ADOBE® DIGITAL ENTERPRISE PLATFORM OVERVIEW
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Chapter 1: About Adobe Digital Enterprise Platform

Adobe® Digital Enterprise Platform (ADEP) offers an integrated set of capabilities and technologies that enable organizations to create Customer Experience Management solutions.

Customer Experience Management

Customer expectations are greater now than ever. Companies that want to differentiate themselves from the competition realize that they must deliver applications that engage customers as they access information and interact with the business and its frontline employees. Customers want to interact with the organization on any device or across any channel. Central to accomplishing that goal are simple, yet engaging, interfaces that enable customers to access information and processes, even if they are contained in corporate systems. Efforts to merely extend access to such systems have not proven successful due to the complexity of user interfaces that have been designed for specialists, not customers and the frontline employees who serve them. To meet these challenges, organizations are looking for a platform designed with the customer in mind that not only complement their existing systems but also provide new capabilities that unify content and applications.

Adobe Digital Enterprise Platform provides an integrated set of server-side services, tools, and frameworks used to create, manage, and deliver solutions for Customer Experience Management. The platform combines server systems intended for deployment in both in the Web tier as well as in the internal company network for close integration with existing enterprise IT systems.

In addition to the base platform that is available for creating solutions, there are a set of ready-made, easy to customize solutions. The Adobe® Customer Experience Solutions are:

**Web Experience Management**
Develop marketing agility to attract customers, capture insight, and deliver personalized interactions.

**Integrated Content Review**
Manage the review of digital, targeted content across the customer life cycle.

**Customer Communications**
Create multi-channel customized correspondence and interactive statements.
Benefits of ADEP

Engaging interfaces
As a platform, ADEP includes a broad range of capabilities to create rich, interactive interfaces for intuitive user experiences. ADEP supports HTML, Adobe® Flash® Player, Adobe® AIR®, and Adobe® Reader® for creating and delivering engaging user experiences across desktop, web, and mobile environments. The capabilities offered for building user experiences include:

- **Composite applications**: Assemble personalized, composite applications using deliver rich Internet applications (RIAs) and web experiences.
- **Modular design**: Create user experience (UX) application components, form and document fragments, and composite applications that simplify the management and updating of large enterprise applications.
- **Mobile device support**: Extend your solutions to support various mobile devices with engaging applications, optimized forms, and information access.
- **Rich collaboration**: Integrate multi-user, real-time collaboration features, such as chat, screen sharing, and video conferencing, into applications to facilitate deeper engagement.
- **Broad reach**: Deploy broadly with support for standard web browsers, Flash Player, Adobe AIR and Adobe Reader.
- **Electronic forms**: Design XML forms for delivery via HTML or PDF, or as Flash Player compatible guided experiences that can be completed and submitted online or offline. ADEP enhances the user experience through applications and forms with prefilled data, conditional fields, and data variables.
- **Document Services**: Blend data capture, information assurance, document output, and process management.
- **Accessibility**: Meet government-mandated accessibility requirements by including features that help people with disabilities use your applications.

Richer applications
ADEP allows you to build applications and business processes that help you manage user interactions both inside your organizations and outside of the firewall. The capabilities offered for adding depth to applications include:

- **Process automation**: Increase efficiencies by automating critical business processes to include people, systems, content, and business rules.
- **Real-time data services**: Empower RIAs with real-time data streams that can extend more securely beyond the firewall.
- **Integration services**: Easily integrate with existing systems of record through standards-based integration with capabilities such as web services, SQL, JMS, and others.
- **Application modeling**: Accelerate implementation with graphical model-driven solutions that reduce coding and simplify integration.
- **Collaborative application development**: Enable developers, designers, and business analysts to work together on application development with shared access to application assets, dependency management, and revision control.

