

Adobe Partner Credential Journey

Adobe Experience Platform

Adobe Advertising Cloud

Adobe Analytics

Adobe Audience Manager

Adobe Campaign Classic

Adobe Campaign Standard

Adobe Commerce

Adobe Experience Manager

Adobe Marketo Engage

Adobe Sign

Adobe Target

Adobe Workfront

This guide provides Adobe partners a recommended learning path to credentials. It includes on-demand learning options and virtual classroom sessions. Some learning paths include scenario-based challenges for hands-on practice and suggest obtaining on-the-job experience to ensure success. Ultimately, these paths prepare candidates for earning credentials and taking Adobe Professional, Expert, and Master certification exams.

The Role Definitions located at the end of this document provide an overview of the roles in the credential journeys in this guide. More details on roles are available on the training pages for each application.

For more information about Adobe credential journeys, visit the [credentials landing page](#).

Refer to the **Program Guide** on Adobe Solution Partner Portal.

Benefits include:

- Software
- Use cases
- Forums
- Office hours
- Webinars
- Implementation guides
- Training/Sandbox environments
- Technical documentation

EXAMPLE PATH

PHASE I Training

On-demand Digital Classroom
Instructor Sessions—Virtual, Offsite/Onsite, & Customizable

PHASE II Practice

Challenge
Job Shadowing with Mentor
First Project Led by Mentor

PHASE III Experience

Follow-on Projects
Co-delivered with Mentor
Independent Project Delivery
Reverse Shadowing by Mentor

PHASE IV Prep/Test

ACE Exam Guide
ACE Certification Exam

MILESTONE  Professional

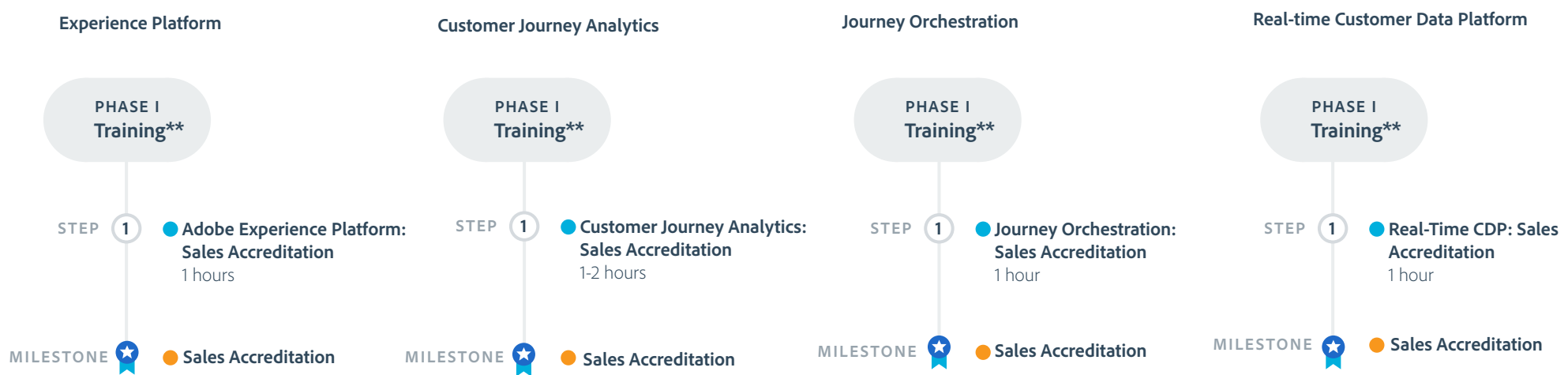
MILESTONE  Certification

Adobe Partner Credential Journey

- On-demand
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- In-person/instructor-led
- On-the-job
- Accreditation/ACE certification
- \$ Associated cost

Role Definitions

Adobe Experience Platform	Adobe Advertising Cloud	Adobe Analytics	Adobe Audience Manager	Adobe Campaign Classic	Adobe Campaign Standard
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SALES			TECHNICAL		



Related Resources

- [Technical Documentation](#)
- [Adobe Experience Platform Community](#)
- [Additional Resources](#)

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Adobe Partner Credential Journey

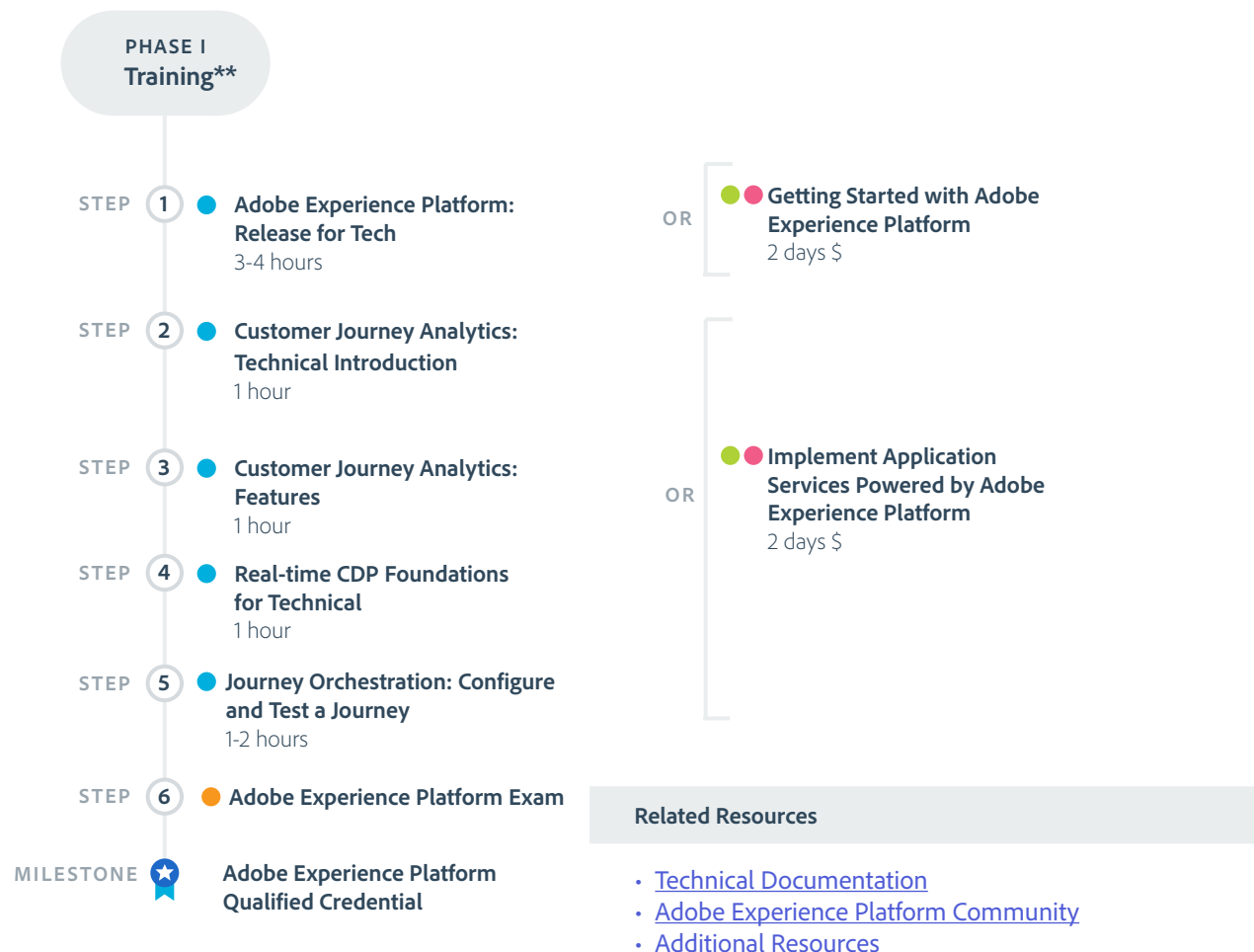
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BUSINESS PRACTITIONER
- DSP

