This Learner Journey guide is for Adobe Partners. It provides a recommended learning path to certification which includes on-demand digital classroom options as well as instructor sessions which can be virtual or live, onsite or offsite. Most learning paths include Challenges which are scenario-based exercises designed to allow demonstration of a skill and hands-on practice. The learning paths provide guidance for on-the-job experience to ensure success and prepare for Adobe Certified Expert (ACE) Certification. To see understand the roles available, please take a look at the Role Definitions located at the end of this document.

Benefits may be available to specific Adobe Partners, depending on level. Refer to the Program Benefits page on Adobe Solution Partner Portal to learn more. 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 Prep Course
- ACE Certification Exam

**MILESTONE**
Professional

**MILESTONE**
Certification
PHASE I
Training

STEP 1
MILESTONE

- Advertising Cloud: Partner Sales Accreditation
  2-3 hours
- Sales Accreditation

Role Definitions

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

Related Resources

- Technical Documentation
- Forums
- Additional Resources
Adobe Partner Learner Journey

Related Resources

- Technical Documentation
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Role Definitions

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

Associated cost

On-demand

On-the-job

Virtual/instructor-led

In-person/instructor-led

Accreditation/ACE certification

SALES

BUSINESS PRACTITIONER - DSP

BUSINESS PRACTITIONER - SEARCH

PHASE I Training

STEP 1

- Advertising Cloud DSP: Campaign Execution
  2 hours

MILESTONE

- Job Enabled

PHASE II Practice

STEP 2

- Advertising Cloud Challenges*
  2-3 hours

STEP 3

- Job Shadowing with Mentor

STEP 4

- First Project Led by Mentor

PHASE III Experience

STEP 5

- Follow-on Projects Co-delivered with Mentor

STEP 6

- Independent Project Delivery

STEP 7

- Reverse Shadowing by Mentor

PHASE IV Prep/Test

STEP 8

- ACE Exam Guide: DSP Business Practitioner
  2 hours

STEP 9

- ACE Certification Exam: DSP Business Practitioner
  Coming in April

MILESTONE

Certified DSP Business Practitioner

*Challenges can be completed in conjunction with Phase I Training

SALES

BUSINESS PRACTITIONER - DSP

BUSINESS PRACTITIONER - SEARCH

PHASE I Training

STEP 1

- Advertising Cloud DSP: Campaign Execution
  2 hours

MILESTONE

- Job Enabled

PHASE II Practice

STEP 2

- Advertising Cloud Challenges*
  2-3 hours

STEP 3

- Job Shadowing with Mentor

STEP 4

- First Project Led by Mentor

PHASE III Experience

STEP 5

- Follow-on Projects Co-delivered with Mentor

STEP 6

- Independent Project Delivery

STEP 7

- Reverse Shadowing by Mentor

PHASE IV Prep/Test

STEP 8

- ACE Exam Guide: DSP Business Practitioner
  2 hours

STEP 9

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SALES

BUSINESS PRACTITIONER - DSP

BUSINESS PRACTITIONER - SEARCH

PHASE I Training

STEP 1

- Advertising Cloud DSP: Campaign Execution
  2 hours

MILESTONE

- Job Enabled

PHASE II Practice

STEP 2

- Advertising Cloud Challenges*
  2-3 hours

STEP 3

- Job Shadowing with Mentor

STEP 4

- First Project Led by Mentor

PHASE III Experience

STEP 5

- Follow-on Projects Co-delivered with Mentor

STEP 6

- Independent Project Delivery

STEP 7

- Reverse Shadowing by Mentor

PHASE IV Prep/Test

STEP 8

- ACE Exam Guide: DSP Business Practitioner
  2 hours

STEP 9

- ACE Certification Exam: DSP Business Practitioner
  Coming in April

MILESTONE

Certified DSP Business Practitioner

*Challenges can be completed in conjunction with Phase I Training
Adobe Partner Learner Journey

**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

**Role Definitions**

- On-demand
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- Accreditation/ACE certification
- Associated cost

---

**PHASE I: Training**
- STEP 1: Advertising Cloud: Search Marketing: BP
- 6 hours
- MILESTONE: Job Enabled

**PHASE II: Practice**
- STEP 3: Advertising Cloud Challenges*
- 2-3 hours
- STEP 4: Job Shadowing with Mentor
- STEP 5: First Project Led by Mentor

