

# AEM Assets: Brand Portal 6.3.1 and Asset Share Commons

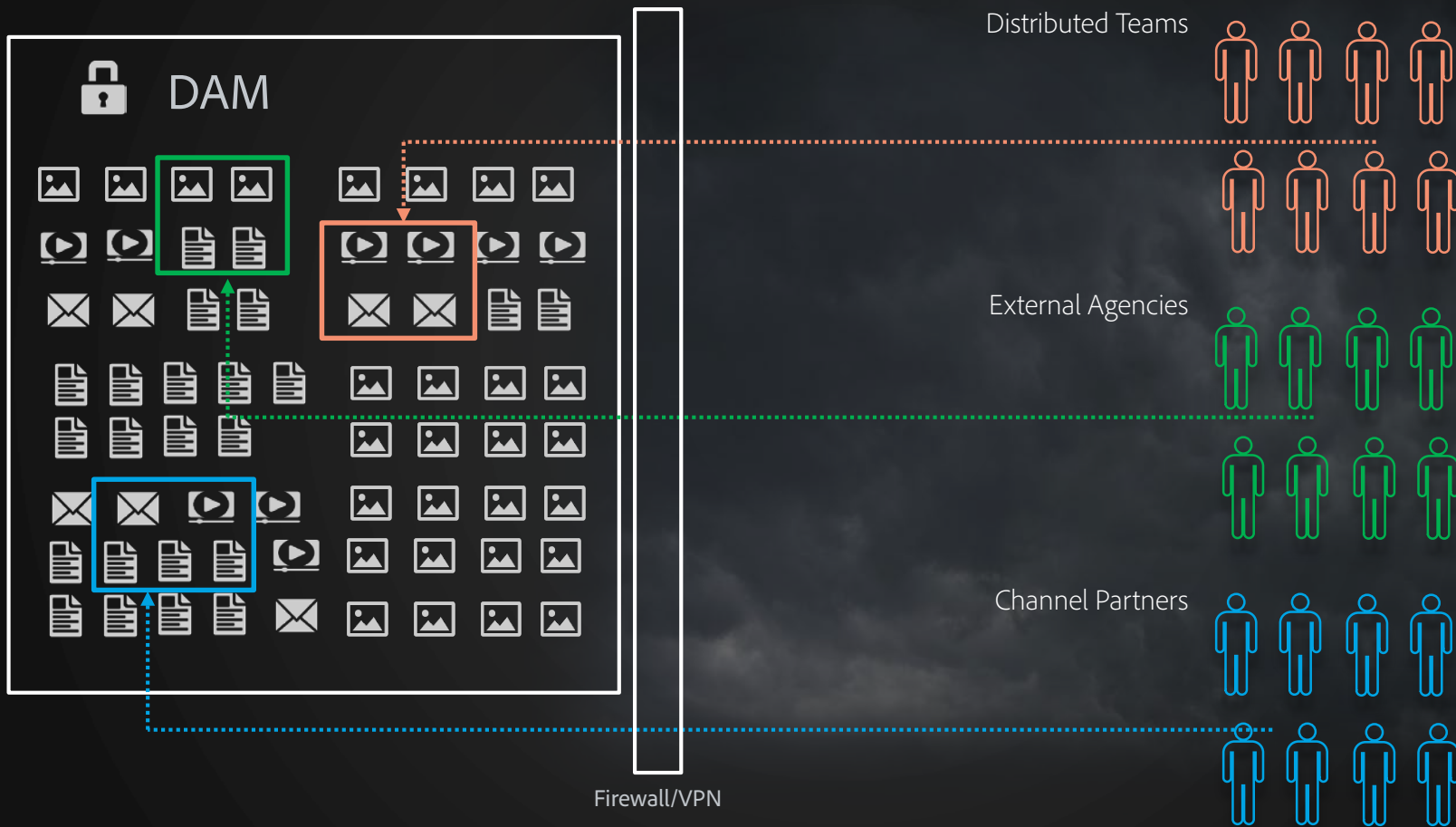
Mike Carley | Product Marketing Manager, Adobe Experience Manager Assets