BUSINESS PRACTITIONER
- SEARCH



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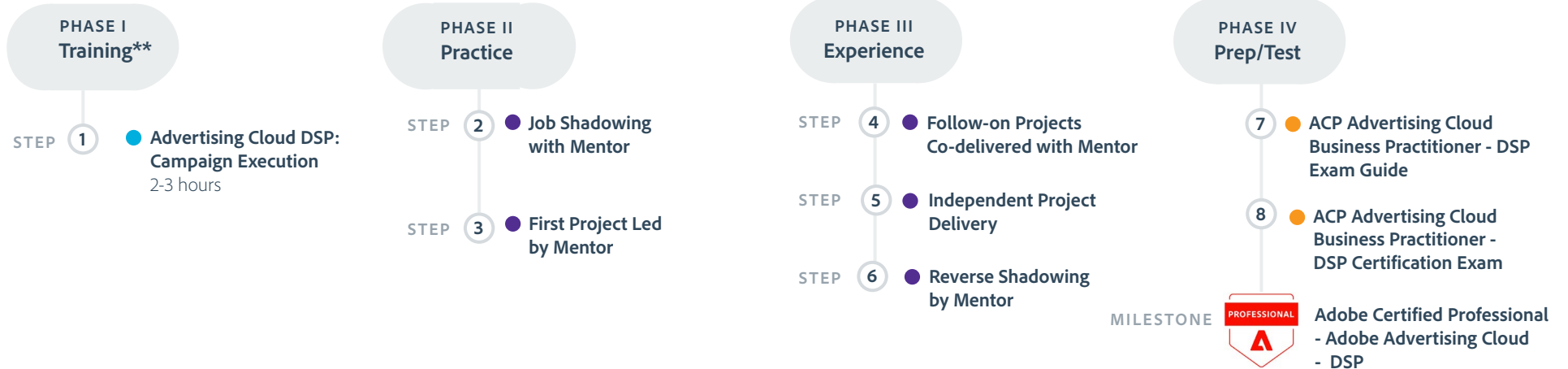
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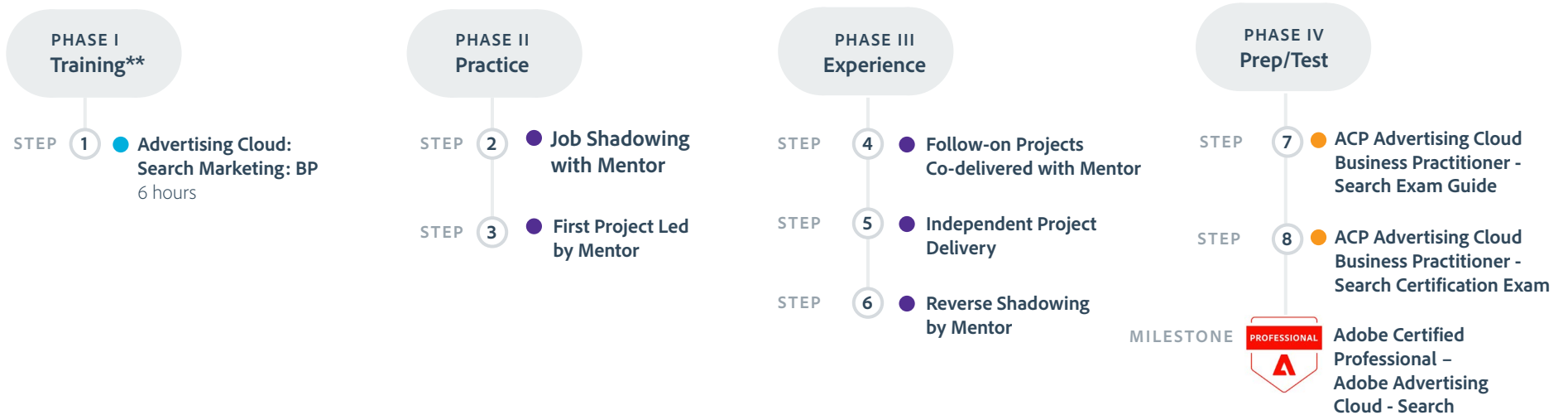
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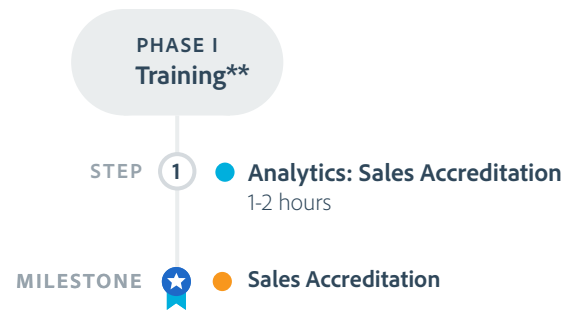
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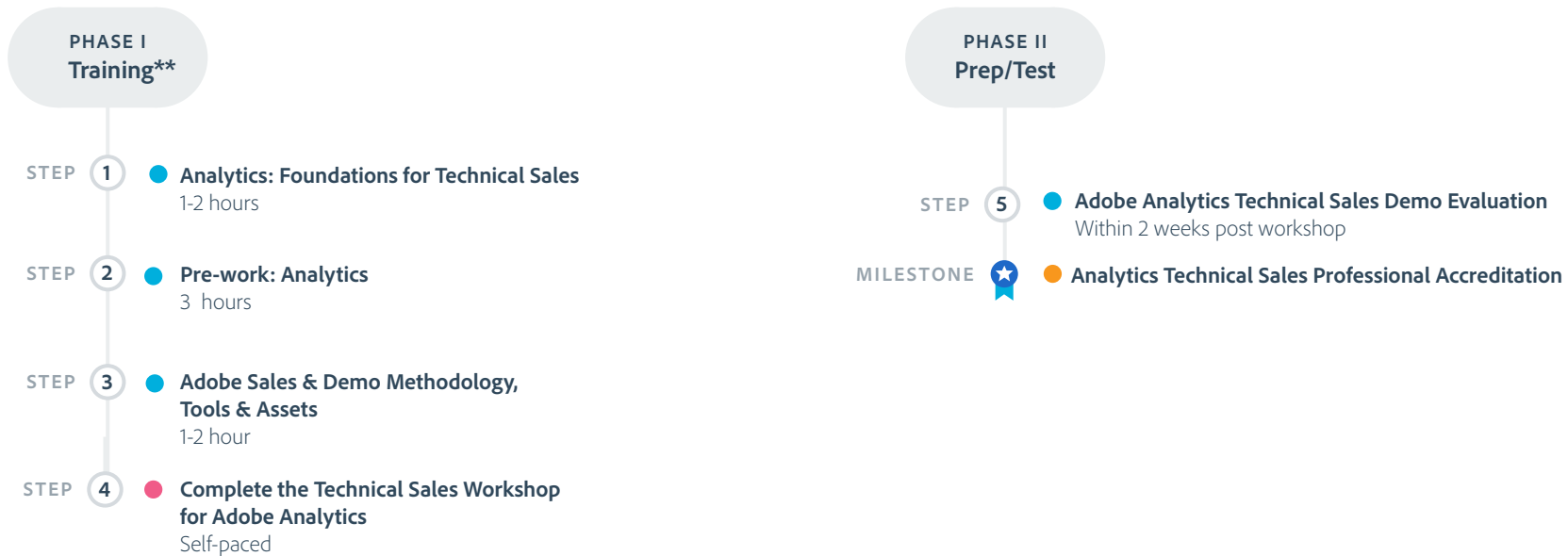
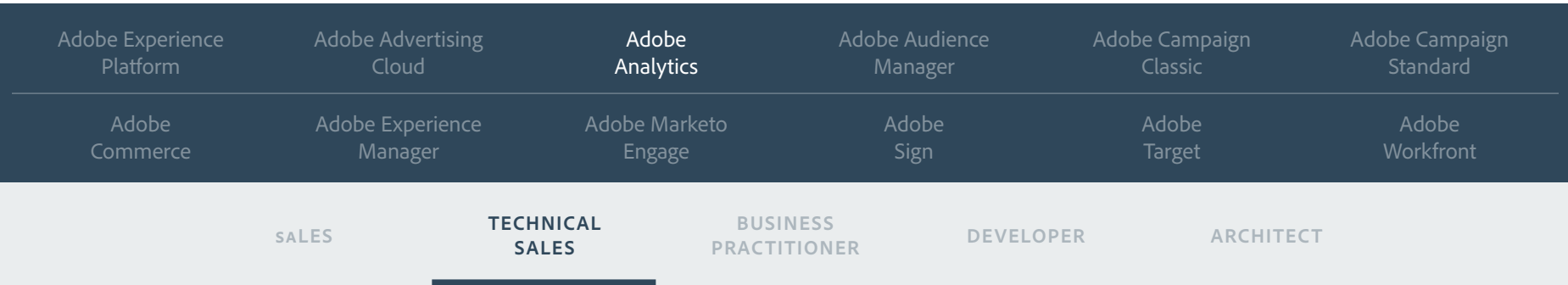
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PHASE I Training**

- STEP 1 ● **Analytics: Business Requirements & Solution Design: Foundations**
1-2 hours
- STEP 2 ● **Analytics: Principles of Analytics Implementation**
5-6 hours
- STEP 3 ● **Analytics: Practice Analytics Implementation**
5-6 hours
- STEP 4 ● **Analytics: Data Manipulation**
5-6 hours

OR

- ● **Analytics Implementation**
3 days \$

PHASE II Practice

- STEP 5 ● **Analytics Challenges***
3-5 hours
- STEP 6 ● **Job Shadowing with Mentor**
- STEP 7 ● **First Project Led by Mentor**

* Challenges can be completed in conjunction with Phase I Training

PHASE III Experience

- STEP 8 ● **Follow-on Projects Co-delivered with Mentor**
- STEP 9 ● **Independent Project Delivery**
- STEP 10 ● **Reverse Shadowing by Mentor**

PHASE IV Prep/Test

- STEP 11 ● **ACE Analytics Developer Exam Guide**
2 hours
- STEP 12 ● **ACE Analytics Developer Certification Exam**

