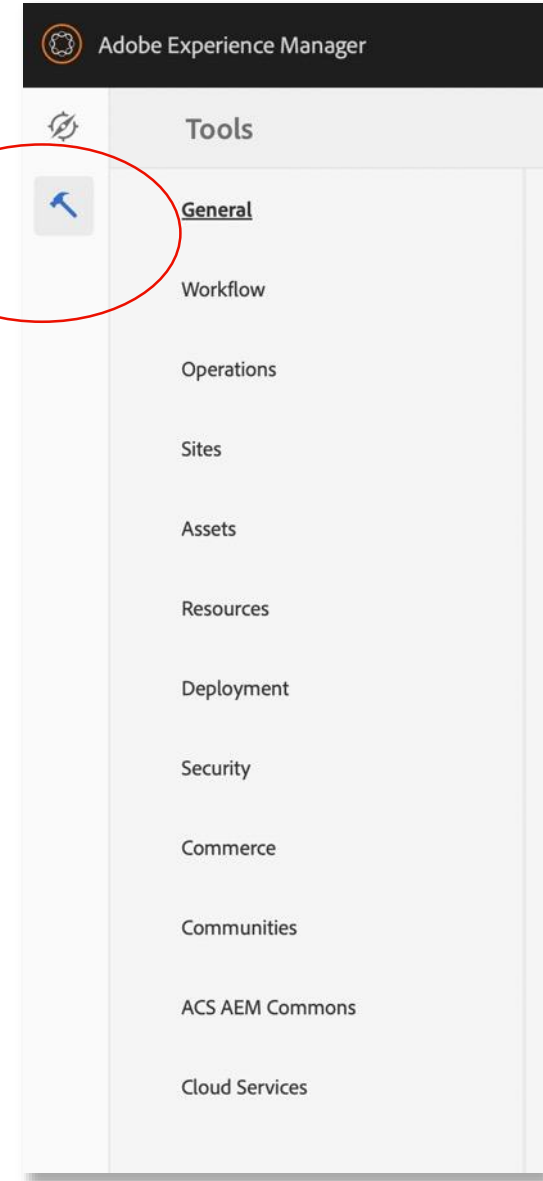
- I live in Orlando, FL with my husband, daughter, 2 very large dogs and a kitten who rules us all.
- I enjoy travel, home design and renovations.



Welcome to the AEM Tools

In the AEM main menu select the Tools Icon.
Then you will see the Tools side rail.

According to your Administration access this is may be
what you can see.

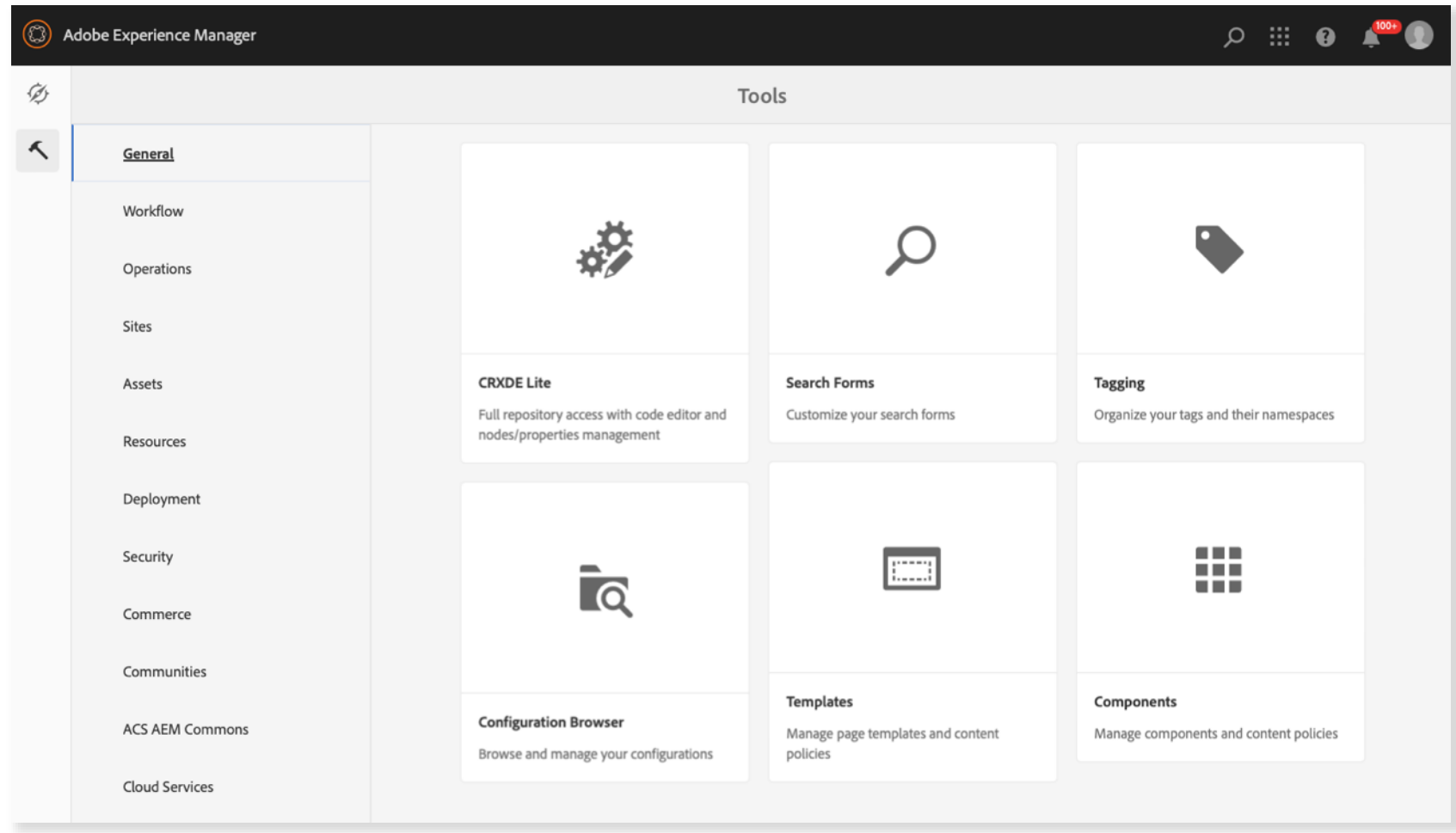


Tools Overview



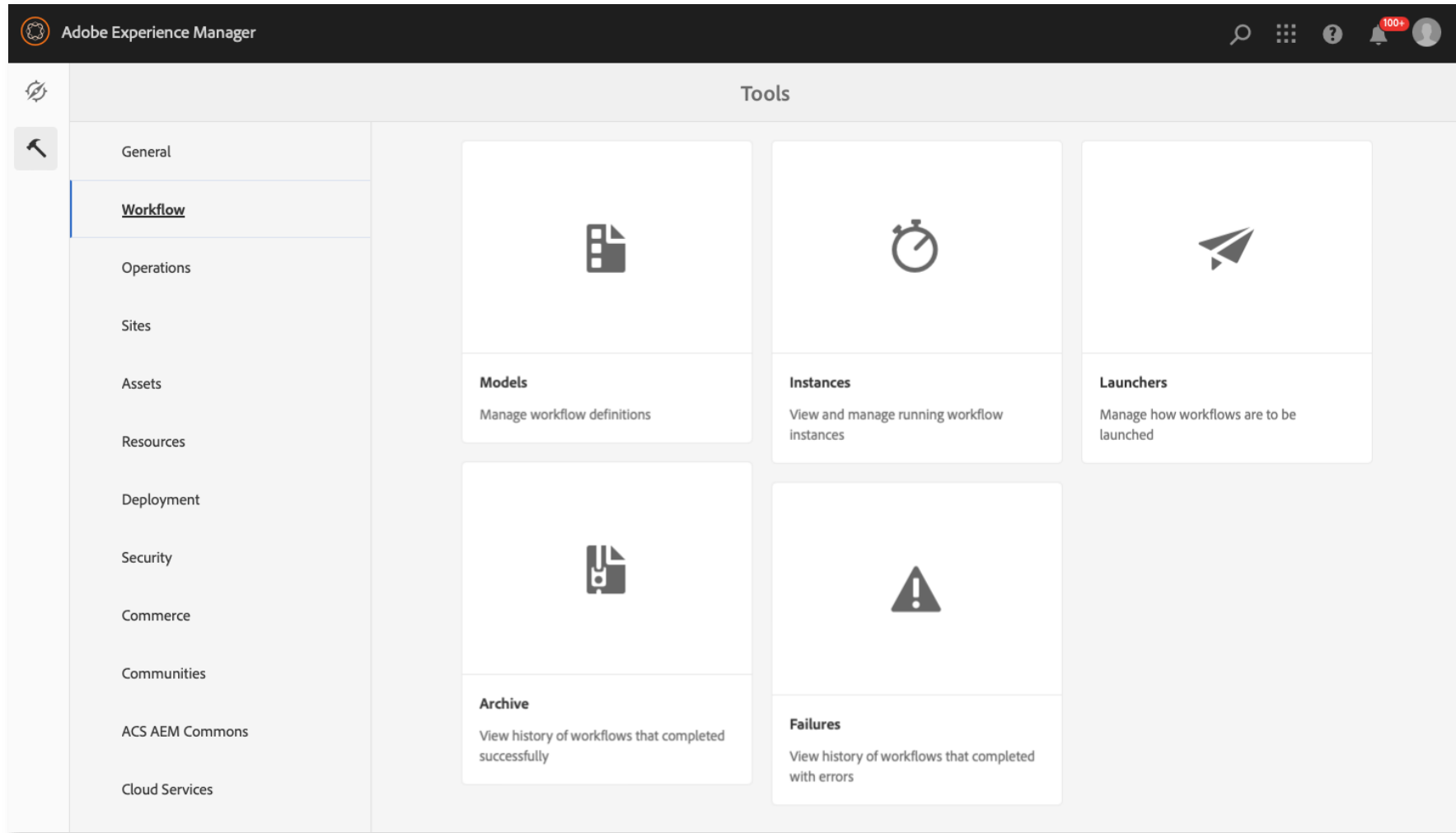
AEM Tools Overview

General – Configure much of AEM Asset and Sites



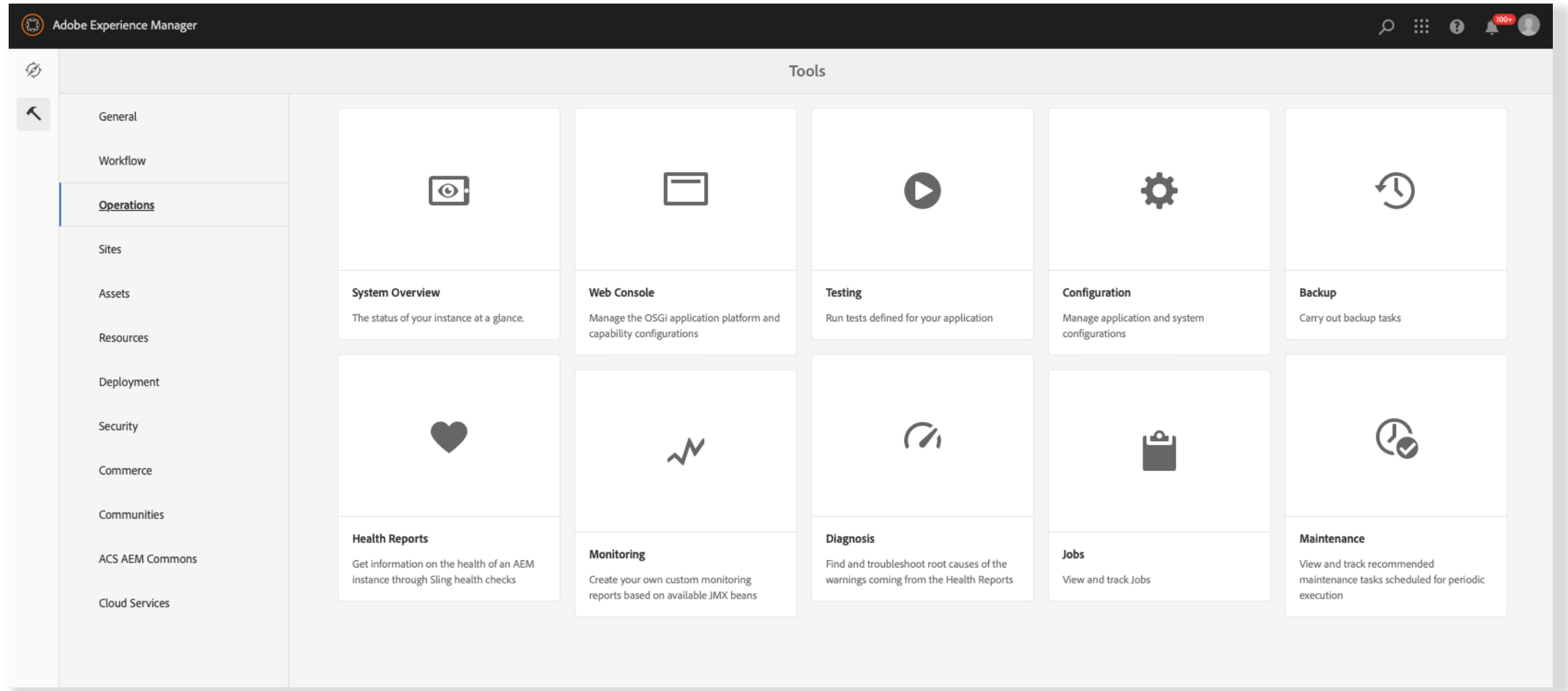
AEM Tools Overview

Workflows – Create and manage workflows.



