

Adobe Partner Learner Journey

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

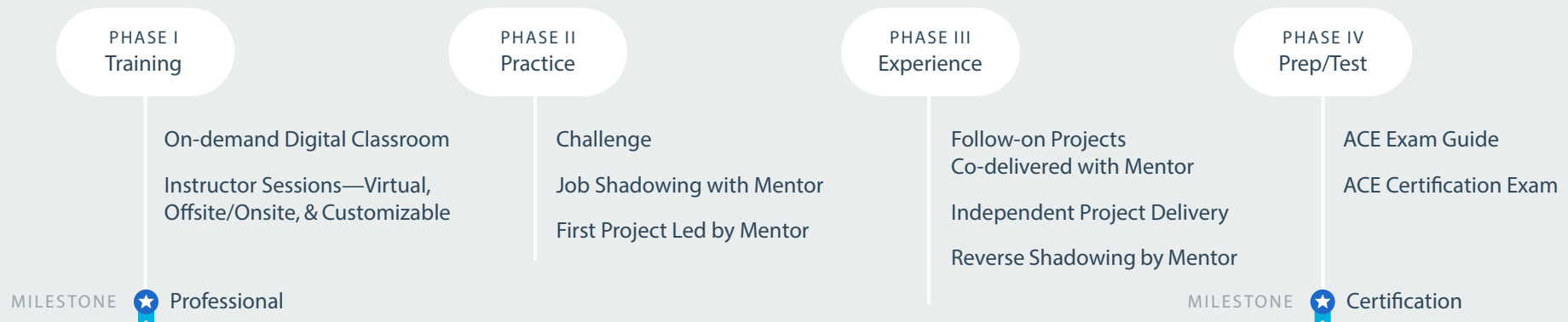
This Learner Journey guide is for Adobe Partners. It provides a recommended learning path to certification which includes on-demand digital classroom options as well as instructor sessions which can be virtual or live, onsite or offsite. Most learning paths include Challenges which are scenario-based 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.

Refer to the Levels and Benefits page on [Adobe Solution Partner Portal](#).

Benefits include:

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

EXAMPLE PATH



Adobe Partner Learner Journey

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

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

SALES

TECHNICAL

Experience Platform

Customer Journey Analytics

Journey Orchestration

Real-time Customer Data Platform

PHASE I
Training**

PHASE I
Training**

PHASE I
Training**

PHASE I
Training**

STEP 1 ● Adobe Experience Platform:
Sales Accreditation
1 hours

STEP 1 ● Customer Journey Analytics:
Sales Accreditation
1-2 hours

STEP 1 ● Journey Orchestration:
Sales Accreditation
1 hour

STEP 1 ● Real-Time CDP: Sales
Accreditation
1 hour

MILESTONE ★ ● Sales Accreditation

MILESTONE ★ ● Sales Accreditation

MILESTONE ★ ● Sales Accreditation

MILESTONE ★ ● Sales Accreditation

Related Resources

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

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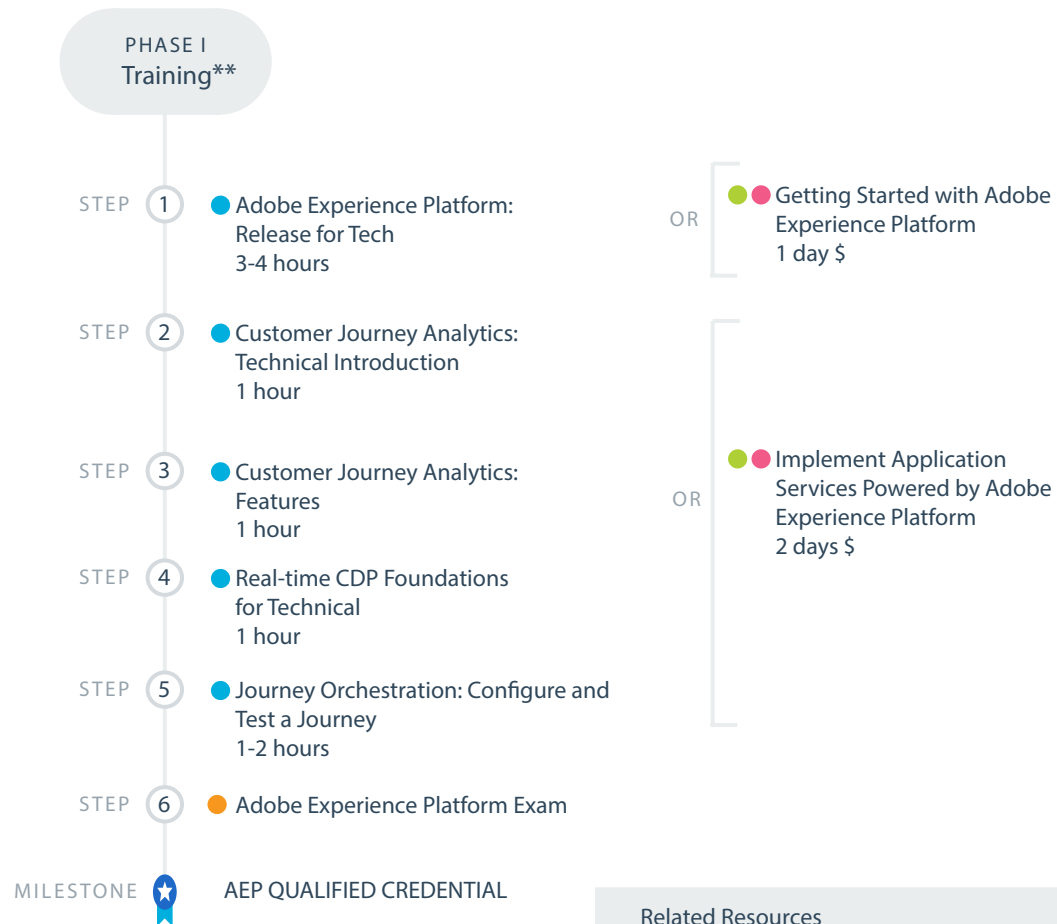
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SALES TECHNICAL



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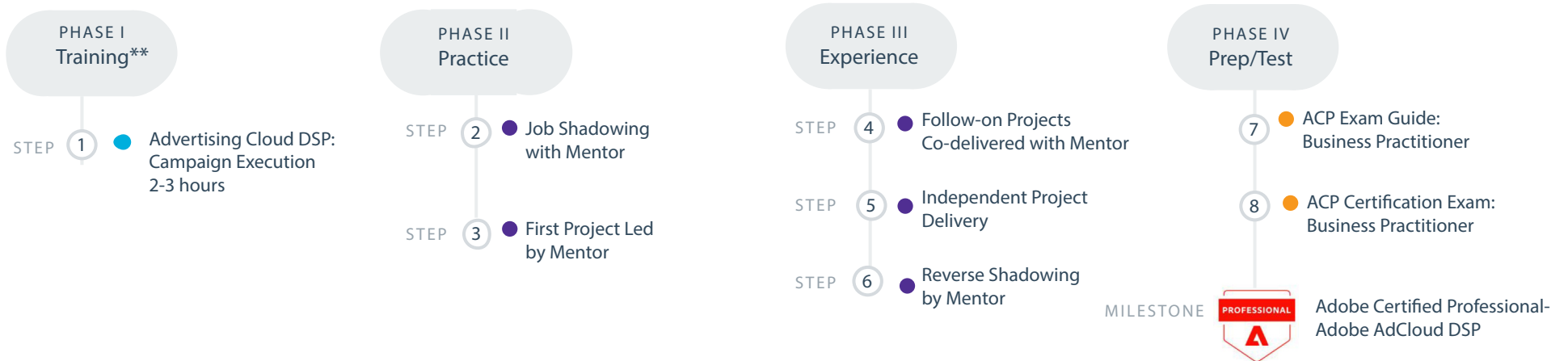
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SALES