MILESTONE



Adobe Certified Expert - Adobe Analytics Developer

MILESTONE **Adobe Professional - Adobe Analytics Developer**

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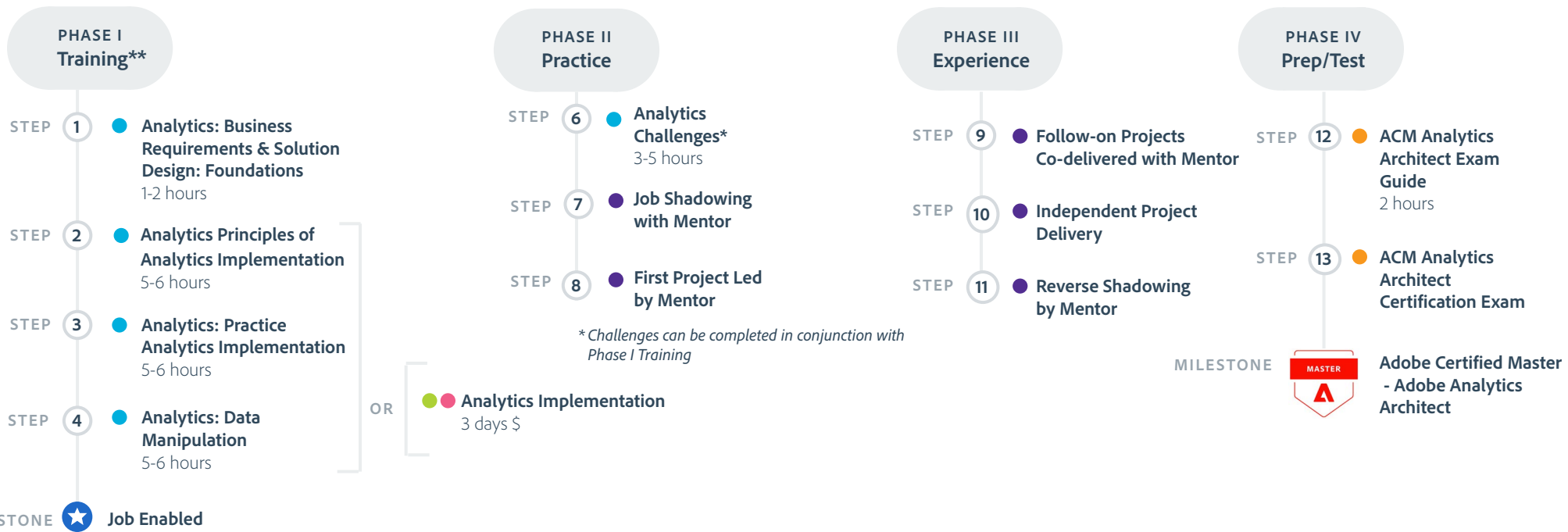
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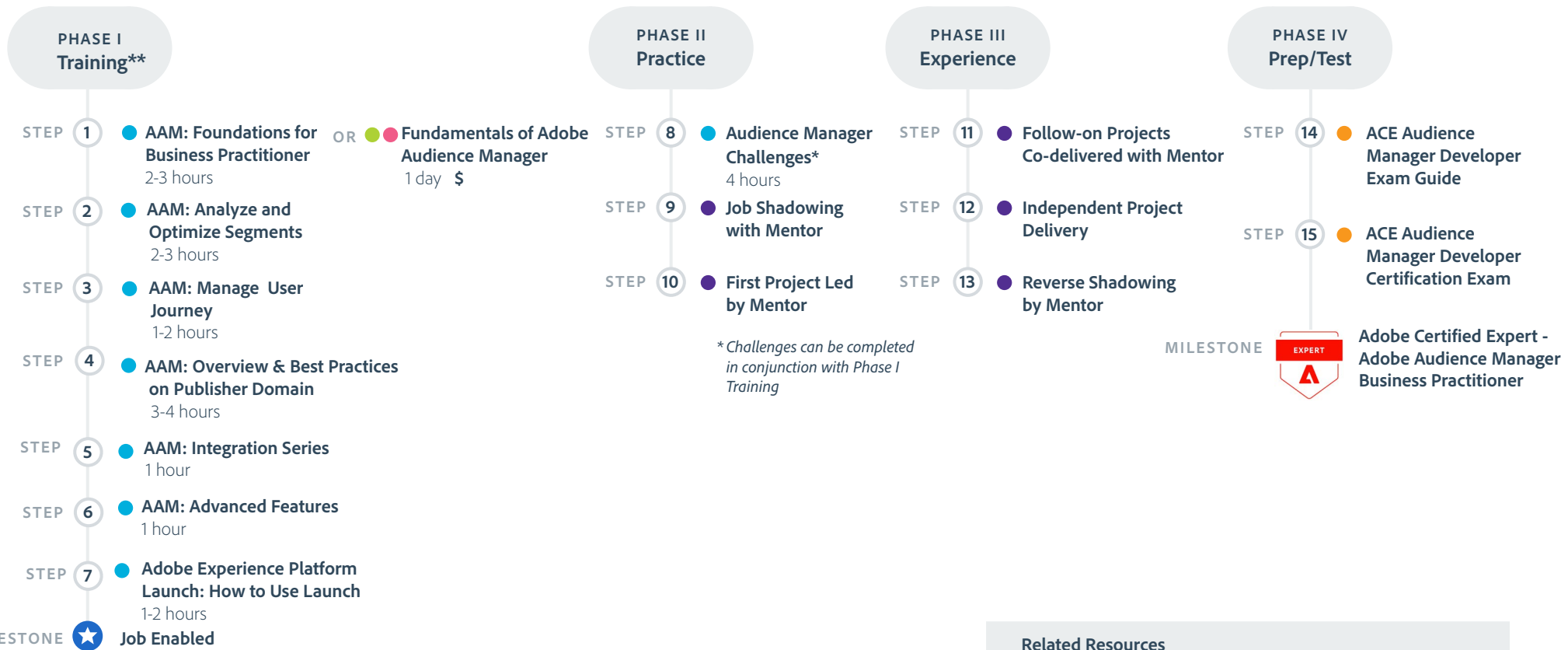
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PHASE I Training**

- STEP 1 ● Audience Manager: Technical Foundations 6-7 hours
 - OR ● Fundamentals of Adobe Audience Manager 1 day \$
- STEP 2 ● AAM: Integration Series 1 hour
- STEP 3 ● AAM: Advanced Features 1 hour
- STEP 4 ● Adobe Experience Platform Launch: How to Use Launch 1-2 hours

MILESTONE ★ Job Enabled

PHASE II Practice

- STEP 5 ● Audience Manager Challenges* 5 hours
 - STEP 6 ● Job Shadowing with Mentor
 - STEP 7 ● First Project Led by Mentor
- *Challenges can be completed in conjunction with Phase I Training

PHASE III Experience

- STEP 8 ● Follow-on Projects Co-delivered with Mentor
- STEP 9 ● Independent Project Delivery
- STEP 10 ● Reverse Shadowing by Mentor

PHASE IV Prep/Test

- STEP 11 ● ACM Audience Manager Architect Exam Guide
- STEP 12 ● ACM Audience Manager Architect Certification Exam



Adobe Certified Master - Adobe Audience Manager Architect

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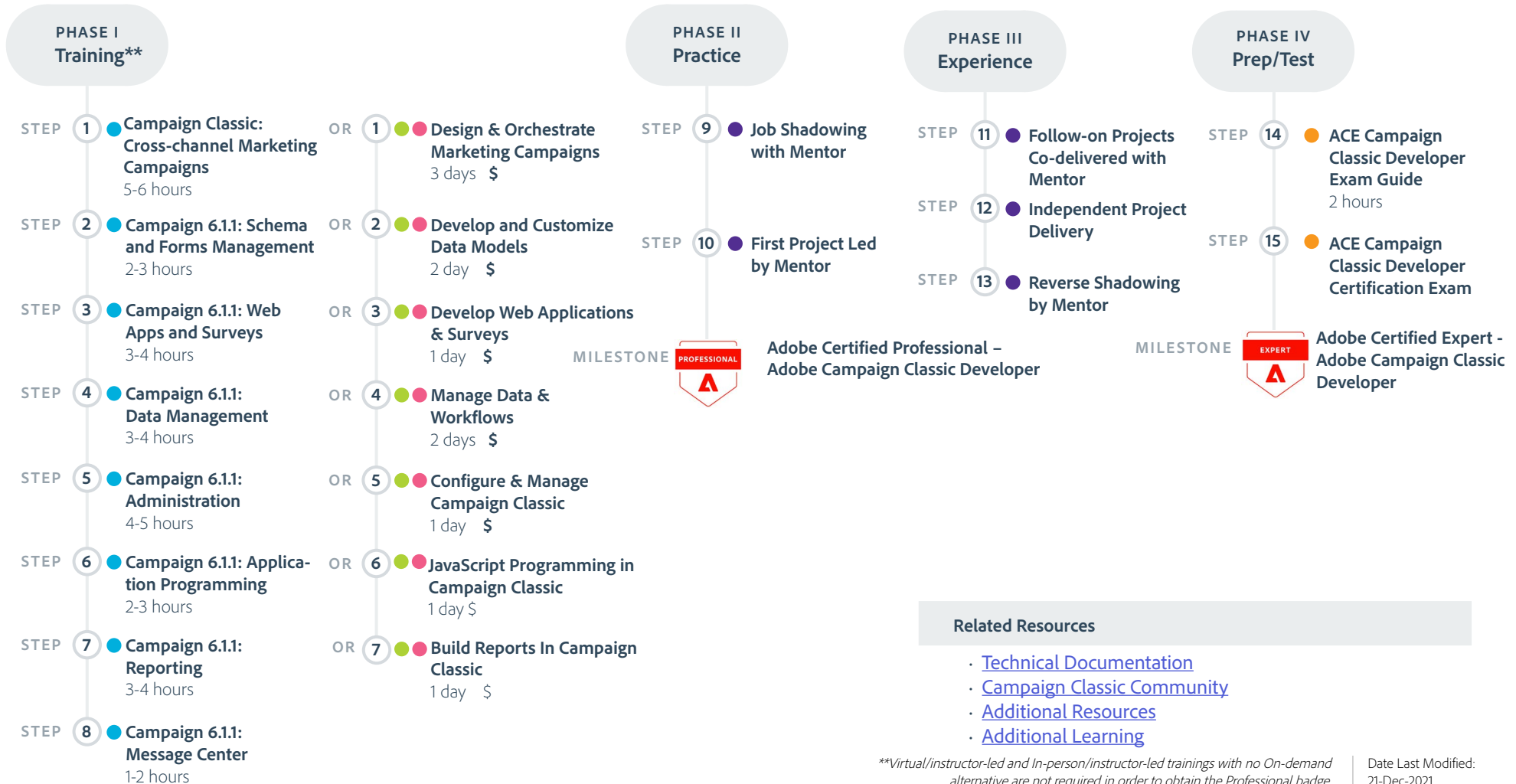
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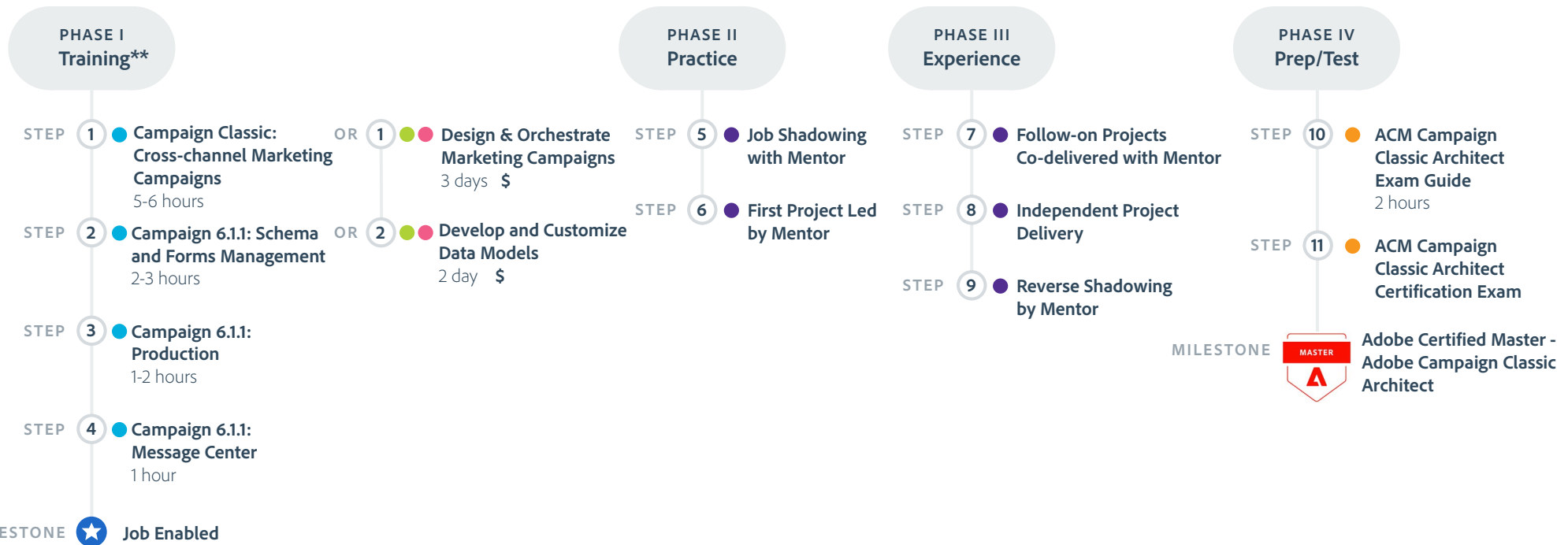
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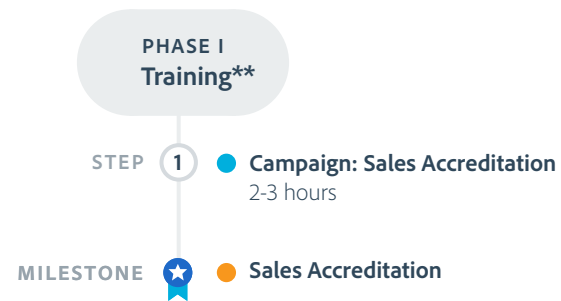
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PHASE I Training**

