DEVELOPERS LIVE

So you want to extend Adobe Experience Cloud?

Manik Jindal | Product Manager

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Who Are We

Manik Jindal

Product Manager

Adobe I/O Extensibility

Sarah Xu

Product Manager

Adobe I/O Extensibility

Adobe

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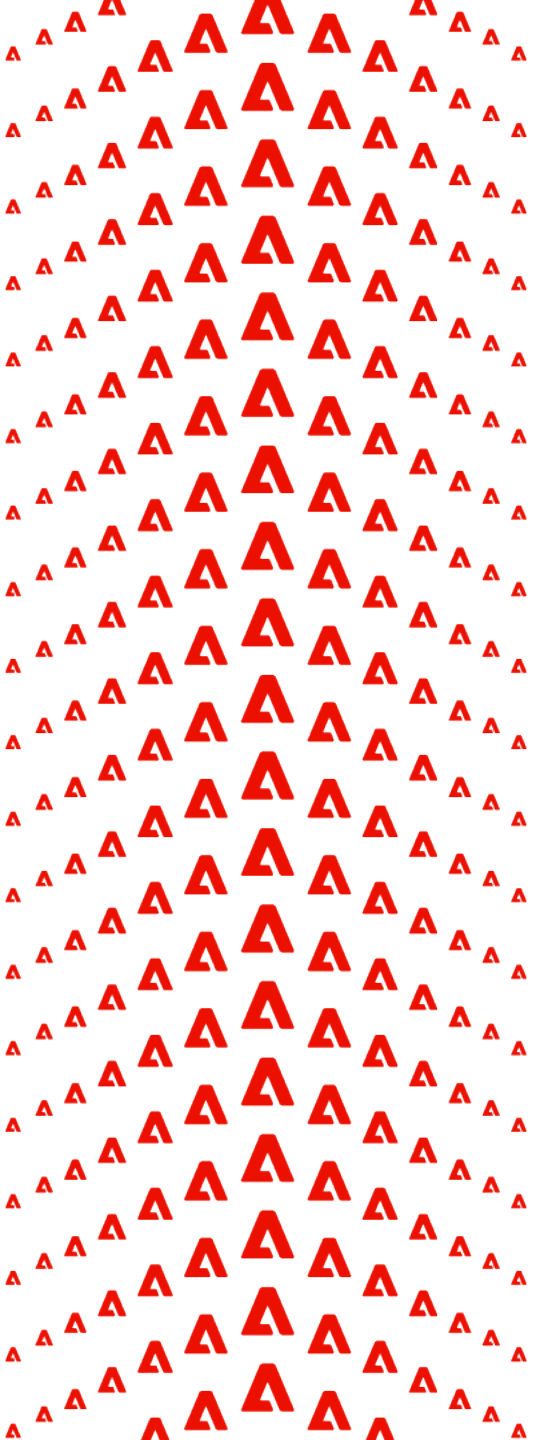
Agenda

Project Firefly Overview

Use Cases with AEM

What's Next



Project Firefly Overview

Adobe Experience Cloud: Open Platform & Ecosystem

~67K
Solution partners

~350K
Magento developers

~585K
Visitors to Experience League Community

~1.6K
ISV partners

~6.2K
Marketplace apps and listings

Adobe I/O Portfolio

Adobe.io **Website**

Discovery & Documentation

Adobe Developer **Console**

Access & Integration

Adobe I/O **API Gateway**

Flexibly integrate with Adobe's products and solutions

Adobe **Exchange**

Marketplace of Applications

Cloud Extensibility (Project Firefly)

Adobe I/O **Runtime**

Extend Adobe's platform and solutions through serverless functions.