Krishna Selvaraj | Technical Marketing Engineer, Adobe Experience Manager Assets

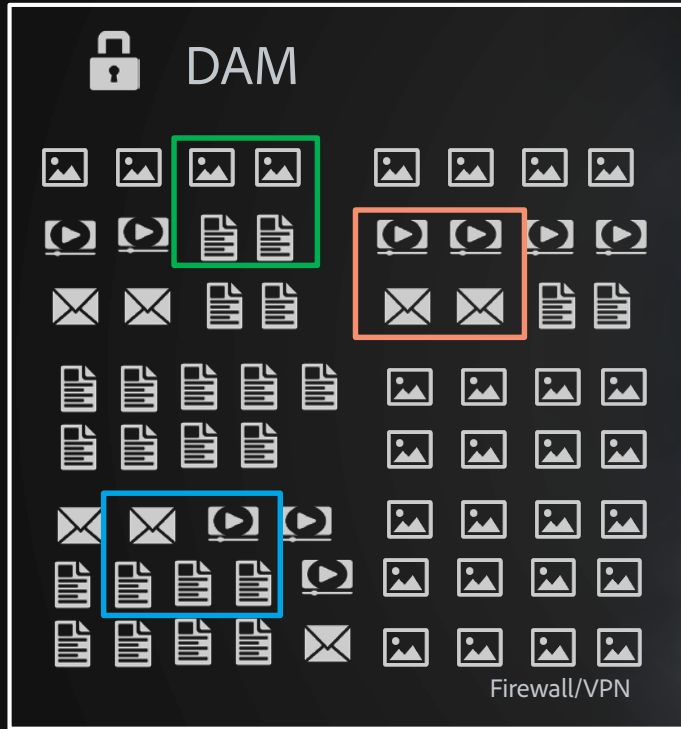
Mark Szulc | Principle Solutions Consultant, Adobe Experience Manager Assets

**MAKE IT AN  
EXPERIENCE**

# How to share assets with extended teams?



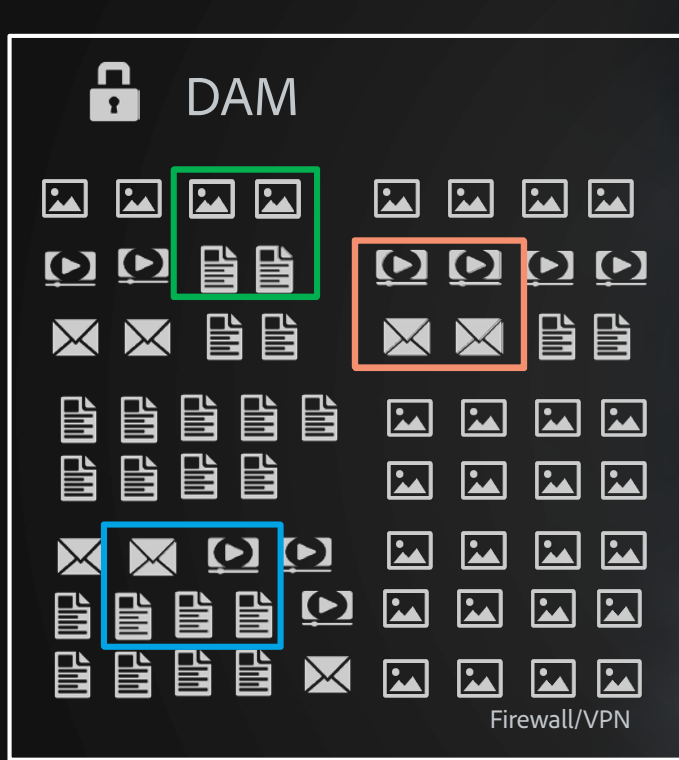
# How to share assets with extended teams?



Lack of a secure asset sharing solution results in:

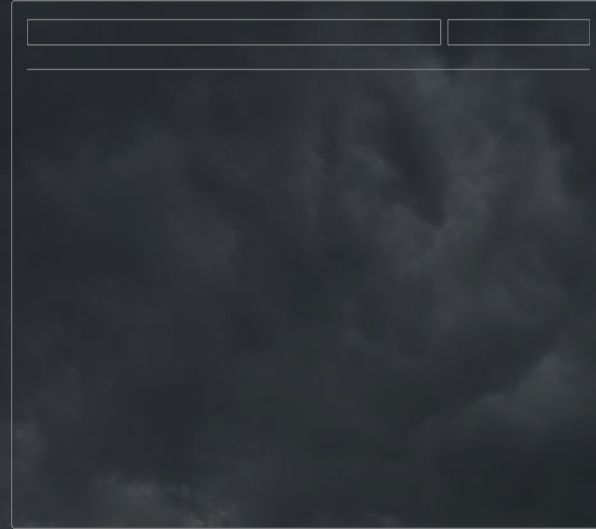
- Manual asset sharing via email, cloud sharing, etc.
- Increased brand compliance issues
- Lack of control over asset usage
- Late campaign and product launches
- Risk of asset duplication across geos and organizations
- Risk of pre-release assets being stored in unsecure locations