- SALES TRAINING**
- STEP 1 ● **Campaign: Foundations for Technical Sales**
2-3 hours
- TECHNICAL TRAINING**
- STEP 2 ● **Pre-work: Campaign Standard**
3-4 hours
- STEP 3 ● **Adobe Sales & Demo Methodology, Tools & Assets**
1-2 hours

Technical training for this role is still available; however, the workshop and credential have been retired.

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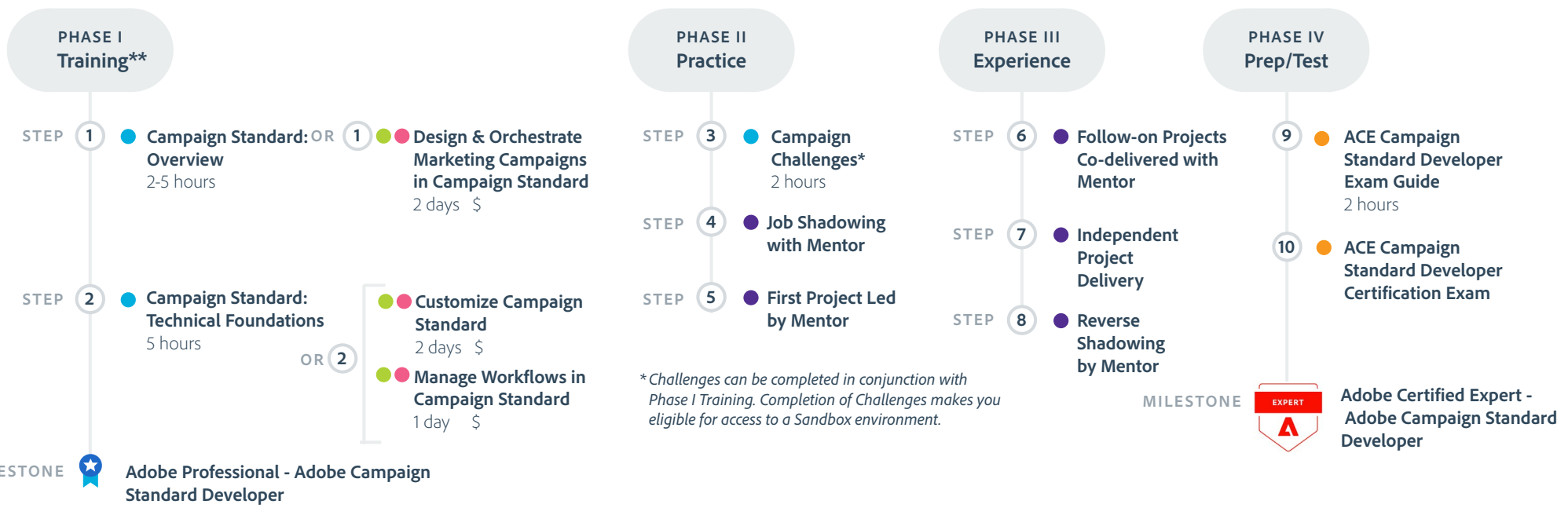
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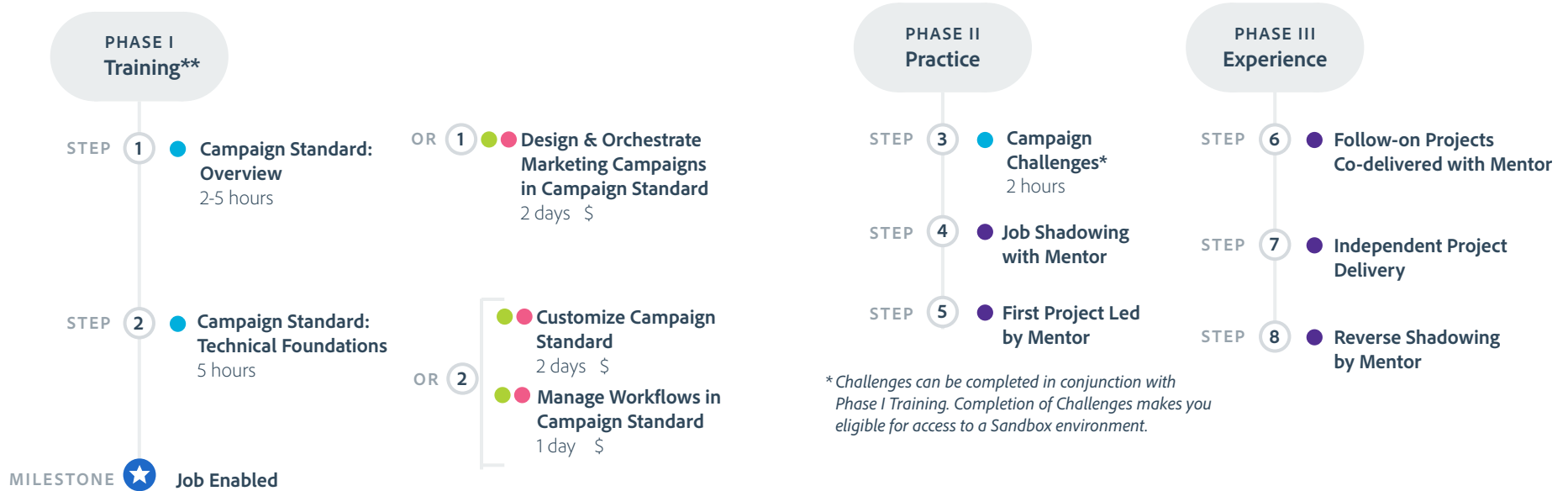
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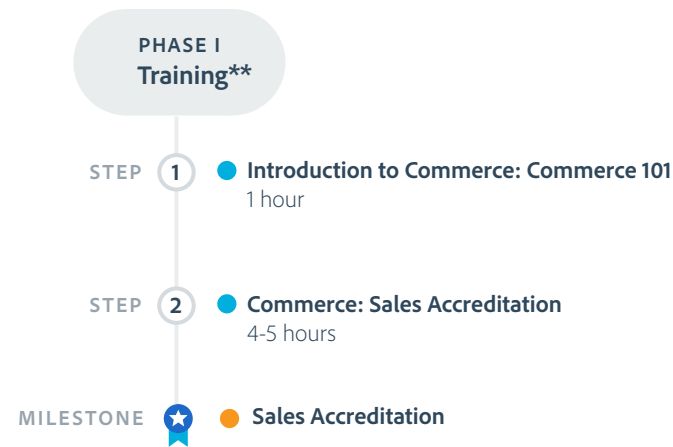
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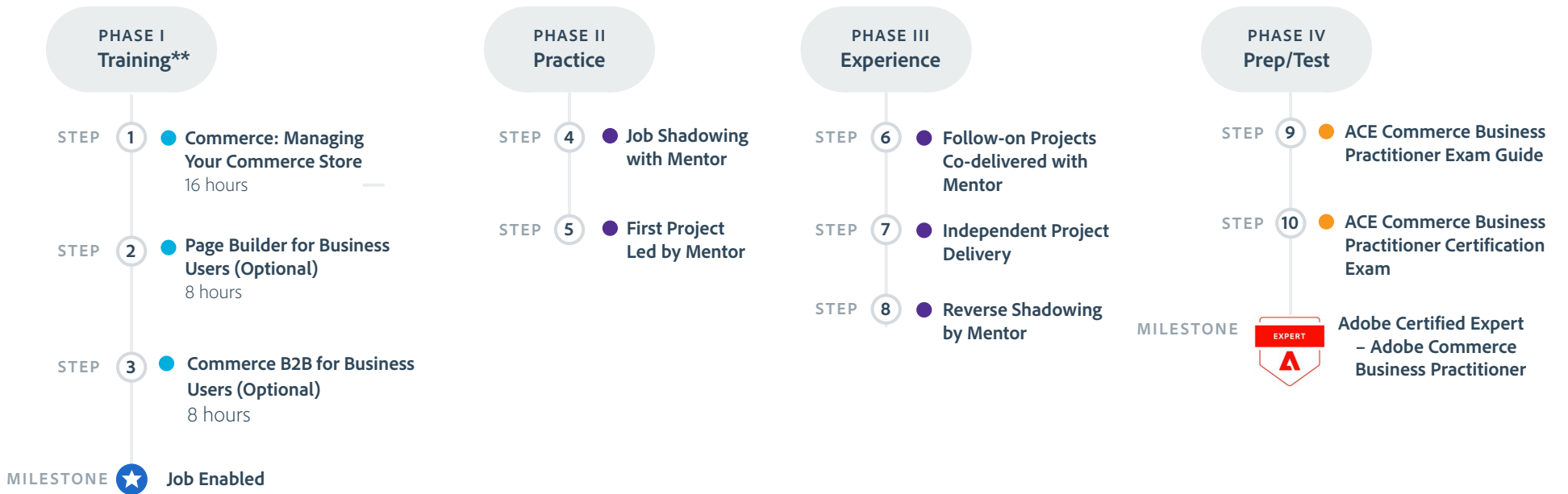
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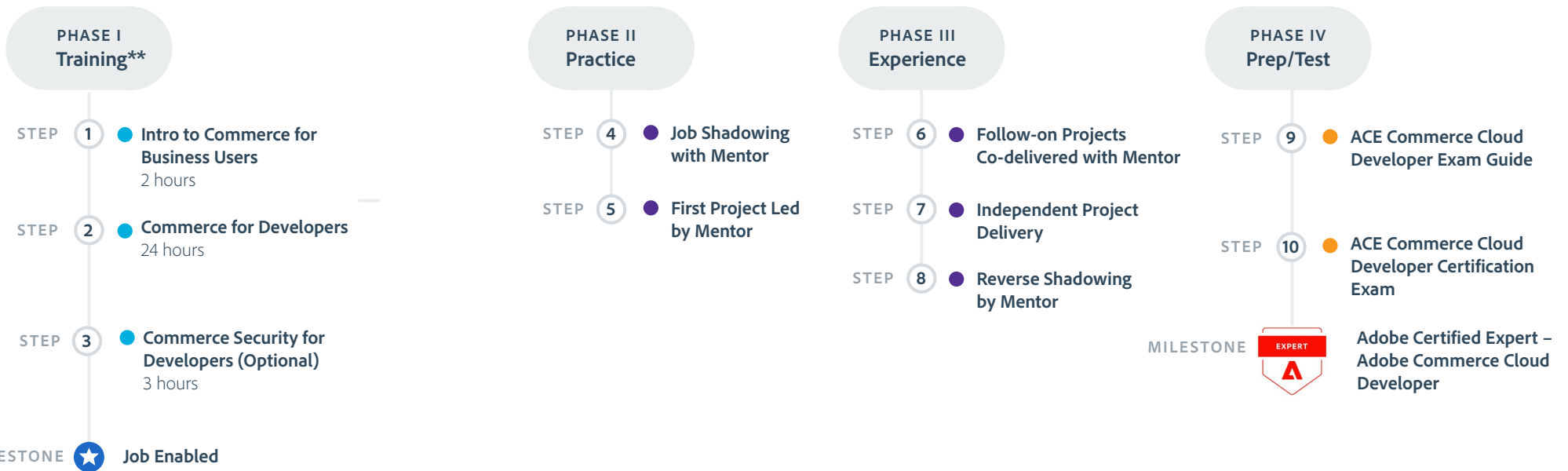