Adobe **SDK**

JavaScript Helper Library for Simplified Development

Adobe I/O **Events**

Use webhooks to receive near-real time events from Adobe solutions

Adobe I/O **CLI**

Local Development, Build and Automation

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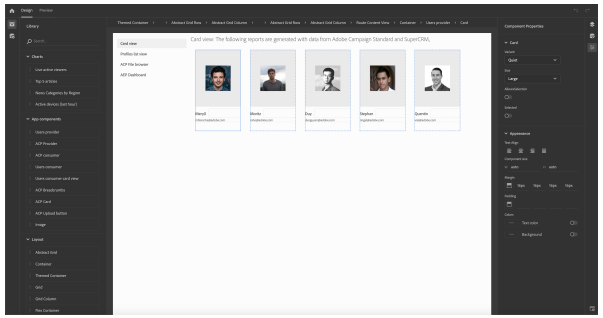
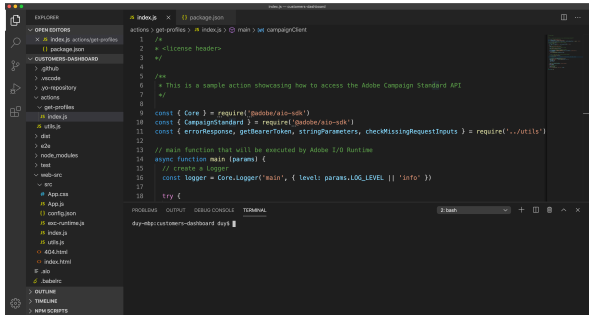
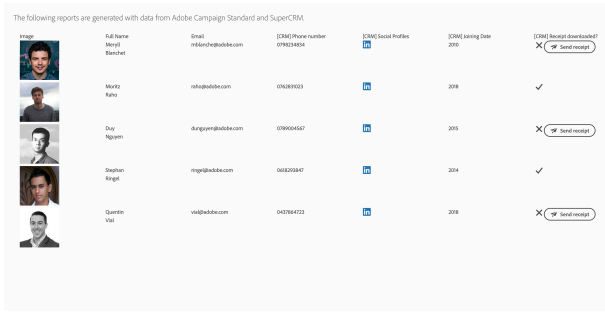
Project Firefly

A complete design, application and runtime framework for building 3rd-party Cloud Native Applications that extend the functionality of Adobe solutions and run on our infrastructure.

```
$ aio app create
```







From CLI

Command-Line Interface

To Visual Editor

To Code

To Custom App Deployed in Adobe Products

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Who is this for?

System Integrator Developers

Developers who work at System Integrators and are typically specialized on integrating and extending Adobe enterprise solutions (AEM, Magento, Campaign, Marketo, etc). They typically know a lot about our developer tools and capabilities.

Enterprise Developers

Developers working for our enterprise customers, part of IT or some other in-house developer department. Their knowledge about the Adobe ecosystem may be nascent.

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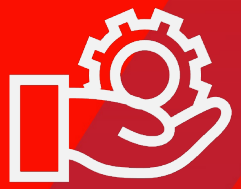
Project Firefly Product Principles

