

Cloud hosting and management capabilities of Adobe® CQ Cloud Hosted



The hosting and management capabilities of Adobe CQ Cloud Hosted provides businesses with an easy way to deliver web experiences, build brand, drive demand, and extend reach™ to audiences with an efficient, secure, and cost-effective alternative to traditional on-premise solutions.

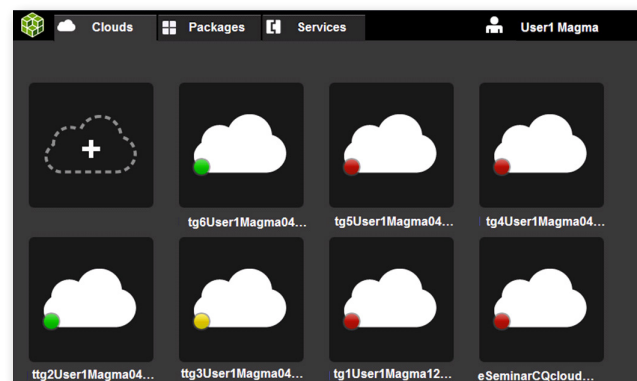
Enabling business agility

Multichannel, multibrand, multilanguage—emerging touch-points and new media channels have created a complex ecosystem where customers have direct access to information and expect it at their fingertips anywhere, anytime. To immediately satisfy these needs, marketers have approached the digital space in an ad hoc fashion, resulting in a multitude of technologies, fragmented IT landscape, and organically grown processes. By deploying Adobe CQ to the cloud, Adobe offers a solution to digital marketers and IT to streamline this increased complexity by allowing businesses to focus on what is most important and relevant to their core strategy—messaging, content, and business innovation.

Adobe CQ Cloud Hosted is a cloud based enterprise software environment that propels business innovation by delivering personalized experiences that build brand and drive demand. It extends an enterprise's ability to reach its customers across multiple digital online channels and enables digital marketers to quickly take campaigns to market by leapfrogging many of the redundant steps associated with the implementation process.

While some experiences today use on-premise deployments, projects that are well suited for cloud deployment typically have one or more of the following characteristics:

- Need for rapid business innovation
- Inability to make the capital expenditures
- Limited project lifespan
- Lack of IT resource availability or expertise (or a strong desire to reduce the requirement)
- Difficulty predicting the scale of internal resources or software utilization needed over time
- Need to develop, test, and implement applications quickly or on demand



Adobe CQ in the Cloud

Adobe CQ is the foundation of the Adobe Web Experience Management (WEM) solution. It provides digital marketers with easy-to-use, cloud-ready, web-based applications for creating, managing, and delivering personalized online experiences. Adobe CQ provides out-of-the-box integration with products in the Adobe Digital Marketing Suite. When hosted and deployed to the cloud, customers have the option to have these management services provided through select digital agencies in partnership with cloud providers.

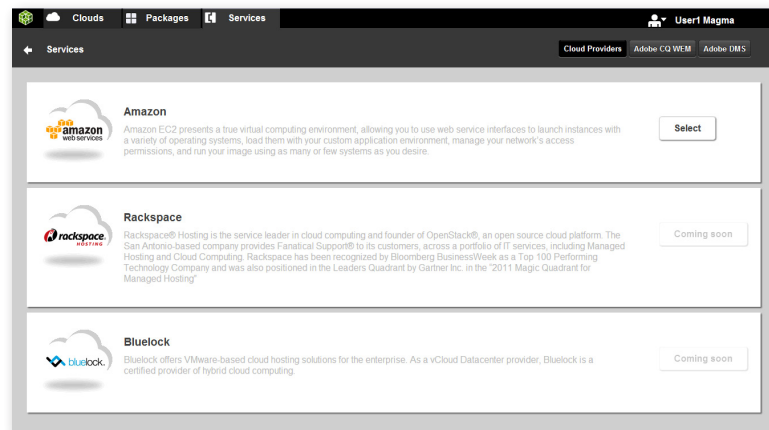
Adobe CQ Cloud Hosted

Adobe CQ Cloud Hosted is a hosted web service that provides an alternative model for licensing and deploying Adobe CQ. Customers can purchase the services they need on a subscription basis. These services, offered in partnership with Amazon, leverage the power and security of the Amazon Web Services™ (AWS) platform. All Adobe CQ modules are available with the hosted and managed services offering, including CQ Mobile, CQ Multi-site Manager, CQ Social Communities, CQ Marketing Campaign Management, and CQ eCommerce.

Adobe CQ Cloud Hosted is a fully managed end-to-end solution with the assurance and isolation provided by a dedicated hosting model. Adobe provides all hardware, software, runtime, facilities, support, maintenance, system monitoring, and system updates. A key component of the offering is the Adobe Network Operations Center (NOC), which gives you a centralized point of contact for all your operation management needs. Adobe NOC service professionals work behind the scenes to manage your CQ cloud-hosted clusters, handling installation, backup, recovery, upgrades, and more to make sure that your web applications are running in peak condition whenever you need them.