For more information, see Developing for ADEP Experience Services.
Content delivery

ADEP can help you deliver diverse content as part of an improved user experience for both customer-facing and business user-facing aspects of a solution. ADEP provides an integrated content repository that can be used as a primary source of content as well as a bridge to existing sources of content such as databases, ECM, CRM and ERP systems. This allows ADEP to unlock content from various silos within the organization. The capabilities offered for delivering content include:

- **Multichannel delivery**: Make sure that business users and customers can access content across channels, including web, mobile, email, fax, and print.
- **Document generation**: Generate personalized PDF documents from existing files or by integrating data into formatted templates.
- **Information assurance**: Protect sensitive information and manage documents and other content inside and outside the firewall. Ensure information authenticity through digital signatures.
- **Interactive documents**: Assemble interactive PDF documents that engage readers and enable different modes of interaction through Adobe Reader.
- **High-volume capabilities**: Support the specialized assembly and delivery requirements of high-volume production environments.

More Help topics

“ADEP product architecture” on page 4

“Components and technologies” on page 6

“Solutions that accelerate development” on page 11

“ADEP for LiveCycle ES and Day customers” on page 13

“ADEP editions, options, and extensions” on page 14
Chapter 2: ADEP product architecture

ADEP uses a combination of server systems intended for deployment in both the Web tier as well as in the enterprise tier (behind corporate firewalls). Typically deployed in the Web tier, Adobe® Digital Enterprise Platform Experience Services provides capabilities for content and applications. Deployed in the enterprise tier, Adobe® Digital Enterprise Platform Document Services provides capabilities for documents, information assurance, and processes. Together these services enable you to create solutions that incorporate intuitive web-based user experiences and integrate with back-end processes to efficiently serve and communicate with customers and employees.

The following diagram shows the main components of the ADEP architecture along with clients, tooling, and the integration with external systems.

Adobe Digital Enterprise Platform Product Architecture

Features

ADEP provides a range of integrated services and frameworks needed to build a solution along modular development principles and support for a wide variety of clients. The ADEP modular architecture enables you to reduce the complexity of Customer Experience Solutions by separating them into smaller independent components. This architecture permits separate teams to develop and test the components in isolation.

ADEP provides the following frameworks and services.

Experience Services

Adobe® Digital Enterprise Experience Services - Core (CRX) 2.2: Provides the Adobe® Digital Enterprise Experience Services - Content Repository, Web framework, and Java runtime container for your application.
Adobe® Digital Enterprise Experience Services - Composite Application Framework 10.0: Allows you to deploy and manage a web application as modular components (based on both Flash and HTML) that are managed in the Content Repository and customized by end users.

Adobe® Digital Enterprise Experience Services - Client Component Framework 10.0: Provides the dynamic plug-in runtime for Flex applications.

Adobe® Digital Enterprise Experience Services - Data Services: Provides the server-side framework for remoting, messaging, and data management.

Task Management: Provides User Task Management, with the option of using Content Repository for persistence of task data or integration with Document Server, to help manage business process management User Tasks within a solution.

Document Services
Adobe® Digital Enterprise Document Services - Foundation and Document Services - Common Services: Provides the underlying server capabilities that enable the deployment, execution, and management of document processing services in an enterprise using SOA principles.


Adobe® Digital Enterprise Document Services - Forms 10.0: Automate the deployment of interactive XML-based forms in Adobe Reader, Flash Player, or web browsers.

Adobe® Digital Enterprise Document Services - Output 10.0: Dynamically generate personalized documents on demand in print and electronic formats.

Adobe® Digital Enterprise Document Services - PDF Generator 10.0: Automate the creation and assembly of PDF documents from virtually any file format.

Adobe® Digital Enterprise Document Services - Reader Extensions 10.0: Fill, sign, comment on, or save PDF files using only Adobe Reader.

Adobe® Digital Enterprise Document Services - Rights Management 10.0: Provide document and information security. Manage usage rights to protect sensitive documents in PDF, Microsoft Office, or CAD formats.

Adobe® Digital Enterprise Document Services - Digital Signatures 10.0: Automate the signing, certification, and validation of digital signatures in PDF documents.