Make Hard Things Easy



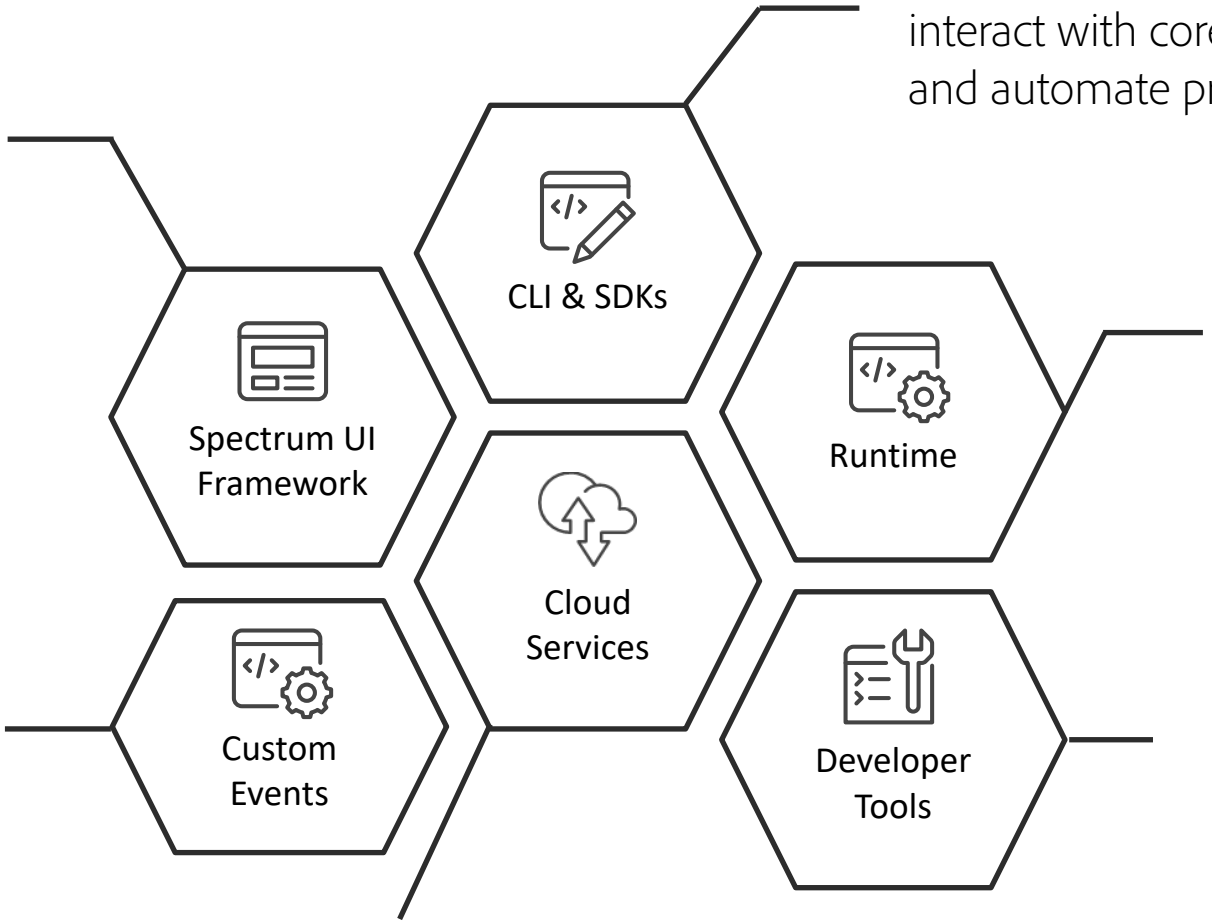
Everything You Need
Is In The Box

Extendable, It Grows With
Your Needs

Project Firefly Components

Streamlined way for developers to interact with core Adobe services and automate processes.

React-based UI framework for creating experiences that feel native alongside Adobe products.



Serverless compute framework for running 3rd party Custom Code on the Adobe's Infrastructure

Publish and consume custom events, with support for webhooks and journaling

A range of services for file and data storage, managing application life cycle, and user access control.

UX Modeling Tools, IDE plugins and other tools to aid in debugging, testing, and deploying custom experiences.

