Adobe Partner Learner Journey

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

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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

Associated cost

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

Accreditation/ACE certification

SPHASE I

Training

STEP 1

- Advertising Cloud: Partner Sales Accreditation
  2-3 hours

MILESTONE

- Sales Accreditation

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**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

*Challenges can be completed in conjunction with Phase I Training

**PHASE IV: Prep/Test**
- **STEP 8**: ACE Exam Guide: DSP Business Practitioner
  - 2 hours
- **STEP 9**: ACE Certification Exam: DSP Business Practitioner

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

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PHASE I
Training

STEP 1
Advertising Cloud: Search Marketing: BP
6 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: Search Business Practitioner
2 hours

STEP 9
ACE Certification Exam: Search Business Practitioner

*Milestones can be completed in conjunction with Phase I Training

Related Resources

- Technical Documentation
- Forums
- Additional Resources

Date Last Modified: 26-Aug-2019
PHASE I  
Training

STEP 1  
• Analytics: Partner Sales Accreditation  
2-3 hours

MILESTONE  
• Sales Accreditation

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### Technical Sales

#### Phase I
- **Step 1**
  - **Sales Training**
    - **Analytics: Partner Sales Accreditation**
    - 2-3 hours
  - **Technical Training**
    - **Professional Business Practitioner Credential**
    - ~20 hours

#### Phase II
- **Step 3**
  - **Adobe Sales & Demo Methodology, Tools & Assets**
  - 1 hour
- **Step 4**
  - **Prep/Test**
    - **Technical Sales Workshop for Adobe Analytics**
    - 1 day

- **Milestone**
  - **Analytics Technical Sales Accreditation**

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

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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

OR

Step 1: Data Analysis with Analysis Workspace 3 days
Step 2: Create Reports Using Reports & Analytics 1 day
Step 3: Create & Manage reports using Adobe Report Builder 1 day

Phase II: Practice

Step 8: Analytics Challenges* 3-5 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

Phase IV: Prep/Test

Step 14: ACE Exam Guide: Business Practitioner 2 hours
Step 15: ACE Certification Exam: Business Practitioner

Milestone: Certified Business Practitioner

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
- Virtual/instructor-led
- In-person/instructor-led

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

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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

Associated cost

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

Analytic
Audience Manager
Campaign Classic
Campaign Standard
Experience Manager
Magento Commerce
Magento Engage
Target

SALES
TECHNICAL SALES
BUSINESS PRACTITIONER
DEVELOPER
ARCHITECT

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: Mobile App Analysis 1 day

STEP 4: Principles of Analytics Implementation 5-6 hours

STEP 5: Practice Analytics Implementation 8 hours

STEP 6: Analytics: Data Manipulation 3-4 hours

MILESTONE: Job Enabled

PHASE II: Practice

STEP 7: Analytics Challenges* 3-5 hours

STEP 8: Job Shadowing with Mentor

STEP 9: First Project Led by Mentor

*Challenges can be completed in conjunction with Phase I Training

PHASE III: Experience

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: Architect 2 hours

MILESTONE: Certified Architect

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Adobe Partner Learner Journey

**Phase I: Training**
- **STEP 1**: AAM: Foundations for Business Practitioner
  - 3 hours
- **STEP 2**: AAM: Analyze and Optimize Segments
  - 2 hrs 15 mins
- **STEP 3**: AAM: Manage User Journey
  - 1 hr 15 mins
- **STEP 4**: AAM: Overview & Best Practices on Publisher Domain
  - 3 hrs 10 mins
- **STEP 5**: Enhance Audience Segmentation Using Adobe Analytics Cloud
  - 1 day
- **STEP 6**: AAM: Integration Series
  - 1 hour
- **STEP 7**: AAM: Advanced Features
  - 1 hour
- **STEP 8**: Launch Training & Resources
  - 2 hours

**Phase II: Practice**
- **STEP 9**: Audience Manager Challenges*
  - 4 hours
- **STEP 10**: Job Shadowing with Mentor
- **STEP 11**: First Project Led by Mentor