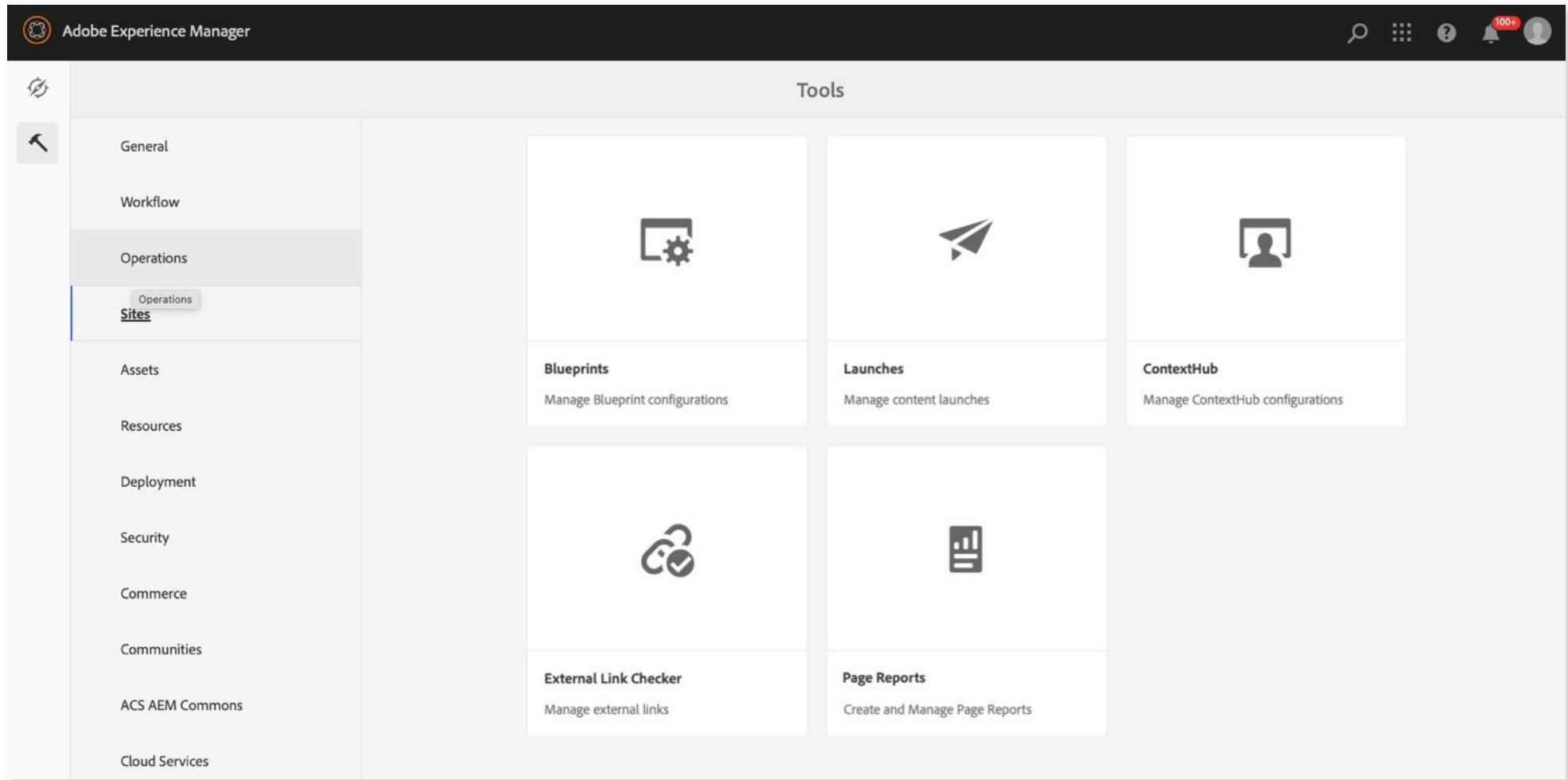
AEM Tools Overview

Operations – System overviews, Web console, monitoring and diagnostics



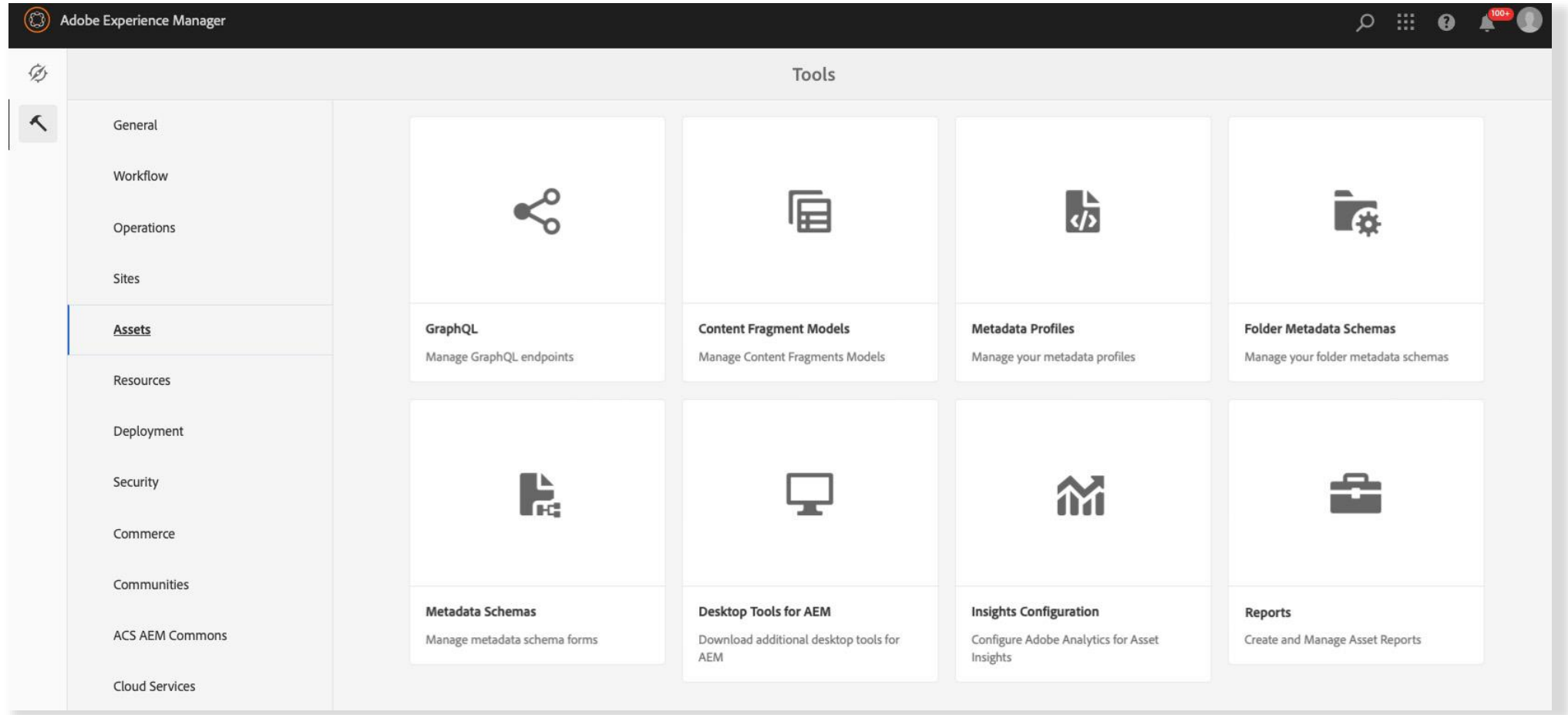
AEM Tools Overview

Sites – Content launches, External link checker, Contexthub and Site reports



AEM Tools Overview

Assets – Manage Content Fragments, Metadata, Desktop Tools and reports



AEM Tools Overview

Resources – Documentation and Development resources

The image displays two overlapping screenshots. The background screenshot is the Adobe Experience Manager 6.5 Documentation page on the Experience League website. The foreground screenshot is the Adobe Experience Manager (AEM) Tools interface.

Adobe Experience Manager 6.5 Documentation (Background):

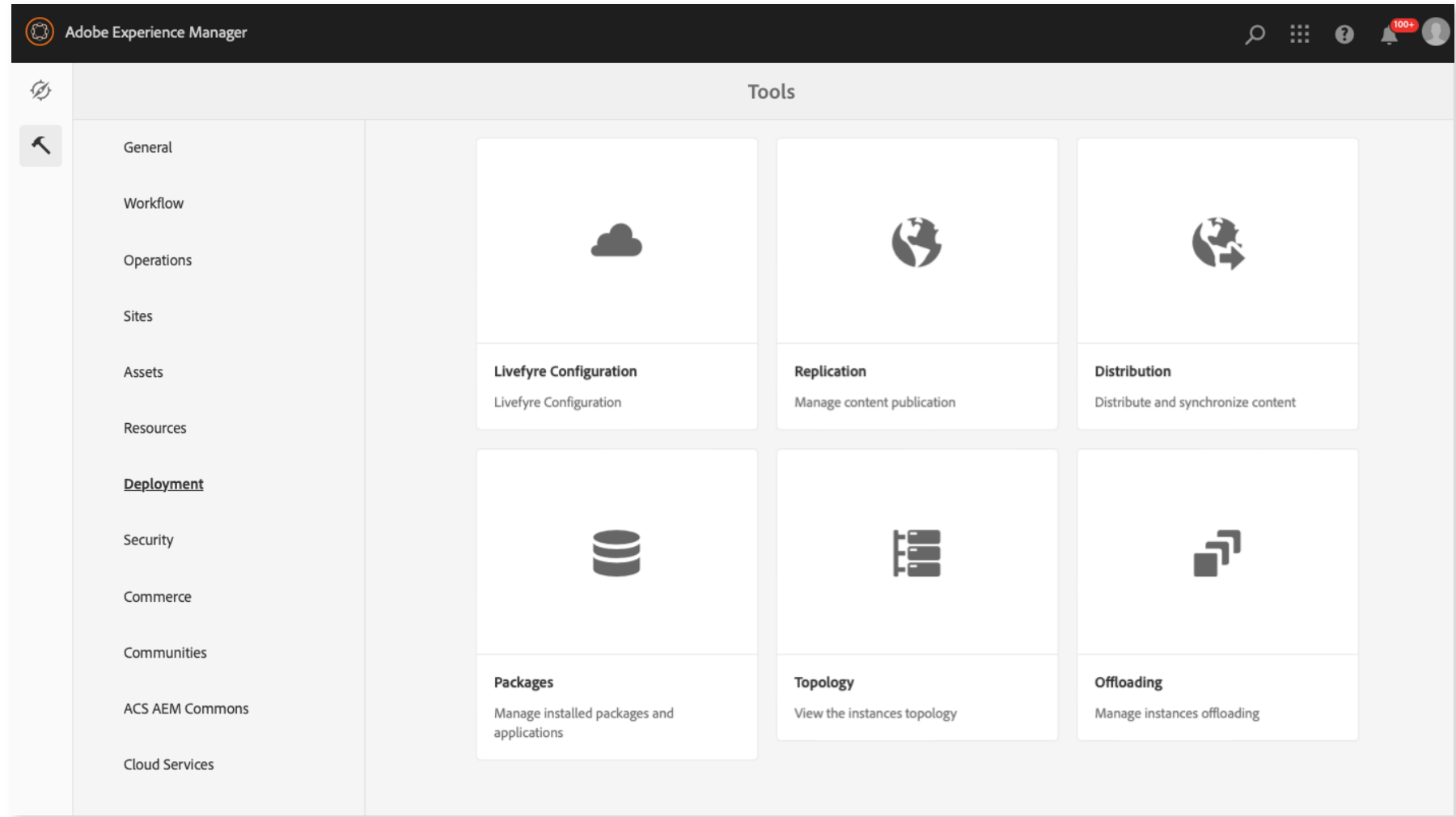
- Page Title:** Adobe Experience Manager 6.5 Documentation
- Navigation:** Experience League, Learn, Documentation, Community, Support. Search bar: Search Experience League. Filter: All.
- Content:** Adobe Experience Manager (AEM) is a comprehensive content management solution that makes it easy to manage your marketing content and assets. If you page will help.
- Related Resources:** Guides, Tutorials, Release Information, Related Resources.
- Event:** A Deep Dive into Tools in AEM Sites. LEARN FROM YOUR PEERS. Thursday, 28 Sept | 8:00am PT. Join AEM Expert, Cindy Underwood, as she shares her tips and best practices for leveraging Tools in AEM Sites. Cindy will providing insights for creating and applying tags & schemas, building reports, and more!
- Links:** AEM Assets (Create, manage, process, and distribute digital assets.), AEM Forms (Create, manage, publish, and update digital forms.).

