

Introduction to Adobe Experience Manager

Welcome & Overview

Adobe Experience Manager Sites is a powerful content management system that enables teams to create, manage, optimise, and deliver digital experiences across multiple channels.

In simple terms: AEM is the platform that powers our websites.

It allows us to:

- Host and manage multiple websites within one ecosystem
- Maintain consistent branding and structure
- Build pages efficiently using pre-built components
- Publish content quickly and securely

AEM supports the business by enabling scalable and consistent digital experiences. When a client chooses to use AEM, it is first implemented and configured by development teams to ensure the correct templates, components, and governance structures are in place.

Once that foundation has been built, content authors can efficiently create and manage pages using structured templates and reusable components - rather than building each page from scratch.

This approach supports:

- Faster time to market

- Reduced reliance on development for day-to-day updates
- A consistent customer experience across devices

Not all clients use AEM. However, for those who do, it is a well-established and widely adopted CMS suite that enables marketing and content teams to move quickly, while maintaining design standards and technical integrity.