More Help topics
“Components and technologies” on page 6
“Solutions that accelerate development” on page 11
“ADEP for LiveCycle ES and Day customers” on page 13
“ADEP editions, options, and extensions” on page 14
Chapter 3: Components and technologies

Solutions that are built on ADEP rely on both Experience Services and Document Services depending on the type of service needed and the required deployment characteristics. Adobe® Digital Enterprise Experience Server provides the frameworks to serve the Web tier needs of a solution. Adobe® Digital Enterprise Document Server provides the services required for document processing, business process management, and integration with back-end transactional systems.

Experience Server

Experience Server provides services in the Web tier for application developers using HTML5, JavaScript, Flex, and Adobe AIR.

Experience Services - Core (CRX)

Experience Services - Core (CRX) is the core technology in ADEP used to provide content management and rich internet application capabilities for web applications. Experience Services - Core (CRX) is central to Experience Server and contains a Java™ Content Repository (JCR), an OSGi Container for business logic (Apache Felix), and a Web framework used to process HTTP requests in a RESTful way. Experience Server also provides Data Services used to aid integration with 3rd party data sources (such as SQL databases and CRM systems).

Experience Services - Core (CRX) provides the Content Repository, Web framework, and Java™ runtime container for your applications through a combination of:

**JCR-compliant content repository:** Apache Jackrabbit is a fully conforming implementation of the Content Repository for Java Technology API (JCR, specified in JSR 170 and 283). This is a highly scalable content repository that can be used to store and manage unstructured content such as documents, media, user-generated content, and application metadata. Apache Jackrabbit does not rely on a relational database (RDBMS). Instead, Apache Jackrabbit stores the content in a highly optimized manner within the JCR content model.

**Apache Felix:** Apache Felix is an implementation of the OSGi R4 Service Platform and related subprojects that implement specific parts of OSGi and related technologies.

**Apache Sling:** Apache Sling is a Web framework that uses the Java Content Repository and Felix OSGi framework to build RESTful applications with support for scripting within the server, including JSP, server-side JavaScript, and Scala.

Composite Application Services

Composite Application Framework aggregates HTML and Flex-based user interface components into a single application view that provides an intuitive user interface in the context of the user’s current task. Composite Application Framework also provides and manages a context (a set of attributes). Views with their context can be persisted on the server and shared with other users. Composite applications are dynamically instantiated during runtime on the client and display content according to the current context.
The dynamic composition allows developers to decouple the implementation of individuals parts of the application, which simplifies change management (that is, isolated changes, adding additional components) and hence supports the management of large implementation projects. Another aspect of dynamic composition is that the user's role and entitlements are applied before the application is sent to the client and the code gets loaded. This allows, for example, to hide parts of the application that the user is not entitled to see.

Composite Application Framework takes care of loading modules, provides the infrastructure for inter-tile communication and services, and managing assets and applications on the server.

Composite Application Services can also easily leverage Document Services capabilities around documents.

**Data Services**

Data Services provides Remoting (RPC), Messaging (publish/subscribe and push), and Data Management capabilities for the creation of rich Internet application (RIA’s) as well as multiscreen, mobile, or occasionally-connected applications.

Data Services also provides a highly productive set of Model-Driven Development capabilities that enable developers to focus on application and business logic. Data Services also includes a wide variety of back-office data connectivity options including connectivity to server-side Java™ code, SAP, RDBMS, Hibernate, JMS, and others.

Data Services is included as part of Experience Services, providing the capabilities required to develop Customer Experience Management Solutions. Data Services is a core framework within ADEP used by all Solutions.

In addition to being integrated with Experience Services, Data Services also continues to ship separately in its current JEE form.

For more information, see Data Services in *Developing for ADEP Experience Services*.

**Security**

ADEP provides a framework for authentication and single sign-on needed by Web applications (Flash and HTML) as well as the ability to integrate with Document Server to centralize Identity Management configuration.

For more information see *Developing for ADEP Experience Services*.

**Task Management**

Task Management is a framework in Experience Server that provides support for two styles of User Task Management:

- Manage User Tasks in an ad-hoc fashion, with data stored in the Content Repository.