**PHASE III: Experience**
- STEP 6: Follow-on Projects Co-delivered with Mentor
- STEP 7: Independent Project Delivery
- STEP 8: Reverse Shadowing by Mentor

**PHASE IV: Prep/Test**
- STEP 9: ACE Exam Guide: Search Business Practitioner
- 2 hours
- MILESTONE: ACE Certification Exam: Search Business Practitioner
- STEP 10: ACE Certification

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*Challenges can be completed in conjunction with Phase I Training

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Adobe Partner Learner Journey

**Role Definitions**

- On-demand
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**Phase I Training**

**Step 1**

- Analytics: Partner Sales Accreditation
  - 2-3 hours

**Milestone**

- Sales Accreditation

**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

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Adobe Partner Learner Journey

Related Resources

- Technical Documentation
- Forums
- Additional Resources

Role Definitions

- On-demand
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Role Definitions

- Analytics
- Audience Manager
- Campaign Classic
- Campaign Standard
- Experience Manager
- Magento Commerce
- Marketo Engage
- Target

SALESMAN

TECHNICAL
SALES

BUSINESS
PRACTITIONER

DEVELOPER

ARCHITECT

PHASE I

Training

STEP 1
SALES TRAINING

○ Analytics: Partner Sales Accreditation
2-3 hours

STEP 2
TECHNICAL TRAINING

○ Professional Business Practitioner Credential
~ 20 hours

STEP 3
WORKSHOP PREREQUISITES

○ Adobe Sales & Demo Methodology, Tools & Assets
1 hour

PHASE II

Prep/Test

STEP 4

MILESTONE

○ Technical Sales Workshop for Adobe Analytics
1 day

○ Analytics Technical Sales Accreditation

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PHASE I
Training

STEP 1
What is Analytics and Its Capabilities?
1-2 hours

STEP 2
Analytics: Business Requirements & Solution Design: Foundations
1-2 hours

STEP 3
Analytics: Reports & Analytics Interface: Foundations
2 hours

STEP 4
Analytics: Analysis Workspace Overview
1 hour

STEP 5
Mobile App Analysis
1 day

STEP 6
Principles of Analytics Variables for Business Practitioners
7-8 hours

STEP 7
Analytics: Data Manipulation for Business Practitioners
3-4 hours

MILESTONE
Professional Business Practitioner

PHASE II
Practice

STEP 8
Data Analysis with Analysis Workspace
3 days

OR

STEP 9
Create Reports Using Reports & Analytics
1 day

STEP 10
Create & Manage reports using Adobe Report Builder
1 day

MILESTONE
Certified Business Practitioner

PHASE III
Experience

STEP 11
Analytics Challenges*
3-5 hours

STEP 12
Job Shadowing with Mentor

STEP 13
First Project Led by Mentor

STEP 14
Follow-on Projects Co-delivered with Mentor

STEP 15
Independent Project Delivery

STEP 16
Reverse Shadowing by Mentor

MILESTONE
Certified Business Practitioner

PHASE IV
Prep/Test

STEP 14
ACE Exam Guide: Business Practitioner
2 hours

STEP 15
ACE Prep Course: Business Practitioner
2 hours

STEP 16
ACE Certification Exam: Business Practitioner

Related Resources
- Technical Documentation
- Forums
- Additional Resources

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Adobe Partner Learner Journey

**Role Definitions**
- On-demand
- Virtual/instructor-led
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**Related Resources**
- Technical Documentation
- Forums
- Additional Resources

**Phase I: Training**
- **Step 1:** What is Analytics and Its Capabilities? 1-2 hours
- **Step 2:** Analytics: Business Requirements & Solution Design: Foundations 1-2 hours
- **Step 3:** Analytics: Reports & Analytics Interface: Foundations 2 hours
- **Step 4:** Analytics: Analysis Workspace Overview 1 hour
- **Step 5:** Mobile App Analysis 1 day
- **Step 6:** Analytics: JavaScript Coding & Validation 7-8 hours
- **Step 7:** Analytics: Data Manipulation 3-4 hours
- **Step 8:** Launch Training & Resources 2 hours
- **Step 9:** Analytics Implementation 3 days

