



Build event-driven integrations with *AEM* using *Adobe I/O Events*

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1 | **Welcome and Overview**

2 | Introducing *Adobe I/O Events*

3 | *Adobe I/O Events* Use Cases

4 | *Adobe I/O Events* AEM integration Demo

5 | Q&A



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Unlock the full value of Adobe solutions with Adobe I/O Events

2

Understand how to leverage Adobe I/O Events within AEM

3

Build event-driven experiences in near-real time



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Adobe
I/O



**Adobe I/O
Events**



**Adobe I/O
Runtime**



**Adobe I/O API
Gateway**

Adobe I/O Events provide the signal
for meaningful platform events



Adobe I/O Events - Key Features

- Provides added flexibility for working with the Cloud Platform
- Events are delivered via webhooks or can be accessed via an API for cases where customers can't provide a URL.
- Will work seamlessly with I/O Runtime so that I/O Events can trigger functions and kick off sequences.

Supported Events



Creative Cloud Assets
Create, Update, Delete



Analytics Triggers



AEM
Asset (Create, Update, Delete), Page (Publish, Unpublish), Any Custom OSGI Events

Adobe I/O Events – Summit Launch

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Build event-driven experiences on top of Adobe's Cloud Platform

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Developers define what type of events they want to subscribe to and the webhooks that Adobe I/O Events should call when that event happens. Respond to events when you want, how you want, to deliver effective, personalized experiences for your users.

[Get Started](#)



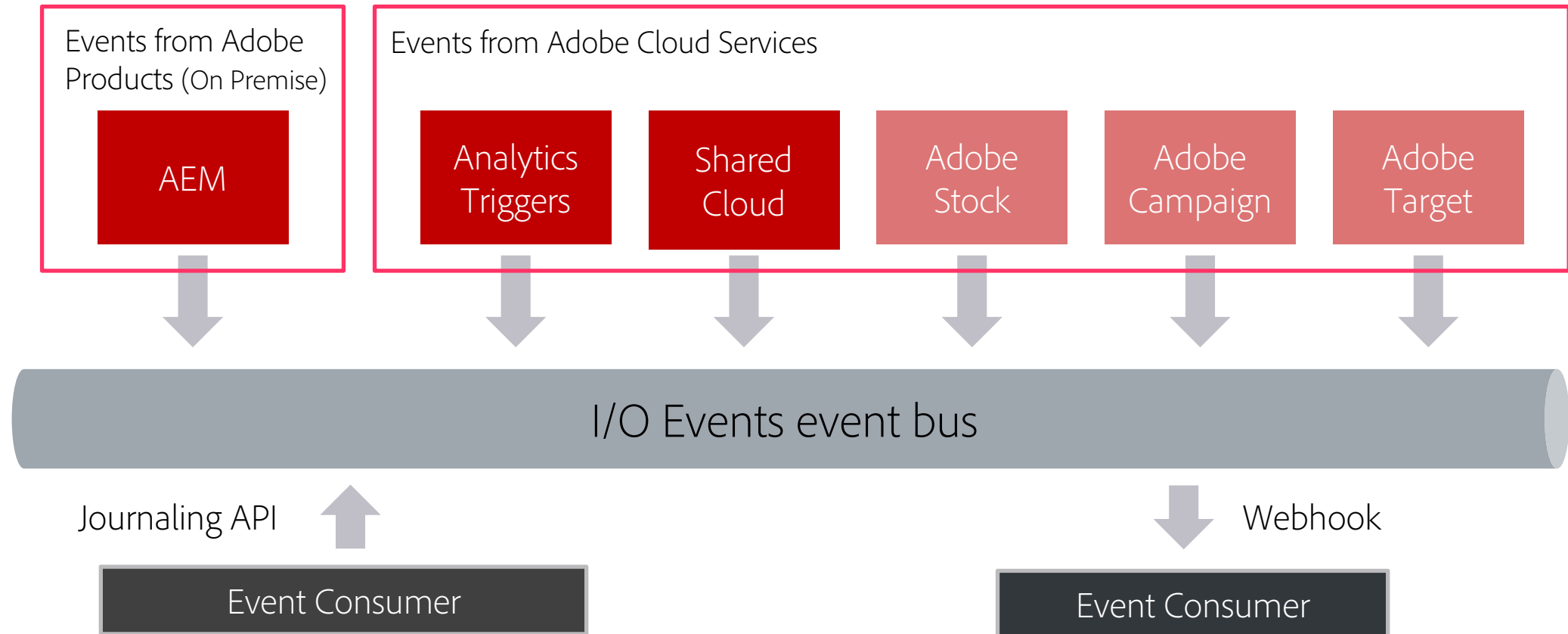
Next-Gen Platform – No Code Integrations Driven by I/O Events

MS Flow, Azuqua and More

I/O Events exposed
in low-code/no-code integration systems
like Azuqua and Microsoft Flow.