**Phase III: Experience**
- **STEP 12**: Follow-on Projects Co-delivered with Mentor
- **STEP 13**: Independent Project Delivery
- **STEP 14**: Reverse Shadowing by Mentor

**Phase IV: Prep/Test**
- **STEP 15**: ACE Exam Guide: Business Practitioner
- **STEP 16**: ACE Certification Exam: Business Practitioner

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

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

**Costs**
- On-the-job
- Accreditation/ACE certification

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Related Resources

- Technical Documentation
- Forums
- Additional Resources

Role Definitions

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

Associated cost

On-demand

On-the-job

Virtual/instructor-led

In-person/instructor-led

Accreditation/ACE certification

PHASE I

Training

STEP 1

AAM: Technical Foundations
6-7 hours

OR

AAM: Fundamentals of AAM
1 day

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

*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 Exam Guide: Architect

STEP 12

ACE Certification Exam: Architect

MILESTONE

Certified Architect

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SALES

PHASE I Training

STEP 1

MILESTONE

Campaign: 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

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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: Campaign 6.1.1: Cross-Channel Marketing Optimization
10-16 hours

STEP 2: Campaign 6.1.1: Web Apps and Surveys
4-8 hours

STEP 3: Campaign 6.1.1: Administration
4-5 hours

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

STEP 5: Campaign 6.1.1: Message Center
4 hours

MILESTONE: Professional Business Practitioner

PHASE II: Practice

STEP 1: Design & Orchestrate Marketing Campaigns
3 days

STEP 2: Develop Web Applications & Surveys
1 day

STEP 3: Configure and Manage
1 day

STEP 4: Manage Data & Workflows
2 days

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

MILESTONE: Certified Business Practitioner

PHASE III: Experience

STEP 11: ACE Exam Guide: Business Practitioner
2 hours

PHASE IV: Prep/Test

STEP 12: ACE Certification Exam: Business Practitioner

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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

**MILESTONE**
- Professional Developer

### PHASE II: Practice

**STEP 1**
- Design & Orchestrate Marketing Campaigns
  - 3 days

**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

**STEP 9**
- Job Shadowing with Mentor

**STEP 10**
- First Project Led by Mentor

**MILESTONE**
- Certified Developer

### PHASE III: Experience

**STEP 11**
- Follow-on Projects Co-delivered with Mentor

**STEP 12**
- Independent Project Delivery

**STEP 13**
- Reverse Shadowing by Mentor

**MILESTONE**
- Certified Developer

### PHASE IV: Prep/Test

**STEP 14**
- ACE Exam Guide: Developer
  - 2 hours

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

### 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

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
<th>Time</th>
<th>Cost</th>
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<td>1</td>
<td>Campaign 6.1.1: Cross-Channel Marketing Optimization</td>
<td>10-16 hours</td>
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<tr>
<td>2</td>
<td>Campaign 6.1.1: Schema and Forms Management</td>
<td>4-8 hours</td>
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<tr>
<td>3</td>
<td>Campaign 6.1.1: Production</td>
<td>2-4 hours</td>
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<tr>
<td>4</td>
<td>Campaign 6.1.1: Message Center</td>
<td>4 hours</td>
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**Milestone:** Job Enabled

### Phase II: Practice

<table>
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<th>Step</th>
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<th>Cost</th>
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<tr>
<td>1</td>
<td>OR Design &amp; Orchestrate Marketing Campaigns</td>
<td>3 days</td>
<td>$</td>
</tr>
<tr>
<td>2</td>
<td>OR Develop Forms &amp; Extend Data Models</td>
<td>1 day</td>
<td>$</td>
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</tbody>
</table>

**Milestone:** First Project Led by Mentor

### Phase III: Experience

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
<th>Time</th>
<th>Cost</th>
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<tbody>
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<td>5</td>
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<td>6</td>
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</tr>
<tr>
<td>7</td>
<td>Follow-on Projects Co-delivered with Mentor</td>
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<td></td>
</tr>
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<td>8</td>
<td>Independent Project Delivery</td>
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<td>9</td>
<td>Reverse Shadowing by Mentor</td>
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</table>