**Phase II: Practice**
- **Step 10:** Data Analysis with Analysis Workspace 3 days
- **Step 11:** Create Reports Using Reports & Analytics 1 day
- **Step 12:** Create & Manage reports using Adobe Report Builder 1 day
- **Step 13:** Analytics Challenges* 3-5 hours
- **Step 14:** Job Shadowing with Mentor
- **Step 15:** First Project Led by Mentor
- **Step 16:** Follow-on Projects Co-delivered with Mentor
- **Step 17:** Independent Project Delivery
- **Step 18:** Reverse Shadowing by Mentor

*Challenges can be completed in conjunction with Phase I Training

**Phase III: Experience**
- **Step 19:** Analytics Exam Guide: Developer 2 hours
- **Step 20:** ACE Prep Course: Developer 2 hours
- **Step 21:** ACE Certification Exam: Developer

**Phase IV: Prep/Test**
- **Step 22:** Ace Exam Guide: Developer 2 hours
- **Step 23:** ACE Prep Course: Developer 2 hours
- **Step 24:** ACE Certification Exam: Developer

**Milestone**
- Professional Developer
- Certified Developer

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**Analytics**
- Analytics Cloud
- Analytics Manager
- Analytics Campaign Classic
- Analytics Experience Manager
- Analytics Magento Commerce
- Analytics Marketo Engage
- Analytics Target

**Advertising Cloud**
- Advertising Cloud Sales
- Advertising Cloud Technical Sales
- Advertising Cloud Business Practitioner
- Advertising Cloud Developer
- Advertising Cloud Architect

**Phase I**
- **Training**
- **Phase II**
- **Practice**
- **Phase III**
- **Experience**
- **Phase IV**
- **Prep/Test**

**Steps:**
1. What is Analytics and Its Capabilities?
3. Analytics: Reports & Analytics Interface: Foundations
4. Analytics: Analysis Workspace Overview
5. Mobile App Analysis
6. Analytics: JavaScript Coding & Validation
7. Analytics: Data Manipulation
8. Launch Training & Resources
9. Analytics Implementation
10. Data Analysis with Analysis Workspace
11. Create Reports Using Reports & Analytics
12. Create & Manage reports using Adobe Report Builder
13. Analytics Challenges*
14. Job Shadowing with Mentor
15. First Project Led by Mentor
16. Follow-on Projects Co-delivered with Mentor
17. Independent Project Delivery
18. Reverse Shadowing by Mentor
19. Analytics Exam Guide: Developer
20. ACE Prep Course: Developer
21. ACE Certification Exam: Developer

**Milestones:**
- Professional Developer
- Certified Developer

**Related Resources:**
- Technical Documentation
- Forums
- Additional Resources
Adobe Partner Learner Journey

Related Resources
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Adobe Partner Learner Journey

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On-demand

Virtual/instructor-led

In-person/instructor-led

On-the-job

Accreditation/ACE certification

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Adobe Partner Learner Journey

Related Resources
- Technical Documentation
- Forums
- Additional Resources

Role Definitions
- On-demand
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- Associated cost

Associated cost
- On-demand
- On-the-job
- Virtual/instructor-led
- In-person/instructor-led

Accreditation/ACE certification

PHASE I Training
- STEP 1: AAM: Fundamentals of AAM (1 hour)
- STEP 2: Enhance Audience Segmentation Using Adobe Analytics Cloud (1 day)
- STEP 3: AAM: Integration Series (1 hour)
- STEP 4: AAM: Advanced Features (1 hour)
- STEP 5: Launch Training & Resources (2 hours)
- MILESTONE: Job Enabled

PHASE II Practice
- STEP 6: Audience Manager Challenges* (5 hours)
- STEP 7: Job Shadowing with Mentor
- STEP 8: First Project Led by Mentor

*Challenges can be completed in conjunction with Phase I Training

PHASE III Experience
- STEP 9: Follow-on Projects Co-delivered with Mentor
- STEP 10: Independent Project Delivery
- STEP 11: Reverse Shadowing by Mentor

PHASE IV Prep/Test
- STEP 12: ACE Exam Guide: Business Practitioner
- STEP 13: ACE Prep Course: Business Practitioner
- STEP 14: ACE Certification Exam: Business Practitioner

MILESTONE: Certified Business Practitioner

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Adobe Partner Learner Journey

**Phase I: Training**

- **Step 1**: AAM: Technical Foundations
  - 6-7 hours
  - OR
  - Fundamentals of AAM
  - Coming Soon in April
  - $5

