



EXPERIENCE TALK

AN ADOBE EXPERIENCE MANAGER WEBINAR

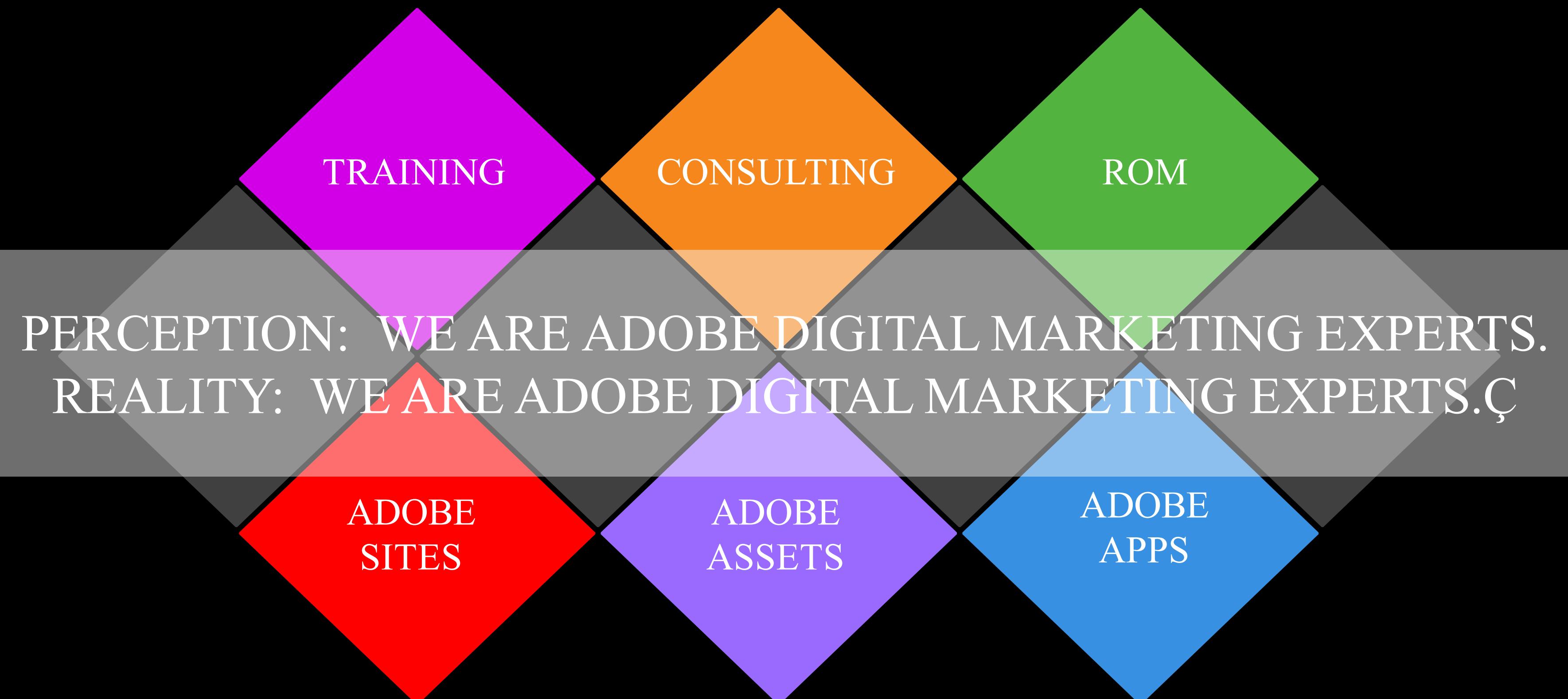


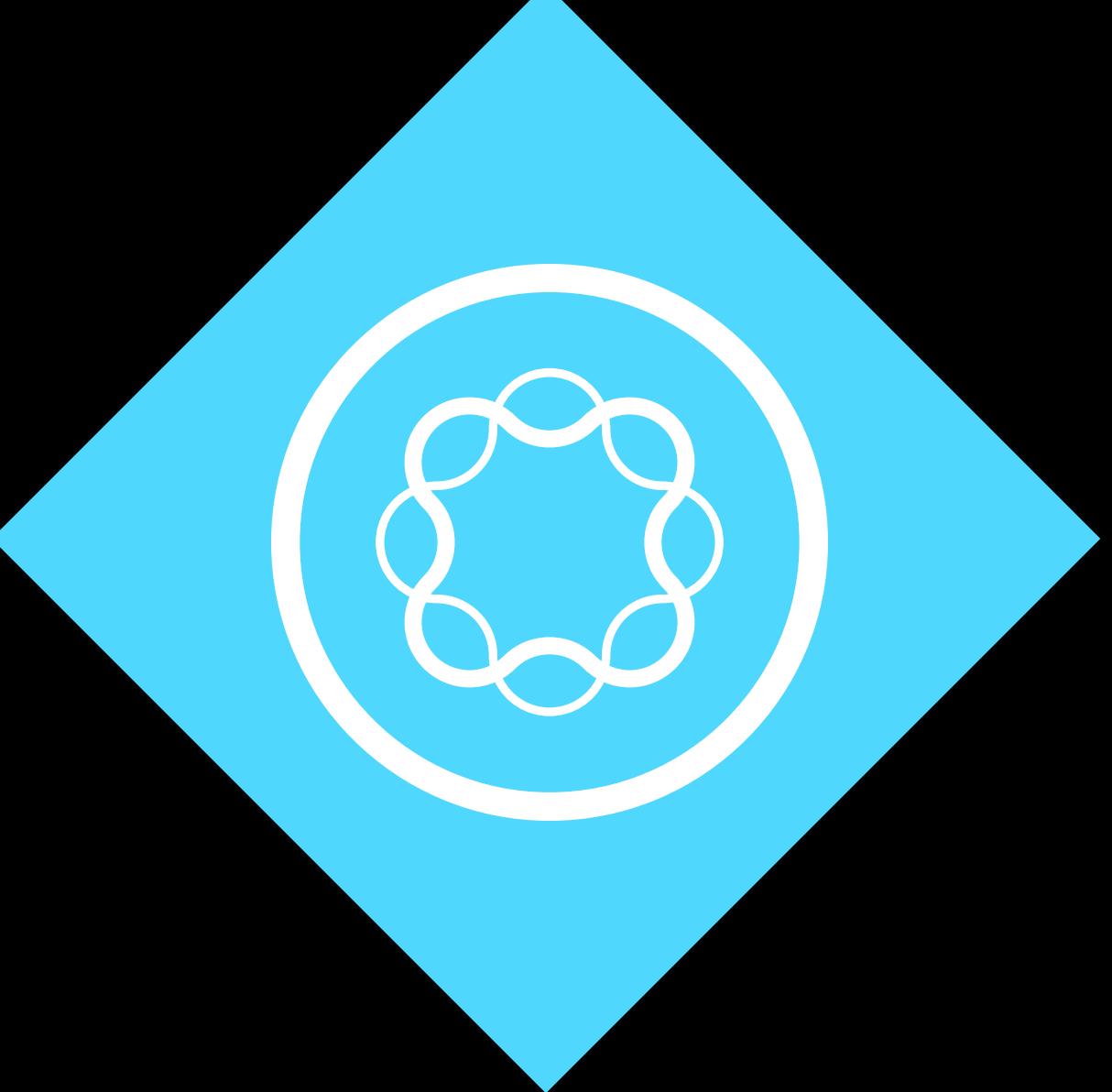
“How To Blow Up Your Adobe Experience Manager Project in 5 Easy Steps”