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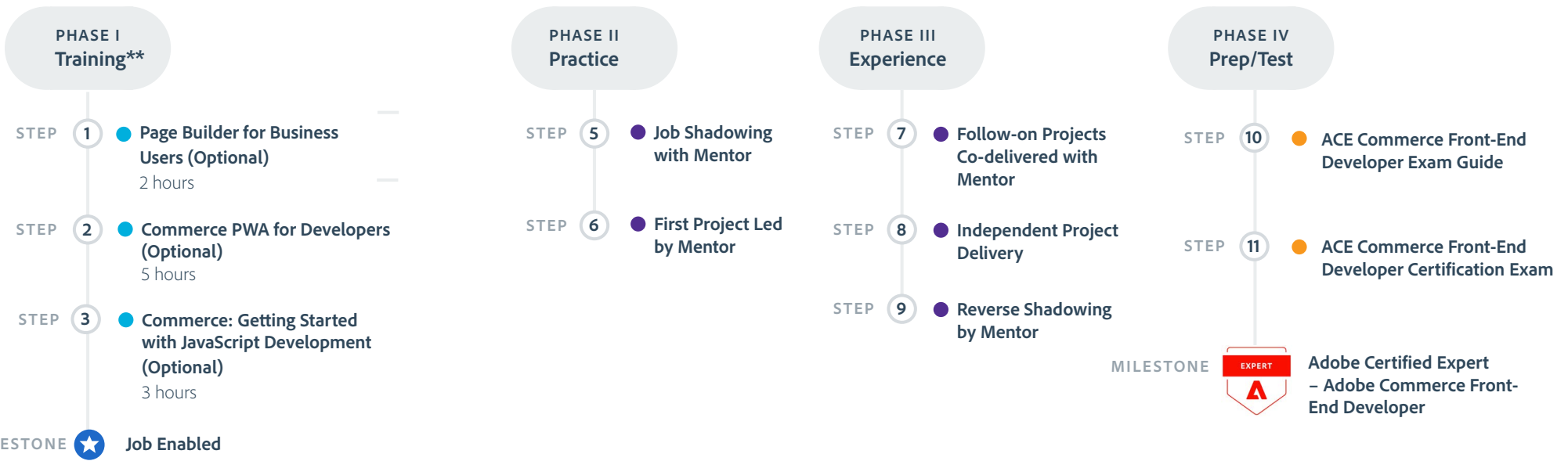
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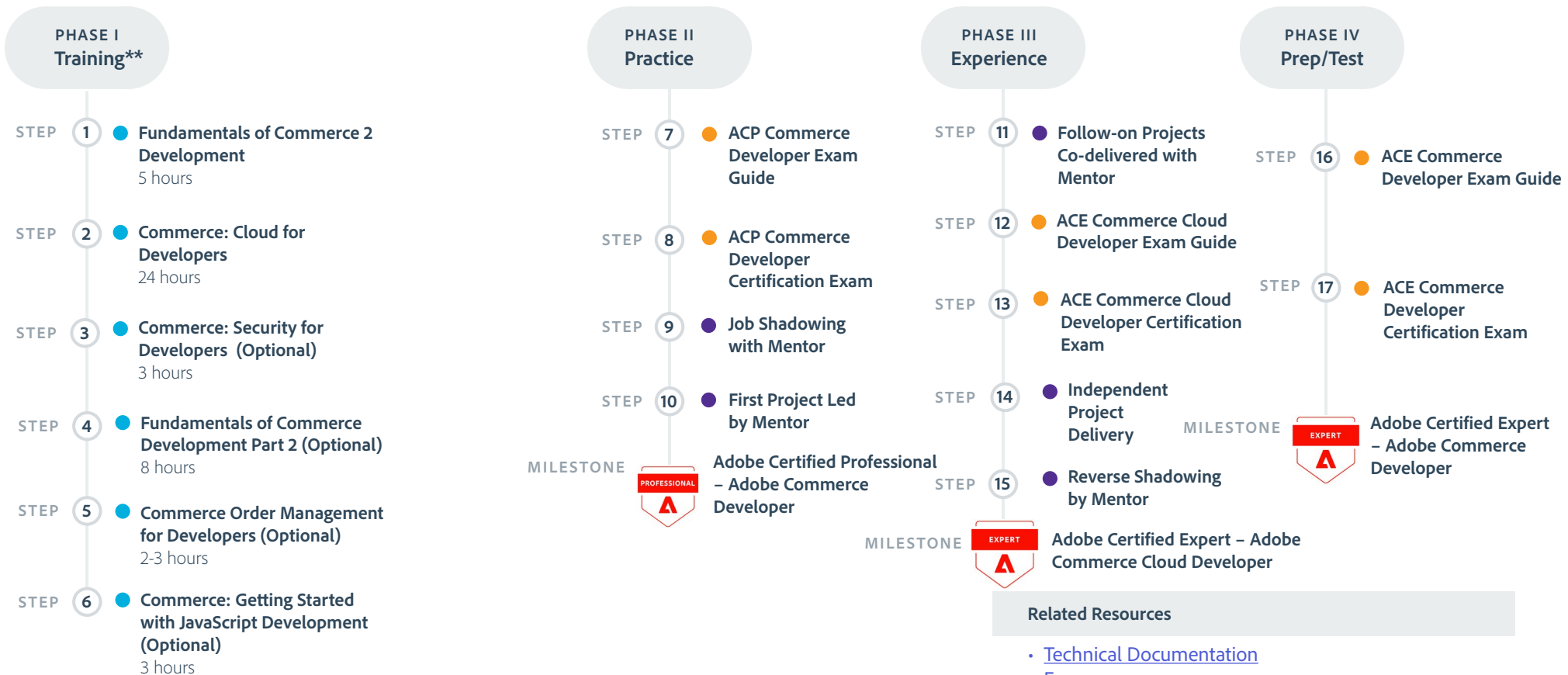
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- On-the-job
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- \$ Associated cost

Role Definitions

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SALES	BUSINESS PRACTITIONER	DEV/OPS ENGINEER	FRONT-END DEVELOPER	DEVELOPER/CLOUD DEVELOPER	ARCHITECT



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Related Resources

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AEM: Assets



Technical training for this role is still available; however, the workshop and credential have been retired.

AEM: Sites



Technical training for this role is still available; however, the workshop and credential have been retired.