- **Step 2**: AAM: Integration Series
  - 1 hour

- **Step 3**: AAM: Advanced Features
  - 1 hour

- **Step 4**: Launch Training & Resources
  - 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

**Phase III: Experience**

- **Step 8**: Follow-on Projects Co-delivered with Mentor

- **Step 9**: Independent Project Delivery

- **Step 10**: Reverse Shadowing by Mentor

- **Milestone**: Certified Architect

*Challenges can be completed in conjunction with Phase I Training

**Phase IV: Prep/Test**

- **Step 11**: ACE Exam Guide: Architect

- **Step 12**: ACE Certification Exam: Architect

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**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

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SALES

PHASE I: Training

STEP 1

Campaign: Partner Sales Accreditation
2-3 hours

MILESTONE
Sales Accreditation

Related Resources
- Technical Documentation
- Forums
- Additional Resources

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Related Resources

- Technical Documentation
- Forums
- Additional Resources

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**PHASE I  
Training**

**STEP 1**  
- Campaign 6.1.1: Cross-Channel Marketing Optimization  
  10-16 hours

**STEP 2**  
- Campaign 6.1.1: Schema and Forms Management  
  4-8 hours

**STEP 3**  
- Campaign 6.1.1: Web Apps and Surveys  
  4-8 hours

**STEP 4**  
- Campaign 6.1.1: Data Management  
  4-8 hours

**STEP 5**  
- Campaign 6.1.1: Administration  
  4-5 hours

**STEP 6**  
- Campaign 6.1.1: Application Programming  
  4-8 hours

**STEP 7**  
- Campaign 6.1.1: Reporting  
  3-4 hours

**STEP 8**  
- Campaign 6.1.1: Message Center  
  4 hours

**PHASE II  
Practice**

**STEP 1**  
- Job Shadowing with Mentor

**STEP 2**  
- Develop Forms & Extend Data Models  
  1 day

**STEP 3**  
- Develop Web Applications & Surveys  
  1 day

**STEP 4**  
- Manage Data & Workflows  
  2 days

**STEP 5**  
- Configure & Manage  
  1 day

**STEP 6**  
- Extend & Customize v7  
  2 days

**STEP 7**  
- Build Reports  
  1 day

**PHASE III  
Experience**

**STEP 9**  
- First Project Led by Mentor

**STEP 10**  
- Follow-on Projects Co-delivered with Mentor

**STEP 11**  
- Independent Project Delivery

**STEP 12**  
- Reverse Shadowing by Mentor

**PHASE IV  
Prep/Test**

**STEP 13**  
- ACE Exam Guide: Developer  
  2 hours

**STEP 14**  
- ACE Prep Course: Developer  
  2 hours

**STEP 15**  
- ACE Certification Exam: Developer

**MILESTONE**  
Certified Developer

**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

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**Adobe Partner Learner Journey**

### Related Resources
- Technical Documentation
- Forums
- Additional Resources
Adobe Partner Learner Journey

**Phase I**

**Training**

**Step 1**

- **Campaign: Partner Sales Accreditation**
  - 2-3 hours

**Milestone**

- **Sales Accreditation**

**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

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**Role Definitions**

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

**Associated Cost**

- On-demand
- On-the-job
- Virtual/instructor-led
- In-person/instructor-led

**Role Definitions**

- Analytics
- Audience Manager
- Campaign Classic
- Campaign Standard
- Experience Manager
- Magento Commerce
- Marketo Engage
- Target

**Role Definitions**

- Advertising Cloud
- Analytics
- Audience Manager
- Campaign Classic
- Campaign Standard
- Experience Manager
- Magento Commerce
- Marketo Engage
- Target

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Related Resources

- Technical Documentation
- Forums
- Additional Resources

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**Role Definitions**
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- Accreditation/ACE certification
- $ Associated cost

**PHASE I Training**
- STEP 1: Campaign Standard: Overview
  - 2-5 hours
- OR
- STEP 1: Campaign Standard: Technical Foundations
  - 2-5 hours

**MILESTONE** Professional Business Practitioner

**PHASE II Practice**
- STEP 4: Campaign Challenges*
  - 2 hours
- OR
  - STEP 5: Design & Orchestrate Marketing Campaigns in ACS
    - 2 days
    - $
  - OR
  - STEP 5: Manage Workflows in ACS
    - 1 day
    - $