# How to share assets with extended teams?

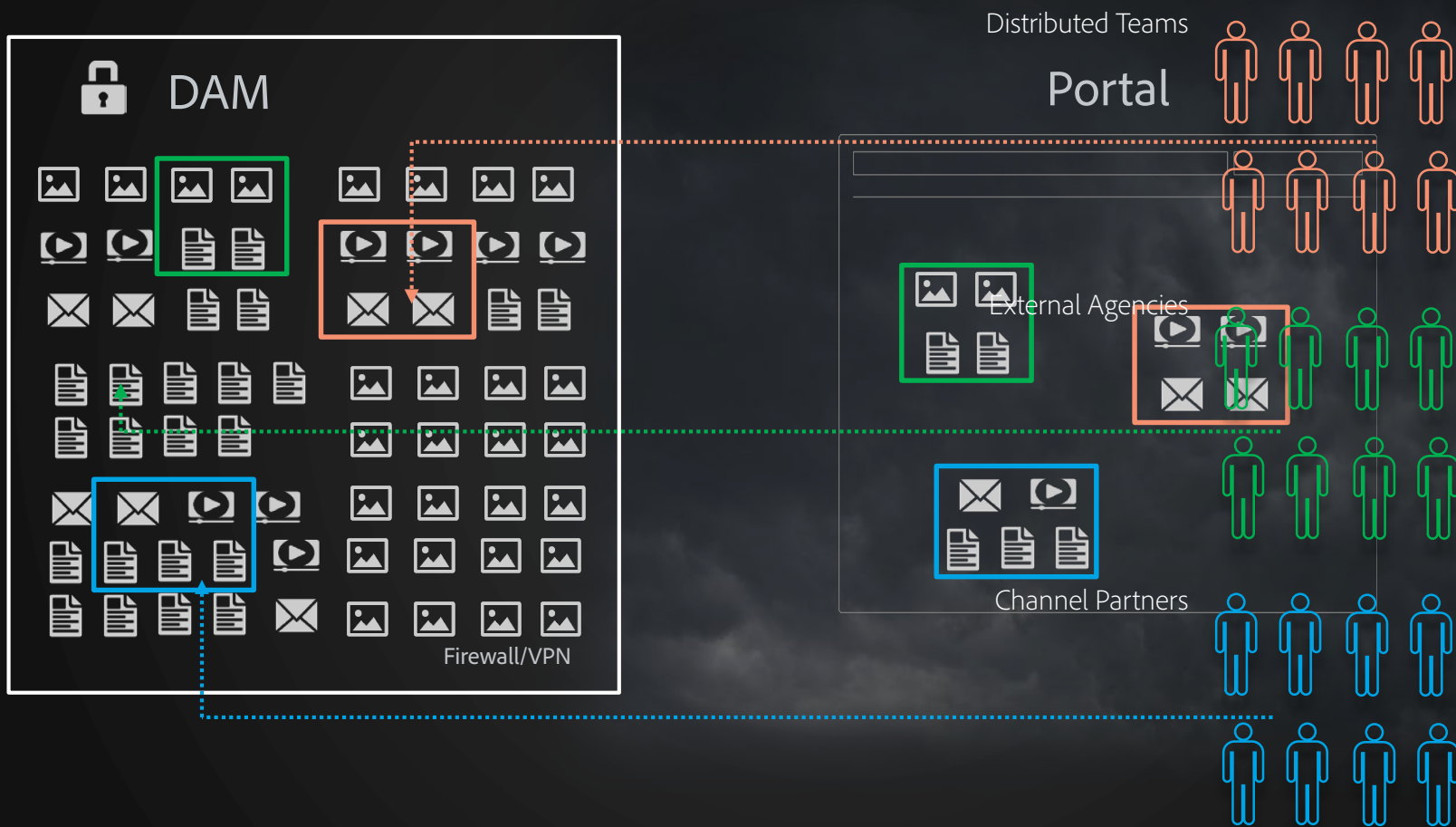


Firewall/VPN

## Portal



# How to share assets with extended teams?

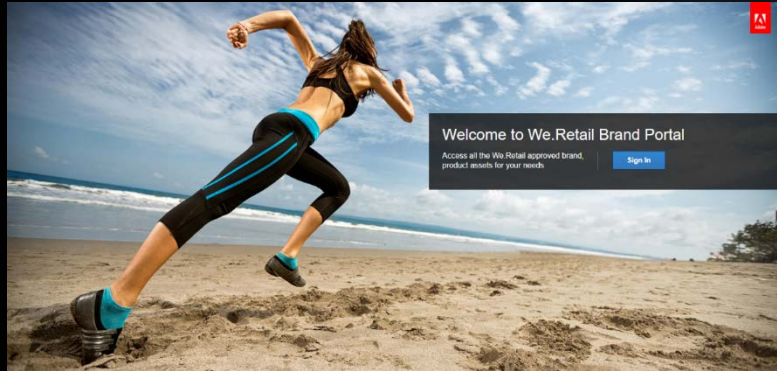


# AEM Assets: Brand Portal



## Brand Portal:

A secure, turn key cloud service for on demand asset distribution to internal teams, external partners, agencies, resellers.



## Business Value:

Quickly and cost effectively improve asset sharing efficiency, accelerate time to market, and reduce non-compliance and risk.



# Brand Portal 6.3.1

Adobe Marketing Cloud Assets

Search: topquest

Camp Summer Night

Navigation:

- We Retail Screens we-retail-screens
- We Retail Client App we-retail-client-app
- We Unlimited App we-unlimited-app
- We Retail we-retail

Language:

- English en
- French fr
- German de
- Italian it
- Spanish es

Activities:

- Activities activities
- People people
- Products products
- Videos videos