### Phase IV: Prep/Test

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<td>10</td>
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<td>2 hours</td>
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<td>11</td>
<td>ACE Certification Exam: Architect</td>
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</tbody>
</table>

**Milestone:** Certified Architect
### 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

### SALES

<table>
<thead>
<tr>
<th>Phase I</th>
<th>Step</th>
<th>Milestone</th>
<th>Description</th>
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<tbody>
<tr>
<td>Training</td>
<td>1</td>
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<td>Partner Sales Accreditation 2-3 hours</td>
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<td></td>
<td>Sales Accreditation</td>
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</tbody>
</table>

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**Phase I: Training**

1. **Sales Training**
   - Campaign: Partner Sales Accreditation
     - 2-3 hours

2. **Technical Training**
   - Professional Business Practitioner
     - ~12 hours

3. **Workshop Prerequisites**
   - Adobe Sales & Demo Methodology, Tools & Assets
     - 1 hour

**Phase II: Prep/Test**

4. **Technical Sales Workshop for Adobe Campaign Standard & Demo Evaluation**
   - 1 day

**Milestone**

- Campaign Standard Technical Sales Accreditation

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**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**

- $
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**
- Campaign Standard: Overview
  - 2-5 hours

**STEP 2**
- Campaign Standard: Technical Foundations
  - 3 hours

**MILESTONE**
- Professional Business Practitioner

**PHASE II Practice**

**STEP 4**
- Campaign Challenges*
  - 2 hours

**STEP 5**
- Job Shadowing with Mentor

**STEP 6**
- First Project Led by Mentor

**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**
- Certified Business Practitioner

*Challenges can be completed in conjunction with Phase I Training

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**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

**On-demand Learning**
- Adobe Partner Learner Journey
- Technical Documentation
- Forums
- Additional Resources

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

**Phase I: Training**
- **Step 1**: Campaign Standard: Overview
  - 2-5 hours
- **Step 2**: Campaign Standard: Technical Foundations
  - 5 hours

**Phase II: Practice**
- **Step 3**: Campaign Challenges*
  - 12 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: Developer
  - 2 hours
- **Step 10**: ACE Certification Exam: Developer

*Challenges can be completed in conjunction with Phase I Training. Completion of Challenges makes you eligible for access to a Sandbox environment.

**Milestones**
- Professional Developer
- Certified Developer

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## 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

<table>
<thead>
<tr>
<th>Step</th>
<th>Task</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Campaign Standard: Overview (2-5 hours) OR Campaign Standard: Technical Foundations (5 hours)</td>
</tr>
<tr>
<td>2</td>
<td>Manage Workflows in ACS (1 day) OR Customize ACS (2 days)</td>
</tr>
</tbody>
</table>

**Milestone:** Job Enabled

### PHASE II: Practice

<table>
<thead>
<tr>
<th>Step</th>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Campaign Challenges* (12 hours)</td>
</tr>
<tr>
<td>4</td>
<td>Job Shadowing with Mentor</td>
</tr>
<tr>
<td>5</td>
<td>First Project Led by Mentor</td>
</tr>
</tbody>
</table>

### PHASE III: Experience

<table>
<thead>
<tr>
<th>Step</th>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Follow-on Projects Co-delivered with Mentor</td>
</tr>
<tr>
<td>7</td>
<td>Independent Project Delivery</td>
</tr>
<tr>
<td>8</td>
<td>Reverse Shadowing by Mentor</td>
</tr>
</tbody>
</table>

*Challenges can be completed in conjunction with Phase I Training. Completion of Challenges makes you eligible for access to a Sandbox environment.