Jess Moore – CEO & Co-Founder

Rich Brown – CTO & Co-Founder

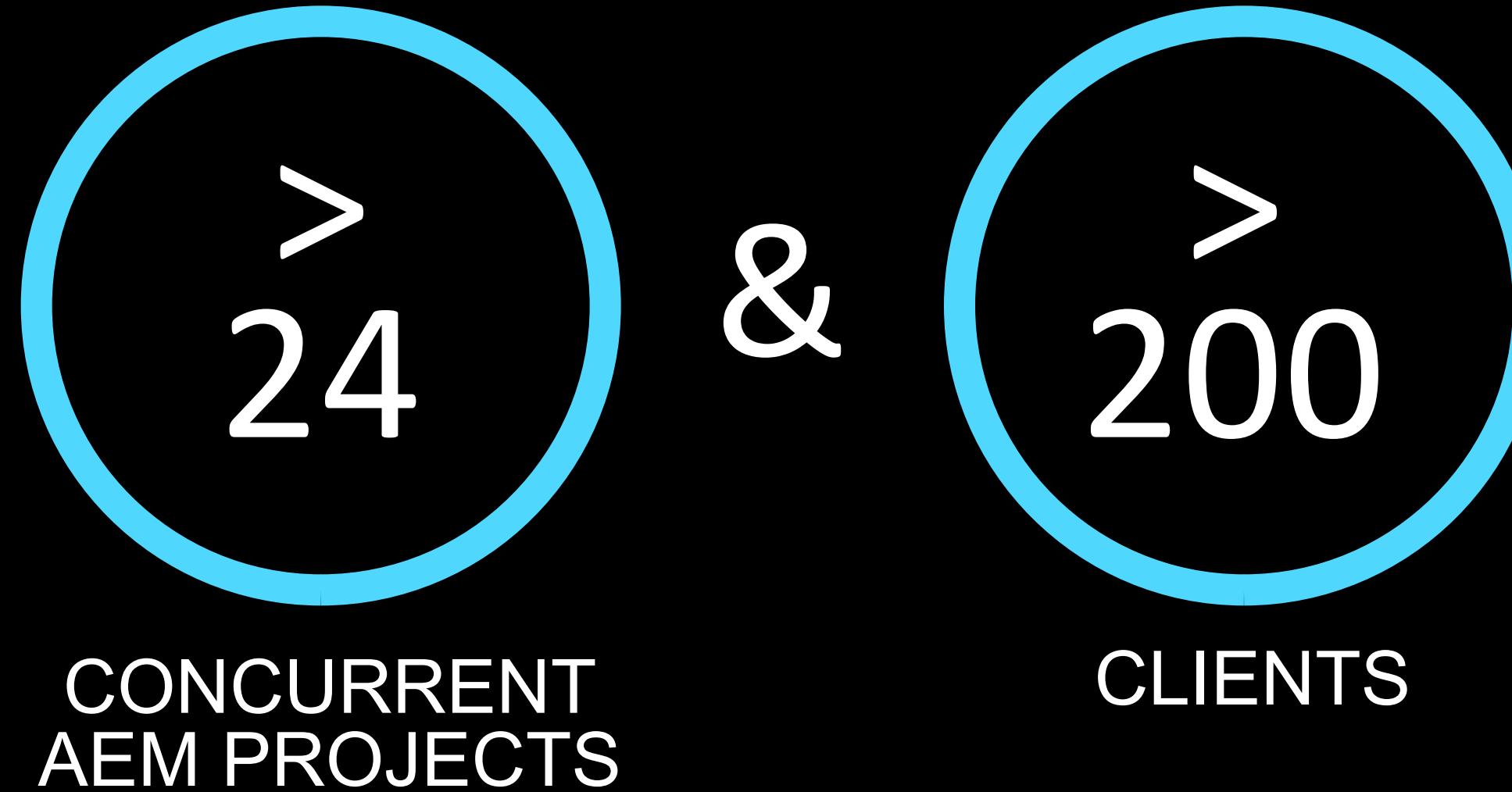
Paul Legan – Managing Partner





3|SHARE – YOUR NEW BEST FRIEND

- AEM SPECIALIZED PARTNER
- TOP TIER SOLUTION PARTNER
- ADOBE PARTNER ADVISORY BOARD – FOUNDING MEMBER
- PART OF THE PUBLICIS GROUPE FAMILY



3|SHARE – THE DETAILS

- HQ: CARLSBAD, CA
- SALES OFFICES: CHICAGO & BOSTON
- RESOURCES: UNITED STATES – 50, ARGENTINA – 25
- SKILLS: AEMS SITES, ASSETS, & APPS
- PORTFOLIO: CONSULTING, TRAINING, ROM FOR AEM
- EVENTS: EVOLVE – The AEM Community Summit



FACT:

ADOBE'S TOP AEM CLIENTS TRUST 3|SHARE





MACRO



“Bridges are normally built on-time, on-budget, and do not fall down. On the other hand, software almost never comes in on-time or on-budget.”

– The Standish Group Chaos Report - 1994



19% of all projects failed in 2015

– The Standish Group Chaos Report, 2015



Size & complexity are the most important factors in project success.

– The Standish Group Chaos Report, 2015

A photograph of three men in dark suits standing side-by-side. From left to right: Stephen Harper of Canada, Enrique Peña Nieto of Mexico, and Barack Obama of the United States. They are positioned in front of their respective national flags. The Canadian flag is on the left, the Mexican flag is in the center, and the American flag is on the right. All three men are looking towards the camera with neutral to slightly smiling expressions.

North America has the largest project success rate.

– The Standish Group Chaos Report, 2015



Projects developed “from scratch” have the highest failure rate.

