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 Certification Exam

MILESTONE
Professional

MILESTONE
Certification

Date Last Modified: 25-May-2020
**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

Date Last Modified: 25-May-2020
**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge. Date Last Modified: 25-May-2020**
**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

**Step 1:** Job Enabled

**Step 2:** Job Shadowing with Mentor

**Step 3:** First Project Led by Mentor

**Step 4:** Follow-on Projects Co-delivered with Mentor

**Step 5:** Independent Project Delivery

**Step 6:** Reverse Shadowing by Mentor

**Step 7:** ACE Exam Guide: DSP Business Practitioner

**Step 8:** ACE Certification Exam: DSP Business Practitioner

**Milestone:** Adobe Certified Expert - Adobe Advertising Cloud - DSP

---

**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

**Date Last Modified:** 25-May-2020
Adobe Partner Learner Journey

**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

**SALES**

PHASE I

**Training**

- **STEP 1**
  - Advertising Cloud: Search Marketing: BP
  - 6 hours

MILESTONE: Job Enabled

**BUSINESS PRACTITIONER - DSP**

PHASE II

**Practice**

- **STEP 2**
  - Job Shadowing with Mentor

- **STEP 3**
  - First Project Led by Mentor

**BUSINESS PRACTITIONER - SEARCH**

PHASE III

**Experience**

- **STEP 4**
  - Follow-on Projects Co-delivered with Mentor

- **STEP 5**
  - Independent Project Delivery

- **STEP 6**
  - Reverse Shadowing by Mentor

PHASE IV

**Prep/Test**

- **STEP 7**
  - ACE Exam Guide: Search Business Practitioner
  - 2 hours

- **STEP 8**
  - ACE Certification Exam: Search Business Practitioner

MILESTONE: Adobe Certified Expert - Adobe Advertising Cloud

Search Business Practitioner

- **STEP 7**
  - ACE Certification Exam: Search Business Practitioner
  - 2 hours

MILESTONE: Adobe Certified Expert - Adobe Advertising Cloud

Search Business Practitioner

**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

**Date Last Modified: 25-May-2020**
**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

Date Last Modified: 25-May-2020
**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

Date Last Modified: 25-May-2020
Adobe Partner Learner Journey

Role Definitions

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

**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

Date Last Modified: 25-May-2020

Related Resources

- Technical Documentation
- Forums
- Additional Resources

*Challenges can be completed in conjunction with Phase I Training*
**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

Date Last Modified: 25-May-2020
Adobe Partner Learner Journey

**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** Principles of Analytics Implementation
5-6 hours

**STEP 4** Practice Analytics Implementation
8 hours

**STEP 5** Analytics: Data Manipulation
3-4 hours

**MILESTONE** Job Enabled

**OR**

Analytics Implementation
3 days

**PHASE II Practice**

**STEP 6** Analytics Challenges*
3-5 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: Architect
2 hours

**STEP 13** ACE Certification Exam: Architect

**MILESTONE** Adobe Certified Expert-Adobe Analytics Architect

---

**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

**Associated cost**

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

**Role Definitions**

- On-the-job
- Accreditation/ACE certification

**Date Last Modified:** 25-May-2020
**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

**Date Last Modified: 25-May-2020**
**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

**Date Last Modified: 25-May-2020**
Adobe Partner Learner Journey

**PHASE I Training**

- **STEP 1:** AAM: Technical Foundations (6-7 hours)
- **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:** Fundamentals of Adobe Audience Manager (1 day)
- **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 8:** Follow-on Projects Co-delivered with Mentor
- **STEP 9:** Independent Project Delivery
- **STEP 10:** Reverse Shadowing by Mentor

**MILESTONE:** ACE Exam

**PHASE IV Prep/Test**

- **STEP 11:** ACE Exam Guide: Architect
- **STEP 12:** ACE Certification Exam: Architect

**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

**Date Last Modified:** 25-May-2020

**Note:** Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.
On-demand and Virtual/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.
Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.
**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

**Related Resources**
- Technical Documentation
- Forums
- Additional Resources
- Additional/Advanced Learning

Date Last Modified: 25-May-2020
**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**
### Adobe Partner Learner Journey

**Role Definitions**

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

**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

---

| Phase | Training **| | | | | | | | | | |
|-------|------------|---|---|---|---|---|---|---|---|---|
| **SALES** | **TECHNICAL SALES** | **BUSINESS PRACTITIONER** | **DEVELOPER** | **ARCHITECT** | | | | | | |
| **PHASE I** | | | | | | | | | | |
| **STEP 1** | **Campaign: Partner Sales Accreditation** | 2-3 hours | | | | | | | | |
| **MILESTONE** | **Sales Accreditation** | | | | | | | | | |

---

**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

**Date Last Modified:** 25-May-2020
**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**
Adobe Partner Learner Journey

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

**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

Date Last Modified: 25-May-2020
**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.

