



# Adobe Experience Manager Business Practitioner

## Adobe Certified Expert Exam Guide

*Exam number: AD0-E102*

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## About Adobe Certified Expert (ACE) Exams

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An Adobe Certified Expert demonstrates expertise in helping clients realize value in an Adobe solution.

Adobe's certification exams follow industry-accepted procedures to ensure validity and reliability. We work with industry experts to create our exams, which represent real-world requirements and objectives for the job roles we certify.

This guide is designed to provide the recommendations needed to prepare for your Adobe Certified Expert exam, and help you determine when you are ready to take the exam.

## AEM Business Practitioner General Exam Information

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- Exam name: AEM Business Practitioner Exam
- Exam number: AD0-E102
- Number of questions: 50
- Time limit: 80 minutes
- Format: multiple choice, multiple select
- Language offered: English
- Delivery: online proctored (requires camera access) or test center proctored
- Passing score: All Adobe exams are reported on a scale of 300 to 700. The passing score for each exam is 550. For more information about scaled scoring, visit the [FAQs](#).
- Exam price: \$180 (Ready to register? Click [here](#).)

## AEM Business Practitioner Exam Target Audience

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- Individuals in partner organizations and freelancers who perform an author or analyst job role for AEM solutions
- Marketing specialists who know the features and capabilities needed to engage developers to define a solution for business needs
- Customer Power Users or Product Owners

## The AEM Business Practitioner Role

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At a minimum, the Adobe-certified AEM Business Practitioner has experience with AEM features and capabilities needed to engage developers to find business solutions, a deep insight into modules such as Sites, Assets, and Forms, and an understanding of what modules are present and be able to recommend Adobe Experience Cloud solutions to meet business needs.

It is recommended that the candidate has at least two years of relevant field experience before testing.

The minimally-qualified AEM Business Practitioner should be able to perform the following tasks without any assistance:

- Understand the capabilities provided by out-of-the-box components available in AEM (what can and cannot be done), and when customer development is needed
- Use the AEM Content Management Systems (CMS)
- Use AEM to manage Digital Assets
- Use Experience Fragments
- Understand and participate in workflows
- Analyze business needs to identify a solution
- Create business requirements documents that developers can use in the creation of an AEM website
- Describe all the mobile capabilities of AEM (e.g., content services and responsive web design)

## AEM Business Practitioner Exam Topics

The tasks measured by the exam are grouped into the following domains:

Am I ready?

Yes No

	Yes	No
<b>Education</b>		
• List relevant AEM features and capabilities		
• Recommend how to leverage AEM features to meet business needs		
• Apply procedural concepts necessary to conduct training for authors		
<b>Architecture</b>		
• Recommend an Information Architecture that leverages AEM Standard Features to meet business needs		
• Describe how AEM integrates with third-party services		
• Define roles and rights		
• Describe caching approaches		
<b>Business Analysis</b>		
• Map standard modules of AEM to different business problems for the customer		
• Apply content management concepts for AEM modules		
• Identify typical project stakeholders		
• Apply procedural concepts necessary to support collaboration of all parties involved		
• Determine how to meet the core business goals while remaining within budget and/or scope		
• Determine how questions from developers should be answered with respect to the business goals		
<b>Solution</b>		
• Determine how to configure and use content components to show best practices of AEM		
• Verify the correct implementation of features, and locate and describe occurring errors		

## Distribution of Content Covered on the Exam:

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The questions on the exam are distributed as follows for each domain. (Note: each question carries the same weight and there is no partial credit for any question)

Domain	Percent of Exam
Education	16%
Architecture	26%
Business Analysis	48%
Solution	10%

## How do I know if I am ready to take the exam?

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Nothing can guarantee that you will pass your test, however; the more practical work experiences you have and the more training you complete, the better your chances are to pass the test.

Since Adobe exams measure knowledge and skills for a specific job role, one of the best ways to prepare for the exam is to ensure you have the minimum work experience, as described in this guide.

## What training is available to help me prepare for the exam?

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### Is training required?