– The Standish Group Chaos Report, 2015

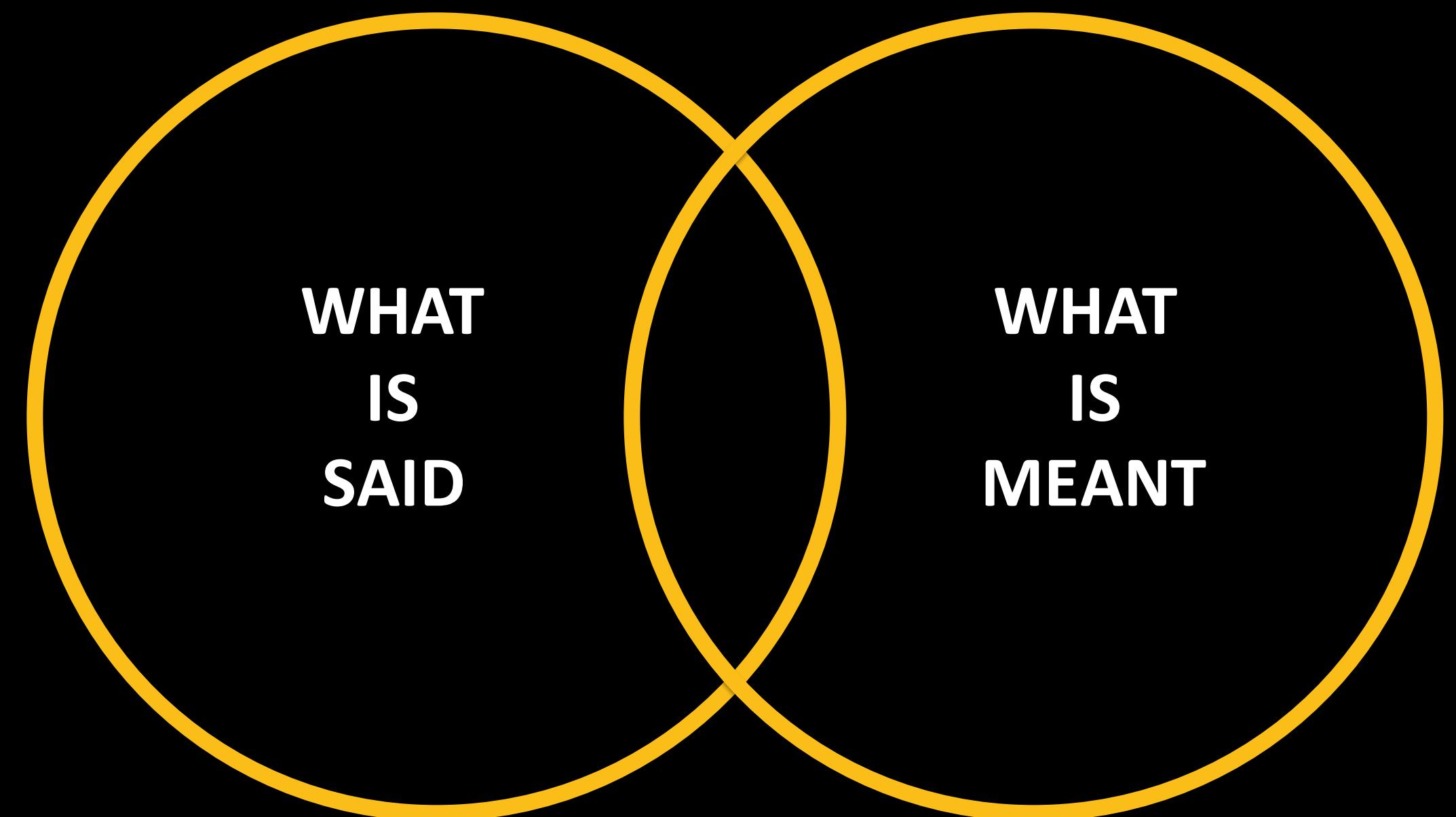


MICRO

A large, modern conference room with floor-to-ceiling windows overlooking a cityscape. The room is filled with rows of light-colored wooden office chairs with chrome bases, all facing towards a long, dark wood conference table. On the table, there is a computer monitor mounted on an adjustable stand, a keyboard, and some papers. The ceiling is white with a grid of recessed lighting. The floor is made of light-colored wood planks.

#5 – Deprioritize training.

Information Gathering



Information Sharing



Learning is Decoding



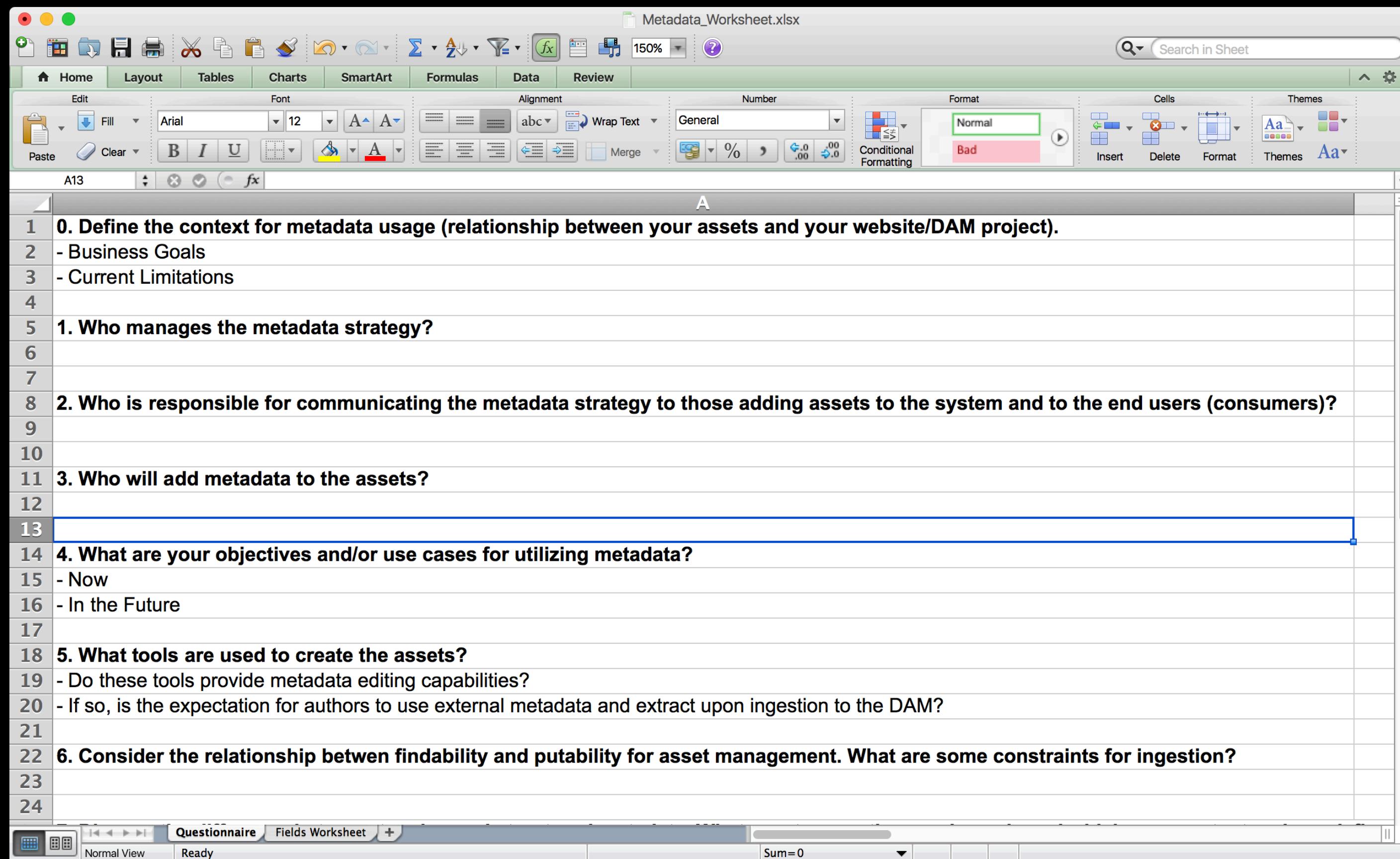
Discovery												
Kickoff		█										
Requirements work sessions		█										
Planning and scheduling			█									
Design			█									
Functional Spec			█									
Solution Architecture			█									
Build			█									
Release Planning			█									
HTML & CSS			█									
Sprint 1				█								
Sprint 2					█							
Sprint 3						█						
QA & Training Prep							█					
UAT								█				
Deploy								█				
Launch									█			
Post-Launch support										█		

So when should we introduce training?