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Project Firefly Use Case

Use Case | Asset Microservices Custom Processing Profile

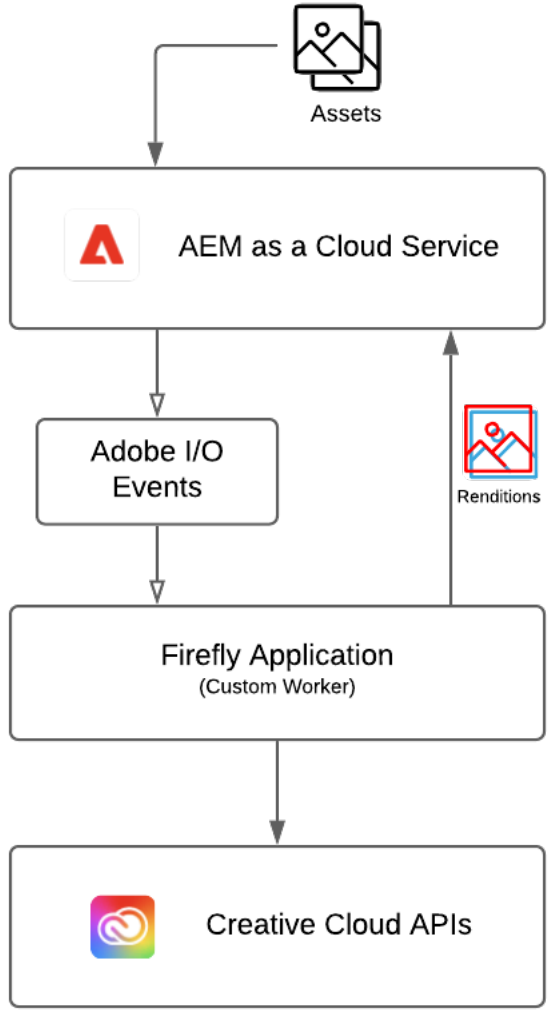
As a customer using AEM as a Cloud Service, I want to easily manage my assets and run configurable and customizable asset workflows at scale.

Challenge

Customer want to easily manage assets and run custom asset workflows at scale while maximizing (and not impacting) the performance and responsiveness of their AEM DAM.

Solution

Asset microservices enabled AEM developers to create custom processing profiles in the form of headless Firefly applications with built-in SDKs that customizes transformation and enhancement of digital assets. Customers can access and use these custom processing profiles in AEM for their assets.



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Use Case | Server Side Rendering

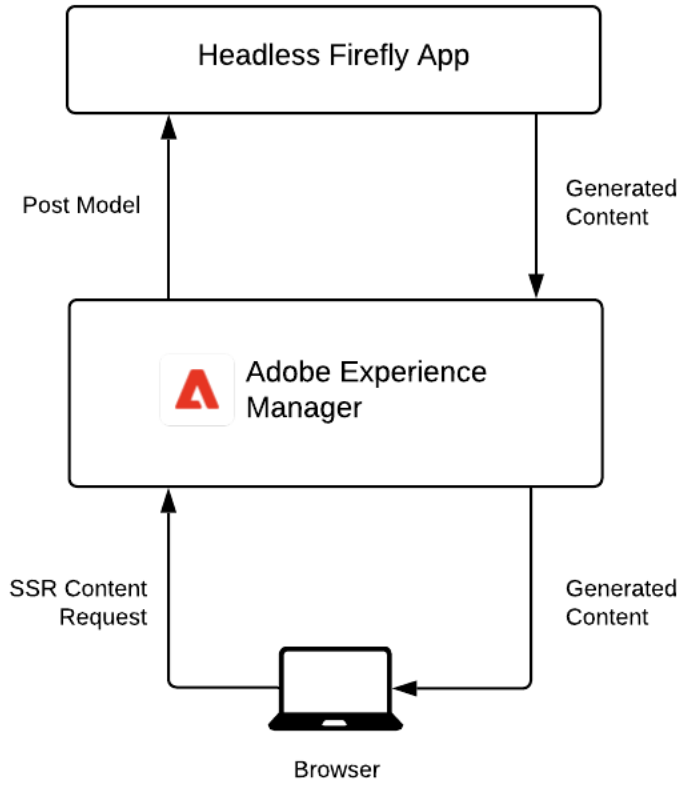
As a customer using building a SPA, I want to leverage content in AEM without impacting the load time for my application.

Challenge

Customer would like to build a Single Page Application (SPA) to offer rich and dynamic experience. However, this often requires the client to load the content up front and minimize the amount of communication needed between the client and the server, which can lead to long initial load time.