Adobe I/O's event-driven architecture



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Adobe I/O AEM Events

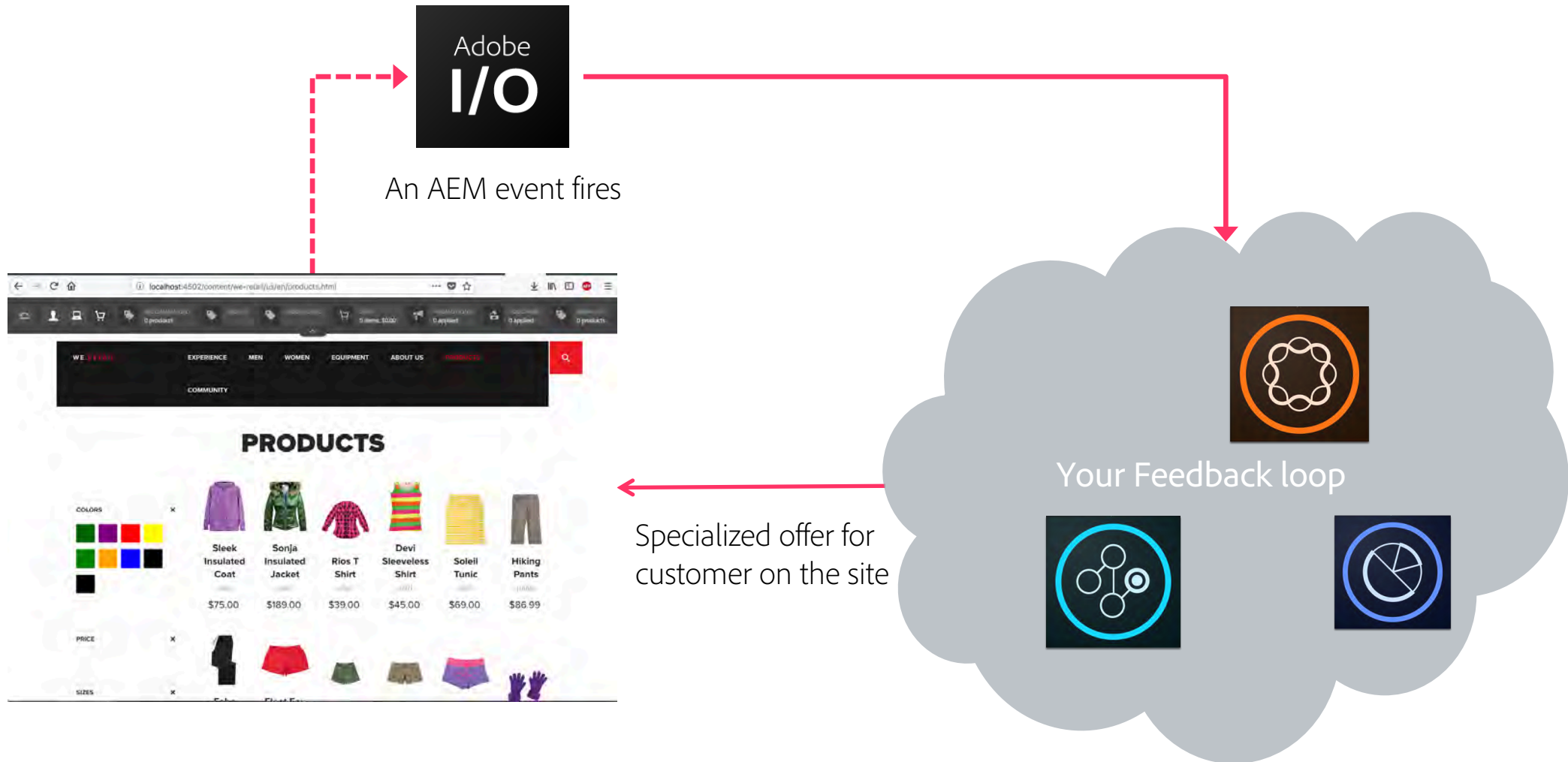


- AEM assets events (create, update, delete)
- AEM pages events (publish, unpublish)
- Any OSGI event can be turned into an Adobe I/O event