Discovery														
Kickoff/AEM Product Demo & Training		Green												
Requirements work sessions/Feature Demo		Green												
Planning and scheduling/Author Introductions			Green											
Design				Green										
Functional Spec/Product Intro to DEV Team				Green										
Solution Architecture				Green										
Build					Green									
Release Planning				Green										
HTML & CSS/Impromptu Author Sessions				Green										
Sprint 1/Demo					Green									
Sprint 2/Demo						Green								
Sprint 3/Demo							Green							
QA & Training Prep/Full User Training								Green						
UAT									Green					
Deploy										Green				
Launch											Green			
Post-Launch support												Green		

As early and often as possible.

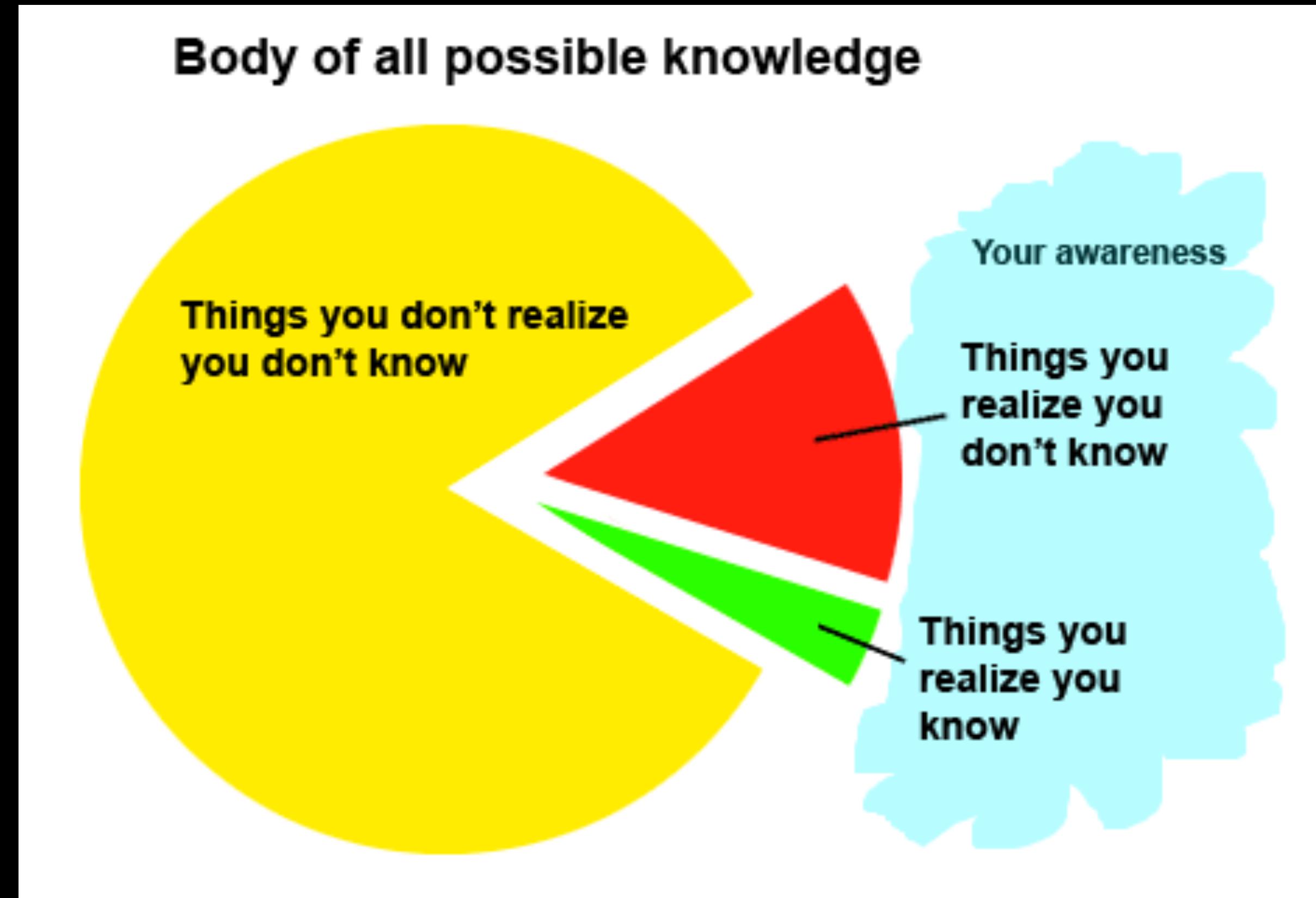
Not all training needs to be formal.



The screenshot shows a Microsoft Excel spreadsheet titled "Metadata_Worksheet.xlsx". The worksheet contains a series of numbered questions and their corresponding answers. The questions are:

1. 0. Define the context for metadata usage (relationship between your assets and your website/DAM project).
 - 2. - Business Goals
 - 3. - Current Limitations
- 4.
5. 1. Who manages the metadata strategy?
- 6.
- 7.
8. 2. Who is responsible for communicating the metadata strategy to those adding assets to the system and to the end users (consumers)?
- 9.
- 10.
11. 3. Who will add metadata to the assets?
- 12.
- 13.
14. 4. What are your objectives and/or use cases for utilizing metadata?
 - 15. - Now
 - 16. - In the Future
- 17.
18. 5. What tools are used to create the assets?
 - 19. - Do these tools provide metadata editing capabilities?
 - 20. - If so, is the expectation for authors to use external metadata and extract upon ingestion to the DAM?
- 21.
22. 6. Consider the relationship between findability and putability for asset management. What are some constraints for ingestion?
- 23.
- 24.

The Excel interface includes a ribbon bar with tabs like Home, Layout, Tables, Charts, SmartArt, Formulas, Data, and Review. The "Home" tab is selected. The "Font" group shows Arial, 12pt. The "Number" group shows General. The "Format" group shows Normal and Bad. The "Cells" group includes Insert, Delete, Format, and Themes. The "Themes" group shows Aa. The status bar at the bottom indicates "Sum=0".



“I don’t know what I don’t know.”