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

### Role Definitions
- On-demand
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- $ Associated cost

### PHASE I: Training

**STEP 1**
- Experience Manager: Assets Partner Sales Accreditation
  - 2-3 hours
- Experience Manager: Forms Partner Sales Accreditation
  - 2-3 hours
- Experience Manager: Sites Partner Sales Accreditation
  - 2-3 hours

**STEP 2**
- Professional Business Practitioner Credential
  - ~ 9 hours

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

### PHASE II: Evaluation

**STEP 4**
- Technical Sales Workshop for Adobe Experience Manager Assets
  - 1 day
- Technical Sales Workshop for Adobe Experience Manager Forms
  - 1 day
- Technical Sales Workshop for Adobe Experience Manager Sites
  - 1 day

**MILESTONE**
- AEM Technical Sales Accreditation

### WORKSHOP PRE-REQUISITES
- Experience Manager: Assets Partner Sales Accreditation
- Experience Manager: Forms Partner Sales Accreditation
- Experience Manager: Sites Partner Sales Accreditation
- Professional Business Practitioner Credential
- Adobe Sales & Demo Methodology, Tools & Assets

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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
- Technical Foundation Skills
  4-5 hours

STEP 2
- Technical Infrastructure Overview
  3 hours

STEP 3
- Multi-Sites Manager Foundations
  1 hour

MILESTONE Professional 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 Certified Business Practitioner

Associated cost

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

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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 Technical Foundation Skills
4-5 hours

STEP 2 Underlying Technologies
Varied

STEP 3 Administer & Securely Maintain AEM
3 days

MILESTONE Professional Dev/Ops Admin

PHASE II Practice

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

MILESTONE Certified Dev/Ops Admin

PHASE IV Prep/Test

STEP 9 ACE Exam Guide: Dev/Ops Admin
2 hours

STEP 10 ACE Certification Exam: Developer

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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

**On-demand**

**Technical Documentation**

**Forums**

**Additional Resources**

**PHASE I**

**Training**

**STEP 1**
- Technical Foundation Skills
  - 4-5 hours

**STEP 2**
- Technical Infrastructure Overview
  - 1-2 hours

**STEP 3**
- Front-end Development
  - 6-7 hours

**MILESTONE**

Professional Front-end Developer

**PHASE II**

**Practice**

**STEP 1**
- Create Web Experiences Using AEM
  - 2 days

**STEP 3**
- Develop Websites & Components in AEM
  - 4 days

**OR**

**STEP 4**
- AEM Challenges*
  - 3 hours

**STEP 5**
- Job Shadowing with Mentor

**STEP 6**
- First Project Led by Mentor

**PHASE III**

**Experience**

**STEP 7**
- Follow-on Projects Co-delivered with Mentor

**STEP 8**
- Independent Project Delivery

**STEP 9**
- Reverse Shadowing by Mentor

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

Role Definitions
• On-demand
• Virtual/instructor-led
• In-person/instructor-led

Related Resources
• Technical Documentation
• Forums
• Additional Resources

PHASE I Training

STEP 1 Professional Front-end Developer Credential Recommended 11 hours

STEP 2 Back-end Development 5-6 hours OR Extend & Customize AEM 3 days

STEP 3 Platform Foundations 5-6 hours

MILESTONE Professional Back-end Developer

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 Certified Developer

Associated cost

On-demand
On-the-job
Accreditation/ACE certification
$ Associated cost

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**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 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

**Certified Lead Developer**

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Related Resources
- Technical Documentation
- Forums
- Additional Resources

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

$ Associated cost

Related Resources
- Technical Documentation
- Forums
- Additional Resources

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Related Resources

- Technical Documentation
- Forums
- Additional Resources

SALES

PHASE I
Training

STEP 1
Experience-Driven Commerce:
Partner Sales Accreditation
2-3 hours

MILESTONE
Sales Accreditation
Adobe Partner Learner Journey

**SALES**

**PHASE I**

**Training**

**STEP 1**

- Marketo Engage: Partner Sales Accreditation
  2-3 hours

**MILESTONE**

- Sales Accreditation

**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
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
● The Fundamentals
14 hours

STEP 2
● Core Concepts
7 hours
OR
● Core Concepts I
2 days $0
● Core Concepts II
2 days $0

MILESTONE
Professional Business Practitioner
Coming Soon in November

PHASE II
Practice

STEP 3
● Job Shadowing with Mentor

STEP 4
● MCE Accelerator Bootcamp
5 days $1,500
● 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
● MCE Exam Guide