Task Management framework provides solution developers with a common interface and common UX components for both styles of User Task Management depending on what the solution requires.

**Document Services integration**

Experience Server is integrated with Document Server in two ways:

- Uses Document Server as the Identity Provider for authentication and group membership of users who authenticate to Experience Server. This is achieved by enabling a CRX Login Module supplied with ADEP that performs authentication using a separately deployed Document Server. An Enterprise Domain on Document Server controls authentication based on LDAP or locally administered users.
Invokes Document Services and processes running on Document Server by way of the Document Services SDK. This SDK can be used within an OSGi Bundle or using scripting in a JSP.

**Document Server**

Document Server provides ADEP with business process automation, forms automation, information assurance, and document generation as well as integration with existing Enterprise IT systems. In addition, Document Server offers an Application Model used to create and manage processes. Document Server is designed for deployment on a JEE Application Server and includes a JBoss Turnkey option for deployment. Document Server offers a Service Oriented Architecture (SOA) approach for the invocation and orchestration of Document Services, as well as custom services. Service endpoints are cleanly separated from underlying components using a service registry. Common services, such as the Assembler Service, provide capabilities that are useful for manipulating documents and data.

Integration between Experience Server and Document Server is accomplished using HTTP with the ability to configure a trusted communication channel between the two servers.

**Modules and tools**

Document Services provides a set of modules for building applications that process documents and forms. For information about individual modules, click the links below.

- Document Services - Foundation
- Document Services - Process Management 10.0
- Document Services - Forms 10.0
- Document Services - Output 10.0
- Document Services - PDF Generator 10.0
- Document Services - Reader Extensions 10.0
- Document Services - Digital Signatures 10.0
- Document Services - Rights Management 10.0
- Document Services - Common Service
- Guides
- Adobe® Digital Enterprise Platform Document Services - Designer 10.0
- Adobe® Digital Enterprise Platform Document Services - Workbench 10.0

For more information about the architecture and capabilities of Document Services, see [ADEP Document Services Overview](#).

**Developer tooling & SDK**

Adobe® Flash® Builder™ 4.5 and Adobe® Flex® 4.5 allow developers to use one tool, one framework, and one code base to build desktop, Web, and mobile applications across Google Android™, Research In Motion BlackBerry® Tablet OS, and the Apple iOS platforms.
ADEP offers tools to support development with ADEP Experience Services. The tools include a set of additional extensions for Flash Builder and a rich SDK (Flex, Java, Mobile) for building applications. Experience Services SDK is an Experience Package distributed using Adobe Package Share. It can be downloaded using the Package Share link on the Welcome Page after launching the ADEP Quick Start.

Business analysts and process developers can use Workbench to design and deploy business processes that leverage Document Server’s modules and common services.

Workbench, is an Eclipse-based development environment that lets users build applications that consist of forms, documents, and business processes. Workbench includes Designer, a graphical form design tool that simplifies the creation of forms.

**UX components**

UX components are reusable Flex components. The appearance and behavior of a UX component can be tailored to the final application, while retaining high levels of core functionality. The component can be inherited for specialization, and because its skin is separated from the component, the appearance of the component can be efficiently or easily tailored to the final application. UX components are available for use by developers within Flash Builder after installing the Flash Builder Extensions for Experience Services.

For more information, see *Developing for ADEP Experience Services*.

**Deployment considerations**

This section points out some important considerations for physical deployment of ADEP.

**Clustering**

Multiple instances of Experience Server can be deployed to assist with throughput and failover concerns in the Web tier for a solution. Experience Server employs a "shared nothing" approach to clustering such that each instance contains its own Content Repository but the contents of that repository are synchronized in a "master / slave" topology.

For more information, see *Experience Services Clustering*.

**Packaging**

Applications built on ADEP can be packaged for transportation and re-deployment on another system as Experience Packages. Experience Packages can be uploaded and shared on Adobe Package Share. The Experience Package is a type of ZIP archive with additional metadata.