- Workflow workflow
- Experiences experiences

Running:

- Running running
- Snowboarding snowboarding
- Hiking hiking
- Surfing surfing
- Hiking hiking
- Biking biking
- Skiing skiing
- Climbing climbing
- Water Sports water-sports

Adobe Experience Manager

Running

Create

Image Assets:

- IMAGE running\_5.jpg 21 days ago 329.4 KB 1920 x 1080
- IMAGE running\_4.jpg 21 days ago 270.3 KB 1920 x 1080
- IMAGE running\_3.jpg 21 days ago 242.2 KB 1920 x 1080
- IMAGE running\_2.jpg 21 days ago 249.9 KB 1920 x 1080
- IMAGE running\_1.jpg 21 days ago 389.2 KB 1920 x 1080
- IMAGE Running Woods Woman 21 days ago 231.3 KB 1620 x 1080
- IMAGE Running Trail Man 21 days ago 266.1 KB 1620 x 1080
- IMAGE Running Desert Woman 21 days ago 234.7 KB 1620 x 1080
- IMAGE Running Couple Mountain 21 days ago 290 KB 1620 x 1080
- IMAGE Marathon Shoes 21 days ago 201.9 KB 1620 x 1080
- IMAGE Fitness Woman 21 days ago 212.6 KB 1620 x 1080