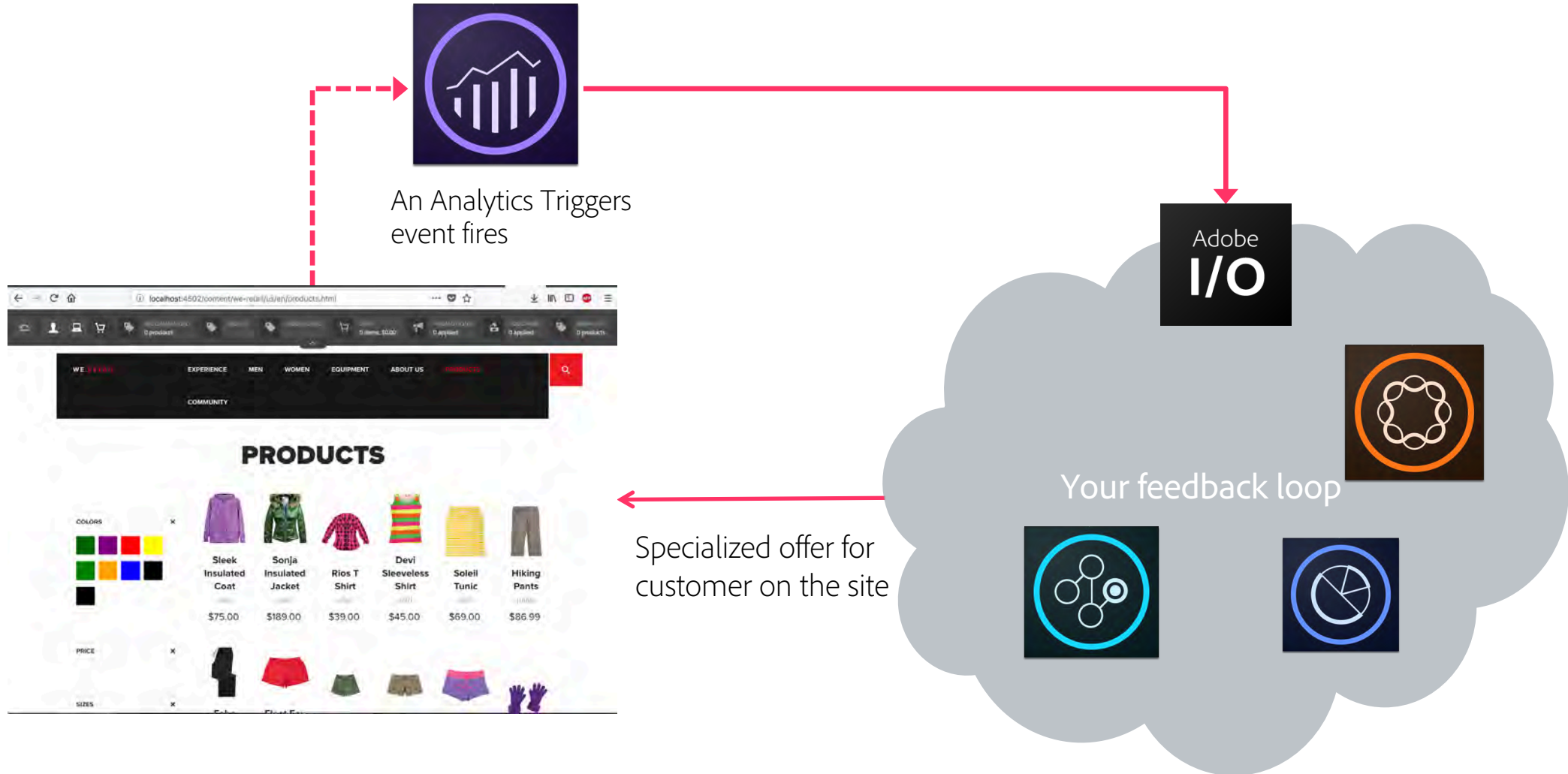
Sample Use cases :