**JEE**

Experience Server does not require deployment on a JEE Application Server and can instead be launched as a stand-alone server accessed behind a typical Web Server such as an Apache HTTP Server. However, it is also possible to deploy Experience Server as a WAR-based JEE application on a variety of JEE Application Servers for cases where an Enterprise has already standardized on such a deployment.

Document Server does require deployment on a JEE Application Server and is it typically not deployed within the same network zone as Experience Server(s) used to handle interactions with end users through web and mobile channels.
More Help topics
“Solutions that accelerate development” on page 11
“ADEP for LiveCycle ES and Day customers” on page 13
“ADEP editions, options, and extensions” on page 14
Chapter 4: Solutions that accelerate development

ADEXP is the technology foundation of Adobe® Customer Experience Solutions. Customer Experience Solutions help solution developers provide the fundamental capabilities of a customer experience application based on the frameworks available in Experiences Services and Document Services. They help reduce development time and increase the quality of enterprise solutions across digital channels and devices.

Web Experience Management

Web Experience Management enables you to manage mass personalization of interactive experiences, listen to feedback across all digital channels, and optimize engagement by adjusting content to customer context. Web Experience Management includes these capabilities:

- **Web content management** Business users can author, review, approve, and publish Web site content without the need to revert to the start of the development cycle. This reduces cycle times and puts the power of web site development in the hands of the line of business owners. Authors can publish in context across channels, while maintaining corporate standards.

- **Strong mobile presence** Create content on mobile for connecting with customers at home, at work, or on the go. Deliver targeted content to smartphones, tablets, and other devices.

- **Web analytics** Generate analytics for in-context traffic reports, tracks keyword effectiveness.

- **Content personalization** Target content based on customer profiles and context cloud. Simulate user interactions to test effectiveness. Create intuitive rules using tagging.

For further information see [Web Experience Management solution documentation](#).

Customer Communications

Customer Communications offers Correspondence Management and Interactive Statements capabilities.

With the Customer Communications Solution, you can improve the management, assembly, and delivery of personalized customer communications as well as transform static communications such as monthly statements into interactive channels for marketing and engagement.

- **Simple authoring** The simple authoring in Correspondence Management enables business users to easily prepare standard templates and compelling correspondence from pre-approved or custom-authored content.

- **Adding interactivity** Adding interactivity with Interactive Statements can improve digital adoption with tailored, interactive information. Embedding self-service applications in Interactive Statements provides positive customer experiences. Targeted advertisement better serves customers when they need specific products or services.

- **Security and compliance** Customer Communications offers security and compliance, allowing only authorized recipients to view content.

- **Automated processes** Correspondence Management lets you build streamlined correspondence processes with a robust Business Process Management engine. Supports complex requirements and business rules.

Last updated 9/6/2011
See the Interactive Statements and Correspondence Management solution guides for more information about Customer Communications solutions.

**Integrated Content Review**

Integrated Content Review streamlines digital content creation, speeds up time to market, and increases insight and effectiveness.

Integrated Content Review streamlines time-consuming, manual reviews of digital content while making it more secure and trackable. The improvement in time to market can make the difference between a message that is relevant or obsolete.

**Project management** Easily set up campaign asset plans, assign tasks and projects, and send reminders. View simple Gantt chart timelines.

**Creative Suite integration** Easily publish digital assets for review and feedback within the context of top-selling creative tools.

**Managed content reviews** Define review processes, track approvals and audits, and enable easy access by internal and external participants.

**Digital asset management** Easily search, tag, share, and publish digital assets. Manage extensive file formats and metadata.

See the Integrated Content Review solution guide for further information.

**More Help topics**

“About Adobe Digital Enterprise Platform” on page 1

“Components and technologies” on page 6

“ADEP editions, options, and extensions” on page 14
Chapter 5: ADEP for LiveCycle ES and Day customers

ADEP Document Services leverages technology previously known as Adobe® LiveCycle ES and is designed for Enterprise tier deployment. Document Services delivers industry-leading process management, forms, and document services capabilities. If you are an existing LiveCycle Document Services customer, there is a direct technical upgrade path from LiveCycle ES to ADEP Document Services.