You are not required to complete training before taking the exam; however, training can significantly increase your knowledge of and skills with Adobe Experience Manager. It is important to note that training alone will not provide you with the knowledge and skills required to pass an exam. Successful, on-the-job experience, is critical to providing you the knowledge needed to pass the exam.

## Recommended study materials for this exam:

### Courses

- Manage and Deliver Digital Assets Using Adobe Experience Manager
- Create and Manage Correspondence using Adobe Experience Manager
- Design Adaptive Forms Using Adobe Experience Manager
- Create Web Experiences Using Adobe Experience Manager
- Develop Multilingual and Multinational Sites in Adobe Experience Manager
- What's New in AEM 6.4
- What's New in AEM 6.4 – Custom

Visit [Adobe Digital Learning Services](#) for course information and schedules.

## Online Documentation

- Experience Manager Sites 6.4 Administering User Guide
- Experience Manager Sites 6.3 Deploying User Guide
- Experience Manager Dispatcher User Guide
- AEM Sites Implementation Guide
- Experience Manager 6.4 AEM Communities User Guide
- AEM Assets Discovery Checklist
- Experience Manager Sites 6.4 Developing User Guide
- Experience Manager Sites 6.4 Authoring User Guide
- Experience Manager 6.4 Assets User Guide
- Experience Manager 6.4 Forms User Guide
- AEM Assets 6.3 Implementation Guide

## Training for Adobe Partners

A variety of training and resources are available for Adobe Solution Partners. To access these resources, you will need to login to the [Solution Partner Portal](#) with your Adobe ID and visit the [Training landing page](#). From there you can select your solution of interest and access on-demand, instructor led, and onsite training options.

- **On-demand Training:** All Partners have access to on-demand training resources for sales, technical and delivery roles. This includes self-paced learning modules, eSeminar videos, quizzes, exams, and test outs to help measure comprehension - All at no cost!
- **Virtual Instructor Led Training:** Partners at the Business and above levels can access Virtual Instructor Led Training through the learning management system. These trainings are 100% subsidized.
- **In-person Instructor Led Training:** Partners also have access to training delivered through Adobe Digital Learning Services (ADLS). Adobe Digital Learning Services offers comprehensive, hands-on courses across all job roles. Learn from Adobe experts in a virtual classroom or live in-person at any Adobe training center globally. Courses come with a cost and Partners receive a discount (15-30%) based on their Partner level in the Solution Partner Program.
- **On-site Training:** Get your team up-to-speed quickly with on-site training where we can come to your location or you can bring your team to one of our training centers. Adobe Digital Learning Services offers flexible, convenient instructor-led training for teams virtually or in-person. Content can be customized to match your unique learning requirements.

Partners also have access to Certification Learner Journeys, Certification Paths, and free Certification Prep courses. Please visit the [Solution Partner Portal Certification page](#) to access these valuable resources.

Not registered for the Solution Partner Portal? Please follow [these instructions](#) to get registered.

## How Do I Register for the Exam?

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To register for the exam at a PSI testing center:

1. Visit Adobe's [credential management system](#) logon page. The logon requires that you have an Adobe ID. If you do not have an Adobe ID, click the link for "Get an Adobe ID"
  2. After logging on, if you have never taken an Adobe exam before, you will be instructed to create a Profile. After creating your Profile, you will be instructed to update your opt-in Settings..
  3. Once logged on, click "Home" then click "Schedule your exam at PSI."
  4. You will be directed to a new page within CertMetrics where you will click "Click here to log in to PSI."
  5. You will be taken to a page hosted by our exam delivery vendor, PSI, that displays the available exams
  6. Scroll through the list of available exams and press the "Schedule Exam" button for the exam you want to take.
  7. Select a delivery mode for your exam by choosing either "Test Center" or "Remote Online Proctored Exam."
  8. Select your exam language to see options for your exam.
  9. Select an available date and start time.
  10. Confirm schedule details to receive a booking confirmation.
  11. Proceed to payment.
  12. After payment is successful, you will receive an email confirmation your registration details and a receipt.
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## Sample Questions

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Try out these practice questions to get a feel for the types of questions on the exam. Please note that **your performance here does not indicate how you will do on the actual exam**. You will find the correct answers at the end of the exam guide.