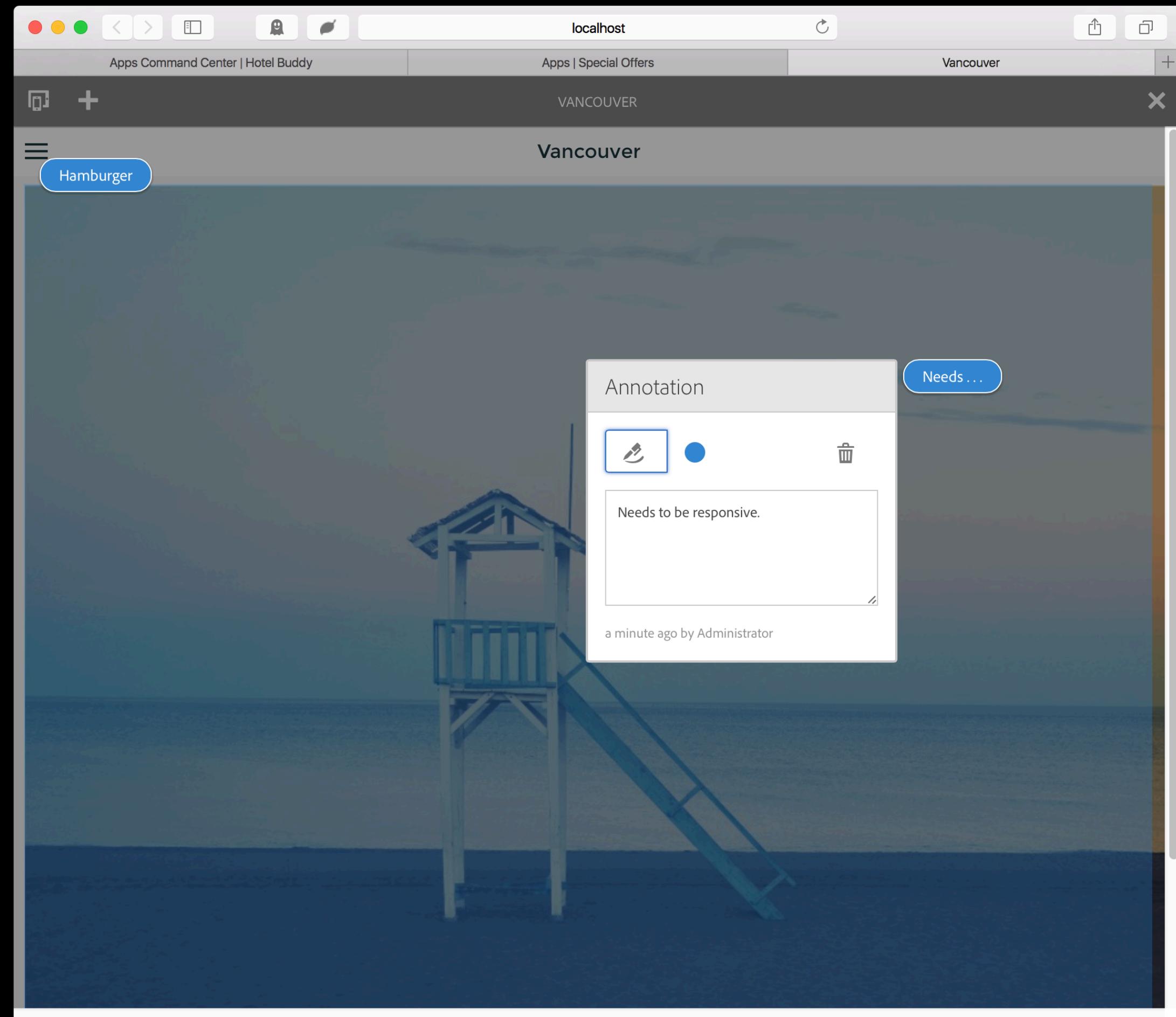
#4 – Forgo transparency.



I'm looking at you American Airlines.

Honesty in demos goes a long way.

- Use annotations to show which pieces of functionality are not ready for testing
- Provide an agenda and user guides before each sprint demo to aid a remote audience and set expectations
- When possible, end on a strong note with a surprise feature (“one more thing”)



Track	Status	Notes
Overall	Red	Not on track - need A and B
Scope	Red	Too much scope
Schedule	Red	Have completed only some of the bugs and enhancements
Budget	Green	Complete
Work Streams		
Discovery	Yellow	Almost Complete
Design	Red	Still need the PSDs
Build	Green	Bug Fixing will continue as part of Staff Aug
Deploy	Green	Delo will be deployed to PROD as part of Staff Aug

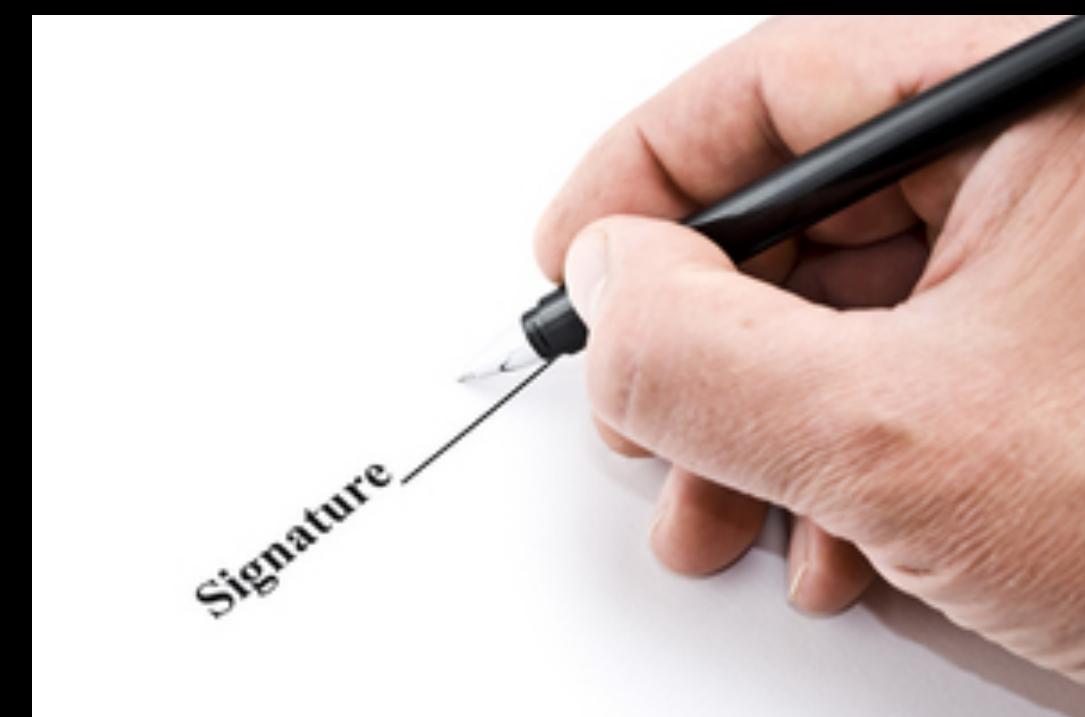
“Wow that’s a lot of RED.”
 (But that’s okay.)



INERTIA

Your truck has brakes...the massive hunk of stone doesn't.

#3 – Embrace bureaucratic inertia.



