# Aprimo Adobe Experience Manager Connector

## Optimize Collaboration & Productivity Across Teams

The Aprimo Connector for Adobe Experience Manager bridges the gap between teams working in Aprimo Productivity Management and Adobe Experience Manager to optimize collaboration, productivity, and efficiency.

**Easily Search, Find, and Share Assets**

**Streamline Content Production**

**Increase Productivity & Efficiency**

### AUTOMATED WORKFLOW

Automatically sends attachments and metadata from Aprimo to AEM at a specific point in the workflow

### ENHANCED SEARCH

Enables teams to search and use AEM assets; offers browsing, sorting, searching, list and mosaic views, and facet filtering

### VISIBILITY AND TRACEABILITY

Captures data at every stage of the workflow to maintain a full audit trail of all activity associated with individual assets

## Create Quality Assets, Faster – From Ideation to Distribution

Aprimo helps teams stay agile and productive throughout the entire workflow process.

OPTIMIZE COLLABORATION
Easily search, find, share, and collaborate on folders and assets, despite using different systems

EMPOWER TEAMS
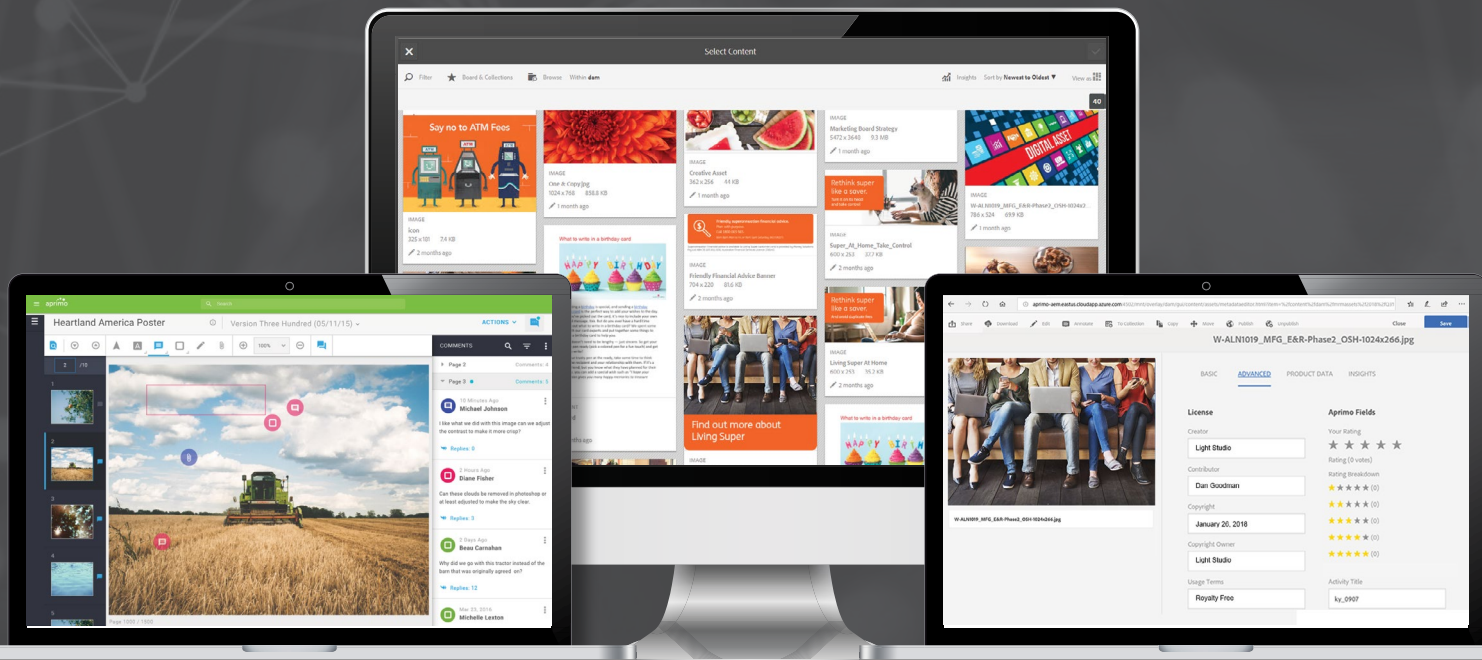Customize workflows between Aprimo and AEM to optimize processes

DELIVER A SEAMLESS USER EXPERIENCE
Navigate with ease between Aprimo and AEM to quickly locate assets and information

Aprimo provides technology solutions for content, operations, and performance that enable enterprises to optimize their brand experiences and the resources they use to deliver them. Our platform gives enterprises the advantage by streamlining and governing all the behind-the-scenes activities – from ideation to distribution – involved in delivering exceptional brand experiences.

aprimo™

# Aprimo Adobe Experience Manager Connector



## FIND

### Intuitive User Interface

Users can quickly and easily locate, pull, and send assets between Aprimo and AEM through the user-friendly interface.

### Configurable Folder Mapping

Attachments sent to AEM are automatically placed in folders based on Aprimo metadata.

### Links to AEM

The system automatically populates an Aprimo attachment with a linked URL of the AEM asset for quick access.

## USE

### Uninterrupted Workflow

Aprimo sends attachments to AEM in the background, allowing workflows to continue forward while assets transfer.

### Centralized Repository

Users can find what they need in a single location; no need to search in both systems or multiple locations.

### Version Control of Brand Assets

Bidirectional integration and automated management features ensure teams get access to the most recent versions.

## MANAGE

### Full Transaction Log Visibility

Integration activity is tracked and visible to the Aprimo administrator to ensure integration health.

### Configurable Metadata Mapping

Users can send metadata at the activity, project, or attachment level to AEM.

### Role-based Access

Access control to assets is enforced when users browse AEM assets, ensuring security requirements for assets are met.

aprimo.com

aprimo