Solution

Developer built a headless Firefly app to optimize initial load times by rendering certain content server-side, then passing to client.



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Use Case | Event Driven Integration

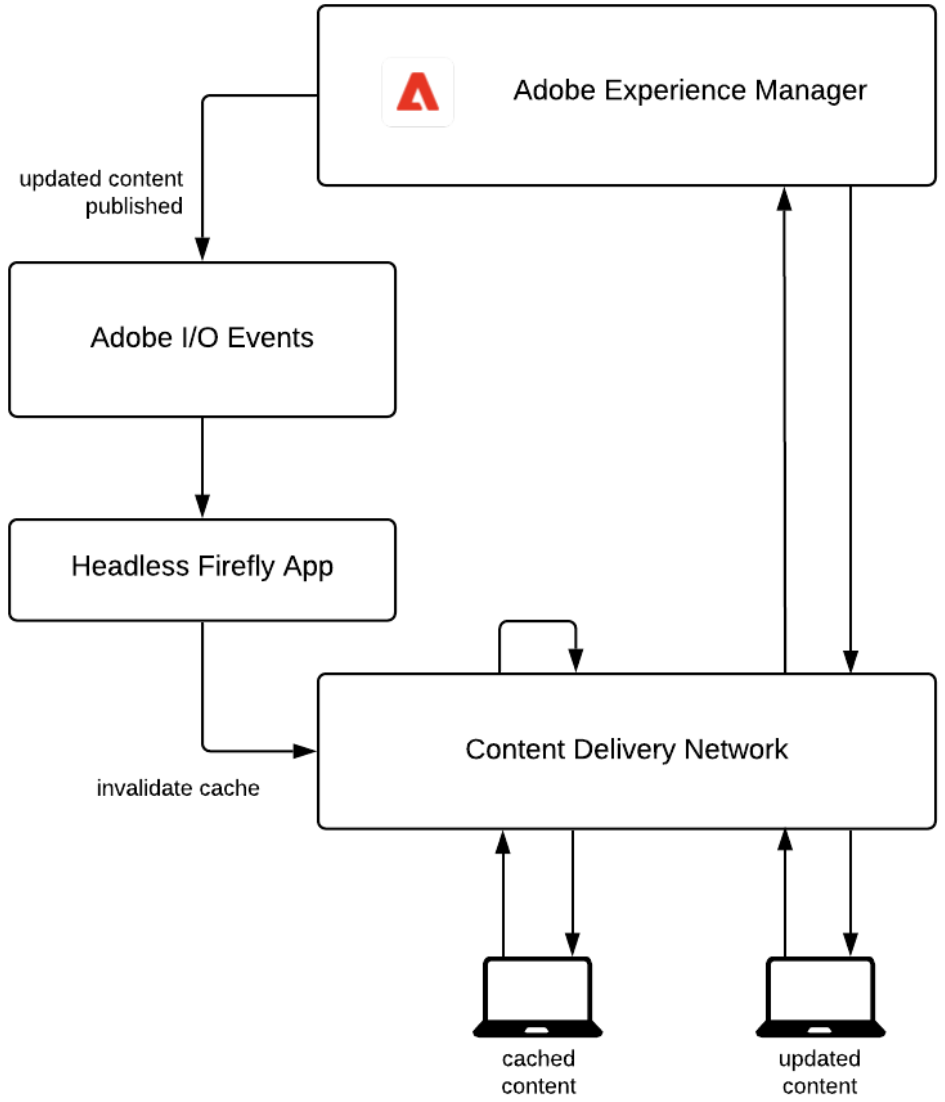
As a customer using AEM as a Cloud Service, I want my asset changes to be reflected immediately.

Challenge

Customer would like to see all web asset changes reflected immediately on published pages. Currently, with their Dynamic Media set up, the customer needs to either manually clear the cache upon every new asset published, or to wait until the cache expires by itself, which may take up to 10 hours.