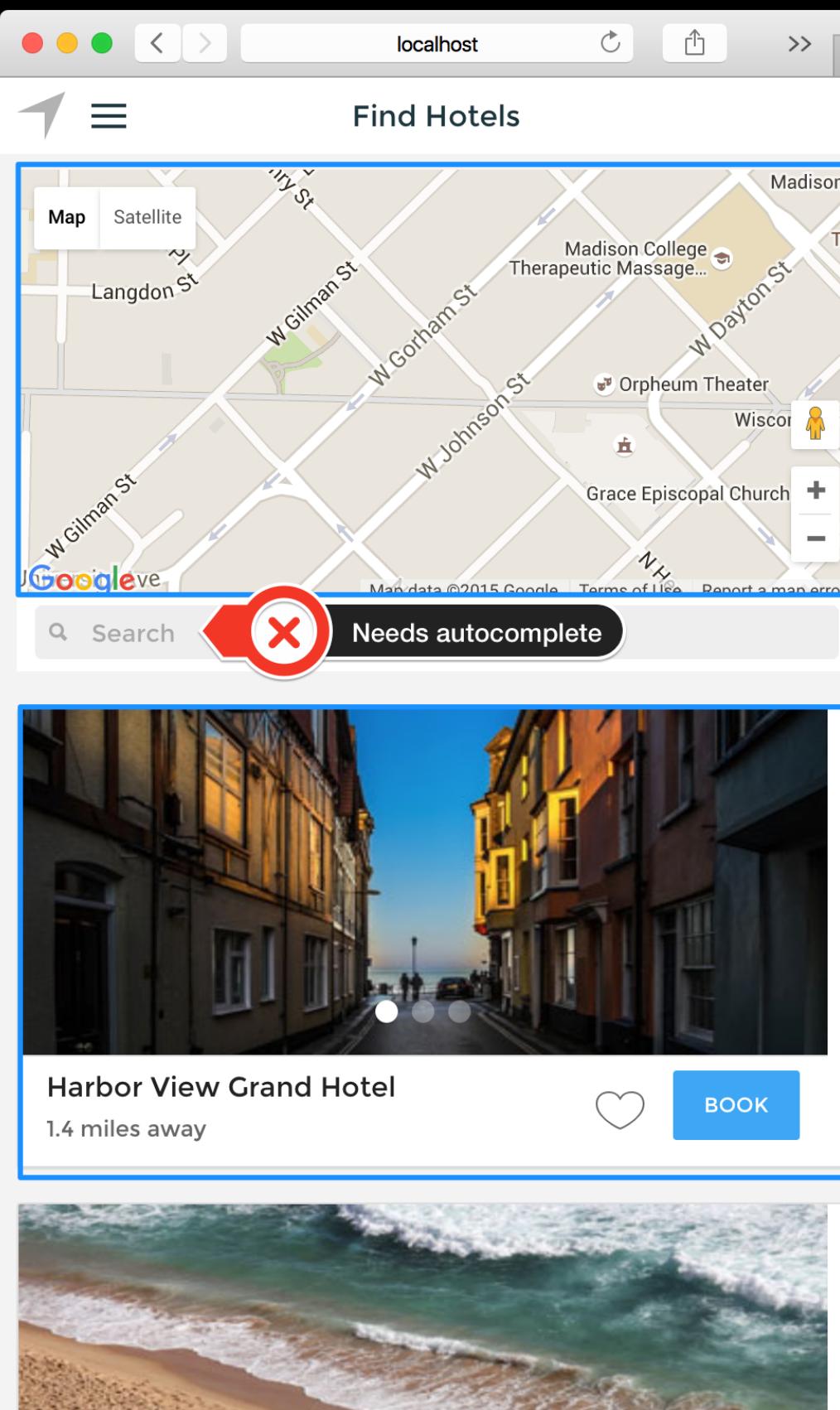
Everything takes longer than we anticipate.

Address delays through proactivity.



- Slice productivity into logical streams, or tracks, that can completed in parallel.
- If a roadblock prevents one track from moving forward, switch to the next track.
- Channel your inner Disney executive.

More specifically, within AEM...



- Ensure all designs are finalized before starting template development
- Request all system access for all potential resources on Day One of project kickoff
- Utilize progressive development for components to move from static to dynamic (stub to implementation)
- Iterate.

A wide-angle photograph of a dark night sky filled with stars. A bright, yellowish-orange star is visible in the upper left quadrant. Below it, a dense cluster of stars forms a distinct shape. The foreground shows a grassy field and a row of houses in the distance.

“Think fastball. Adjust for the curve.”