Adobe Experience Manager Tools Interface (Foreground):

- Header:** Adobe Experience Manager
- Tools Section:** General, Workflow, Operations, Sites, Assets, **Resources** (selected), Deployment, Security, Commerce, Communities.
- Documentation Card:** View the Web Experience Management documentation.
- Developer Resources Card:** Developer resources and downloads.

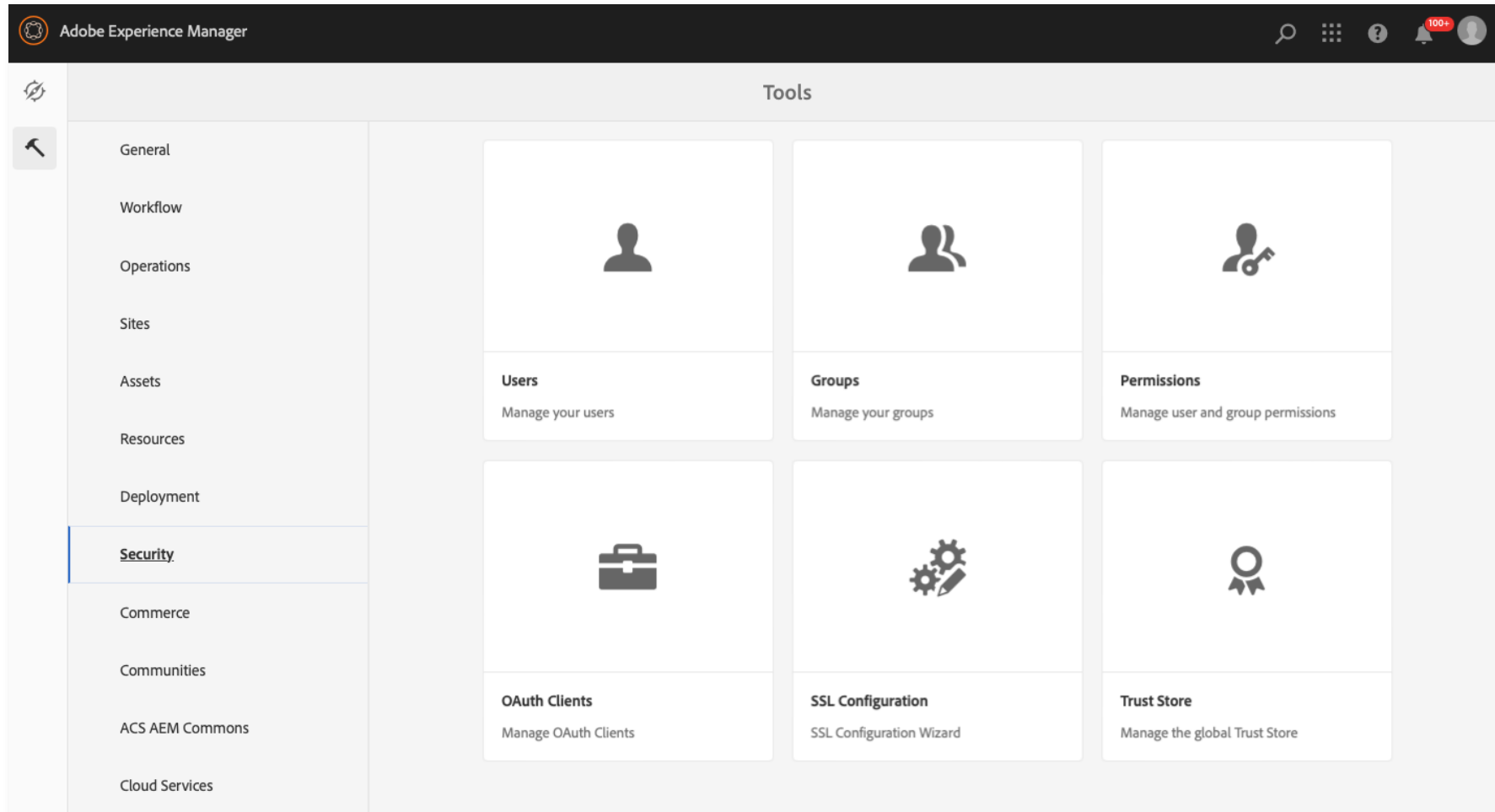
AEM Tools Overview

Deployment – Configuration and Delivery



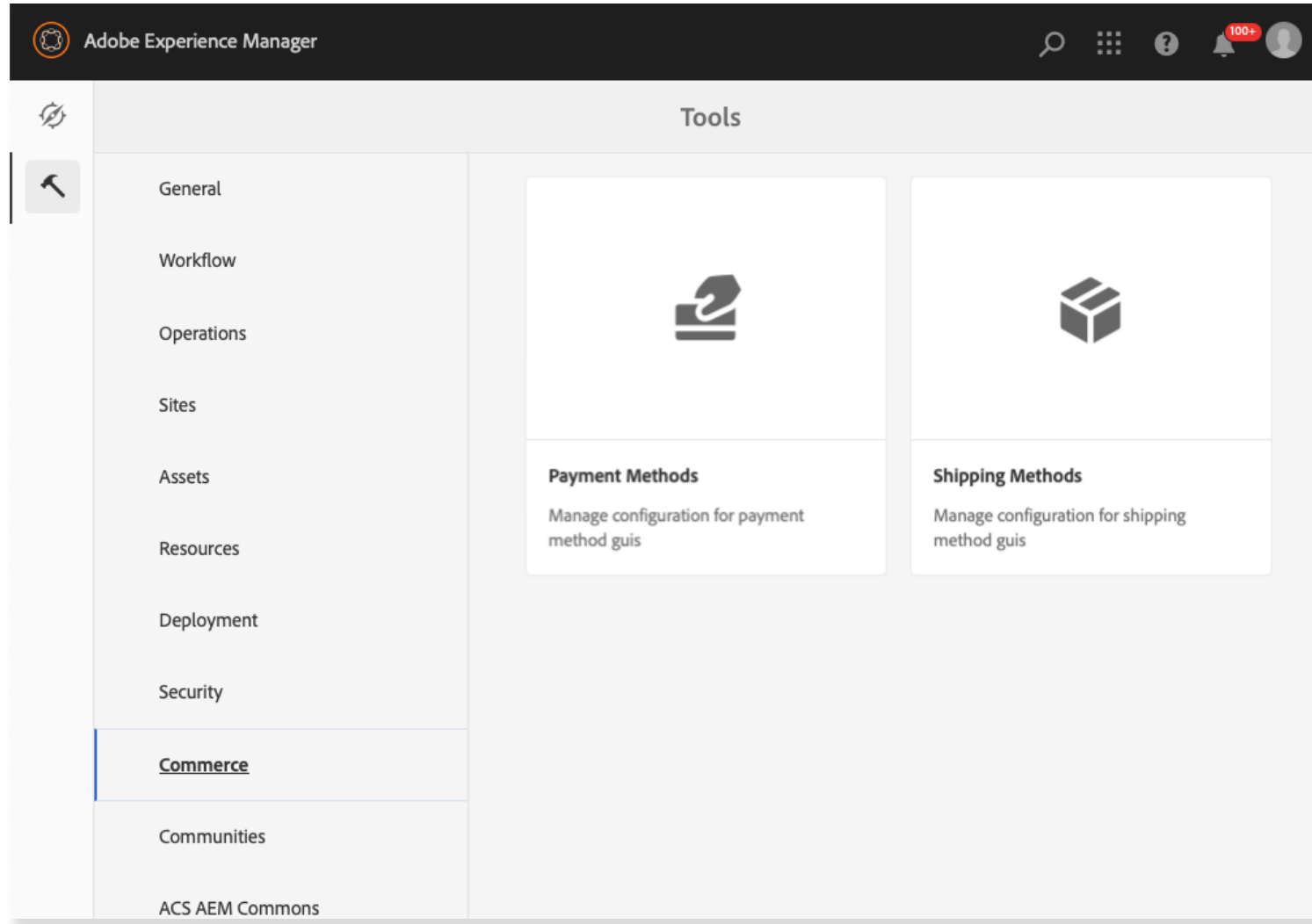
AEM Tools Overview

Security – Administer Users, Groups and Permissions, plus OAuth, SSL and Trust Store management