STEP 9
● MCE Exam Prep Course
2 days

STEP 10
● MCE Certification Exam: Business Practitioner

MILESTONE
Certified Business Practitioner

SALES
BUSINESS PRACTITIONER
ARCHITECT

Advertising Cloud
Analytics
Audience Manager
Campaign Classic
Campaign Standard
Experience Manager
Magento Commerce
Marketo Engage
Target
Adobe Partner Learner Journey

PHASE I: Training

STEP 1: The Fundamentals
14 hours

STEP 2: Core Concepts
7 hours

STEP 3: Product Adoption
10 hours

STEP 4: Administration
2 hours

STEP 5: Consultative Execution
3 Days

STEP 6: Solutions and Strategy
(Coming Soon)

MILESTONE: Job Enabled

PHASE II: Practice

STEP 7: Core Concepts I
2 days

STEP 8: MCE Accelerator Bootcamp
5 days

STEP 9: First Project Led by Mentor

STEP 10: Independent Project Delivery

STEP 11: Reverse Shadowing by Mentor

PHASE III: Experience

STEP 12: Follow-on Projects Co-delivered with Mentor

STEP 13: Core Concepts II
2 days

STEP 14: Creating Event and Webinar Programs
½ day

STEP 15: Establishing a Successful ABM Program
½ day

MILESTONE: Certified Solution Architect

PHASE IV: Prep/Test

STEP 16: MCE Certification Exam: Business Practitioner

STEP 17: MCSA Exam Guide

STEP 18: MCSA Exam Prep Course
2 days

STEP 19: MCSA Certification: Solution Architect
1½ hour Interview

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

SALES

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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**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: Training**

**Step 1**
- **Target: Partner Sales Accreditation**
  - 2-3 hours

**Step 2**
- **Professional Business Practitioner Credential**
  - ~13 hours

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

### TECHNICAL SALES

**Phase II: Prep/Test**

**Step 4**
- **Technical Sales Workshop for Adobe Target & Demo Evaluation**
  - 1 day

**Milestone**
- **Target Sales Technical Sales Accreditation**

**Workshop Prerequisites**
- Professional Business Practitioner Credential
- ~13 hours

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Adobe Partner Learner Journey

**PHASE I Training**
- **STEP 1** What is Target and Its Capabilities? 2 hours
- **STEP 2** Target: Technical Foundations 14-15 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

**PHASE II Practice**
- **STEP 6** Fundamentals of Adobe Target 1 day
- **STEP 7** Personalize and Automate with Adobe Target 1 day
- **STEP 8** Using Adobe Analytics & Shared Audiences in Adobe Target 1 day

**PHASE III Experience**
- **STEP 9** Target Challenges* 3 hours
- **STEP 10** Job Shadowing with Mentor
- **STEP 11** First Project Led by Mentor

**PHASE IV Prep/Test**
- **STEP 12** Independent Project Delivery
- **STEP 13** Reverse Shadowing by Mentor

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

*Milestones: Professional Business Practitioner

*Challenges can be completed in conjunction with Phase I Training

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**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 Target and Its Capabilities? (2 hours)

**STEP 2**
- Target: Technical Foundations (14-15 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**
- Fundamentals of Adobe Target (1 day $)

**STEP 7**
- Personalize and Automate with Adobe Target (1 day $)

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

**STEP 9**
- Target Challenges* (3 hours)

**STEP 10**
- Job Shadowing with Mentor

**STEP 11**
- First Project Led by Mentor

**MILESTONE**
- Certified Analyst

*Challenges can be completed in conjunction with Phase I Training

**PHASE III: Experience**

**STEP 12**
- Follow-on Projects Co-delivered with Mentor

**STEP 13**
- Independent Project Delivery

**STEP 14**
- Reverse Shadowing by Mentor

**MILESTONE**
- Certified Analyst

**PHASE IV: Prep/Test**

**STEP 15**
- ACE Exam Guide: Analyst (2 hours)

**STEP 16**
- ACE Certification Exam: Analyst

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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

### 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

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