# Brand Portal 6.3.1 New Features

## Enhanced UI and Navigation Experience

Column view, quick navigation to tools

## Enhanced Omni-Search Experience

Auto-suggestions as you type, search filters, Smart Tags-based search

## Enhanced Download Experience

Preserved folder hierarchies

## Easily Publish Metadata Schemas

Push all tags from Assets to Brand Portal

## Enhanced Asset Sorting

Not just what's shown on page

## Enhanced Reporting Capabilities

Assets downloaded, expired, or published, CSV available

## Metadata Support on par with AEM Assets

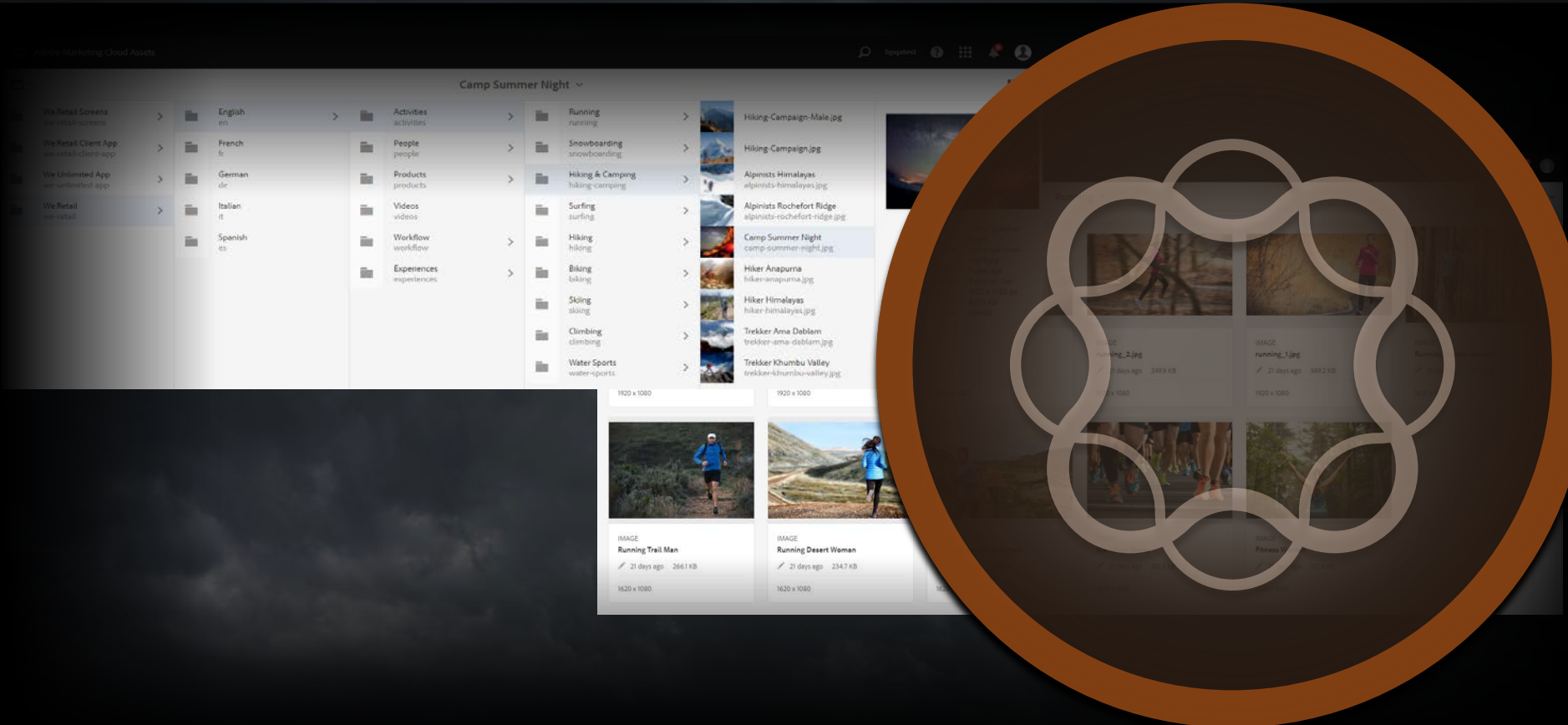
All metadata visible to approved users, not just to admins