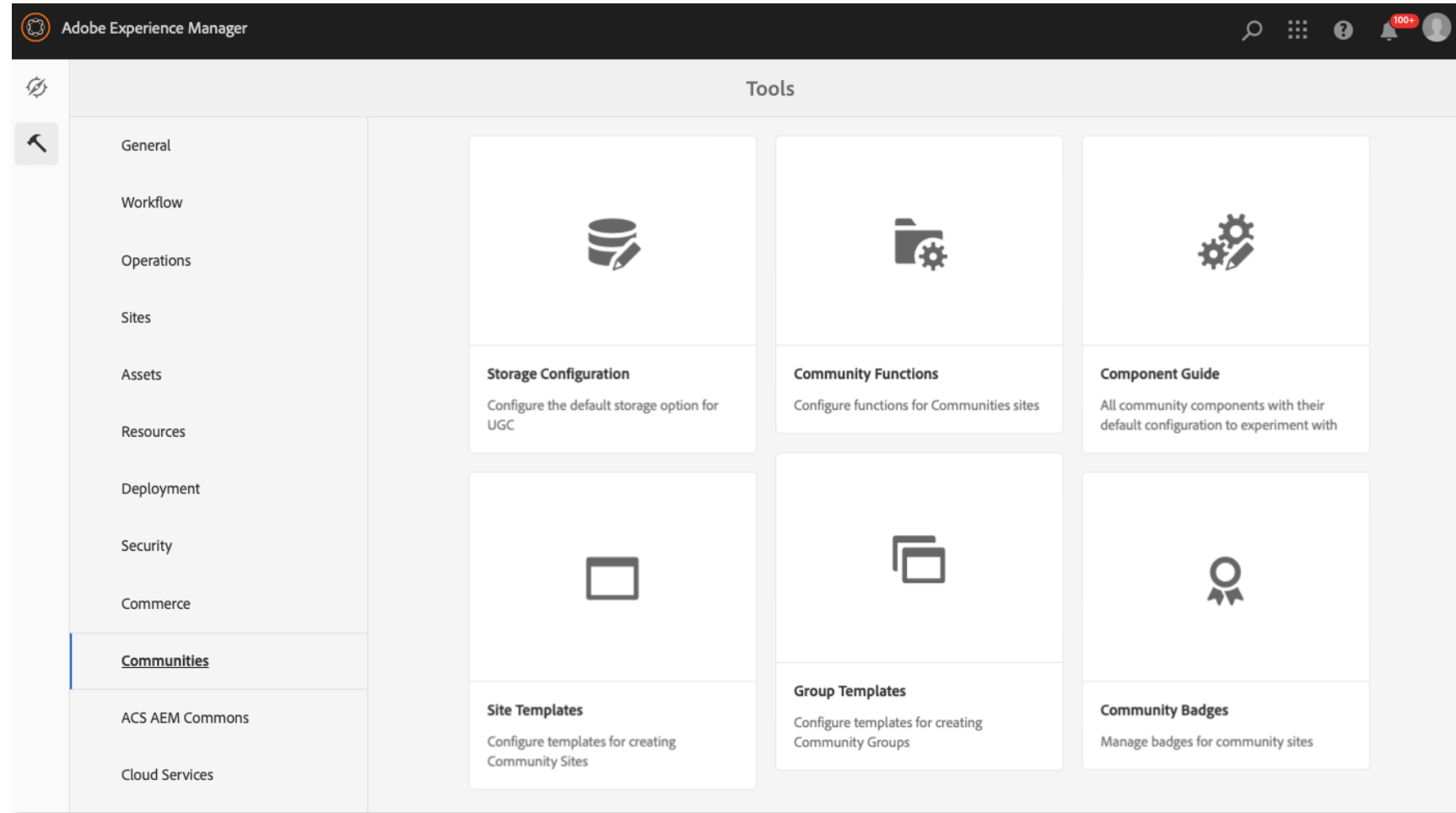
AEM Tools Overview

Commerce – Administer payment and shipping



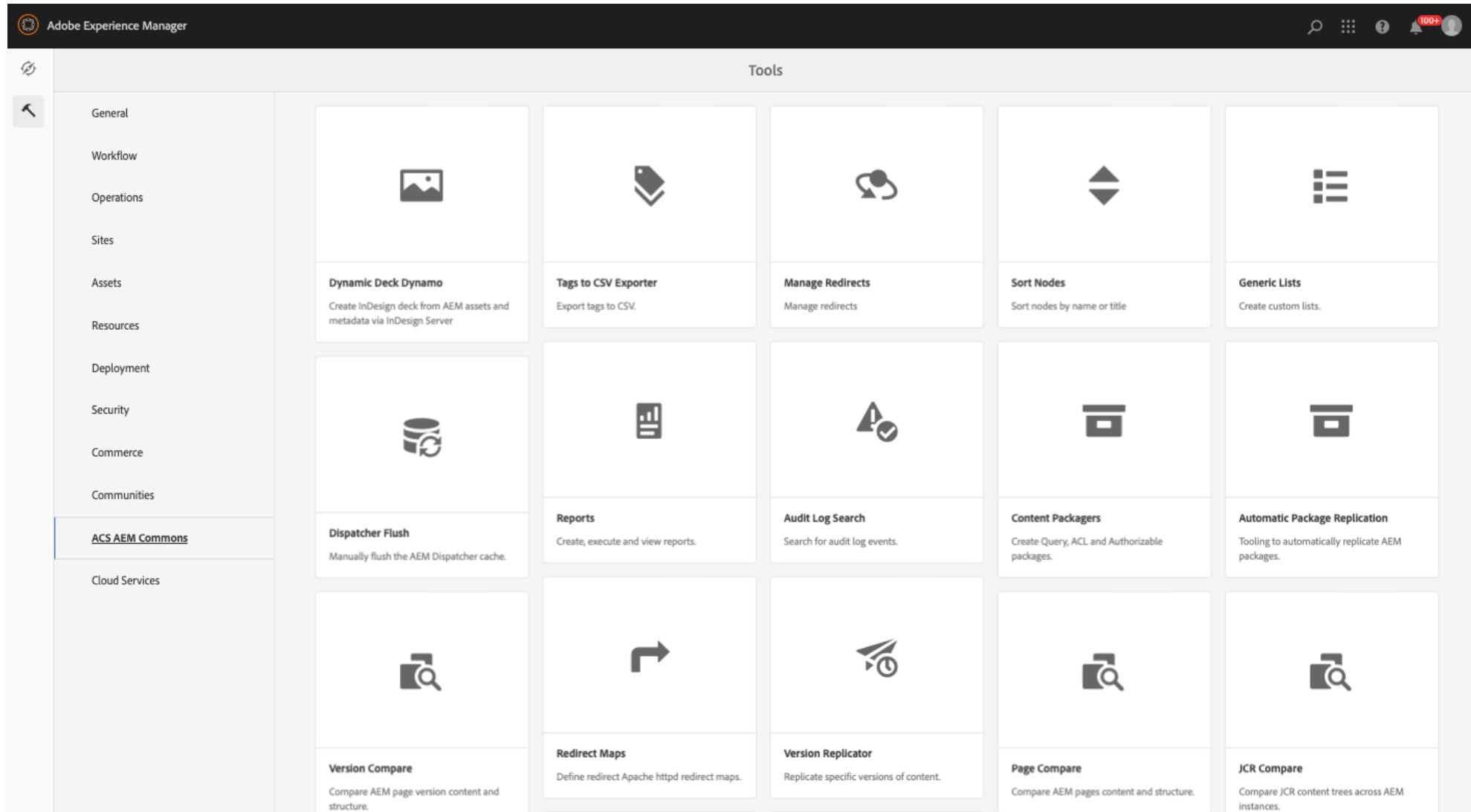
AEM Tools Overview

Communities – Configuration for storage, communities, and templates



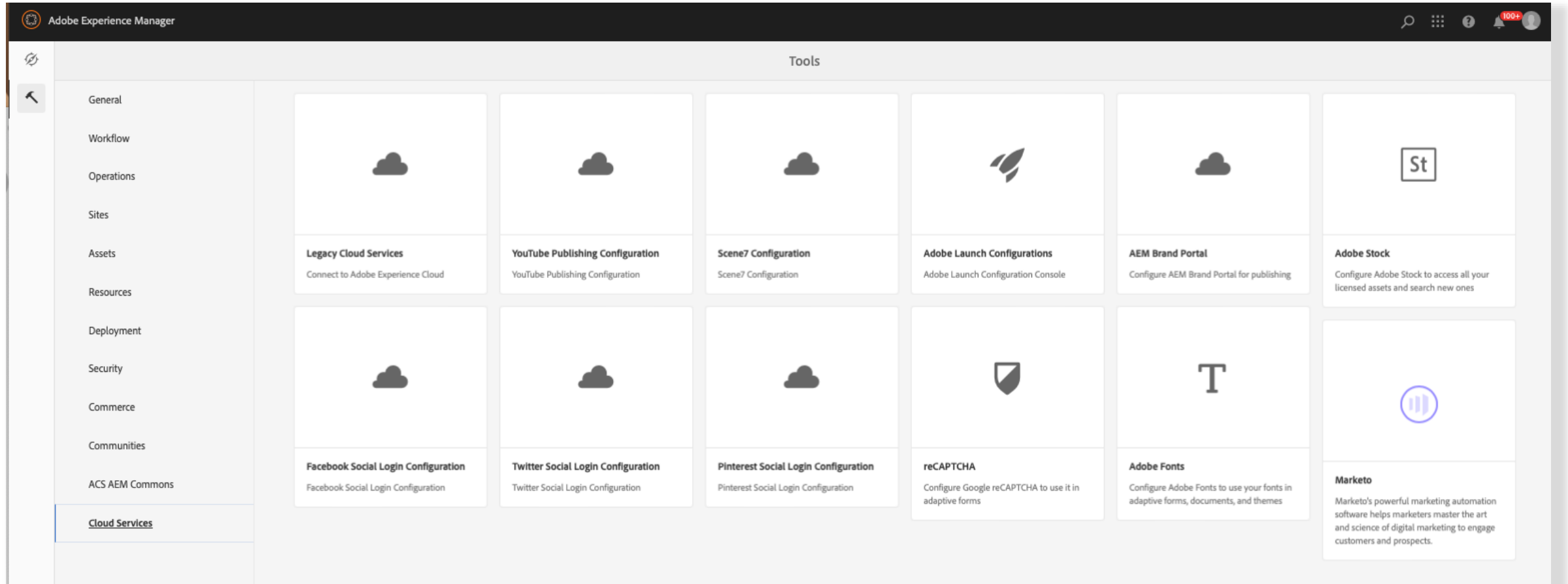
AEM Tools Overview

ACS AEM Commons – Open-source library of pre-built AEM tools and functionality

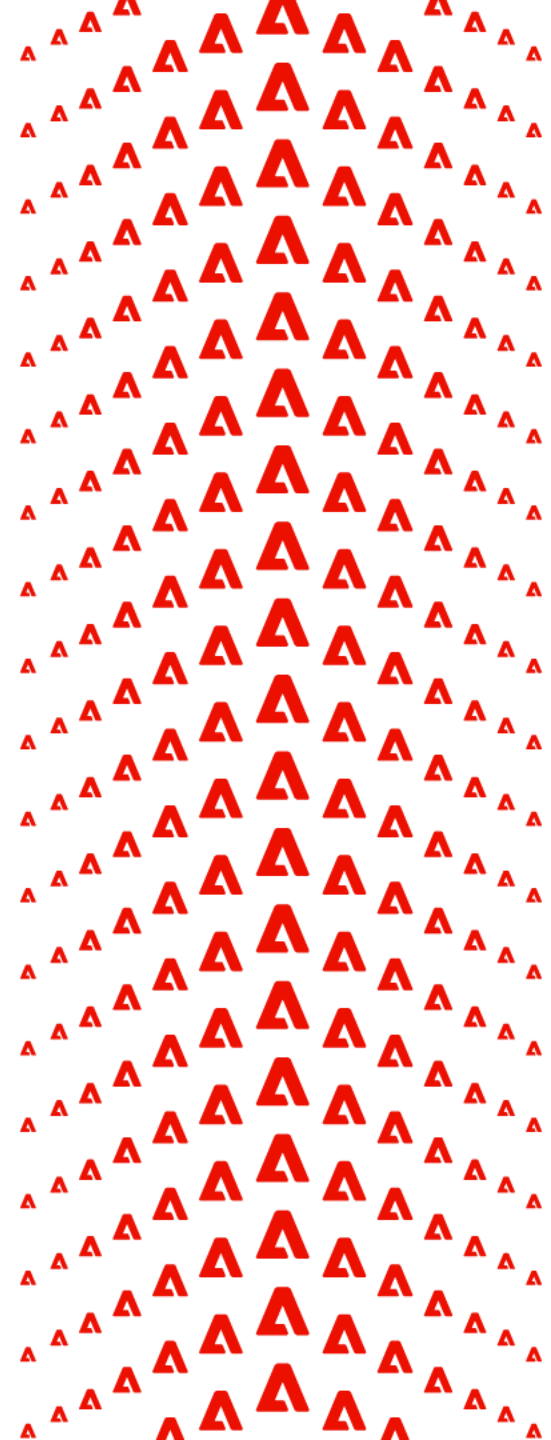


AEM Tools Overview

Cloud Services – Administer Instances that are updated and managed in the Adobe Cloud



Deep Dive – General, Assets & Security Tools



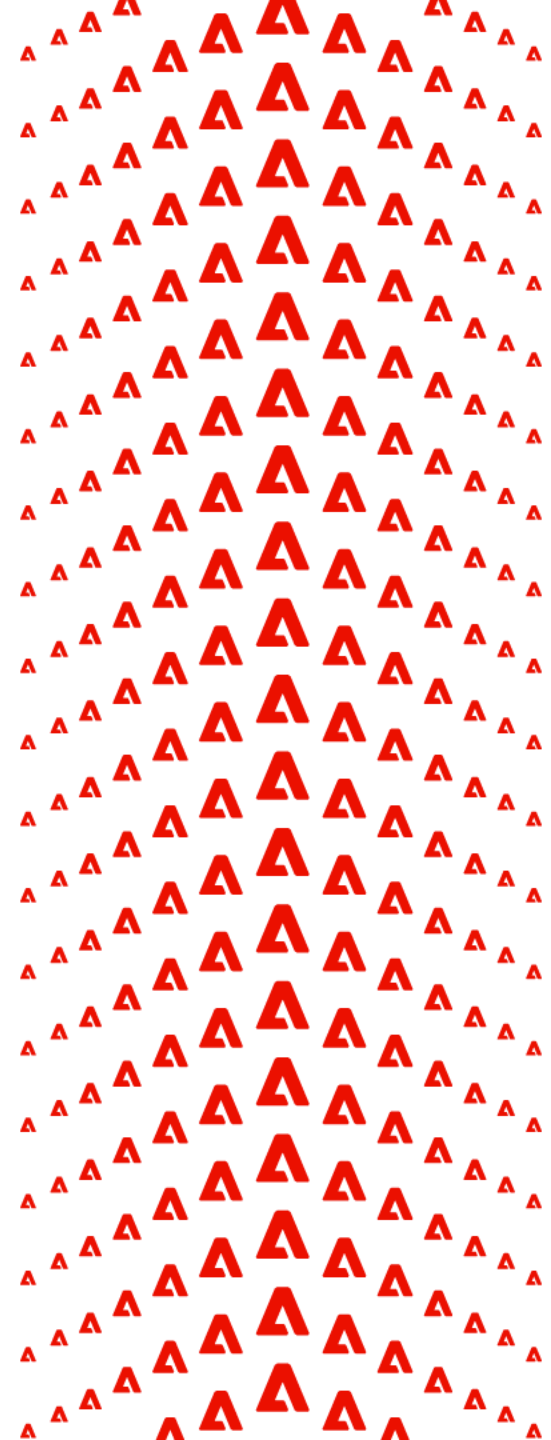
Tools for Today

General Tools - Tags Panel

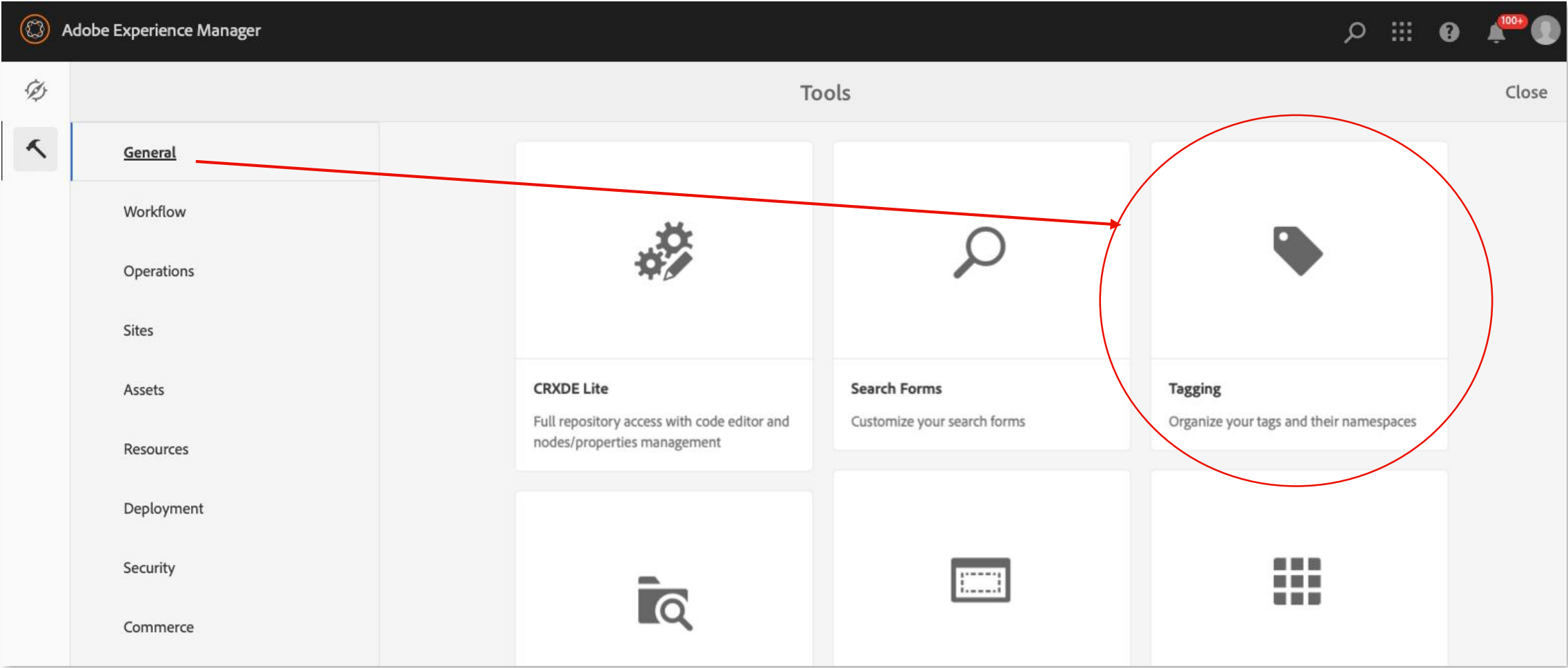
Assets Tools - Metadata, Reports Panels and Desktop tools