- Update Slack channel or Trello board with newly added assets
- Kick off a legal or branding workflow when an asset is added
- Kick off product setup when new SKU is added
- Modify test script when page has been updated or deleted

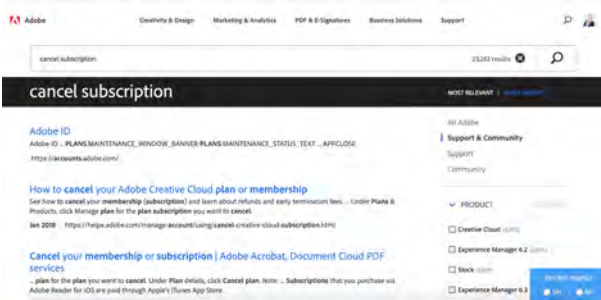
Adobe I/O Events – Sample Use Case - 1



Adobe I/O Events – Sample Use Case - 2

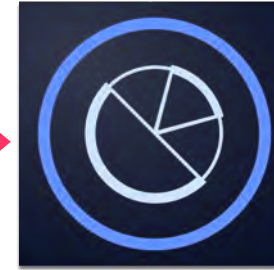


Adobe I/O Events – Sample Use Case - 3



- Customer searches for "cancel subscription"

- Analytics Triggers fires
- I/O Events kicks off notification to I/O Runtime
- I/O Runtime calls MS Dynamics
- I/O Runtime calls Audience Manager



- Customer is added to "at risk" segment



- Specialized offer for customer on the site



- Customer profile is updated with "churn risk"



- Agent is prepared when customer calls in



Adobe I/O AEM Events – In Action



- A new asset added to AEM DAM

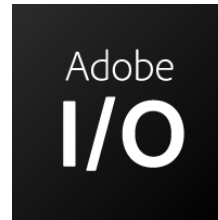
- AEM Event fires
- *Adobe I/O Events* invokes an *Adobe I/O Runtime* action
- *Adobe I/O Runtime* action reads the event payload and sends a message to Slack

- Notification shows up on Slack for new asset

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Adobe I/O AEM Events – Demo



- A new asset added to AEM DAM
- AEM Event fires
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<http://adobe.ly/ioevents>

<https://www.adobe.io/apis/cloudplatform/events/documentation.html>

<http://medium.com/adobe-io/>

<https://github.com/adobeio>



Q & A



[@AdobeIO](#)