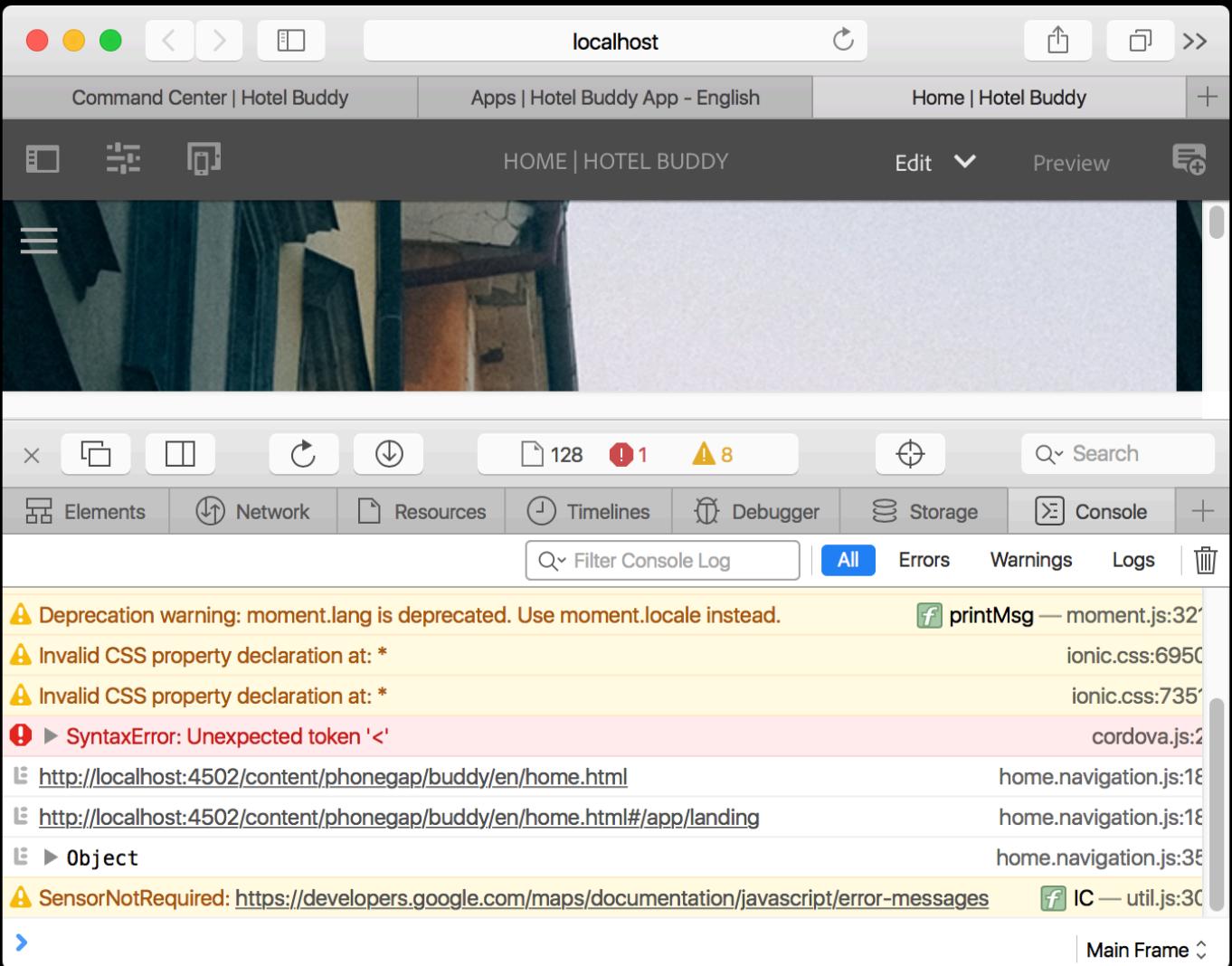
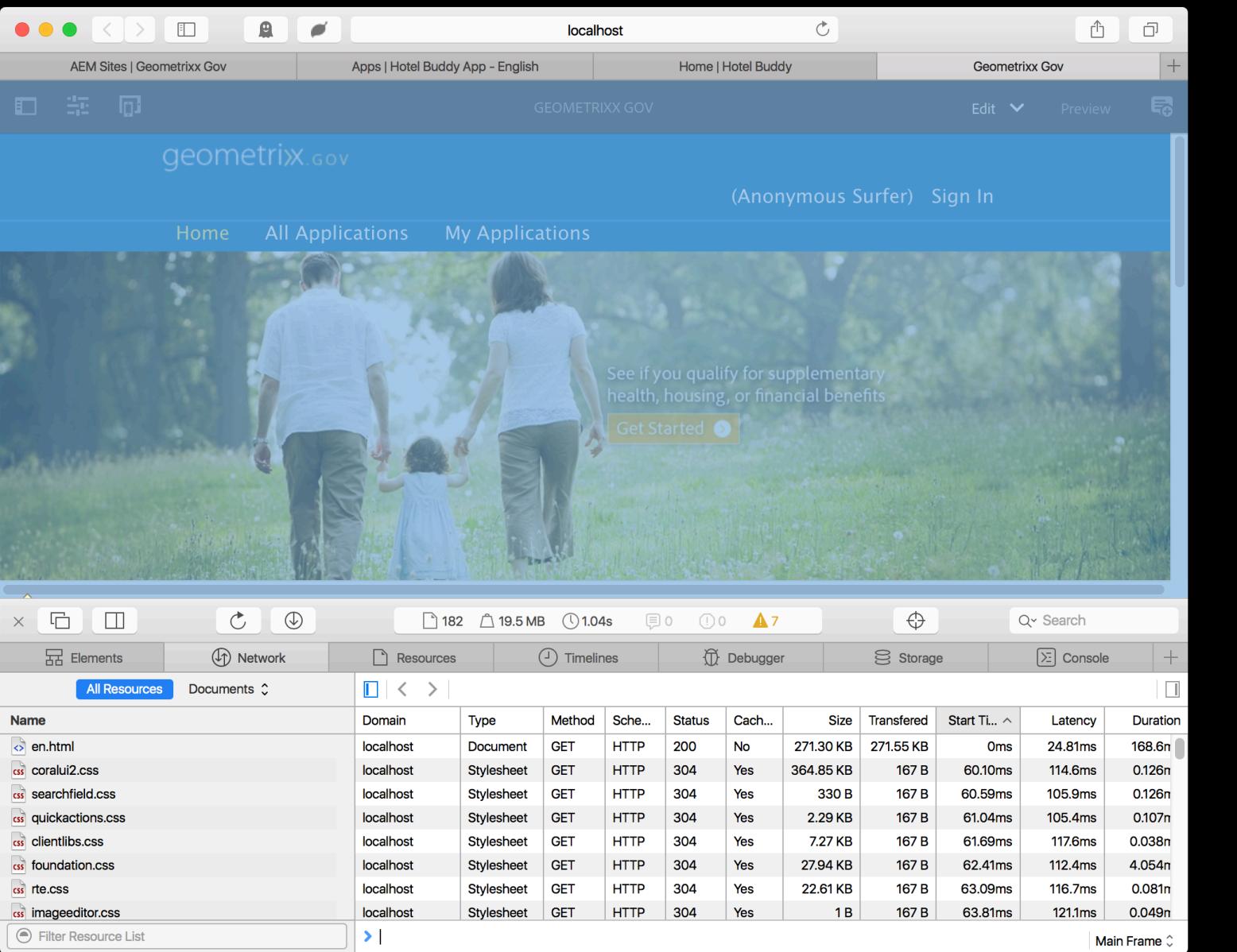


#2 – Don't respond, react.



It's all about the PAUSE.

Discussing additional scope Performance issues



Bugs and demo expectations

No one is immune to the occasional awkward conversation.

Illustrate and explain. Assume little.

- 1. Developers:** Always be able to explain your reasoning behind a specific code decision or pattern.
- 2. Project Managers:** Be strategic about enhancements and collaborate with the Architect to establish impact.
- 3. All:** Accept that mistakes are made. Learn from each task and move on to the next.

The image shows the cover page of a document titled "Adobe Experience Manager Implementation Functional Requirements". The page is prepared by 3|SHARE, THE ADOBE DIGITAL MARKETING EXPERTS. It features a red rocket ship illustration with the word "ACME" on it. The document is dated © 2014 3|SHARE - Confidential and is a Business Plus Partner of Adobe.

3 | SHARE
THE ADOBE DIGITAL MARKETING EXPERTS

Adobe Experience Manager
Implementation
Functional Requirements

Prepared for:

ACME

CONSULTING | TRAINING | ROM

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An Adobe Business Plus Partner



#1 – Introduce complexity.

Hello, my name is Rube. I'm an expert.

- Utilize the frameworks that Adobe has provided within AEM
- Adding value doesn't always mean creating new functionality
- User experience for authors is generally the best investment
- Skip the custom UI changes and product overlays – use more budget on authoring experience

The screenshot shows the CRXDE Lite interface for editing JSP files in AEM. The left pane shows a hierarchical tree of JCR nodes under the path /libs/commerce/components/caltoaction. The right pane contains the source code for caltoaction.jsp, which includes JSP tags, Java code, and XML declarations. Below the code is a properties table with three rows:

Name	Type	Value	Protected	Mandatory	Multiple	Auto Created
1 jcr:created	Date	2015-10-14T09:57:28.07-07:00	true	false	false	true
2 jcr:createdBy	String	admin	true	false	false	true
3 jcr:primaryType	Name	nt:file	true	true	false	true