BUSINESS PRACTITIONER
- DSP

BUSINESS PRACTITIONER
- SEARCH



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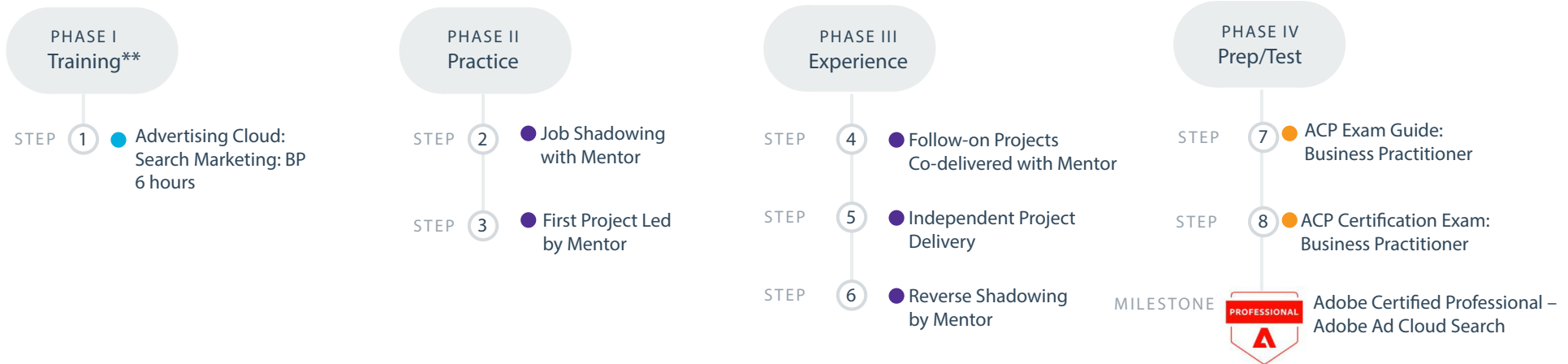
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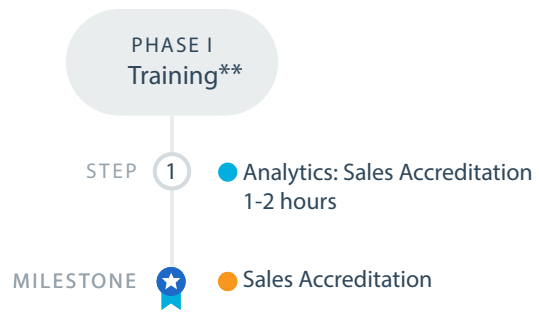
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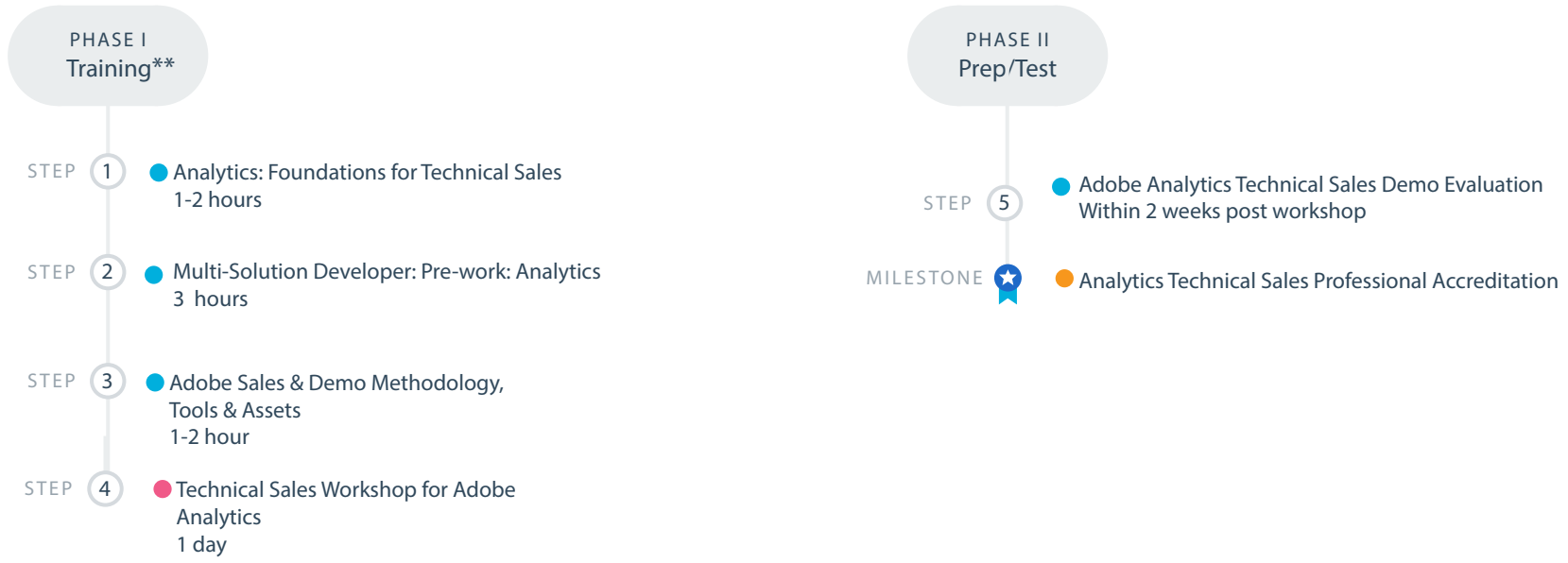
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SALES **TECHNICAL SALES** BUSINESS PRACTITIONER DEVELOPER ARCHITECT