Adobe CQ Cloud Manager

Adobe CQ Cloud Manager is a software as a service (SaaS) utility that enables digital marketers to create, manage, and scale CQ instances on a cloud-based infrastructure. Entirely self-service, enterprises can quickly deploy and provision instances of their web environment in minutes without procuring hardware or paying large upfront costs. Digital organizations can engage customers in minimal time, drive market share, and increase their focus on innovation.



Encourage business agility and innovation

In today's marketplace, line-of-business managers know they need to innovate and go to market quickly to stay ahead of the competition. More than ever, they need the flexibility to test their ideas, build them quickly, and scale them up or down to meet market demands. Adobe CQ Cloud Hosted offers unique benefits over traditional deployment models to encourage this type of business innovation.

With a subscription-based licensing model, businesses don't have to take the operational risk that goes with upfront capital expenditures. While on-premise deployments make sense for core business projects and many long-term projects, the fact that they involve hardware and software licenses, installation, and maintenance means the cost of switching to another approach can be significant. Subscription-based deployments, on the other hand, give business managers more flexibility. They can initiate a project quickly with a minimal commitment, scale it dynamically to adjust to market demand, and avoid the lengthy planning cycles that go with capital expenditures.

Solution details

Adobe CQ Cloud Hosted

Adobe Network Operation Center (NOC)
Adobe CQ platform
Amazon EC2 cloud
Red Hat Enterprise Linux operating system

Adobe CQ Cloud Manager

SaaS application
Supported browser:
- Microsoft Internet Explorer
- Mozilla FireFox
- Google Chrome
- Apple Safari
Supported Tablet:
- Apple iPad

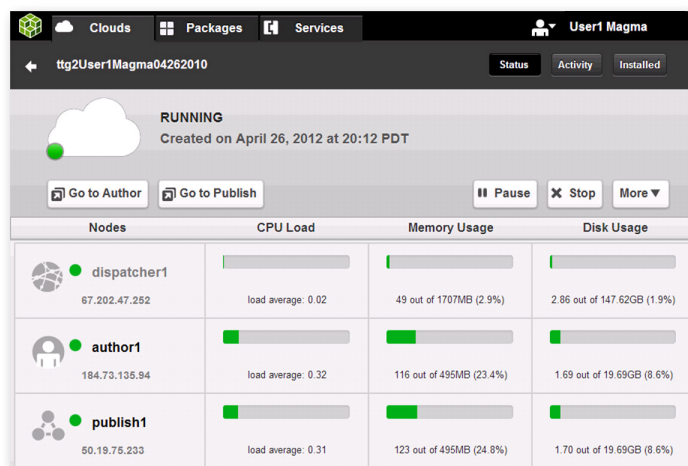
Integrations

Adobe Digital Marketing Suite: SiteCatalyst, Test&Target*, Adobe Search&Promote, and Scene7*

Free IT managers to be trusted advisors rather than tactical implementers

Business innovation creates a unique challenge for IT managers. Experimenting with a new technology can be difficult because organizations lack the infrastructure, IT expertise, or personnel to support the effort. With Adobe CQ Cloud Hosted, the Adobe NOC fills the gap. Project development can begin immediately. IT managers can focus on strategic priorities such as managing their organization's exploration and adoption of the cloud. Team members take on the role of trusted advisors and integration experts, rather than spending cycles on tactical activities such as installation, upgrades, and system maintenance.

Complexity and risk are reduced as well. An on-premise implementation involves deploying a sophisticated hardware and software environment as well as managing the integration with multiple back-end systems. A CQ Cloud Hosted implementation is deployed by Adobe experts while IT professionals focus on integration management, effectively reducing the new technology learning curve that invariably delays projects. And with one point of contact from Adobe, it's easier and more efficient to offload the management of hardware, software, and service level agreements (SLAs).



Speed development time for testing and implementation

For developers, it's all about faster time to production, which means faster time to value for the business. With traditional on-premise deployments, enterprise developers use up valuable time as they install and troubleshoot. With CQ Cloud Manager, however, developers can go straight to work with preconfigured instances of the software. Or they can quickly and easily create staging servers on demand for testing. Either way, this approach gives developers the freedom and flexibility to support a larger number of test scenarios without becoming a bottleneck to the process of business innovation.

Protect confidential information and ensure regulatory compliance

IT and line-of-business managers both know that innovation won't succeed unless it meets corporate and regulatory requirements for security and compliance. Adobe CQ Cloud Hosted integrates two proven systems to deliver the assurances that the IT, legal, and compliance teams are looking for: the Amazon AWS architecture and Adobe CQ architecture. Amazon provides numerous mechanisms for securing compute resources. For an excellent overview, including discussions of certification and accreditations, secure design principles, physical security, backups, network security, and AWS security, see the white paper, *Amazon Web Services: Overview of Security Processes*. Similarly, each CQ cloud-hosted cluster provides extensive options for protecting and securing information. In addition, CQ Cloud Hosted offers security capabilities in several areas, including network filtering, user access controls, and advanced data protection.

For more information

[www.adobe.com/
products/cq.html](http://www.adobe.com/products/cq.html)



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