- 1. You have imported an image file into AEM. Which out-of-the-box workflow will run automatically?**
  - A. DAM Update Asset
  - B. Asset Activation
  - C. Metadata Writeback
  - D. Forward Activation
- 2. How can you translate a tag without customization?**
  - A. Include localization when editing a tag
  - B. Translate the tag in i18n
  - C. Make a language copy of the tag
  - D. The tag is translated when you send a page for translation
- 3. When would you recommend Dynamic Media to a client? Choose two.**
  - A. To distribute assets to external users
  - B. To provide a rich viewing experience like spin sets or interactive viewers
  - C. To eliminate time-consuming and costly tasks of cropping
  - D. To edit the content of a video before delivery
- 4. If a user has read-only access to an asset, what actions can they perform? Choose two.**
  - A. Download
  - B. View
  - C. Replicate
  - D. Publish
- 5. When an author locks a page, what features are they restricting from other users?**
  - A. The Lock prevents the page permissions from being changed by other users.
  - B. The Lock can only be used in preview mode.
  - C. The Lock prevents other users on AEM from being able to edit the page.
  - D. The Lock disables viewing for other AEM users.

- 6. When distributing assets to external users via a portal, what capability should not be enabled for portal users?**
- A. Search
  - B. Download
  - C. Share
  - D. Edit Metadata
  - E. View
- 7. How does AEM Sites move a page from author to publish?**
- A. Using a Reverse Replication Agent
  - B. Using the Dispatcher
  - C. Using a Replication Agent
  - D. Using a Load Balancer
- 8. An author cannot find a folder of assets while his coworkers can. Which feature can be causing the issue?**
- A. Access Control List
  - B. AEM Workflow
  - C. AEM Project
  - D. Search Form
- 9. How do you train the Adobe Sensei algorithm to automatically apply business-specific metadata tags?**
- A. Upload business-specific images, manually tag them and run the workflow
  - B. Allow the algorithm to gradually learn your taxonomy over time
  - C. Upload assets to the Sensei console
  - D. Request the asset development team to modify the learning engine
- 10. When you create a new experience fragment out-of-the-box, where can you publish the new experience? Choose three.**
- A. Adobe Target
  - B. Facebook
  - C. Foursquare
  - D. Pinterest
  - E. LinkedIn
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## Answer key

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Try out these practice questions to get a feel for the types of questions on the exam. Please note that **your performance here does not indicate how you will do on the actual exam**. To fully prepare for the exam, closely review the topic areas and objectives in this Exam Guide. You will find the correct answers at the end of the exam guide.

1. **You have imported an image file into AEM. Which out-of-the-box workflow will run automatically?**

Correct Answer: A

2. **How can you translate a tag without customization?**

Correct Answer: A

3. **When would you recommend Dynamic Media to a client? Choose two.**

Correct Answers: B and C

4. **If a user has read-only access to an asset, what actions can they perform? Choose two.**

Correct Answers: A and B

5. **When an author locks a page, what features are they restricting from other users?**

Correct Answer: C.

6. **When distributing assets to external users via a portal, what capability should not be enabled for portal users?**

Correct Answer: D

7. **How does AEM Sites move a page from author to publish?**

Correct Answer: C

8. **An author cannot find a folder of assets while his coworkers can. Which feature can be causing the issue?**

Correct Answer: A

9. **How do you train the Adobe Sensei algorithm to automatically apply business-specific metadata tags?**

Correct Answers: A

10. **When you create a new experience fragment out-of-the-box, where can you publish the new experience? Choose three.**

Correct Answers: A, B and D

# Support

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For information on certification visit the [Solution Partner Portal](#) website. To contact us, please send an email to [Certification Support](#).

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