**PHASE III Experience**
- STEP 7: Follow-on Projects Co-delivered with Mentor
- STEP 8: Independent Project Delivery
- STEP 9: Reverse Shadowing by Mentor

**PHASE IV Prep/Test**
- STEP 10: ACE Exam Guide: Business Practitioner
  - 2 hours
- STEP 11: ACE Certification Exam: Business Practitioner

**Campaign Challenges**
- 2 hours

*Challenges can be completed in conjunction with Phase I Training

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Adobe Partner Learner Journey

Role Definitions
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Related Resources
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Related Resources

- Technical Documentation
- Forums
- Additional Resources

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**Related Resources**

- Technical Documentation
- Forums
- Additional Resources
# Adobe Partner Learner Journey

## Role Definitions
- On-demand
- Virtual/instructor-led
- In-person/instructor-led
- On-the-job
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- Associated cost

## Associated cost
- On-demand
- On-the-job
- Virtual/instructor-led
- In-person/instructor-led

## Analytics
- Audience
- Experience
- Campaign

## Target
- Advertising Cloud
- Analytics
- Audience Manager
- Campaign Classic
- Campaign Standard
- Experience Manager
- Magento Commerce
- Marketo Engage
- Target

## Sales
- Technical Sales
- Business Practitioner

## Technical

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<th>Phase</th>
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<th>Step</th>
<th>Task</th>
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<tbody>
<tr>
<td>I</td>
<td>Professional Business Practitioner</td>
<td>1</td>
<td>What Is AEM and Its Capabilities? 1-2 hours</td>
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<td>Professional Business Practitioner</td>
<td>2</td>
<td>Technical Foundation Skills 4-5 hours OR Create Web Experiences Using AEM 2 days $</td>
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<td>Professional Business Practitioner</td>
<td>3</td>
<td>Technical Infrastructure Overview 3 hours</td>
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<td>Professional Business Practitioner</td>
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<td>Multi-Sites Manager Foundations 1 hour</td>
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<td>AEM Challenges* 3 hours</td>
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<td>Job Shadowing with Mentor</td>
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<td>Reverse Shadowing by Mentor</td>
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<td>IV</td>
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<td>11</td>
<td>ACE Exam Guide: Business Practitioner 2 hours</td>
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<td>12</td>
<td>ACE Certification Exam: Business Practitioner</td>
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</tbody>
</table>

### Challenges
- AEM Challenges
- What Is AEM and Its Capabilities?
- Technical Foundation Skills
- Technical Infrastructure Overview
- Multi-Sites Manager Foundations

### Technical Foundation Skills
- Create Web Experiences Using AEM

### AEM Challenges
- 3 hours

### Additional Resources
- Technical Documentation
- Forums
- Additional Resources

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Adobe Partner Learner Journey

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- Associated cost

**Related Resources**
- Technical Documentation
- Forums
- Additional Resources

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**Phase I: Training**

**Step 1**: What Is AEM and Its Capabilities?
- 1-2 hours

**Step 2**: Technical Foundation Skills
- 4-5 hours

**Step 3**: Underlying Technologies
- Varied

**Step 4**: Administer & Securely Maintain AEM
- 3 days
- $111

**Milestone**: Professional Dev/Ops Admin

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**Phase II: Practice**

**Step 5**: AEM Challenges*
- 11 hours

**Step 6**: Job Shadowing with Mentor

**Step 7**: First Project Led by Mentor

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**Phase III: Experience**

**Step 8**: Follow-on Projects Co-delivered with Mentor

**Step 9**: Independent Project Delivery

**Step 10**: Reverse Shadowing by Mentor

**Step 11**: ACE Prep Course: Dev/Ops Admin
- 2 hours

**Step 12**: ACE Exam Guide: Dev/Ops Admin
- 2 hours

**Step 13**: ACE Certification Exam: Developer

**Milestone**: Certified Dev/Ops Admin

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**Phase IV: Prep/Test**

**Step 14**: ACE Exam Guide: Dev/Ops Admin
- 2 hours

**Step 15**: ACE Exam: Developer
- 2 hours

**Step 16**: ACE Certification Exam: Developer

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*Challenges can be completed in conjunction with Phase I Training

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## Adobe Partner Learner Journey