Appendix

Developer Success

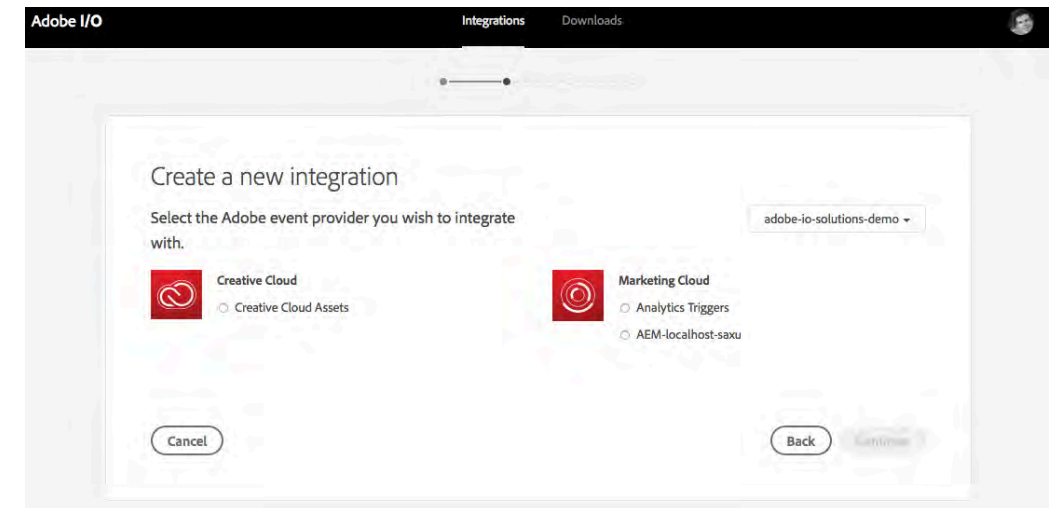
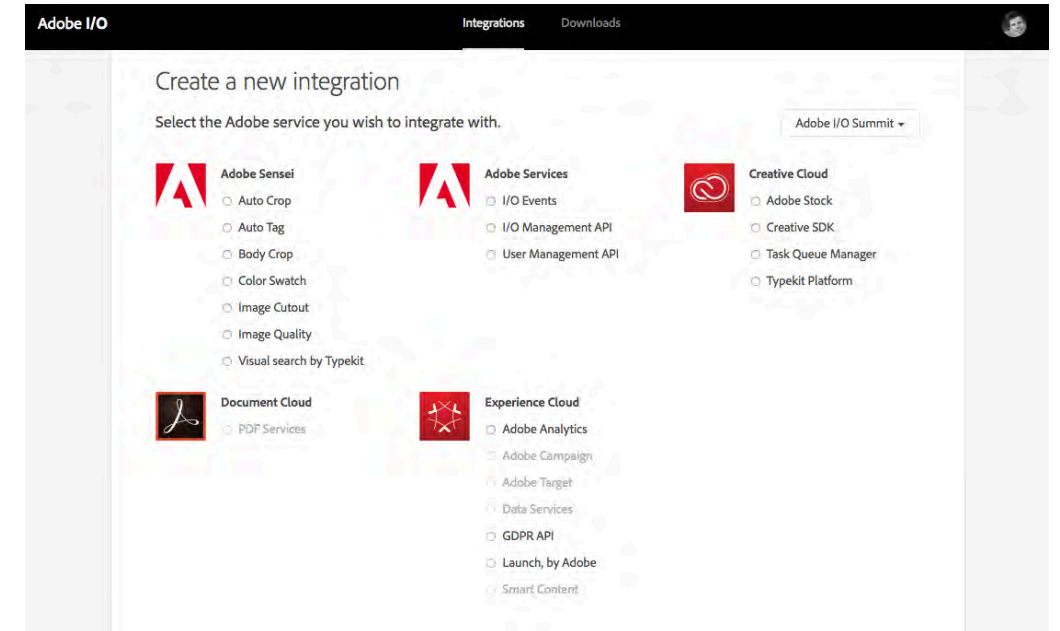
Adobe I/O Console

Provide all the tools 3rd-party developers use to integrate Adobe cloud, mobile, and web technologies.



Adobe I/O Console – Key Features

- API Management Features
 - 22 services across all three 3 clouds
- Events Management
 - 3 event providers
 - Debugging and tracing features for working with Events
- Creative Cloud SDK Downloads
 - 12 Creative Cloud Desktop Apps



Adobe I/O Console – Summit Features

- Support for new APIs
 - I/O Management API
 - Adobe Cloud Platform – Data APIs
 - Adobe Analytics APIs
 - Adobe Sensei Content Service APIs
- Support for I/O Runtime
- Support for new I/O Events Features
 - UI for Debugging and Tracing
 - Journaling API
- Support for Adobe Sensei functions

Event Details Debug Tracing

Debug tracing

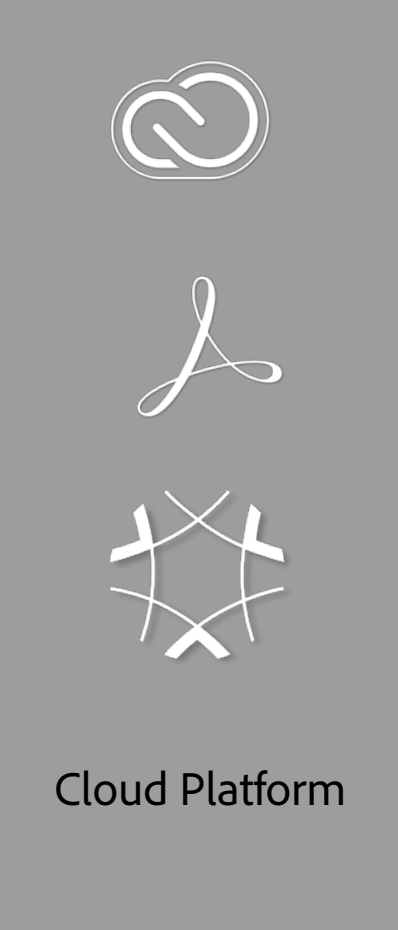
1c8b7f55-de6c-491d-baff-54a4b449ff56

Request Response (200)