Security Tools - Users, Groups and Permissions Panels

Tags

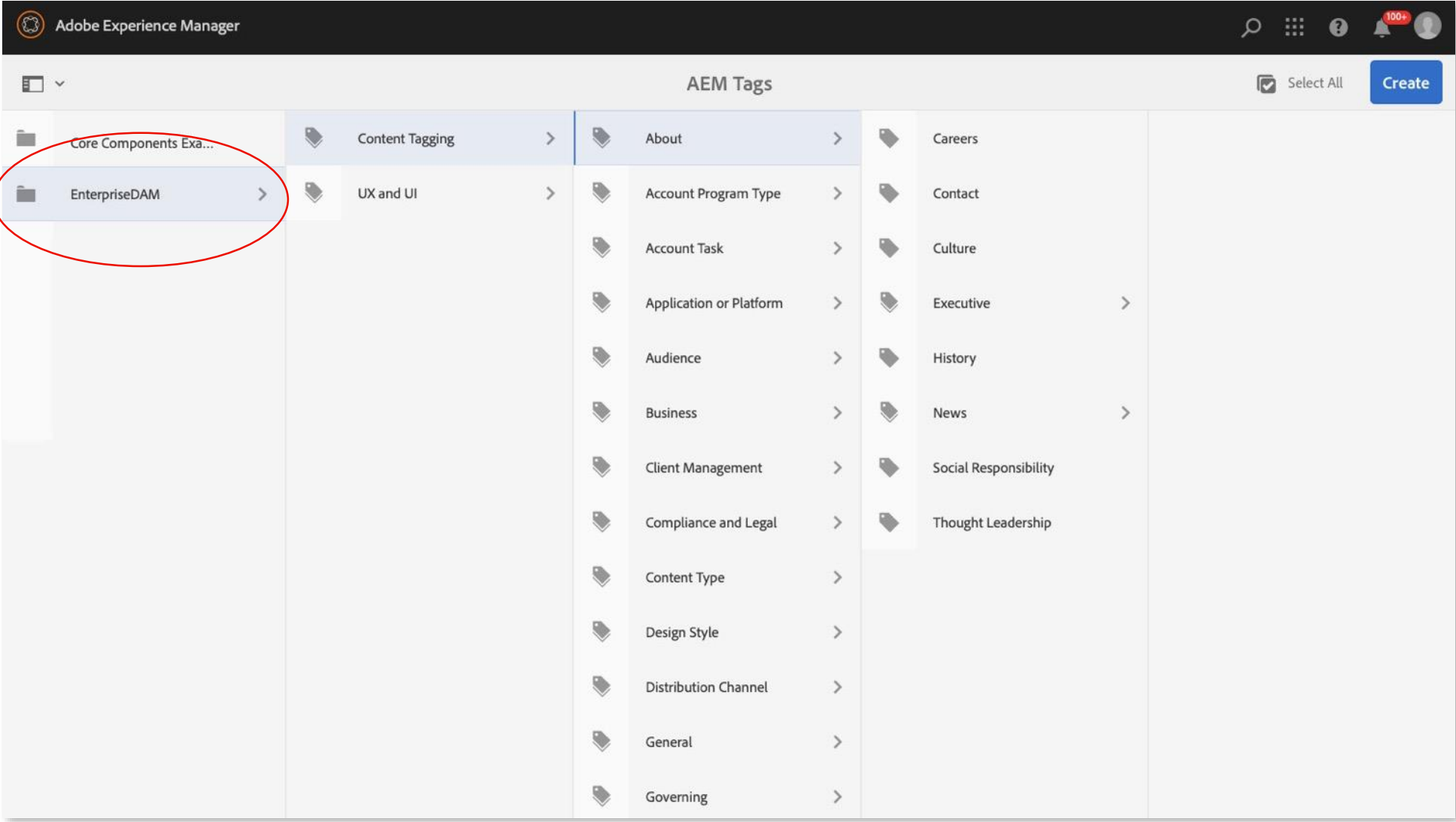


Tools > General > Tags Panel



Tools > General > Tags Panel

Namespace



Tools > General > Tags Panel

Share LinkDownloadCheckoutTo CollectionMove (m)Quick PublishManage PublicationRelateCancelSave & Close

H_0426.jpg



H_0426.jpg

BasicRightsTalentIPTCIPTC ExtensionInsightsReferences

TitleYellow Hibiscus

DescriptionFlower

File Formatimage/jpeg

Publish DestinationSelect Option

Tagsflower

Date Uploaded2023-08-23 09:13

Date Modified2023-08-23 09:13

Created By

Scheduled (de)activation

On Time

Off Time

Assets For Public UseSelect Option

Review StatusSelect Option

LanguageSelect Option

Compliance Requirement

Original File Name

Resolution

References

Related

Subassets

Type to search ...

CancelSelect

Distribution Channel

Sort by None | ↑2 selected X

AdvisorWCM	Content Tagging	Application or Platform	Automated Campaign Tool (A...
Content Hub	UX and UI	Audience	Blog
EnterpriseDAM		Business Maturity	Digital Signage
LPL		Client Management	Direct Mail
Core Components Exa...		Compliance and Legal	Email
Facebook		Content Type	eNewsletter
		Design Style	Event
		Distribution Channel	Fax
		General	LPL.com
		Governing Entities	Omnichannel

Creating New Tags

Create Tag

Cancel

Submit

Title *

Financial Advisor

Name *

i

financial-advisor

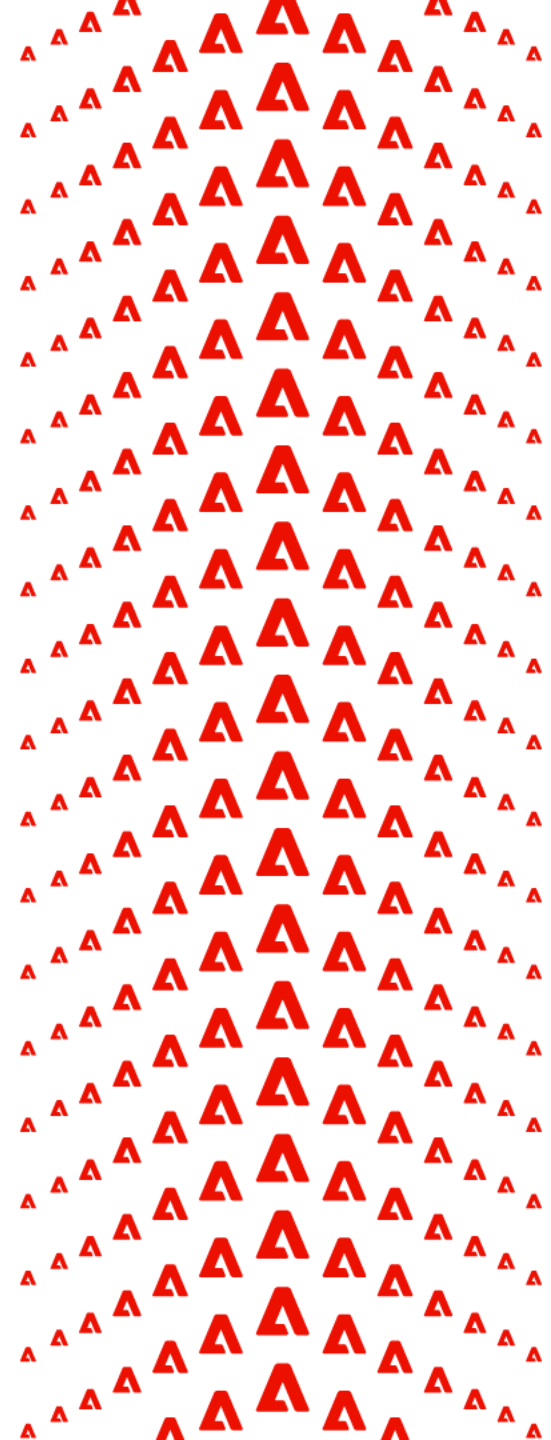
Description

Tag used to identify financial advisors

Tag Path

/content/cq:tags

Metadata



Tools > Assets > Metadata



General

Workflow

Operations

Sites

Assets

Resources

Deployment

Security

Commerce

Communities

ACS AEM Commons



GraphQL
Manage GraphQL endpoints



Content Fragment Models
Manage Content Fragments Models



Metadata Profiles
Manage your metadata profiles



Folder Metadata Schemas
Manage your folder metadata schemas



Metadata Schemas
Manage metadata schema forms



Desktop Tools for AEM
Download additional desktop tools for AEM



Pool - CW Bay
Bay_CW_AM_045.jpg

General Usage + Copyright IPTC Resort Details

Resort Specific (inherited from resort folder)

Resort Name

Bay Inn

Brand

CW

CW Product ID

R0000000043

WbW Product ID

R0000000043

SVC Product ID

715

MGVC Product ID

715

Holidays Product id

8832

CI Product ID

4154

CI Product ID 2

9912

Product ID 3

54875

Collection Product id

123797

Address

15 Cornelius St

Address Line 2

City

Jamestown

State

RI

Country

United States

Zipcode

28735

Phone Number

401-555-5513

Longitude

-71.36437799

Latitude

41.50173

Amadeus

WPOVDTD

Sabre

50

Galileo

91795

Worldspan

WPOVDTD

Pegasus

4121

Travelweb-Net

Asset Specific

JobStatus Id

11EB828E6E6E6EBFBD608A2D6D93F9BB

Id

136049428

Status

Synced

Room Codes

AMENITY

Room Name

Amenity

Asset Sequence

3

Tools > Assets > Metadata



Beach Day Image
beach day camera.jpg

Beach Day Image

Images to be used for web gallery and Social Media

image/jpeg

Select Option

X Publish Destination 1

Tags

2023-09-18 21:09

2023-09-18 21:10

Select Option

X Cindy Underwood

Select Option

X Cindy Underwood

Select Option

X Business Development (BD)

6000 x 4000 px

3:2

Scheduled (de)activation

On Time

Off Time

Assets For Public Use

Select Option

Review Status

Select Option

Language

Select Option

Compliance Requirement

Original File Name

Resolution

72

References

Related

Subassets

Tools > Assets > Metadata

Hub Metadata

Clients

Web

Chatbot

Beach Day image

Basic

Rights

Talent

IPTC

IPTC Extension

Insights

References

Title

Beach Day Image

Description

Images to be used for web gallery and

File Format

Scheduled (de)activation

On Time

Off Time

References

Related

Subassets

Tools > Assets > Metadata Schemas

Edit Metadata Profile

Basic x

Advanced x

+

Metadata

Section

Publication Status

Section

Description

T Text Field

Creator Tool

T Text Field

On Time

Off Time

Build Form

Settings

Section Header

Single Line Text

Multi Value Text

Number

Date

Standard Tags

Beach Day Image

Title

Beach Day Image

Description

Images to be used for web gallery and Social Media

File Format

Image(png)

Publish Destination

Select Option

X Publish Destination 1

Tags

Date Uploaded

2023-09-18 21:09

Date Modified

2023-09-18 21:10

Created By

Select Option

X Cindy Underwood

Asset Steward

Select Option

X Cindy Underwood

Business Unit

Select Option

X Business Development (BD)

Dimensions

6000 x 4000 px

Aspect Ratio

3:2

Scheduled (de)activation

On Time

Off Time

Assets For Public Use

Select Option

Review Status

Select Option

Language

Select Option

Compliance Requirement

Original File Name

Resolution

72

References

Related

Subassets

Drag and drop from list on right to build the form. The forms are what you will see in the properties panel.