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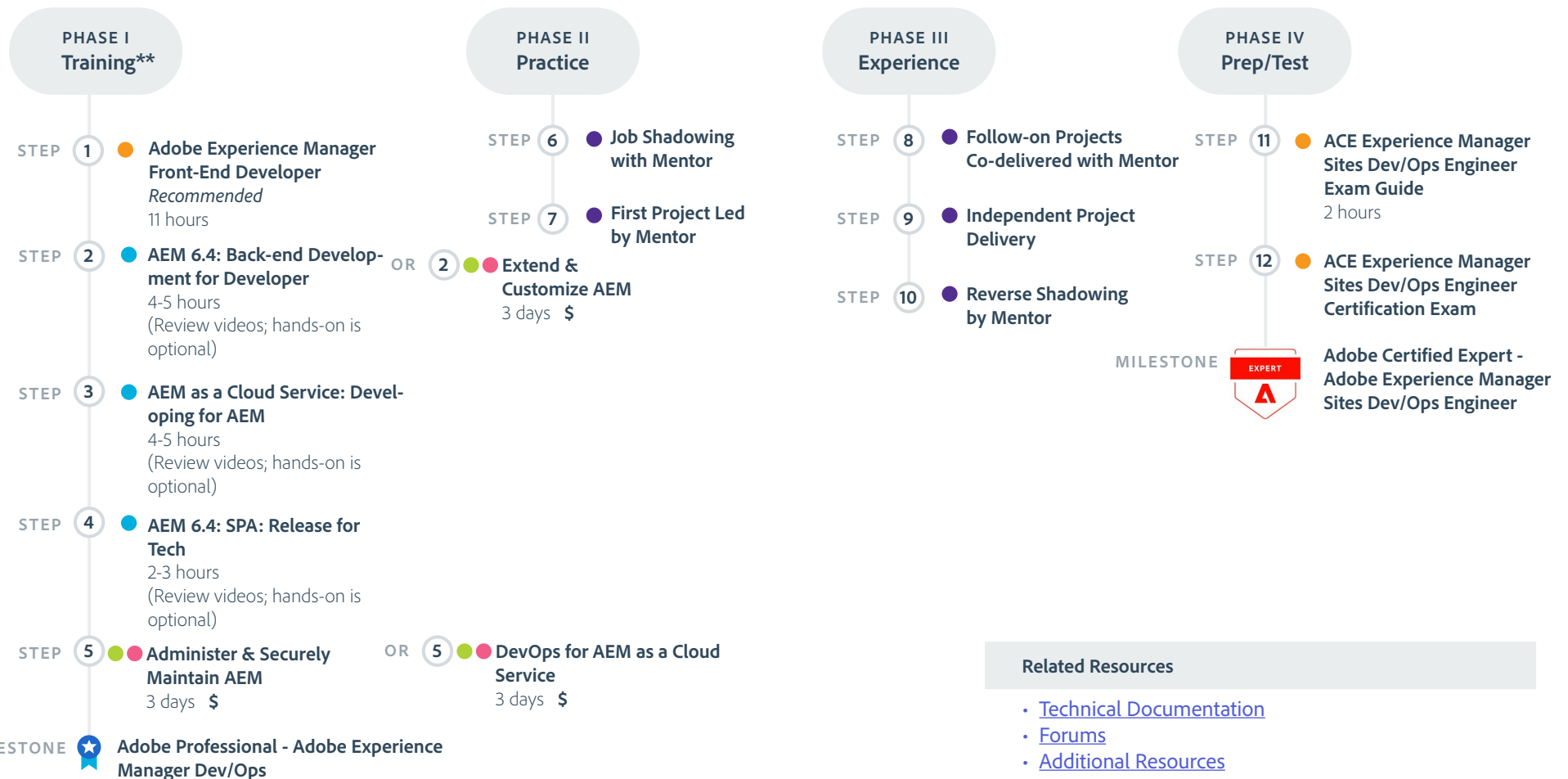
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PHASE I Training**

- STEP 1 ● **AEM: Technical Introduction**
1 hour
- STEP 2 ● **AEM as a Cloud Service: Technical Introduction**
3-4 hours
- STEP 3 ● **AEM: Let's Get Started**
1-2 hours
- STEP 4 ● **AEM: Author Websites**
3-4 hours
- STEP 5 ● **AEM as a Cloud Service: Working with Adobe Cloud Manager**
6-7 hours
- STEP 6 ● **Adobe Experience Manager: Use Cloud Acceleration Manager**
1-2 hours
- STEP 7 ● **AEM 6.5: Front-end Development for Developer**
4-5 hours

MILESTONE **Adobe Professional - Adobe Experience Manager Sites Front-End Developer**

PHASE II Practice

- STEP 8 ● **AEM Challenges***
3 hours
- STEP 9 ● **Job Shadowing with Mentor**
- STEP 10 ● **First Project Led by Mentor**

**Challenges can be completed in conjunction with Phase I Training*

PHASE III Experience

- STEP 11 ● **Follow-on Projects Co-delivered with Mentor**
- STEP 12 ● **Independent Project Delivery**
- STEP 13 ● **Reverse Shadowing by Mentor**

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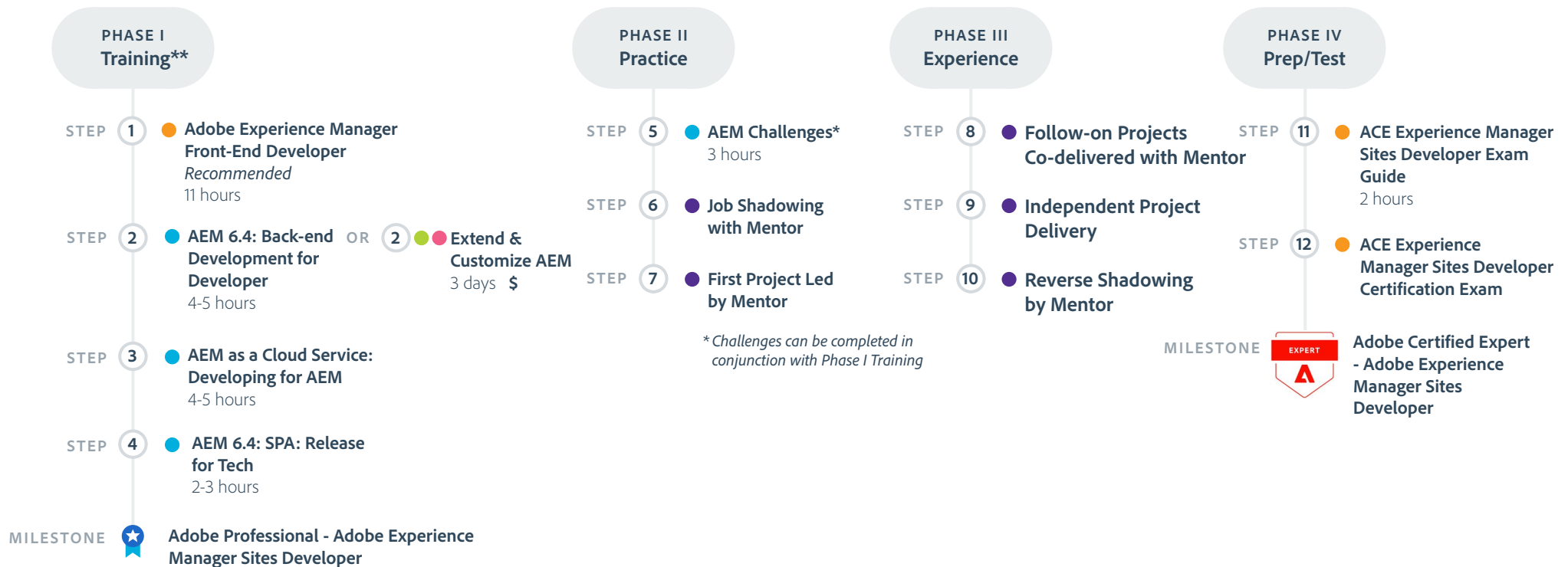
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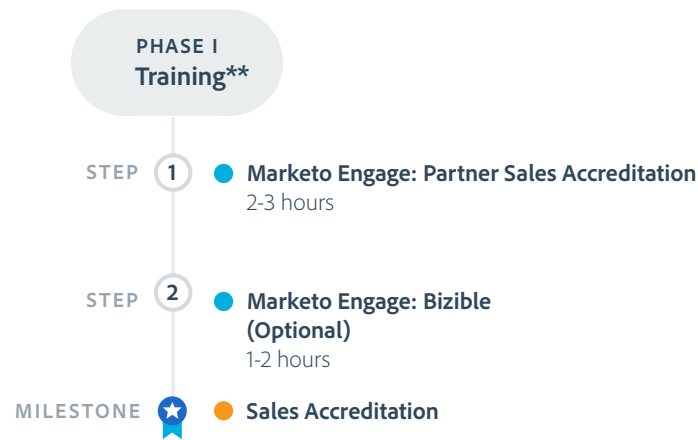
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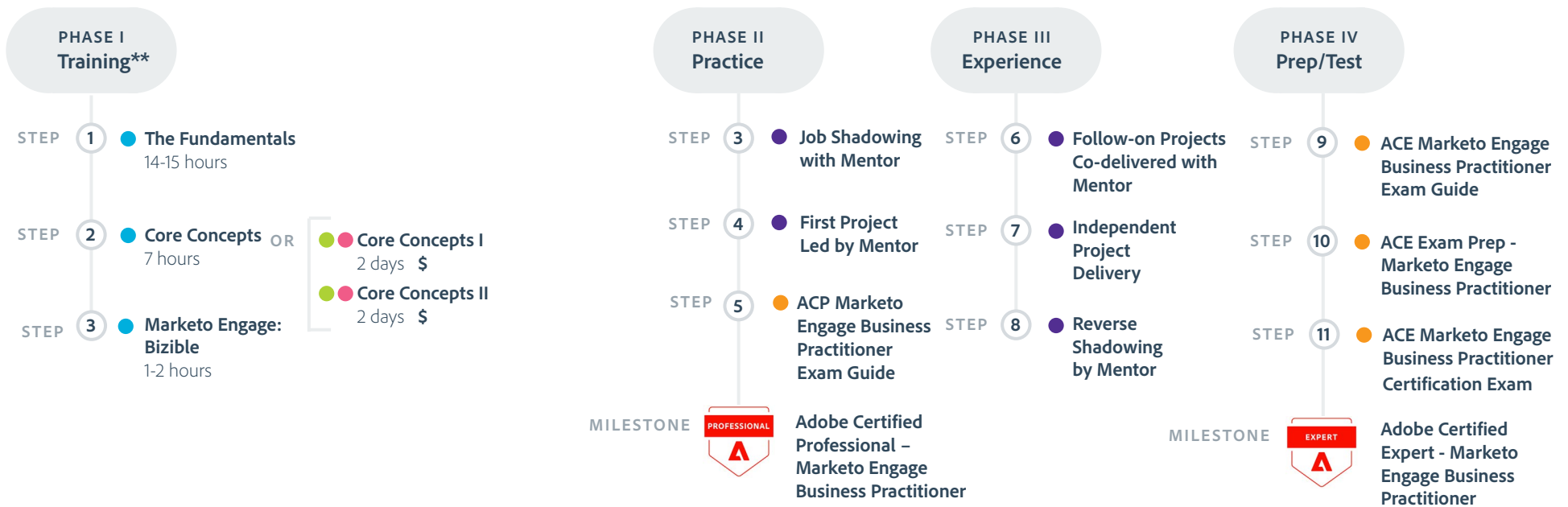
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SALES