## Robust DRM Management Capabilities

Admins can set expiration dates



# Demo: AEM Assets Brand Portal 6.3.1



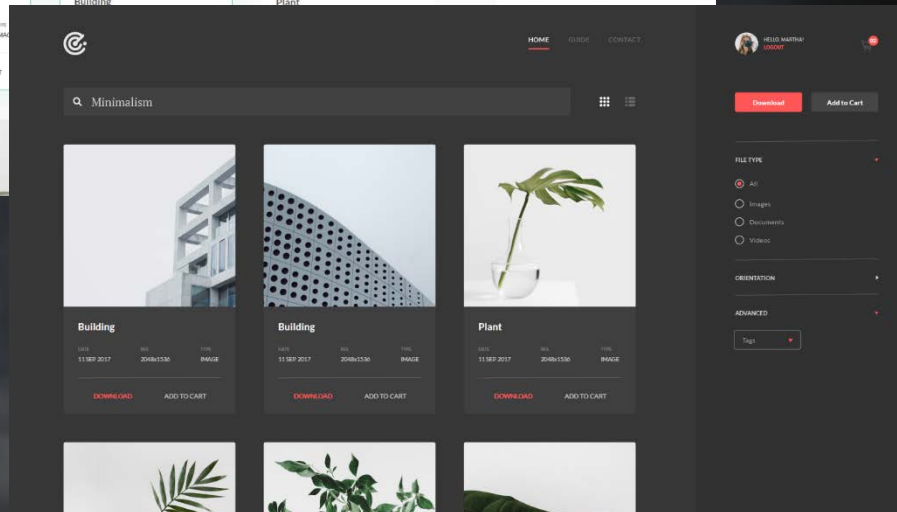
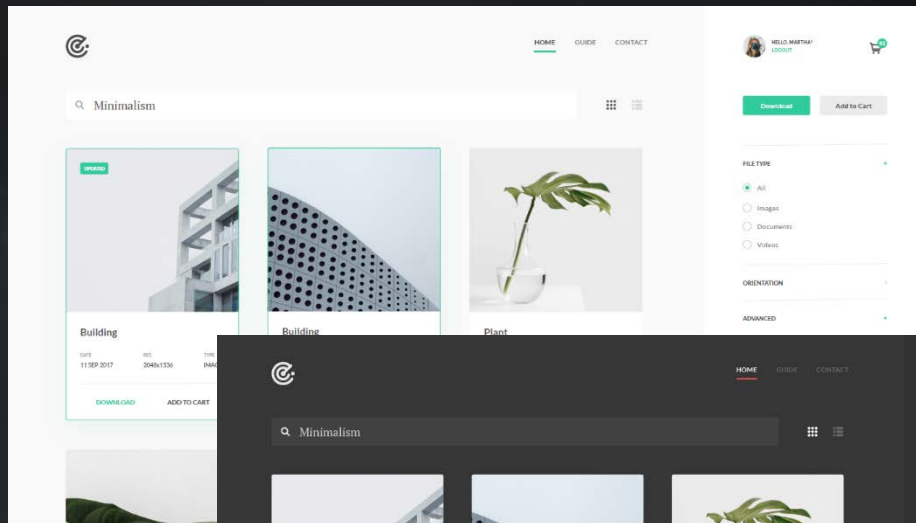
# Brand Portal 6.3.1 Release Dates

North America: October 26<sup>th</sup>, 2017

EMEA: November 1<sup>st</sup>, 2017

APAC: November 6<sup>th</sup>, 2017

# Asset Share Commons



# What is Asset Share Commons?

Asset Share Commons is a **reference implementation** of asset share-like functionality built using AEM 6.3 best practices. It is intended to provide a reference for AEM developers when developing asset share functionality.

# More about Asset Share Commons

A reference implementation a developer can skin with basic CSS or use as a base for further customization

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Open Source Project for Custom Implementations