Date Last Modified: 25-May-2020
**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**
**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**
**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

---

**AEM: Assets**

**PHASE I Training**

**STEP 1**
- AEM Assets: Foundations for Technical Sales
  2 hours

**STEP 2**
- AEM 6.4: Technical Foundation Skills
  7 hours

**STEP 3**
- AEM as a Cloud Service: Overview for Technical Sales
  1 hour

**STEP 4**
- Adobe Sales & Demo Methodology, Tools & Assets
  1 hour

**STEP 5**
- Technical Sales Workshop for Adobe Experience Manager Assets
  1 day

**PHASE II Evaluation**

**STEP 5**
- AEM Assets Technical Sales Demo Evaluation
  Within 2 weeks post workshop

**AEM: Sites**

**PHASE I Training**

**STEP 1**
- AEM Sites: Foundations for Technical Sales
  2 hours

**STEP 2**
- Multi-Solution Developer: Pre-work: AEM Sites
  3 hours

**STEP 3**
- AEM as a Cloud Service: Overview for Technical Sales
  1 hour

**STEP 4**
- Adobe Sales & Demo Methodology, Tools & Assets
  1 hour

**STEP 5**
- Technical Sales Workshop for Adobe Experience Manager Sites
  1 day

**PHASE II Evaluation**

**STEP 6**
- AEM Sites Technical Sales Demo Evaluation
  Within 2 weeks post workshop

**Associated cost**

**On-demand**
- $100

**Virtual/instructor-led and In-person/instructor-led**
- $200

---

**Date Last Modified: 25-May-2020**

**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**
Adobe Partner Learner Journey

**PHASE I**

**Training**

STEP 1
- Technical Foundation Skills
  - 7 hours

STEP 2
- Technical Infrastructure Overview
  - 3 hours

STEP 3
- Multi-Sites Manager Foundations
  - 1 hour

**MILESTONE**
Adobe Professional - Adobe Experience Manager Business Practitioner

**PHASE II**

**Practice**

STEP 4
- AEM Challenges*
  - 3 hours

STEP 5
- Job Shadowing with Mentor

STEP 6
- First Project Led by Mentor

*Challenges can be completed in conjunction with Phase I Training

**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

**MILESTONE**
Adobe Certified Expert - Adobe Experience Manager Business Practitioner

**Role Definitions**

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

**SALES**
- Technical Sales
- Business Practitioner
- DEV/OPS Admin
- Front-End Developer
- Back-End Developer
- Lead Developer
- Architect
- Forms Developer
- Forms Architect

**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

**Date Last Modified:** 25-May-2020
**Virtual/instructor-led and in-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**
**Adobe Partner Learner Journey**

### Role Definitions

- **On-demand**
- **Virtual/instructor-led**
- **In-person/instructor-led**

 DATE LAST MODIFIED: 25-May-2020

**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**
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**
Professional Front-end Developer Credential Recommended

**Recommended 11 hours**

**Milestone**
Adobe Professional - Adobe Experience Manager Back-End Developer

**Step 2**
Back-end Development

5-6 hours

**Or**

**Step 2**
Extend & Customize AEM

3 days

**Step 3**
Platform Foundations

5-6 hours

**Phase II: Practice**

**Step 4**
AEM Challenges*

3 hours

**Step 5**
Job Shadowing with Mentor

**Step 6**
First Project Led by Mentor

*Challenges can be completed in conjunction with Phase I Training

**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 AExam Guide: Developer

2 hours

**Step 11**
ACE Certification Exam: Developer

**Milestone**
Adobe Certified Expert - Adobe Experience Manager Developer

**SALES**

- Technical Sales
- Business Practitioner

**TECHNICAL**

- Dev/Ops Admin
- Front-End Developer

**BACK-END DEVELOPER**

- Lead Developer
- Architect

**FORMS**

- Developer
- Forms Architect

**Experience Manager**

- Campaign Classic
- Campaign Standard

**Target**

- Magento Commerce
- Marketo Engage

**Analytics**

- Audience Manager
- Audience Analytics

**Adobe Experience Platform**

- Advertising Cloud
- Advertising Cloud

**Business**

- Audience Manager
- Engagement

**MILESTONE**

Adobe Certified Expert - Adobe Experience Manager Developer

**Date Last Modified:** 25-May-2020
Adobe Partner Learner Journey

**Role Definitions**

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

**Phase I: Training**

- **Step 1:** Professional Back-end Developer Credential
  - 22 hours

**Phase II: Practice**

- **Step 2:** Job Shadowing with Mentor
- **Step 3:** First Project Led by Mentor

**Phase III: Experience**

- **Step 4:** Follow-on Projects Co-delivered with Mentor
- **Step 5:** Independent Project Delivery
- **Step 6:** Reverse Shadowing by Mentor

**Phase IV: Prep/Test**

- **Step 7:** ACE Exam Guide: Lead Developer
  - 2 hours
- **Step 8:** ACE Certification Exam: Lead Developer

**Milestone:**

- Adobe Certified Expert - Adobe Experience Manager Lead Developer

---

**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

Date Last Modified: 25-May-2020
Adobe Partner Learner Journey

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

**Phase I: Training**
- **Step 1**: AEM Architect Workshop
  - 3 days
  - $ [Cost]
- **Milestone**: Job Enabled

**Phase II: Practice**
- **Step 2**: Job Shadowing with Mentor
- **Step 3**: First Project Led by Mentor

**Phase III: Experience**
- **Step 4**: Follow-on Projects Co-delivered with Mentor
- **Step 5**: Independent Project Delivery
- **Step 6**: Reverse Shadowing by Mentor

**Phase IV: Prep/Test**
- **Step 7**: ACE Exam Guide: Architect
  - 2 hours
- **Step 8**: ACE Certification Exam: Architect

**Milestone**: Adobe Certified Expert - Adobe Experience Manager Architect

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

**Note**: Virtual/instructor-led and in-person/instructor-led trainings with no on-demand alternative are not required in order to obtain the Professional badge.