BUSINESS PRACTITIONER

ARCHITECT



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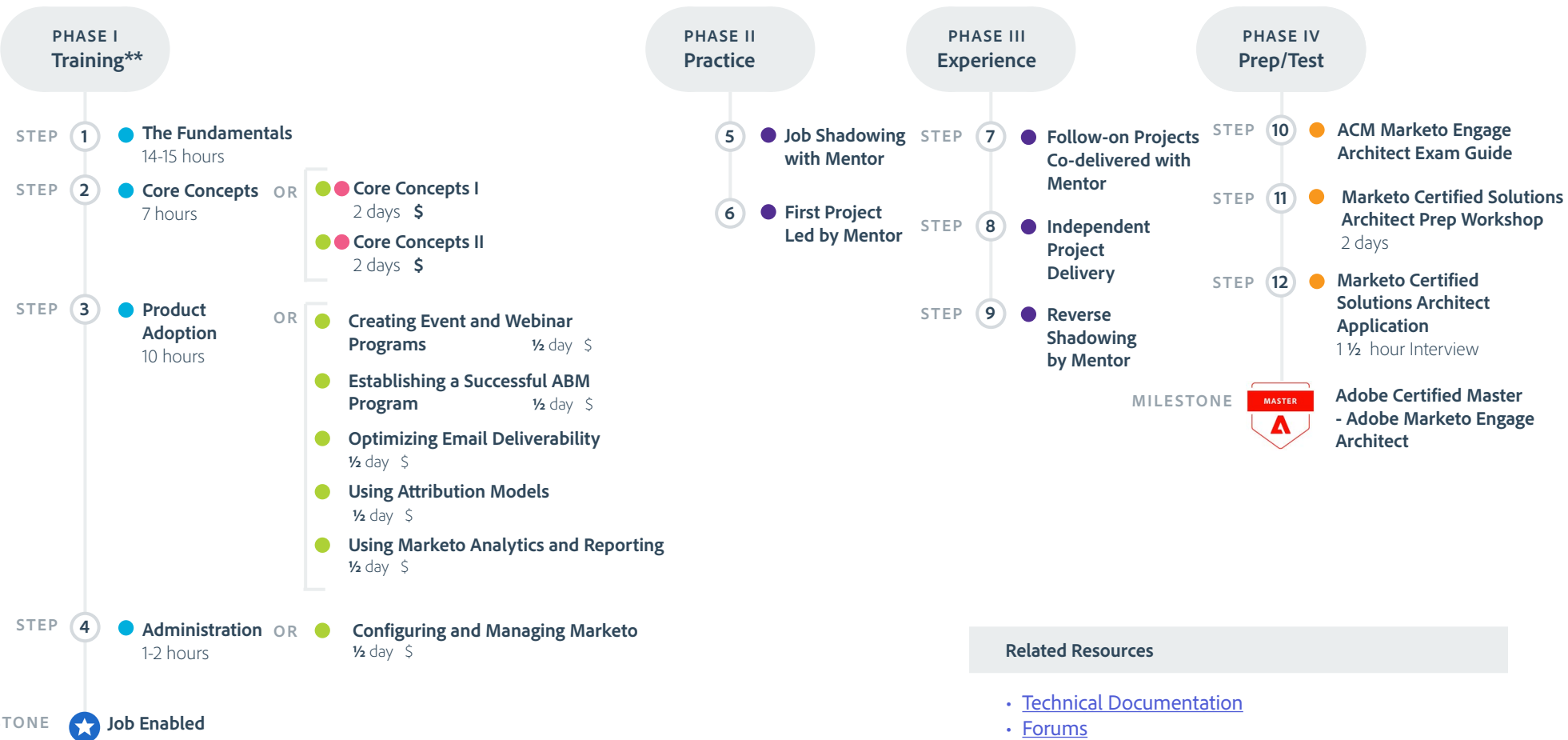
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BUSINESS PRACTITIONER

ARCHITECT



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TECHNICAL



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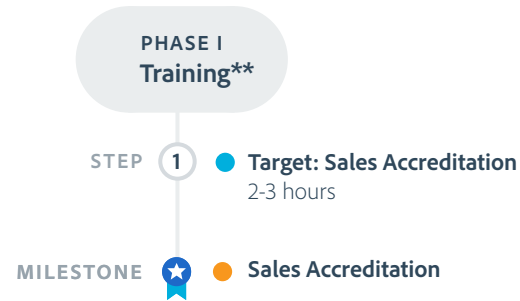
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PHASE I Training**

- SALES TRAINING

STEP 1 ● **Target: Foundations for Technical Sales**
2-3 hours
- TECHNICAL TRAINING

STEP 2 ● **Pre-work: Target**
2-3 hours
- STEP 3 ● **Adobe Sales & Demo Methodology, Tools & Assets**
1-2 hours
- STEP 4 ● **Complete the Technical Sales Workshop for Adobe Target**
Self-paced

PHASE II Prep/Test

- STEP 5 ● **Adobe Target Technical Sales Demo Evaluation**
Within 2 weeks post workshop
- MILESTONE ★ **Adobe Target Technical Sales Professional Accreditation**

Related Resources

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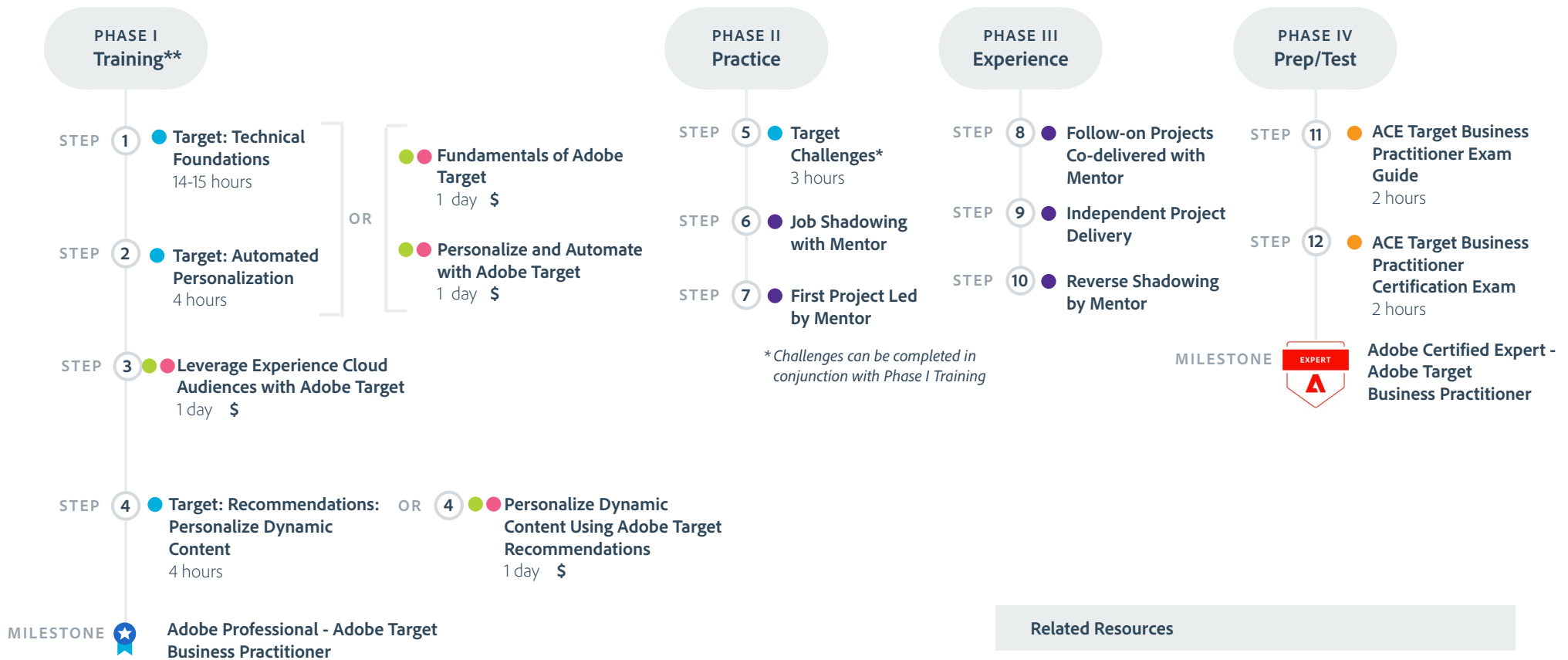
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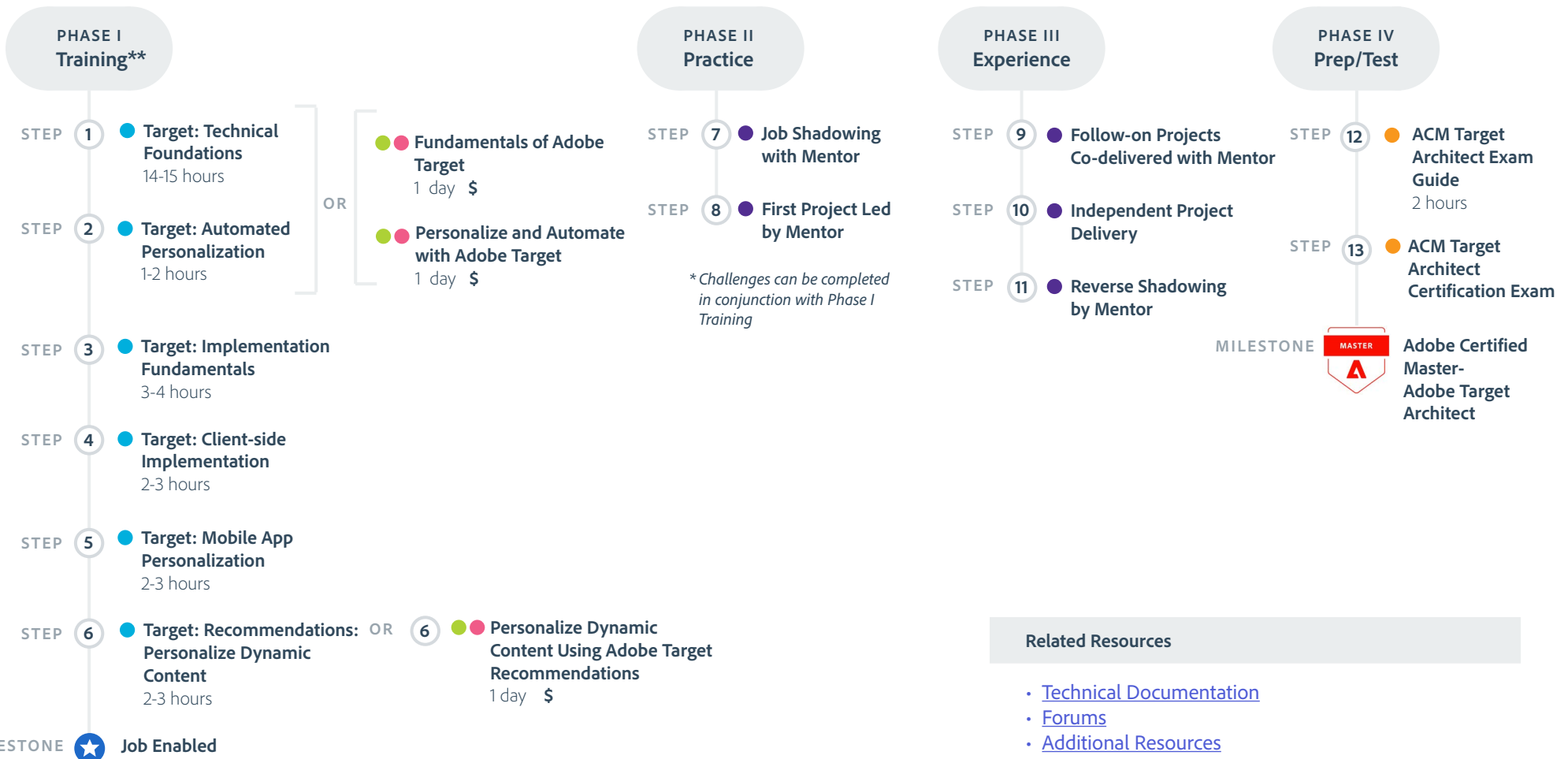
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SALES