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Tools > Assets > Metadata Schemas

Metadata Schema Form Editor

Cancel

Save

Build Form

Settings

Rules

Field Label

Field Label

Map to property

.jcr:content/metadata/default

☒

Placeholder

Description

instructions for the user

Tools > Assets > Metadata Schemas

Metadata Schema Form Editor

CancelSave

Unamed-1 × +

Build FormSettingsRules

Field LabelT Multi Value Text Field

Field

Show Empty Field In Read Only

Requirement

Not Required

Required

Required, based on new rule

+ Add Rule

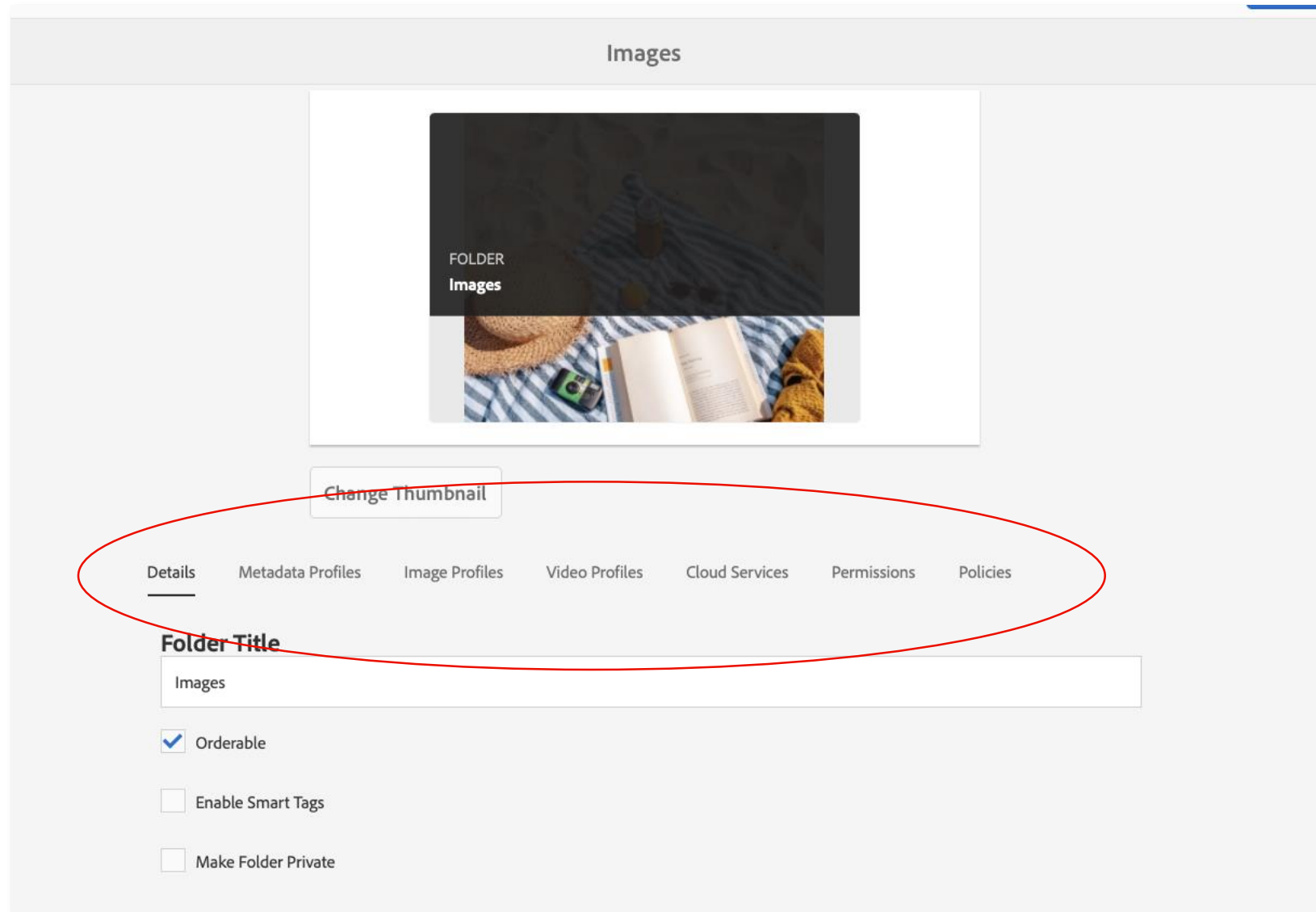
Visibility

Visible

Visible, based on new rule

+ Add Rule

Tools > Assets > Folder Metadata



Tools > Assets > Folder Metadata Schemas

Folder Metadata Schema Form Editor

Unnamed-1 ✕ +

Build Form

Settings

Rules

Section Header

T

Single Line Text

T

Multi Value Text

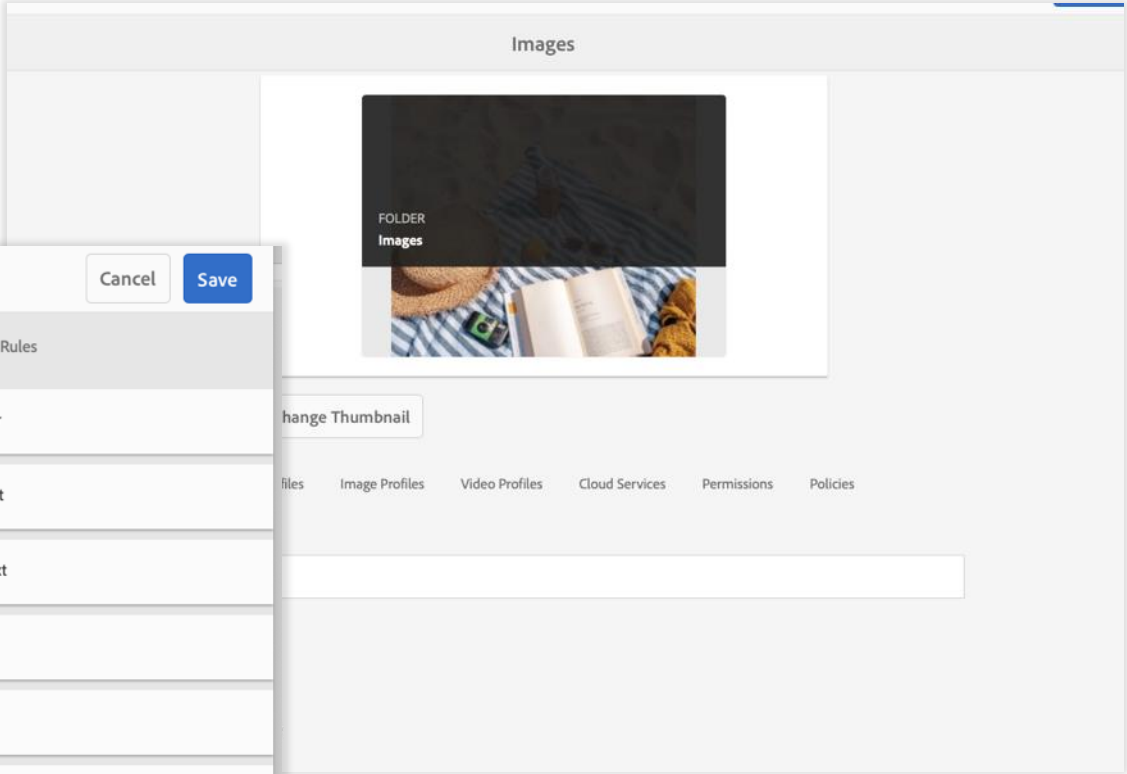
Number

Date

Dropdown

Standard Tags

Hidden Field



Tools > Asset > Metadata Profiles

Edit (e)

Copy (⌘+c)

Delete Metadata Profile(s)

Apply Metadata Profile to Folder(s)

Remove Metadata Profile from Folder(s)

1 selected (escape) X

▼

Title

vcmaprofile

✓

Future Information

Edit Metadata Profile

CancelSave

Basic xAdvanced x+

MetadataSection

Publication StatusSection

DescriptionText Field

On Time

Creator ToolText Field

Off Time

Build FormSettings

Section Header

Single Line Text

Multi Value Text

Number

Date

Standard Tags

Adobe

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Pool - CW Bay

Bay CW AM 045.jpg

Pool - CW Bay

General Usage + Copyright IPTC Resort Details

Resort Specific (inherited from resort folder)

Resort Name

Bay Inn

Brand

CW

CW Product ID

R00000000043

WbW Product ID

R00000000043

SVC Product ID

715

MGVC Product ID

715

Holidays Product ID

8832

CI Product ID

4154

CI Product ID 2

9912

Product ID 3

54875

Collection Product id

123797

Address

15 Cornelius St

Address Line 2

City

Jamestown

State

RI

Country

United States

Zipcode

28735

Phone Number

401-555-5513

Longitude

-71.36437799

Latitude

41.50173

Amadeus

WPOVDTD

Sabre

50

Galileo

91795

Worldspan

WPOVDTD

Pegasus

4121

Travelweb-Net

Asset Specific

JobStatus Id

11EB828E6E6EBFBD608A2D6D93F98B

Id

136049428

Status

Synced

Room Codes

AMENITY

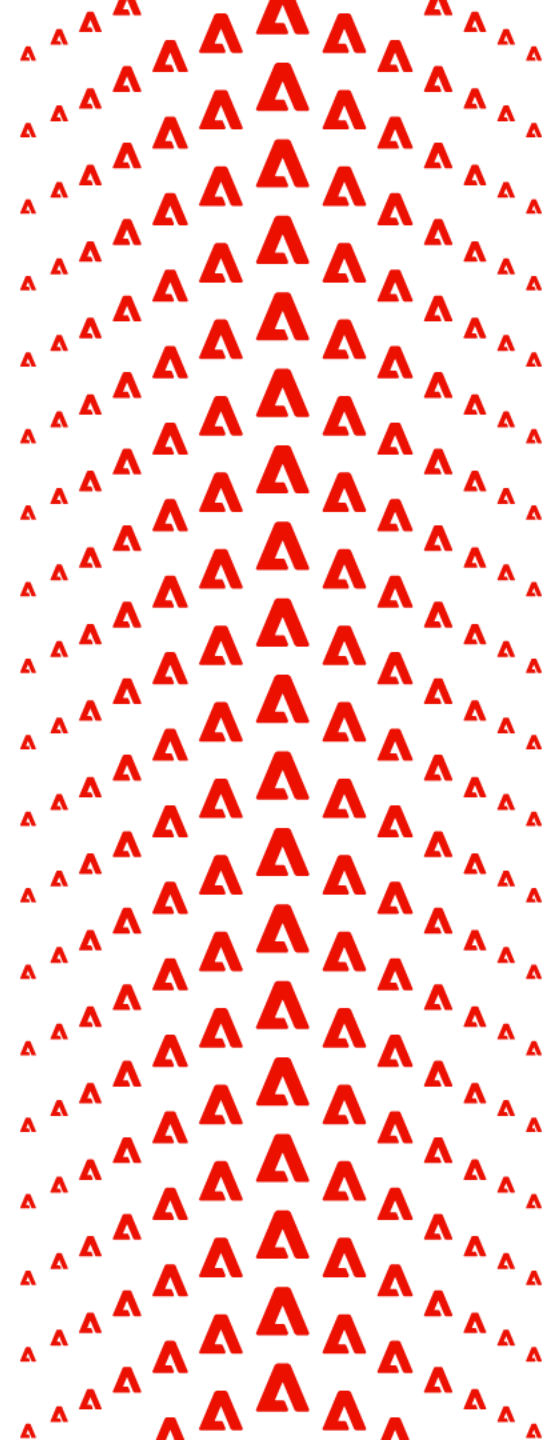
Room Name

Amenity

Asset Sequence

3

Reports



Tools > Sites > Reports

Adobe Experience Manager

General

Workflow

Operations

Sites

Assets

Resources

Deployment

Security

Commerce

Communities

ACS AEM Commons

Cloud Services

Blueprints

Manage Blueprint configurations

Launches

Manage content launches

ContextHub

Manage ContextHub configurations

External Link Checker

Manage external links

Page Reports

Create and Manage Page Reports

Create Report

Choose Type (1/3)