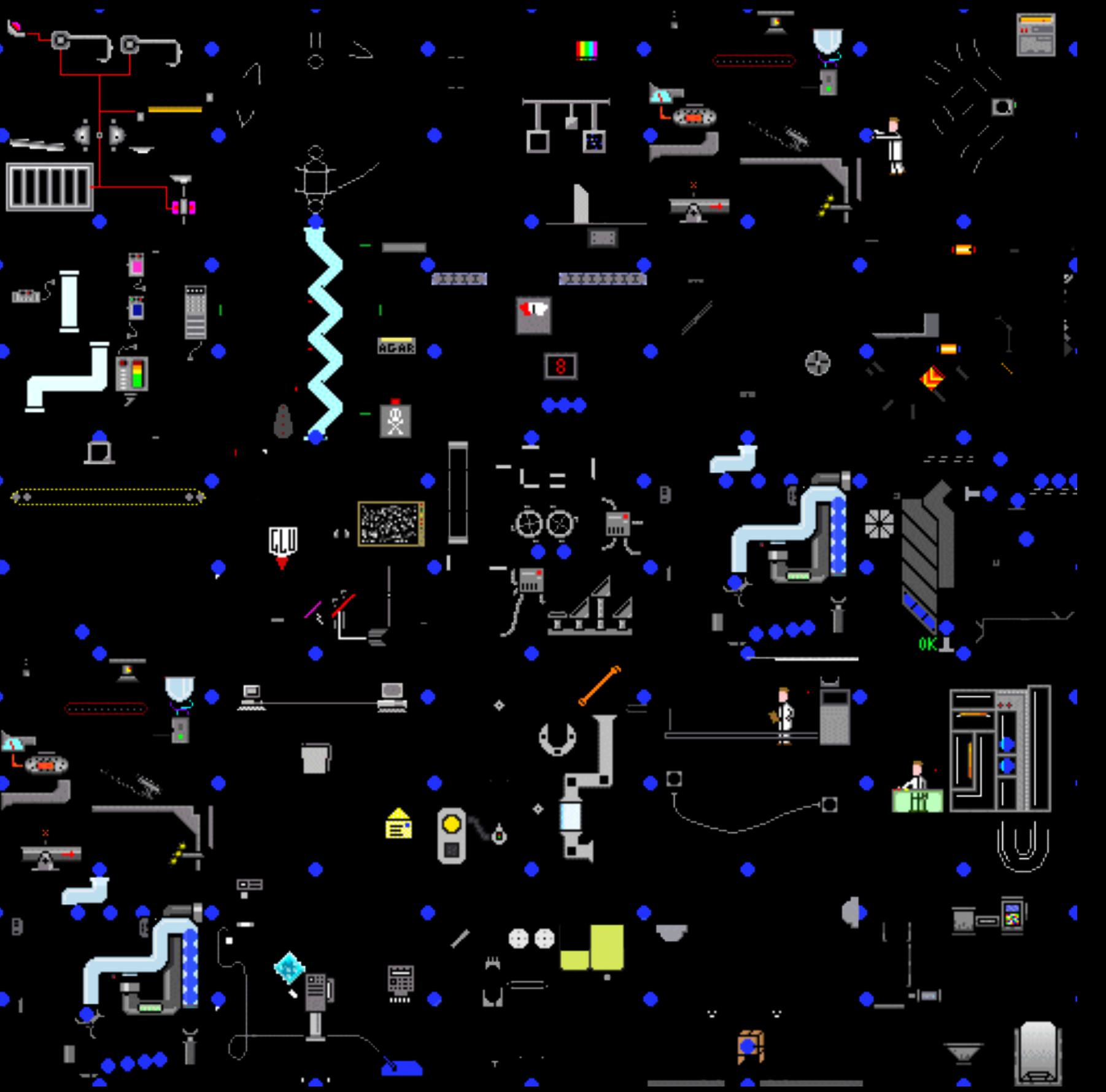
Use the wheel. Please.



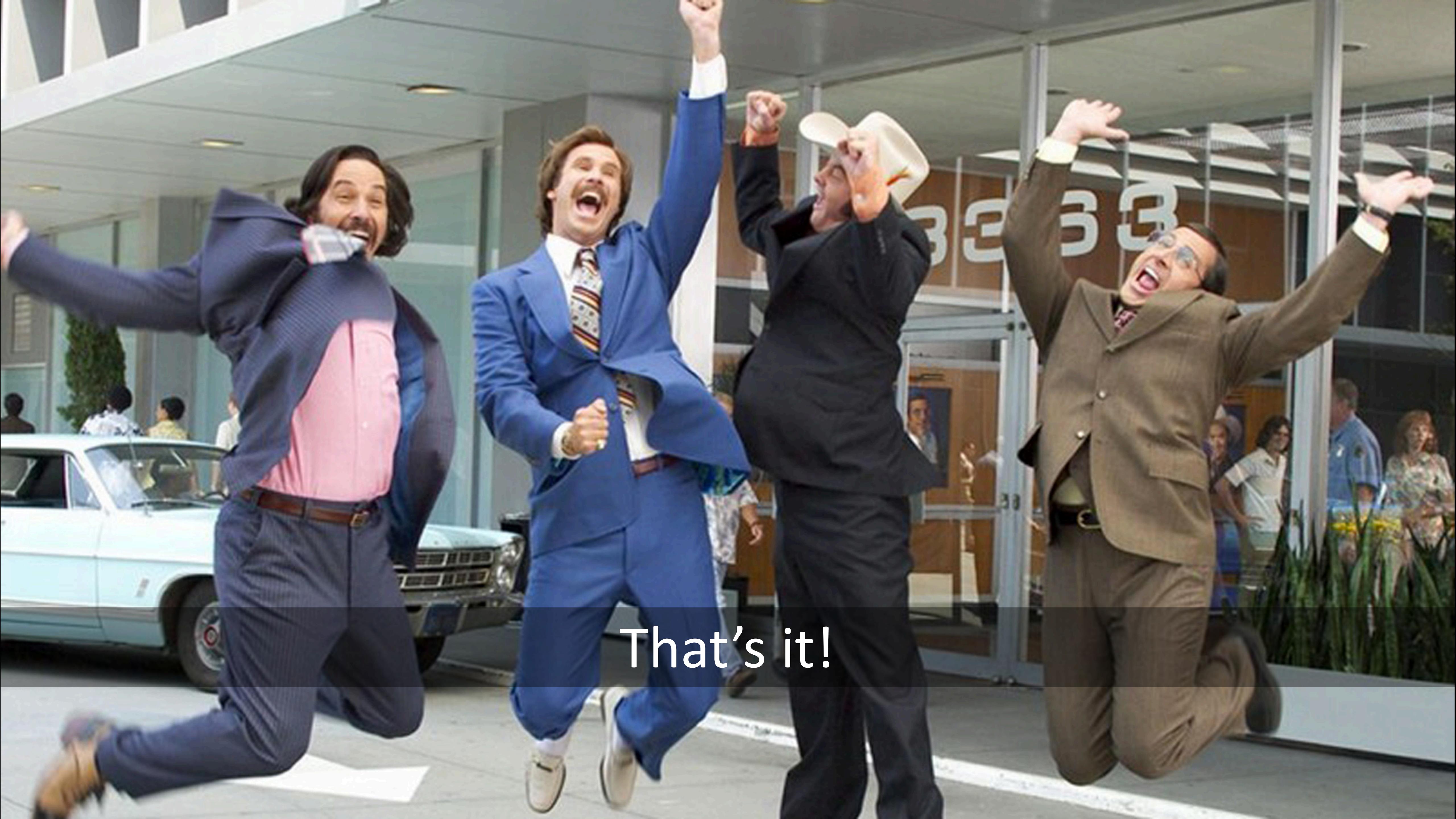
The screenshot shows two GitHub pull request interfaces. The top one displays a comment from 'Marty McFly' asking about margin behavior, with a diff showing a change from 'width: 75%' to 'width: 100%'. The bottom one shows a file named 'test-dam-view/src/main/content/jcr_root/etc/designs/test-dam/multifield/j.s.txt' with a diff showing the addition of several JavaScript files: '#base=js', 'multifield.js', '-3ShareMultiField.js', '+3ShareMultiField.js', and '+multifieldLimit.js'.

- Enforce code standards that make on-boarding straightforward and effective
- Encourage developers to peer review code before formal code reviews with Architects
- Comments are mandatory. Period.

And then there's the actual code...



“Don’t let edge cases win.”



That's it!



Questions?

THANK YOU

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THE ADOBE DIGITAL MARKETING
EXPERTS