Target Version: AEM 6.3

Authoring UI: Touch UI Only

Editable Templates and Responsive Grid Feature

Mobile-Optimized

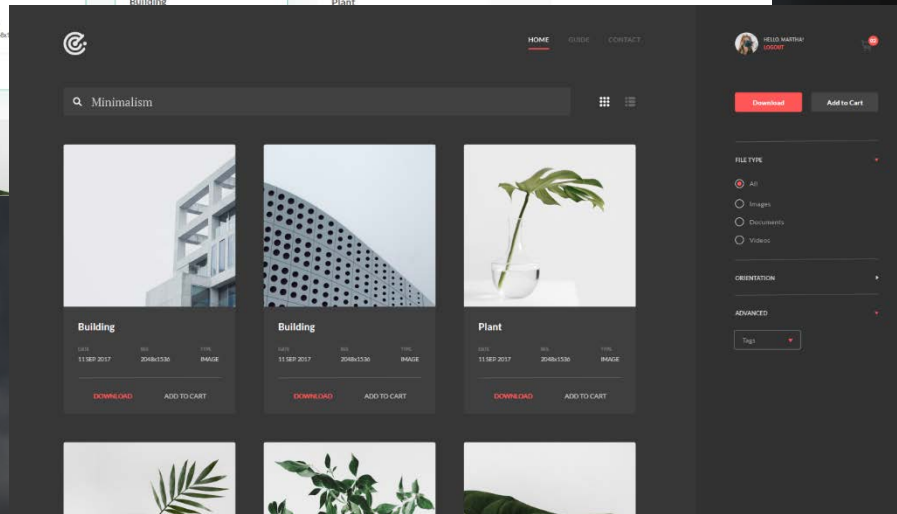
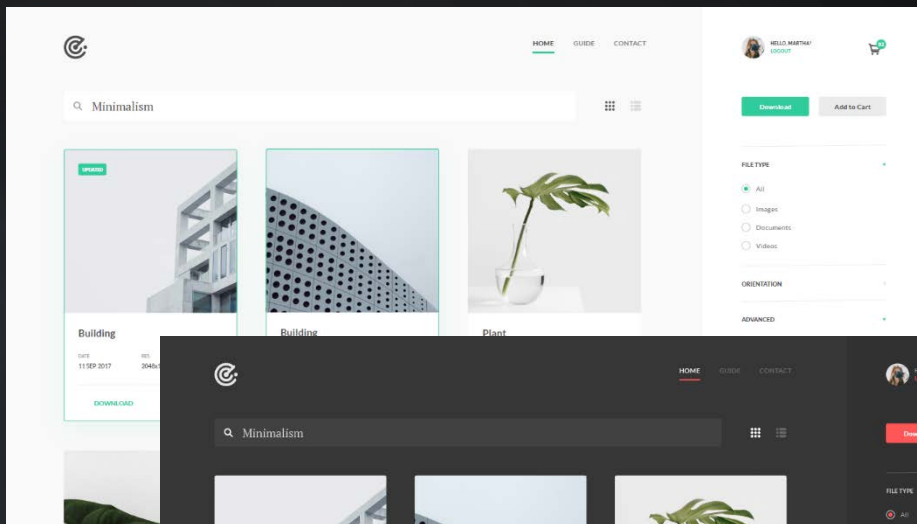
Leverage Core Components

HTL + Sling Models

Latest Standards & Practices

# Demo:

## Asset Share Commons





# Q&A

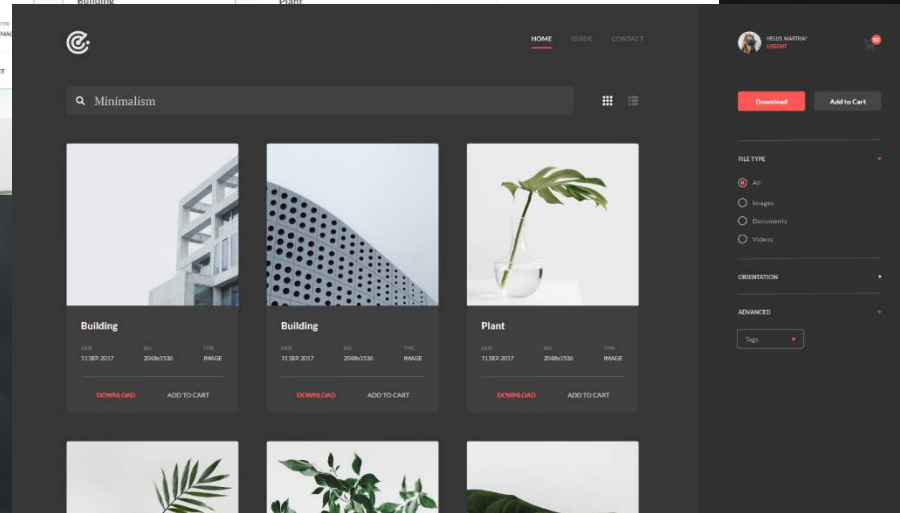
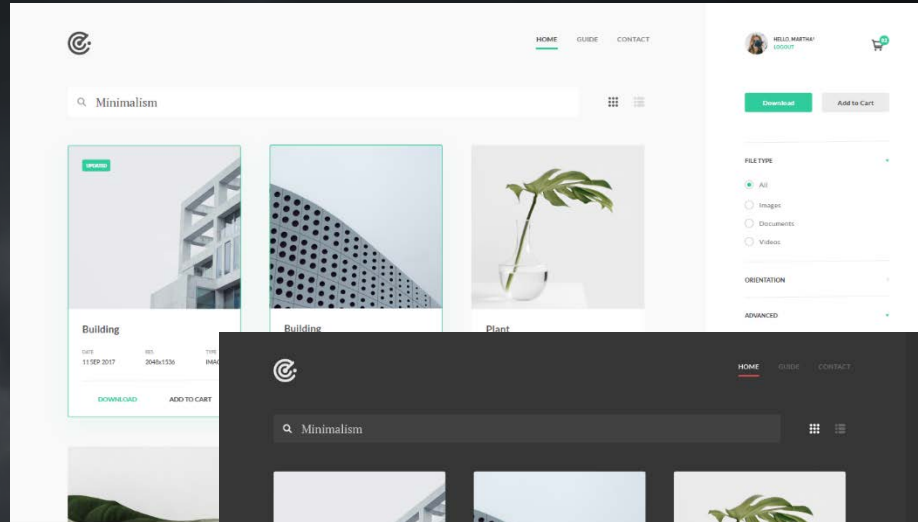
# Two Options to Distribute Assets