Date Last Modified: 25-May-2020
Adobe Partner Learner Journey

**Role Definitions**

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

### Associated Cost

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

**Phase I: Training**

**STEP 1**
- AEM Forms Designer
  - 2 days
  - $

**STEP 2**
- HTML Forms with AEM Forms Designer
  - 1 day
  - $

**STEP 3**
- Introduction to AEM Forms Workbench
  - 1 day
  - $

**STEP 4**
- AEM Forms Developer
  - 2 days
  - $

**STEP 5**
- Advanced AEM Forms Developer
  - 2 days
  - $

**STEP 6**
- AEM Forms Administrator – OSGi
  - 3 days
  - $

**STEP 7**
- Interactive Communications
  - 2 days
  - $

**Milestone**
- Job Enabled

**Phase II: Practice**

**STEP 8**
- Job Shadowing with Mentor

**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: Forms Developer
  - 2 hours

**STEP 14**
- ACE Certification Exam: Forms Developer

**Milestone**
- Adobe Certified Expert - Adobe Experience Manager Forms Developer

---

**Related Resources**

- Technical Documentation
- Forums
- Additional Resources

---

**Note:** Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.

**Date Last Modified:** 25-May-2020
Adobe Partner Learner Journey

Related Resources

• Technical Documentation
• Forums
• Additional Resources

**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

Date Last Modified: 25-May-2020
**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

Date Last Modified: 25-May-2020
Adobe Partner Learner Journey

**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

**Technical Documentation**

**Forums**

**Developer Guides**

Associated cost

On-demand

Virtual/instructor-led

In-person/instructor-led

On-the-job

Accreditation/ACE certification

Date Last Modified: 25-May-2020
**Virtual/instructor-led and in-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

Date Last Modified: 25-May-2020
**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
- Developer Guides

**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

Date Last Modified: 25-May-2020
**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**
Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.

Date Last Modified: 25-May-2020
**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

**Date Last Modified: 25-May-2020**
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

**Notes:**

- Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.

Date Last Modified: 25-May-2020
**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

Date Last Modified: 25-May-2020
**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

**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

Date Last Modified: 25-May-2020
Adobe Partner Learner Journey

Related Resources

- Technical Documentation
- Forums
- Additional Resources

**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

Date Last Modified: 25-May-2020
**Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.**

Date Last Modified: 25-May-2020
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**
What is Target and Its Capabilities?  
2 hours

**STEP 2**
Target: Technical Foundations  
14-15 hours

**STEP 3**
Target: Automated Personalization  
4 hours

**STEP 4**
Target: Implementation Fundamentals

**STEP 5**
Target: Mobile App Personalization

**STEP 6**
Target: Recommendations: Personalize Dynamic Content  
4 hours

**OR**

**STEP 6**
Personalize Dynamic Content Using Adobe Target Recommendations  
1 day $1

**MILESTONE**
Job Enabled

**PHASE II: Practice**

**STEP 7**
Fundamentals of Adobe Target  
1 day $1

**OR**

**STEP 8**
Personalize and Automate with Adobe Target  
1 day $1

**STEP 9**
Job Shadowing with Mentor

**STEP 10**
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

**MILESTONE**
Adobe Certified Expert-Adobe Target Architect

**PHASE IV: Prep/Test**

**STEP 12**
ACE Exam Guide: Architect  
2 hours

**STEP 13**
ACE Certification Exam: Architect

**SPECIAL CONTINGENCY**
Virtual/instructor-led and In-person/instructor-led trainings with no On-demand alternative are not required in order to obtain the Professional badge.

Date Last Modified: 25-May-2020
## 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
- Possesses expertise in usage of the relevant Adobe applications
- Identifies business requirements
- 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

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

### Back-end Developer
- Executes technical implementation
- Integrates external systems
- Builds business logic

### Developer
- Executes technical implementation
- Integrates external systems
- Writes solution specific code
- Builds workflows and components

### 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

### Forms Developer
- Applies procedural concepts for developing Javascript code for form experiences
- Implements form sets and builds adaptive forms
- Designs templates given UX requirements
- Performs workflow implementation

### Forms Architect
- Applies AEM Form services technologies to meet customer requirements
- Identifies where forms and documents technology fits within an overall customer solution
- Defines scalable forms and document solutions (i.e., scoping)
- Identifies technology gaps and make recommendations to meet customer requirements