



SOLUTION BRIEF

Adobe Experience Manager and Amazon Web Services (AWS)

Hybrid digital asset management and content management system for faster-to-market, personalized digital customer experience at scale.

Create unified, personalized digital customer experiences across every single platform

Adobe Experience Manager and AWS power innovative content-led experiences combining digital asset management, digital document solutions, and a scalable content management system. For Government, Public Sector, and Financial Services organizations, built-in FedRAMP IL4, HIPAA, GLBA, IRAP (Australia) compliance ensures a secure and compliant cloud platform. Integration with services including AWS Global Accelerator and Amazon Elasticsearch gives your customers great experiences, no matter where they are.

Accelerate and transform content + digital asset management workflows

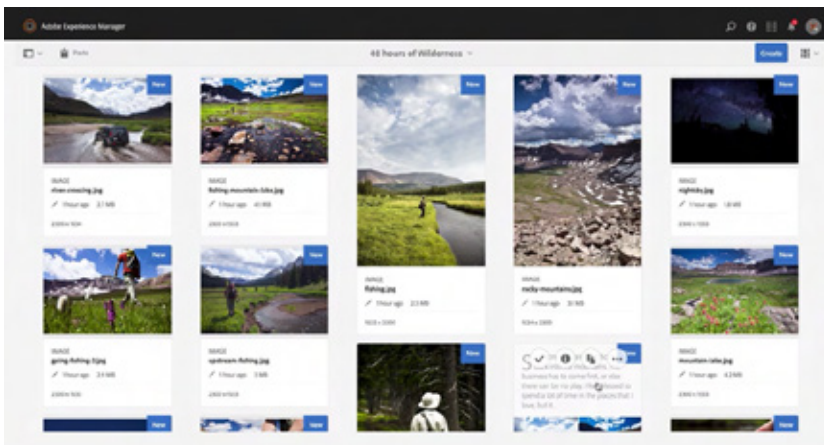
- Speed up mission-critical workflows: Adobe services and AWS use the latest compute, networking, and storage technologies to provide high performance and lower TCO.
- Adobe and AWS provide the necessary tools for global teams to share, connect, and collaborate without compromising speed or security.
- For enhanced security, your data is automatically encrypted at-rest using AWS Key Management Service (AWS KMS) and data is encrypted in-transit.
- Sensitive assets are permissioned from the cloud to the individual with granular access controls.
- Restrict permissions remotely by event or rule to help prevent leaks at contract expiration or project completion.

In collaboration with



Adobe Experience Manager Benefits:

- Digital asset management and content management system combined into a dynamic, seamless all-in-one solution
- Scale globally with ease
- Increase ROI and reduce TCO
- Maintenance-free ease of SaaS with the flexibility of PaaS
- Offer greater protection for your business, data, and customers
- Create connected, personalized customer journeys



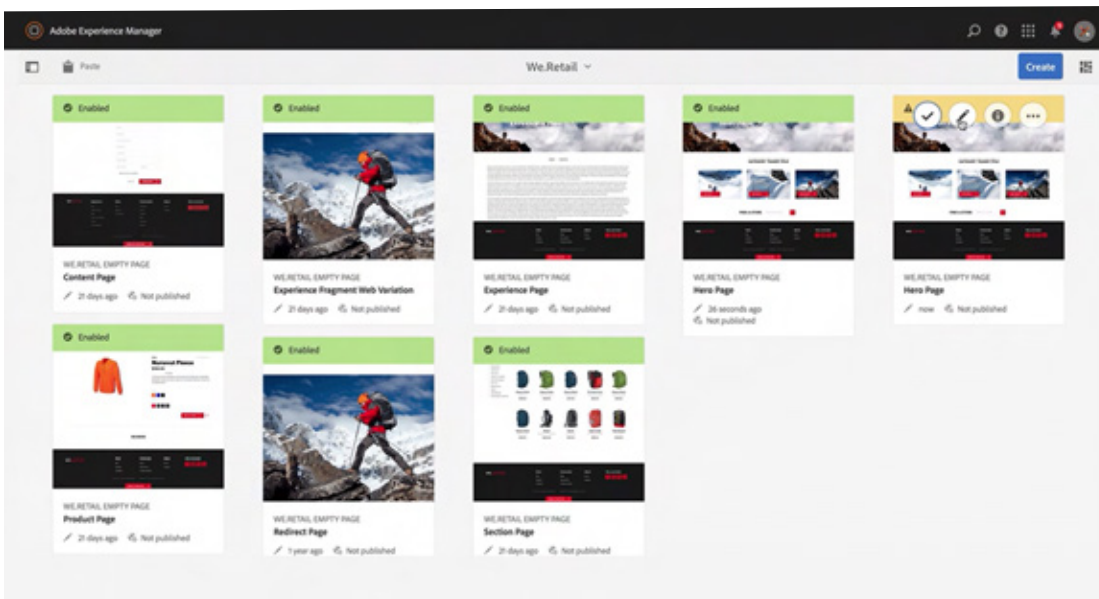


Tap into the power of the AWS cloud

Adobe Experience Manager and AWS empower your team to tap into the benefits of the largest cloud provider, with over 200 fully featured services, more than any other cloud platform. Benefit from location arbitrage around the world with AWS and Adobe constantly working together to ensure compliance with local privacy laws and regulations. AWS offers more security certifications than any other cloud provider, including built-in FedRAMP IL4, HIPAA, GLBA, and IRAP compliance.

Businesses can drive innovation by leveraging headless, containerization, and micro-services and can extract maximum performance using AWS services like AWS Global Accelerator, Amazon Elasticsearch, and easily accessible AWS AI and ML services.

Move confidently from on-premises to the cloud, taking advantage of the innovation velocity of AWS so you can build, test, and launch new, more personalized and connected initiatives more quickly.



Customer Success Story: United States Census Bureau

Challenge:

The United States Census Bureau needed a website that could scale up to meet the demand of the 2020 Census and then scale down for normal business, without paying for upgrades to on-premises equipment. The government organization also required solutions offering FedRamp authorization to ensure compliance.

Results:

Leveraging Adobe Experience Manager as a Managed Service with AWS GovCloud, the United States Census Bureau successfully launched the first nationwide digital census. The census attained an estimated \$55M in savings for each 1% increase in digital responses. Adobe and AWS helped make the census more accessible and enabled the U.S. Census Bureau to create one easy-to-navigate website for over 330M visitors. In total, the first nationwide digital census helped save taxpayers \$1.4 billion, according to estimates from the U.S. Government Accountability Office.

[Learn more](#) about Adobe Experience Manager on AWS