Expiration

Report of expired Pages

Modification

Report of modified Pages

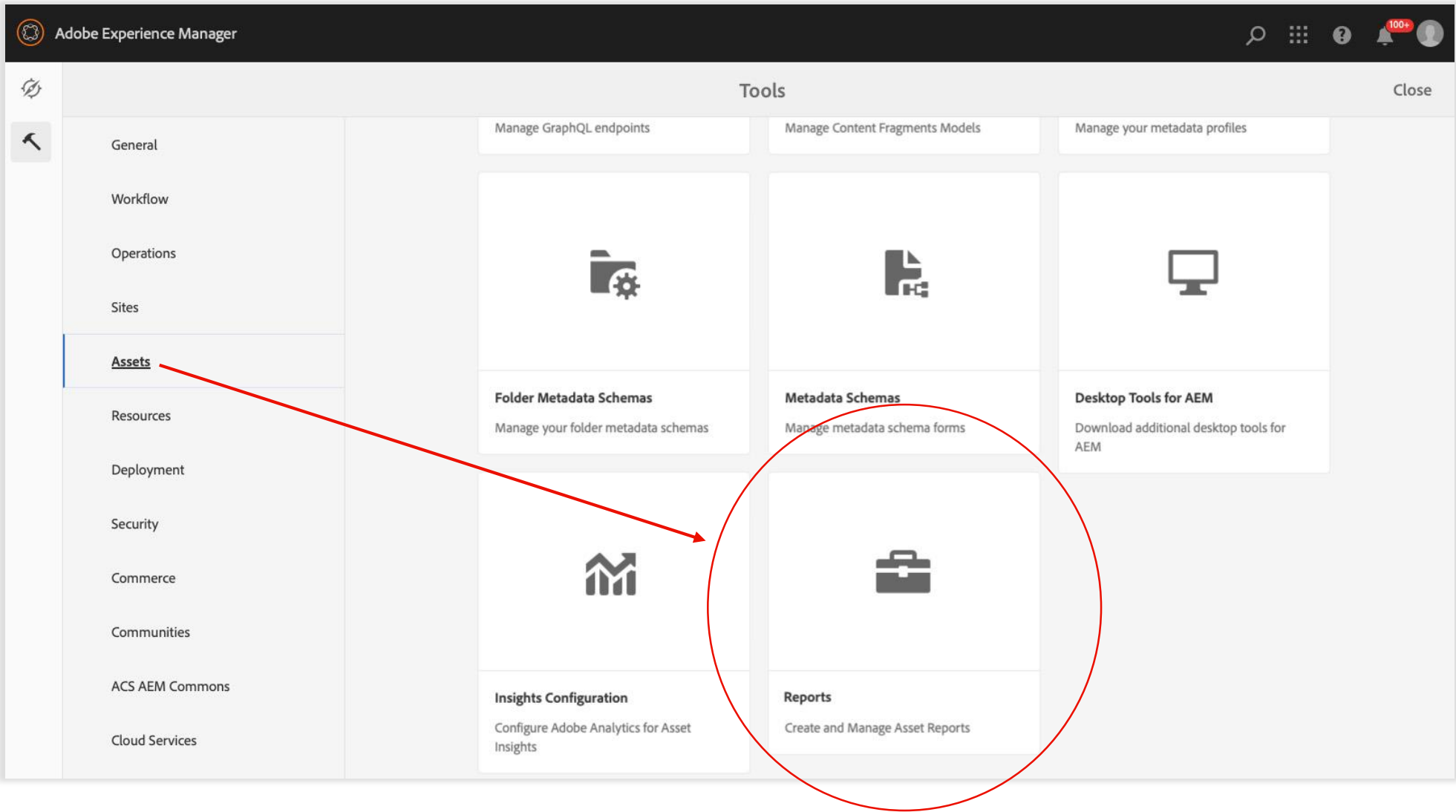
Publish

Report of published Pages

Audit

Audits Reports

Tools > Assets > Reports



Tools > Assets > Reports

Create Report

Choose Type (1/3)

CancelNext



Content Fragment - Audit Report

Content Fragment - audit report



Generic Asset Report

Generic Asset Report



Content HUB - Activity Report

Content hub - activity report



Enterprise DAM - activity report

Enterprise DAM - activity report

Tools > Assets > Reports

Adobe Experience Manager

▼	Asset Reports			Select All	Create	
☐	Title	Type	Executed On	Status		
	Creative Jun-Sept-23	Enterprise DAM activity Report	2 days ago	Success		
	CH Fragment Audit	Content Fragment Audit Report	Sep 6, 2023, 1:42:39 AM	Success		

Tools > Assets > Reports

Create Report

Add Details (2/3)

BackNext



Content Fragment Audit Report

Content Fragment - audit report

Change Thumbnail

Title and Description

Title *

CH Audit 9-21-23

Description

Audit Content Fragment

Folder Path

Select Folder Path

/content/dam/content-hub

✓

Adjust Date

2023-09-01 15:34

2023-09-21 15:34

Schedule Report

Now

Later

Select Date & Time

Tools > Assets > Reports

Create Report

Configure Columns (3/3)

Back

Create



Content Fragment Audit Report
Content Fragment - audit report

Default Columns

☒ Type

☒ Title

☒ Path

☐ Added

☐ Size

☐ Modified

☐ Expires

☐ Published

☐ Brand Portal Published

Custom Columns

Column Name

Property to map

☒

Add

Tools > Assets > Reports

Select Property

CancelSelect

channels	>	cq:lastReplicated	activationDate
cq:tags		jcr:description	allowInSearch
dc:rights		jcr:lastModified	allowedRenderFormat
jcr:content	>	jcr:lastModified@TypeHint	archiveDate
jcr:created	>	jcr:title	assetAge
jcr:createdBy		metadata	audioBitrate
jcr:description		offTime	audioChannels
jcr:title		onTime	audioCodec
jcr:uuid		performance	audioSampleRate
xmpRights:Owner		prefillService	author
xmpRights:UsageTerms		schemaRef	authorKeywords
			availableInMobileApp

Tools > Assets > Reports

 View

 Download

 Delete (backspace)



Title



Creative Jun-Sept-23

AutoSave

Home Insert Draw Page Layout Formulas Data Review View Automate Acrobat Tell me

Paste Copy Format

Calibri (Body) 12 A A

B I U

Wrap Text

General

Conditional Formatting Format as Table

Normal Bad Good Neutral

Insert Delete Format

AutoSum Fill Clear

Sort & Filter

Find & Select

Analyze Data

Sensitivity

Create and Share Adobe PDF

Comments Share

A225

DOCUMENT

	TYPE	TITLE	FILENAME	PATH	CREATED BY	ASSET OWNER	EXPIRES	METADATA	MRR	ORIGINAL FILENAME
165	DOCUMENT	Ask Yourself If "Good" Could be Better	MC_000337_0333	Content Assets > Creative Jun-Sept-23 > Ask Yourself If "Good" Could be Better	John Smith	John Smith	2023-09-15T12:00:00-05:00	MC_000337_0333	\$1,000,000	Ask Yourself If "Good" Could be Better
166	DOCUMENT	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	MC_000337_0333	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	John Smith	John Smith	2023-09-15T12:00:00-05:00	MC_000337_0333	\$1,000,000	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23
167	DOCUMENT	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	MC_000337_0333	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	John Smith	John Smith	2023-09-15T12:00:00-05:00	MC_000337_0333	\$1,000,000	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23
168	DOCUMENT	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	MC_000337_0333	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	John Smith	John Smith	2023-09-15T12:00:00-05:00	MC_000337_0333	\$1,000,000	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23
169	DOCUMENT	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	MC_000337_0333	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	John Smith	John Smith	2023-09-15T12:00:00-05:00	MC_000337_0333	\$1,000,000	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23
177	DOCUMENT	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	MC_000337_0333	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	John Smith	John Smith	2023-09-15T12:00:00-05:00	MC_000337_0333	\$1,000,000	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23
225	DOCUMENT	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	MC_000337_0333	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	John Smith	John Smith	2023-09-15T12:00:00-05:00	MC_000337_0333	\$1,000,000	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23
226	DOCUMENT	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	MC_000337_0333	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	John Smith	John Smith	2023-09-15T12:00:00-05:00	MC_000337_0333	\$1,000,000	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23
227	DOCUMENT	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	MC_000337_0333	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	John Smith	John Smith	2023-09-15T12:00:00-05:00	MC_000337_0333	\$1,000,000	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23
230	DOCUMENT	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	MC_000337_0333	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	John Smith	John Smith	2023-09-15T12:00:00-05:00	MC_000337_0333	\$1,000,000	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23
231	DOCUMENT	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	MC_000337_0333	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	John Smith	John Smith	2023-09-15T12:00:00-05:00	MC_000337_0333	\$1,000,000	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23
240	DOCUMENT	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	MC_000337_0333	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	John Smith	John Smith	2023-09-15T12:00:00-05:00	MC_000337_0333	\$1,000,000	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23
241	DOCUMENT	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	MC_000337_0333	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	John Smith	John Smith	2023-09-15T12:00:00-05:00	MC_000337_0333	\$1,000,000	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23
242	DOCUMENT	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	MC_000337_0333	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	John Smith	John Smith	2023-09-15T12:00:00-05:00	MC_000337_0333	\$1,000,000	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23
243	DOCUMENT	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	MC_000337_0333	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	John Smith	John Smith	2023-09-15T12:00:00-05:00	MC_000337_0333	\$1,000,000	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23
244	PRESENTATION	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	MC_000337_0333	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	John Smith	John Smith	2023-09-15T12:00:00-05:00	MC_000337_0333	\$1,000,000	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23
245	IMAGE	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	MC_000337_0333	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23	John Smith	John Smith	2023-09-15T12:00:00-05:00	MC_000337_0333	\$1,000,000	Content Assets > Creative Jun-Sept-23 > Content Assets > Creative Jun-Sept-23

Tools > Assets > Reports

Overview

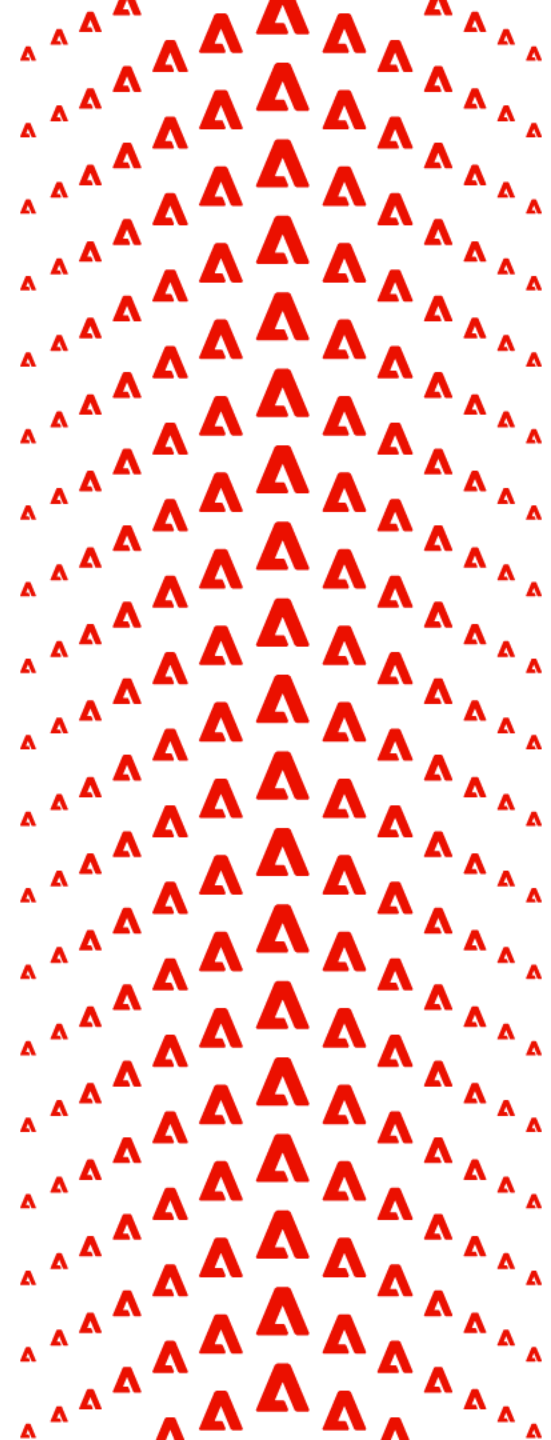
Creative Jun-Sept-23

Select All

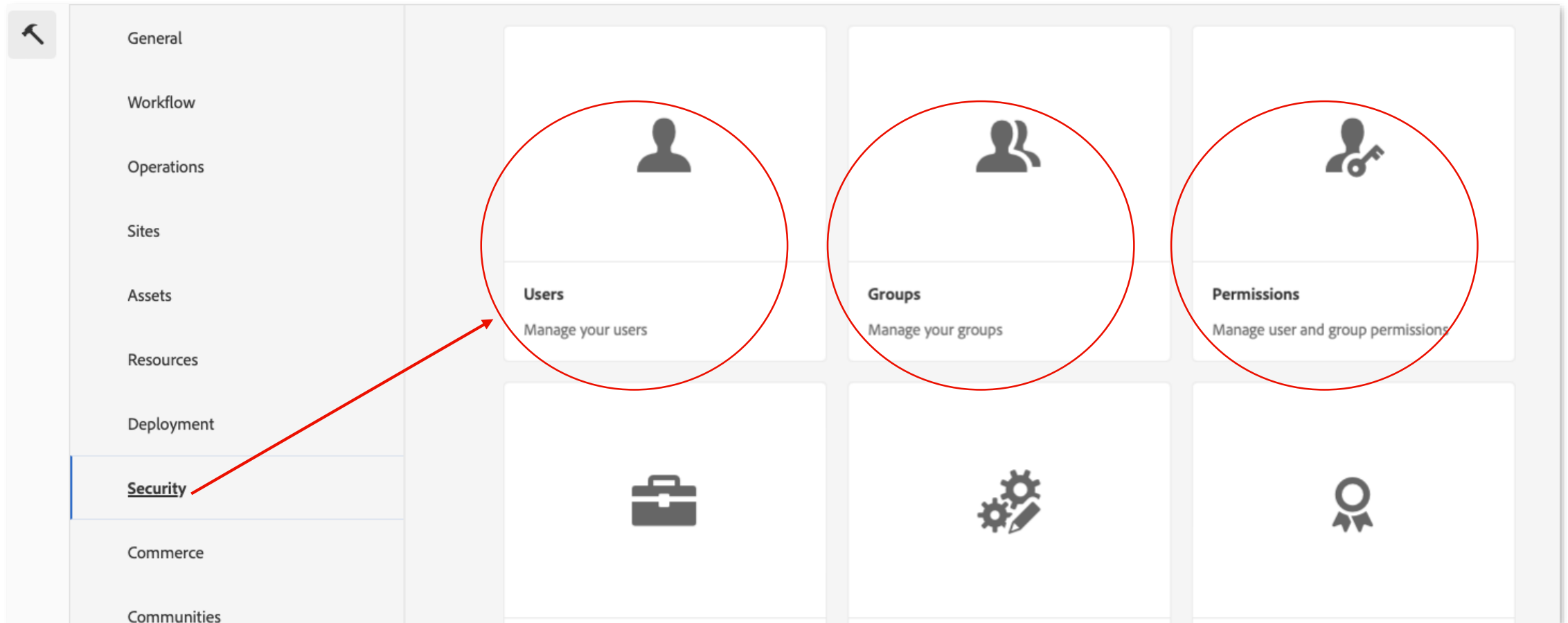
Download

REPORT PROPERTIES	Type	Title	Filename	Path	Created By	Asset Owner	Expires	Metadata	MRR	Original File
Title Creative Jun-Sept-23 Type Columns Configured Type, Title, Filename, Path, Created By, Asset Owner, Expires, Metadata, MRR, Original Filename, Keywords, Keywords 2 Created 2 days ago	 DOCUMENT									
	 DOCUMENT									
	 DOCUMENT									
	 DOCUMENT									
	 DOCUMENT									
	 IMAGE									
	 IMAGE									