HEADERS

```
Request URL: https://stormy-thicket-94862.herokuapp.com?challenge=a1e6d965-0a48-435c-8790-78c44371a  
Request method: GET  
Content-Type: n/a  
x-adobe-event-id: 1c8b7f55-de6c-491d-baff-54a4  
x-adobe-provider: adobe-io  
x-adobe-event-code: challenge  
user-agent: Adobe/1.0
```

Open APIs



 Adobe Stock

 Typekit Platform


 PDF Services


 Campaign

 Launch


 Target

 Smart Content

 User Management

 Analytics

 Cloud Platform - Data

 Adobe I/O Management

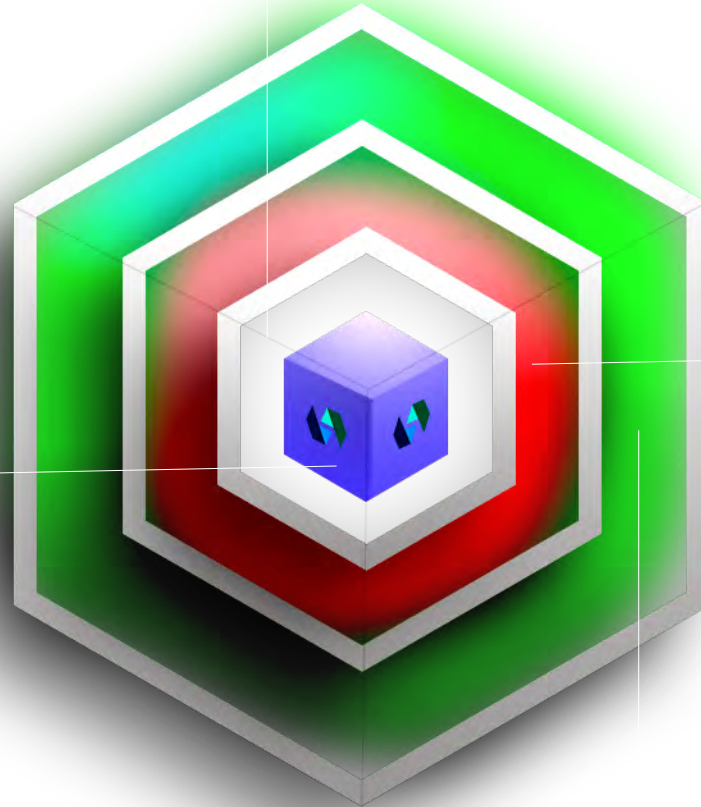
 Sensei Content Services

Adobe I/O Runtime – Key Features

- Built on top of Apache OpenWhisk
- Developers can deploy code in NodeJS that runs on Adobe-hosted infrastructure
- Actions can be invoked by Adobe I/O Events or by HTTP functions
- Includes customized runtime with Adobe-specific features
 - Embedded SDKs/NPM for easy access to APIs
 - Helper functions for authorization or working with other Adobe services

I/O Runtime Adobe Specific Serverless

Core Foundation
OpenWhisk 



2 Deployed on
Adobe-specific infrastructure

- Multi-cloud to be close to content & data anywhere Adobe stores it

3 **Custom Runtime**
to support Adobe-specific workflows

- Embedded SDKs for accessing Adobe APIs
- Custom languages like JSX or HTL
- Access to Adobe-specific information like IMS variables

Adobe created functions & binaries 
deployed on Runtime for use by developers

- Authentication functions to help manage authorization workflows.
- Sensei algorithms deployed as functions through Sensei Functions
- AEM Commerce functions for accessing and extending functionality.
- Functions for working with Content and Data Platforms.



Next-Gen Platform

Adobe Sensei functions

Enable developers to consume, compose and extend Adobe Sensei.



Next Generation Platform – Adobe Sensei Functions

- Adobe Sensei capabilities will be available as composable and extendible services on Adobe I/O
- They can be accessed as REST APIs and serverless functions
 - Auto Tag
 - Auto Crop
 - Body Crop
 - Image Cutout
 - Image Quality
 - Color Swatch

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Adobe I/O Events – Analytics Triggers



- Session Start
- Session Ends
- Action
- Abandonment

Customer Relationship Management:

- Product Interest
- Self-help support



Remarketing

- Retention
- Right-time messaging

Cloud App Orchestration

- Cross-Team Notification
- Process Activation