### Related Resources
- Technical Documentation
- Forums
- Additional Resources

### Role Definitions
- On-demand
- Virtual/instructor-led
- In-person/instructor-led
- On-the-job
- Accreditation/ACE certification
- $ Associated cost

### Phase I: Training

**Step 1**
- **What Is AEM and Its Capabilities?**
  - 1-2 hours

**Step 2**
- **Technical Foundation Skills**
  - 4-5 hours

**Step 3**
- **Technical Infrastructure Overview**
  - 1-2 hours

**Step 4**
- **Front-end Development**
  - 2 hours

**Milestone:** Professional Front-end Developer

### Phase II: Practice

**Step 5**
- **AEM Challenges**
  - 11 hours

**Step 6**
- **Job Shadowing with Mentor**

**Step 7**
- **First Project Led by Mentor**

**Step 8**
- **Follow-on Projects Co-delivered with Mentor**

**Step 9**
- **Independent Project Delivery**

**Step 10**
- **Reverse Shadowing by Mentor**

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

### Phase III: Experience

**Step 5**
- **Create Web Experiences Using AEM**
  - 2 days

**Step 6**
- **Develop Websites & Components in AEM**
  - 4 days

**Step 9**
- **Independent Project Delivery**

**Step 10**
- **Reverse Shadowing by Mentor**

**OR**
- **Create Web Experiences Using AEM**
  - 2 days

**OR**
- **Develop Websites & Components in AEM**
  - 4 days

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Adobe Partner Learner Journey

**Role Definitions**

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

**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

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Adobe Partner Learner Journey

**Role Definitions**
- On-demand
- Virtual/instructor-led
- In-person/instructor-led
- On-the-job
- Accreditation/ACE certification
- Associated cost

**Related Resources**
- Technical Documentation
- Forums
- Additional Resources

**Phase I: Training**
- **STEP 1**
  - Form OSGI
  - 9-10 hours
- **OR**
  - Design Adaptive Forms using AEM
  - 2 days
- **OR**
  - eLearning for AEM 6.x Design
  - Adaptive Forms
  - 1.3 hours
- **STEP 2**
  - Correspondence Management
- **MILESTONE**
  - Professional Forms Developer

**Phase II: Practice**
- **STEP 4**
  - AEM Challenges
  - 11 hours
- **OR**
  - Develop AEM Forms
  - (Must Arrive a Private Session)
  - 2 days
- **MILESTONE**
  - Certified Forms Developer

**Phase III: Experience**
- **STEP 7**
  - Follow-on Projects
  - Co-delivered with Mentor
- **OR**
  - Independent Project Delivery
- **STEP 8**
  - First Project Led by Mentor
- **STEP 9**
  - Reverse Shadowing by Mentor

**Phase IV: Prep/Test**
- **STEP 10**
  - ACE Certification
  - Exam: Forms Developer
  - 2 hours
- **STEP 11**
  - ACE Certification
  - Exam: Forms Developer

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Adobe Partner Learner Journey

**Phase I: Training**

**Step 1**
- AEM Architect Workshop
- 3 days
- $ 

**Milestone**
- Job Enabled

**Phase II: Practice**

**Step 2**
- AEM Challenges*
- 11 hours

**Step 3**
- Job Shadowing with Mentor

**Step 4**
- First Project Led by Mentor

**Phase III: Experience**

**Step 5**
- Follow-on Projects Co-delivered with Mentor

**Step 6**
- Independent Project Delivery

**Step 7**
- Reverse Shadowing by Mentor

**Phase IV: Prep/Test**

**Step 8**
- ACE Exam Guide: Architect
- 2 hours

**Step 9**
- ACE Prep Course: Architect
- 2 hours

**Step 10**
- ACE Certification Exam: Architect

**Milestone**
- Certified Architect

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

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**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

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**PHASE I**

**Training**

**STEP 1**

*Experience-Driven Commerce: Partner Sales Accreditation*

2-3 hours

**MILESTONE**

*Sales Accreditation*

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**Related Resources**

- Technical Documentation
- Forums
- Additional Resources
PHASE I

Training

STEP 1

Target: Partner Sales Accreditation
2-3 hours

MILESTONE

Sales Accreditation

Related Resources

- Technical Documentation
- Forums
- Additional Resources

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**Adobe Partner Learner Journey**

**Related Resources**
- Technical Documentation
- Forums
- Additional Resources

**Role Definitions**
- On-demand
- Virtual/instructor-led
- In-person/instructor-led
- On-the-job
- Accreditation/ACE certification
- Associated cost