Solution

Developer built a headless event-driven Firefly application that listens to AEM Asset publish events, and upon assets published, trigger cache invalidation at the CDN level for this asset. This Firefly application allows the customer to achieve desired outcome without any impact to AEM performance nor additional AEM deployment.



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Use Case | AEM Asset Migration

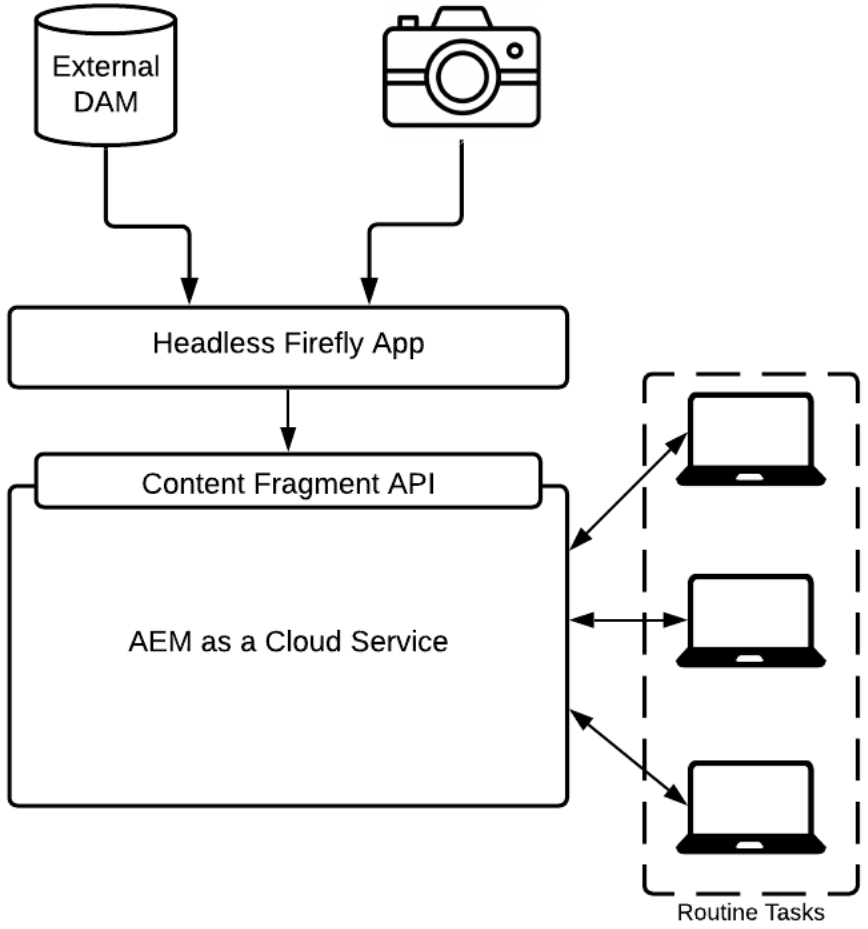
As a customer, I want to migrate all my assets that are currently in an external DAM into AEM.

Challenge

Migrating assets into AEM by running a custom in-process application consumes valuable AEM resources. Customers need a way to bulk upload assets every few days without affecting other routine tasks running on AEM.

Solution

Developer offload the migration process to a headless Firefly application that uses the Content Fragment API to transfer assets from the external DAM into AEM.



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What’s Next

What's Next

Try out Project Firefly!

Sign up for Developer Preview

https://adobeio.typeform.com/to/obqgRm

Documentation and Resources

https://www.adobe.io/apis/experienceplatform/project-firefly.html

Learn more

More Sessions during Developers Live:

Feb 8 1:00PM–1:30PM PT | Project Firefly deep dive

Feb 9 11:45AM–12:15PM PT | Asset Compute Service Extensibility

Monthly Webinar hosted by Firefly team

Feb 18 9:00AM - 10:00AM PT

https://www.adobe.io/apis/experienceplatform/project-firefly/events.html

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