Users, Groups and Permissions Panels



Tools > Security



Tools > Security > User

Cancel

Save & Close

Edit User Settings

New Photo

Account settings

Password

Change Password

Account Status

Details

ID *

Email

Title

First Name

Cindy

Last Name

Edit User Settings

Details

Groups

Keystore

Add User to Groups

Select Group

Type Group Name

Cancel

Save & Close

▼

Edit User Settings

Details

Groups

Keystore

Add User to Groups

Select Group

Type Group Name

Groups that this user is a member of



Admin

×

Tools > Security > Security > Group

Cancel

Save & Close

Edit User Settings

Account settings

New Photo

Account Status

Change Password

Account Status

Details

ID *

Email

Title

Adobe Experience Manager

Group Management

Name	Description	Members	Published	Modified
Admins		4	Not Published	Not Modified
Members		18	Not Published	Not Modified
Moderators		5	Not Published	Not Modified

Activate

Deactivate

Cancel

Save & Close

Edit Group Settings For Admins

Details

Members

Add Members to this Group

Select User or Group

Type User or Group Name

Group Members

Jason Werner

Administrator

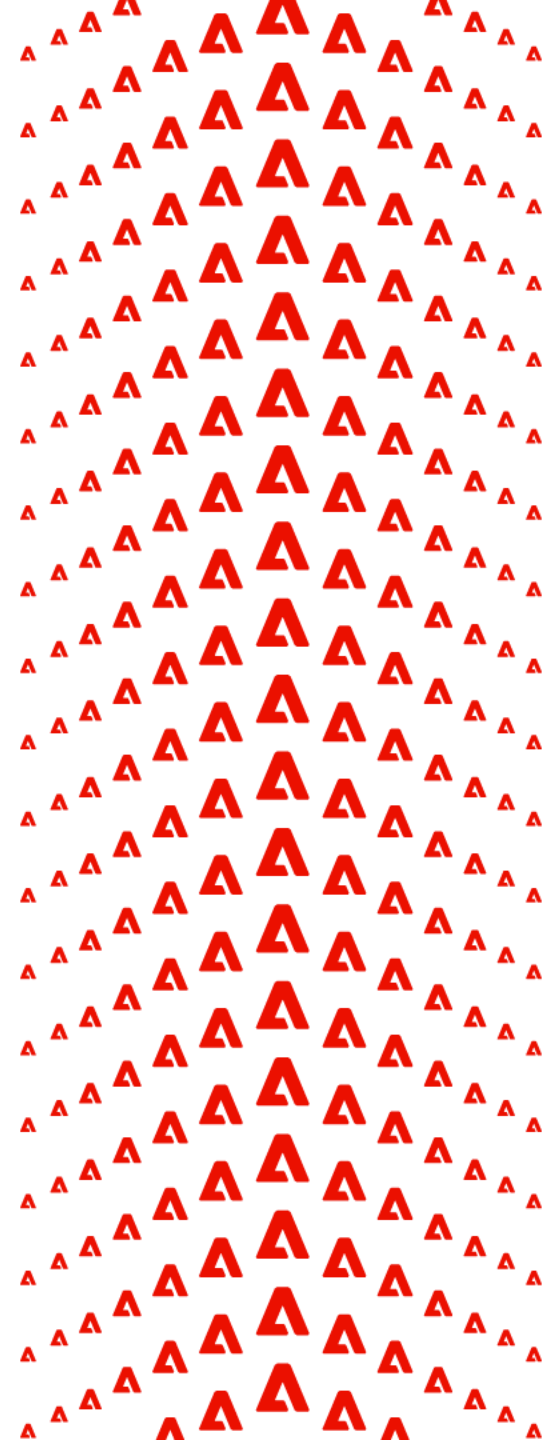
Felicia Carter

Andrew Schaeffer

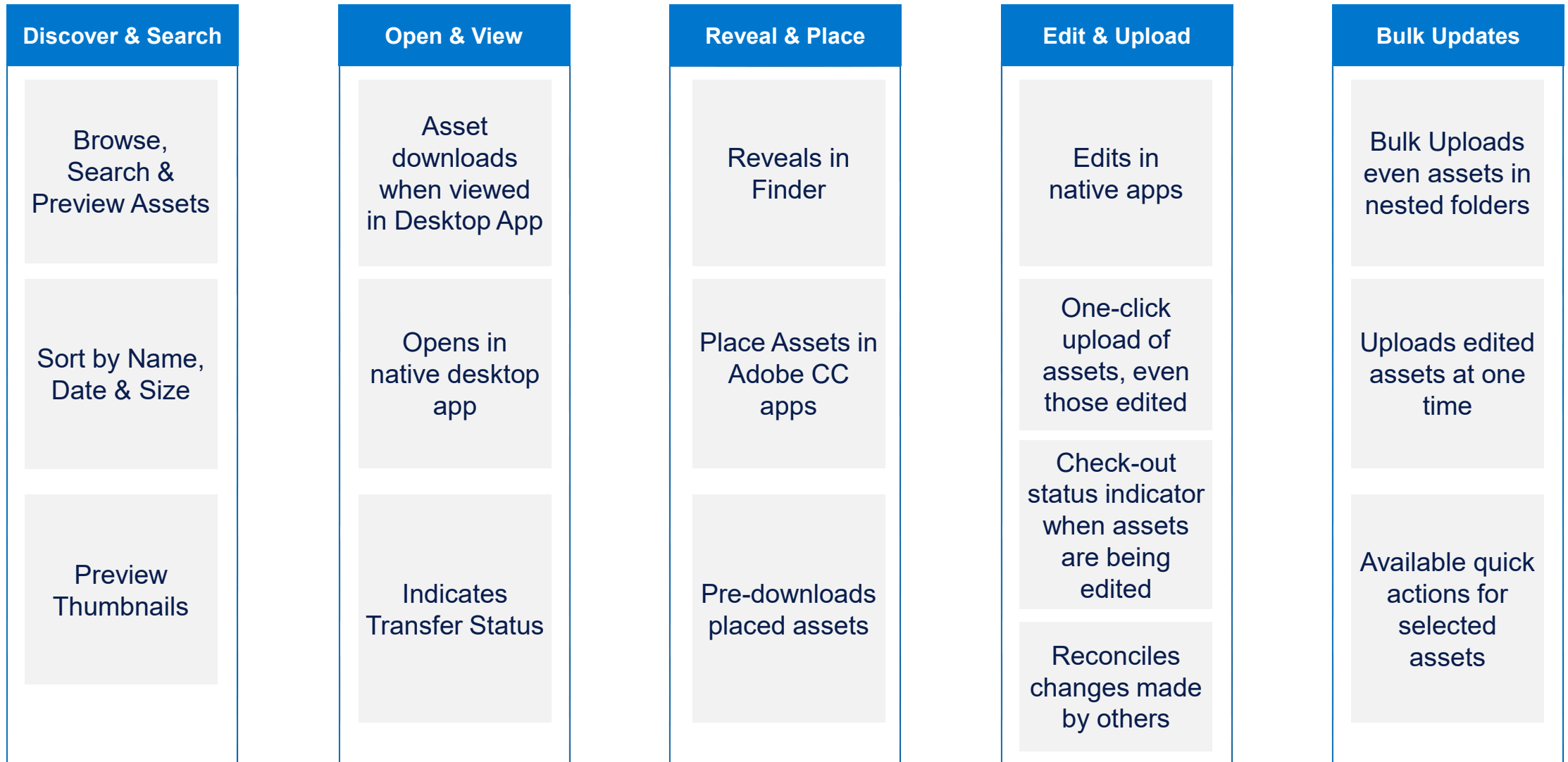
Tools > Security > Permissions

Capability	Admin	Content Admin	Channel Publisher	Web Channel Publisher	Content Strategist	DAM User	View Only
Create Content Fragment	✓	✓	✓	✓			
Create Content Fragment - Content Mapper	✓	✓					
Create Folder	✓	✓					
Manage Tags Content Fragment	✓	✓					
Tagging EDAM	✓	✓	✓	✓		✓	
Tagging Content Hub	✓	✓	✓	✓			
Move Operation	✓	✓	✓	✓			
Move Operation - DAM	✓	✓	✓	✓		✓	
Check out/in	✓	✓				✓	
Publish to Brand Portal	✓	✓				✓	
Reorder in list view	✓	✓					
Initiate eDAM approval workflow	✓	✓	✓	✓		✓	
Create Collection	✓	✓	✓	✓	✓	✓	
Impersonate	✓						
DAM Archive and Expired assets – restore, download, move, reorder	✓	✓					
DAM Archive and Expired assets - download (Future)						✓	
Publish to .com workflow	✓	✓	✓	✓			

Desktop tools



Tools > Assets > Desktop Tools > Desktop App



Tools > Assets > Desktop Tools

What Asset Link enables users to do:

Adobe Asset Link is an extension that works within Adobe Creative Cloud applications:

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe XD

Place, download, or drag-n-drop assets into layouts including Drag-and-drop assets directly into InDesign frames

Browse and search for digital assets in DAM, including collections from the Asset Link panel

Access file details for assets living in AEM from with the panel:

- Thumbnail
- Basic metadata
- Versions

With Adobe Asset Link you can temporarily place a low resolution (FPO) image of the original asset from AEM

Support for Business storage for teams and enterprise accounts

Automatic authentication to AEM using Adobe Enterprise ID or Federated ID

Support for using the Adobe Asset Link CEP Plugin in environments with proxy servers.

Final Tips

Explore the tools – they have so much to offer.

Plan your user groups and permissions. Think beyond read, create, modify, delete and publish to all the capabilities

If you have a lot of information to add to assets consistently – Create a Metadata Profile, apply it to the folder so the assets will inherit all the information when created

Questions?

Thank you!





Appendix



Additional Information

Administering tags:

<https://experienceleague.adobe.com/docs/experience-manager65/administering/contentmanagement/tags.html?lang=en>

AEM sites as a Cloud Service for here is great information on Tag properties:

<https://experienceleague.adobe.com/docs/experience-manager-learn/sites/integrations/experience-platform-data-collection-tags/create-tag-property.html?lang=en>

Metadata Profiles:

<https://experienceleague.adobe.com/docs/experience-manager-learn/assets/configuring/metadata-profiles.html?lang=en>

Instructions for integrating the AEM Desktop app:

<https://experienceleague.adobe.com/docs/experience-manager-desktop-app/using/install-upgrade.html?lang=en>

LPL Company Snapshot

- We are a values-driven company that believes a better investment experience begins with independent, personalized advice.

FORTUNE
500




>21K
Financial
Professionals

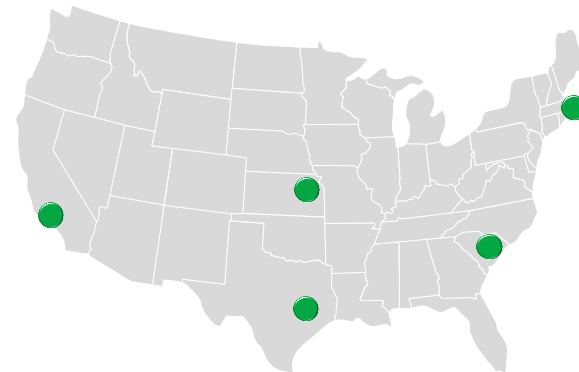

>1,100
Financial
Institutions


>6,500
Employees

>\$1T

Total Advisory &
Brokerage Assets

LPL Primary Offices



Leading Provider to Advisor-Mediated Market

#1

Independent
Broker/Dealer in
the U.S. ¹

#3

RIA Custodian in
the U.S. ²

#1

Provider of 3rd
Party Investment
Services³

¹ As reported by Financial Planning magazine, June 1996-2022, based on total revenue.

² Cerulli Associates, 2022 U.S. RIA Marketplace Report

³ 2019/2020 Kehler Bielan TPM Survey. Based on financial institution market share