ADEP Experience Services leverages CRX formerly from Day Software. CRX, now called Experience Services - Core (CRX), delivers industry-leading composite content application and content management capabilities to customers using CQ5 for Web Content Management. Experience Services is designed for Web tier deployment.

Information on the technical upgrade paths for LiveCycle ES and Day products is available in the FAQ about ADEP for Adobe LiveCycle ES customers.

More Help topics
“About Adobe Digital Enterprise Platform” on page 1
“ADEP editions, options, and extensions” on page 14
Chapter 6: ADEP editions, options, and extensions

ADEP editions

ADEP is available in two editions, Basic and Standard.

For more information about these services and capabilities, see Document Services Overview and ADEP Developer Overview and Frameworks in Developing for Experience Services.

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<th>Capability</th>
<th>Basic</th>
<th>Standard</th>
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<td>Document Services - Rights Management</td>
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*Effective August 5th 2011, Adobe is migrating Adobe® LiveCycle® Content Services ES customers to the Adobe Digital Enterprise Platform Experience Services. The product roadmap for customers that use Content Services is to move to ADEP Experience Services - Core. ADEP Experience Services - Core includes a native Content Repository built on the modern, modular CRX architecture acquired during the Adobe acquisition of Day Software.

**Adobe® LiveCycle® Business Activity Monitoring ES is not included in the ADEP release. Customers that are using Business Activity Monitoring can upgrade their LiveCycle deployments to ADEP and continue to monitor ADEP applications using their LiveCycle Business Activity Monitoring ES2 deployment.
Customer Experience Solution editions

Web Experience Management
Web Experience Management is sold in three editions; Basic, Standard, and Premium.

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<td>Adobe Online Marketing Suite Test and Target Integration</td>
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<td>Multi-site Manager</td>
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* ADEP Basic is licensed for use under limited terms described in the ADEP EULA.

Integrated Content Review
Integrated Content Review is sold in two editions; Basic and Standard.

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* ADEP Standard is licensed for use under limited terms described in the ADEP EULA.
**Customer Communications**

Customer Communications Solution is sold as a single Standard Edition. All Customer Communications capabilities are licensed in this single Edition.

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* ADEP Standard is licensed for use under limited terms described in the ADEP EULA.

**ADEP options**

These options are available for ADEP:

**Collaboration Service**  Collaboration Service is available as a separate capability. Offered as a managed service, it enables you to integrate video conferencing, chat, screen sharing, writing on the whiteboard, and more into your solutions without having to manage the infrastructure.

**ADEP extensions**

You can purchase the following extensions for ADEP to provide additional capabilities to the platform and solutions:

**Connectors**

Connectors to common Enterprise Content Management (ECM) systems are available for Document Server and Experience Server. The connectors permit storage and receive content from existing information silos within the organization.

**Document Server**

- Document Services Connector for IBM® FileNet
- Document Services Connector for IBM® Content Manager
- Document Services Connector for EMC Documentum
- Document Services Connector for Microsoft® SharePoint

**Experience Server**

- Content Repository Connector for OpenText LiveLink
- Content Repository Connector for Vignette
- Content Repository Connector for Interwoven
- Content Repository Connector for Microsoft® SharePoint*
- Content Repository Connector for EMC® Documentum*
- Content Repository Connector for IBM® FileNet P8
- Content Repository Connector for IBM® Lotus Notes
Production Print

Production Print is available for the Standard edition of ADEP. Production Print helps you perform high-volume print and electronic jobs using multiple delivery channels. It is a dedicated, high-performance document composition server and development environment built for performing high-volume document composition, collecting and grouping documents in a post-processing repository, or optimizing finishing for mailroom efficiencies.

See LiveCycle Production Print ES2 Documentation for further information.

Licensing for services and capabilities

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