	<u>BRAND PORTAL</u>	<u>ASSET SHARE</u>
Packaging	Add-On to Assets	Included (Additional instance)
Implementation	OOTB	Custom Developed
Cost	Fixed	High and Variable
Time to Value	Quick	Long
Customization	Low (Configurable)	High
Upgrade Schedule	Quarterly	Annually

\*Adobe Advantage: We can offer either a configurable brand portal OR a customizable asset share solution – DEPENDING ON CUSTOMER NEEDS.

# Asset Share Commons

- Open-source Git hub project
- Version: AEM 6.3
- List of Core Components (Extend, Add)
- We. Retail Reference / Demo (mobile optimized/responsive) Template
- Latest authoring best practices
  - Core components
  - Editable Templates
  - HTL
- Ideally assisted by AGS or SI partner for custom implementation

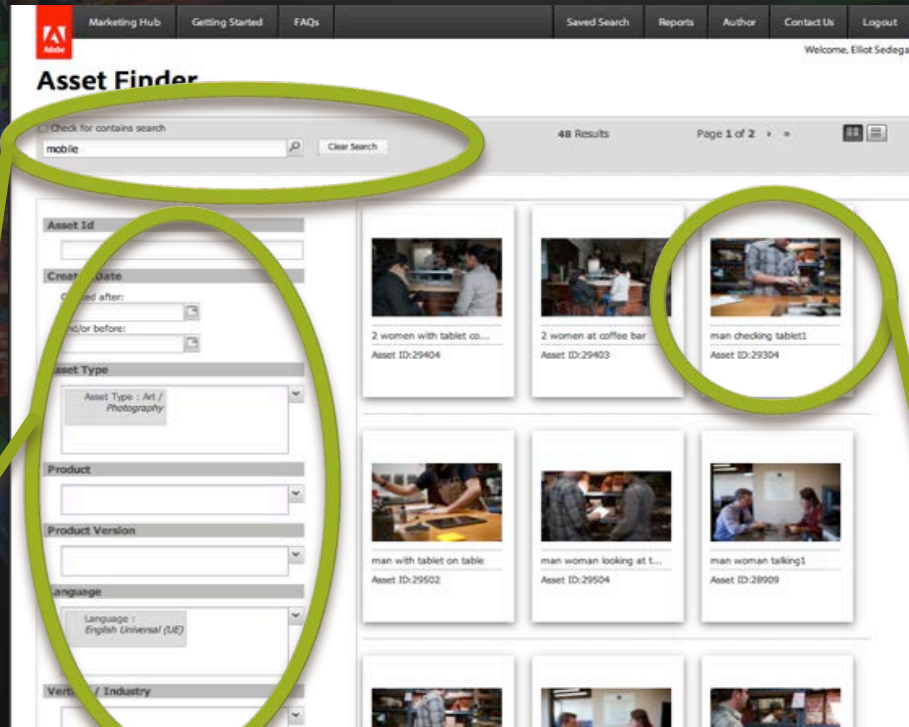


# Asset Share (Customized Brand Portal)



**Karina Stevenson**  
Creative Professional  
Geometrix Design

- Search by Query
- Custom Search Facets
- Saved Searches
- Search By ID, Attributes, Tags



**Alison Parker**  
Marketing Manager  
Geometrix Outdoors

- Detailed View
- Asset Editor
- Grid & List Layout
- Lightbox (Shopping Cart)
- Custom Components