**SALES**

**PHASE I**
- **STEP 1** SALES TRAINING
  - **Target: Partner Sales Accreditation**
    - 2-3 hours

**PHASE II**
- **STEP 5** TECHNICAL TRAINING
  - **Technical Sales Workshop for Adobe Target & Demo Evaluation**
    - 1 day

**WORKSHOP PREREQUISITES**
- **STEP 2** Professional Business Practitioner Credential
  - ~13 hours

**STEP 3**
- Adobe Sales & Demo Methodology, Tools & Assets
  - 1 hour

**BEP BUSINESS PRACTITIONER**

**TECHNICAL PRACTITIONER**

**ANALYST**

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Adobe Partner Learner Journey

**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

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**PHASE I**

**Training**

**STEP 1**
- What is Target and Its Capabilities? 2 hours

**STEP 2**
- Target: Technical Foundations 6-7 hours

**STEP 3**
- Using Adobe Analytics & Shared Audiences in Adobe Target 1 day

**STEP 4**
- Target: Automated Personalization 4 hours

**STEP 5**
- Target: Recommendations: Personalize Dynamic Content 4 hours

**MILESTONE**
- Professional Business Practitioner

**PHASE II**

**Practice**

**STEP 6**
- Target Challenges* 3 hours

**STEP 7**
- Job Shadowing with Mentor

**STEP 8**
- First Project Led by Mentor

**PHASE III**

**Experience**

**STEP 9**
- Follow-on Projects Co-delivered with Mentor

**STEP 10**
- Independent Project Delivery

**STEP 11**
- Reverse Shadowing by Mentor

**PHASE IV**

**Prep/Test**

**STEP 12**
- ACE Exam Guide: Business Practitioner 2 hours

**STEP 13**
- ACE Prep Course: Business Practitioner 2 hours

**STEP 14**
- ACE Certification Exam: Business Practitioner 2 hours

**MILESTONE**
- Certified Business Practitioner

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*Challenges can be completed in conjunction with Phase I Training
Adobe Partner Learner Journey

### PHASE I: Training

**STEP 1**
- **What is Target and Its Capabilities?**
  - 2 hours

**STEP 2**
- **Target: Technical Foundations**
  - 6-7 hours

**STEP 3**
- **Using Adobe Analytics & Shared Audiences in Adobe Target**
  - 1 day

**STEP 4**
- **Target: Automated Personalization**
  - 4 hours

**STEP 5**
- **Target: Recommendations: Personalize Dynamic Content**
  - 4 hours

**MILESTONE**
- **Job Enabled**

### PHASE II: Practice

**STEP 6**
- **Target Challenges***
  - 3 hours

**STEP 7**
- **Job Shadowing with Mentor**

**STEP 8**
- **First Project Led by Mentor**

**STEP 9**
- **Follow-on Projects Co-delivered with Mentor**

**STEP 10**
- **Independent Project Delivery**

**STEP 11**
- **Reverse Shadowing by Mentor**

*Challenges can be completed in conjunction with Phase I Training

### PHASE III: Experience

**STEP 12**
- **ACE Exam Guide: Analyst**
  - 2 hours

**STEP 13**
- **ACE Prep Course: Analyst**
  - 2 hours

**STEP 14**
- **ACE Certification Exam: Analyst**

**MILESTONE**
- **Certified Analyst**

### Related Resources
- Technical Documentation
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Role Definitions

Sales
- Defines initial scope
- Coordinates contracts
- Can provide demos of software
- Periodically works with business team to reassess needs

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

Business Practitioner
- Identifies business requirements
- Helps drive optimization
- Advises clients on optimal product utilization

Analyst
- Interprets, analyzes, and reports on the outcomes of tests, activities or campaigns
- Translates reports into recommendations for action and ROI-based insights

Dev-Ops / Admin
- Oversees day-to-day maintenance of an installation including backups
- Ensures security
- Performs system optimization

AEM Front-end Developer
- Builds custom websites and components focused on user experience
- Debugs and troubleshoots website development

AEM Back-end Developer
- Executes technical implementation
- Integrates external systems
- Builds business logic using OSGi

Lead Developer
- Leads the day-to-day work of a development team
- Performs technical design or provides design direction
- Performs code reviews

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

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