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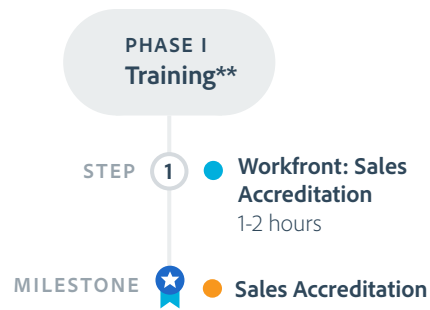
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SALES		CORE DEVELOPER	FUSION DEVELOPER	PROJECT MANAGER	



Related Resources

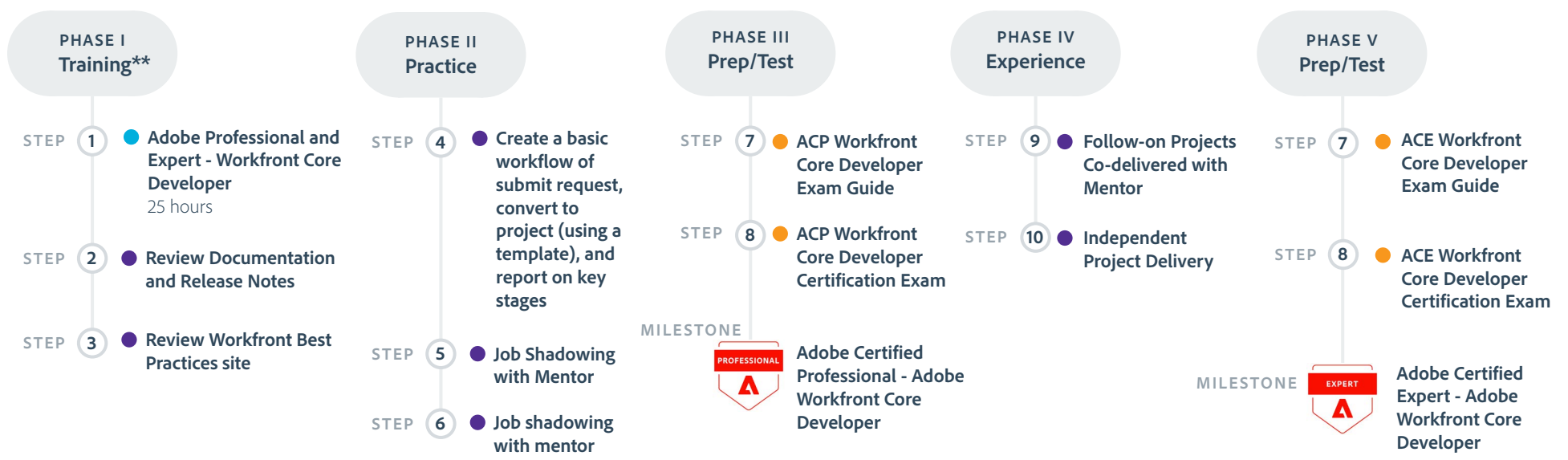
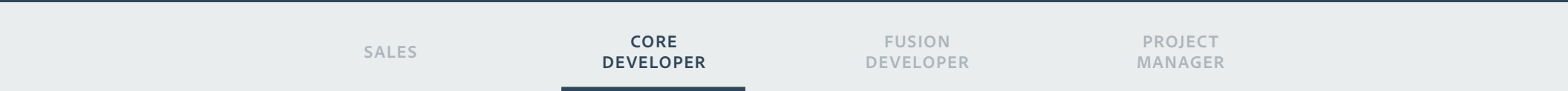
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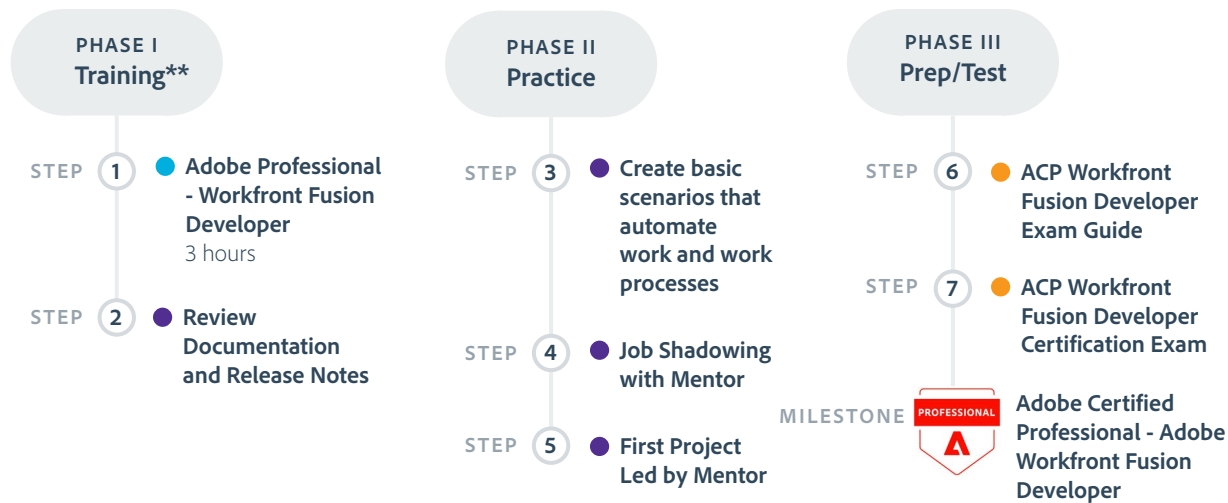
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SALES

CORE DEVELOPER

FUSION DEVELOPER

PROJECT MANAGER



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Role Definitions

Architect

Development leads who determine the structure and configuration of sites, and how components should be built.

- Translates KPIs and high-level metric requirements
- Designs detailed implementation plans
- Works with client's technical team to configure and deploy products
- Understands how external systems fit with this implementation

Includes: Lead developers/engineers, technical architects, and solution architects

Developer

Software engineers for front-end and back-end applications, who design and develop basic to advanced website features.

- Executes technical implementation and integrates external systems
- Builds business logic, writes code, and creates workflows
- Oversees routine maintenance of an installation, including backups

Includes: IT specialists, back-end, front-end, cloud, and JavaScript developers and other technical roles

Dev Ops Engineer

- Oversees day-to-day maintenance of an installation including backups
- Ensures security and performs system optimization
- Experience installing, configuring, monitoring, operating, and troubleshooting AEM

Includes: Architects, developers, system/cloud/operations engineers, site admins, and other technical roles

Business Practitioner

End-users who put applications into practice for a company or client.

- Identifies business requirements and advises clients on optimal product usage
- May author or manage web pages, email campaigns, conduct A/B tests, or analytics
- Interprets, analyzes, and reports on the outcomes of tests, activities, or campaigns
- Translates reports into recommendations for action and ROI-based insights

Includes: Includes: Analysts, content managers, marketers, operations and automation associates, SEO specialists, and other end-users

Sales

People who sell services and applications around the Adobe platform.

- Defines initial scope and identifies best solutions for a customer's use case
- Coordinates contracts, and manages Adobe sales and deal registration process
- Periodically works with business teams to reassess needs
- Can provide demos of software

Includes: Anyone, technical and non-technical, who wants to learn the basics about Adobe applications

Technical Sales

People who assist in the sales process by providing technical demos and application expertise.

- Performs customized demos
- Describes value drivers of a solution
- Discusses competitive advantages of a solution
- Explains solution architecture including integration points

Includes: Sales roles, solution architects, technical architects, and other technical roles

Project Manager

- Understands the work process from an initial work request through completion or has had exposure to project or work management
- Understands how to configure, track, and monitor report data

Includes: Project/program/portfolio manager, planner, Scrum master, and system admin

Qualified Advertising Lead

- Building, maintaining, and implementing marketing technology stack
- Planning media strategy and spend, and reporting advertising campaign performance tied to business impact
- Evangelizing new omni-channel business models

Includes: Individuals within agencies, holding companies, and brands with any of the experience above and on the program page

Note: More specific descriptions for each role are available on the application training pages.

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