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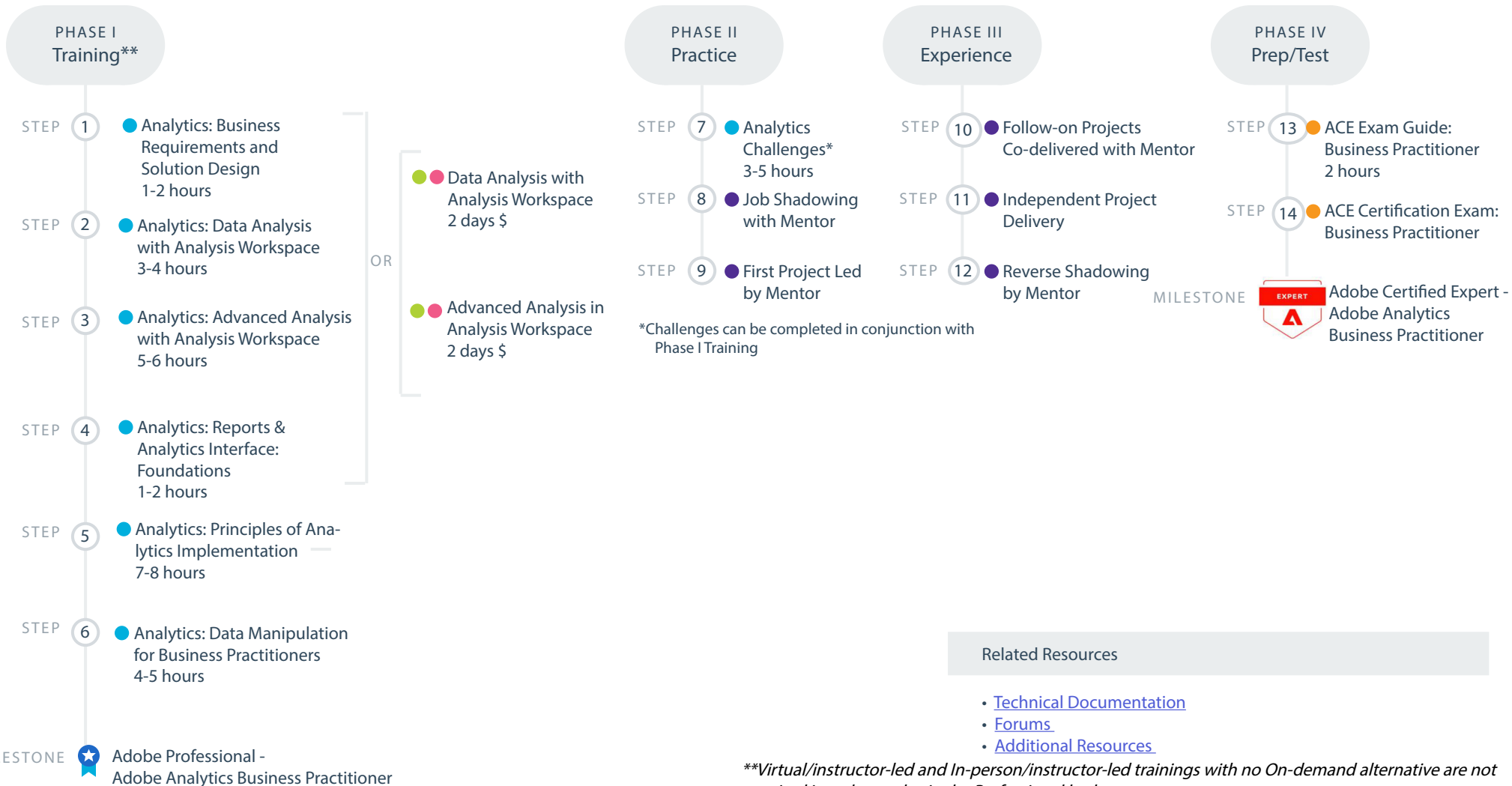
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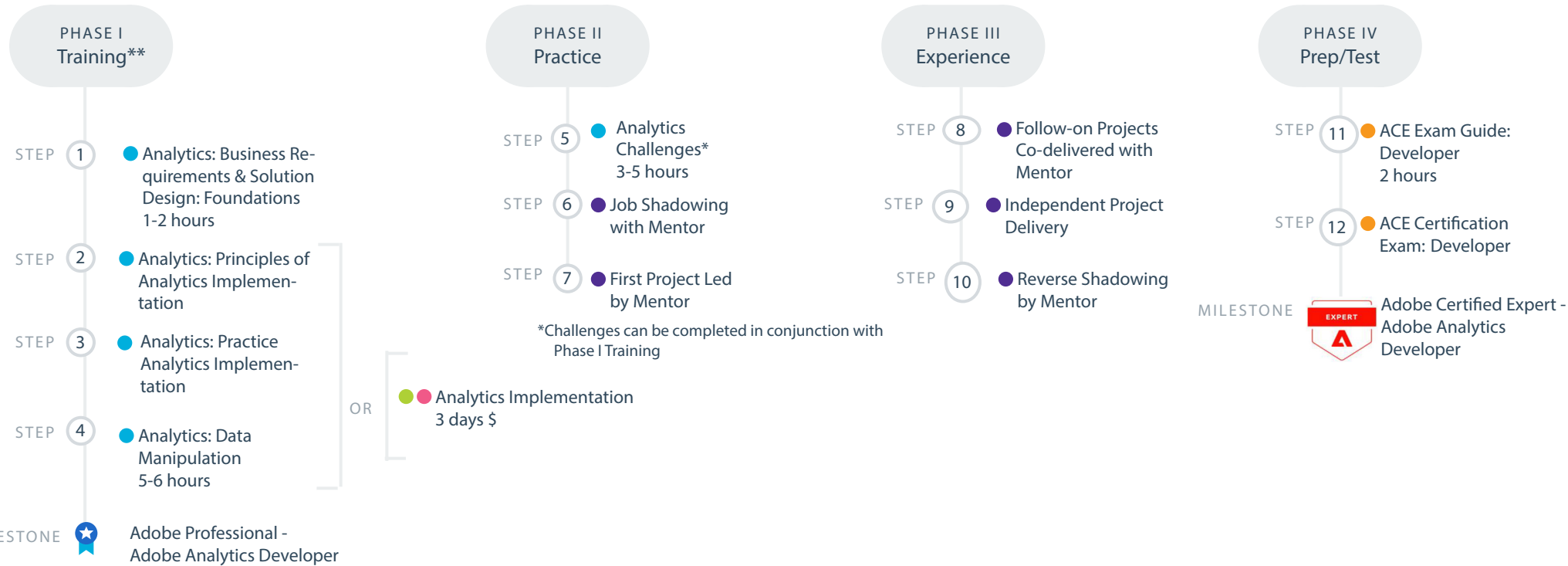
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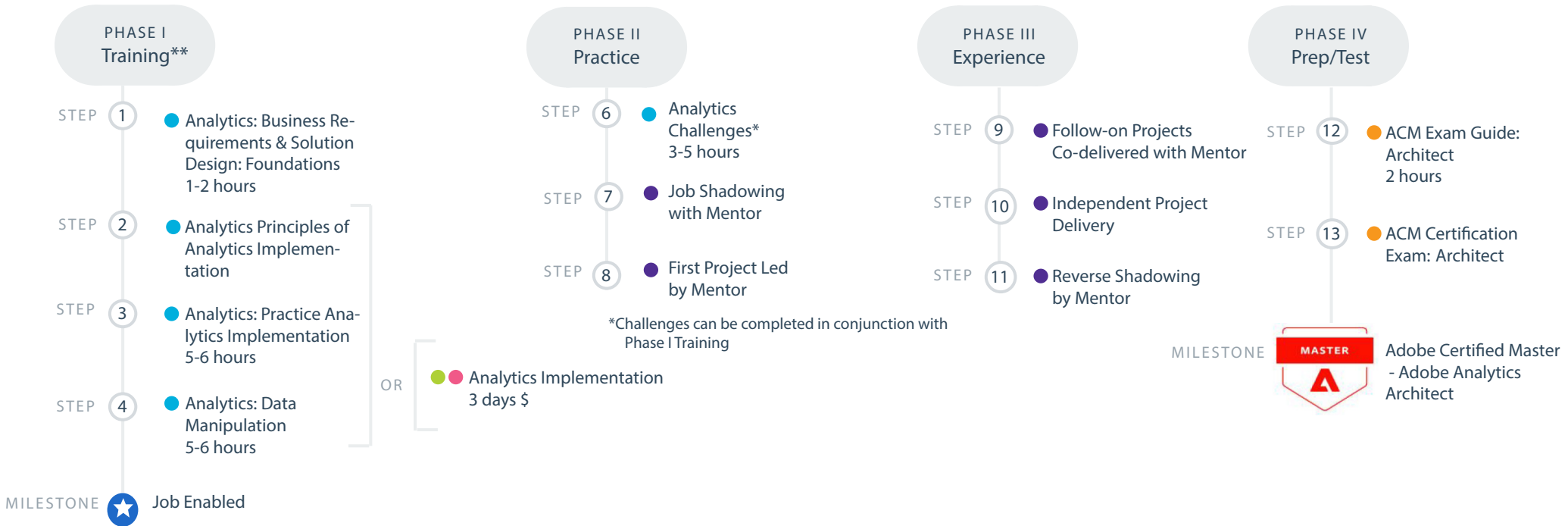
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ARCHITECT

PHASE I Training**

PHASE II Practice

PHASE III Experience

PHASE IV Prep/Test

- STEP 1 ● AAM: Foundations for Business Practitioner 2-3 hours OR ● ● Fundamentals of Adobe Audience Manager 1 day \$
- STEP 2 ● AAM: Analyze and Optimize Segments 2-3 hours
- STEP 3 ● AAM: Manage User Journey 1-2 hours
- STEP 4 ● AAM: Overview & Best Practices on Publisher Domain 3-4 hours
- 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 1-2 hours

- STEP 9 ● Audience Manager Challenges* 4 hours
- STEP 10 ● Job Shadowing with Mentor
- STEP 11 ● First Project Led by Mentor
- *Challenges can be completed in conjunction with Phase I Training

- STEP 12 ● Follow-on Projects Co-delivered with Mentor
- STEP 13 ● Independent Project Delivery
- STEP 14 ● Reverse Shadowing by Mentor

- STEP 15 ● ACE Exam Guide: Business Practitioner
- STEP 16 ● ACE Certification Exam: Business Practitioner
- MILESTONE  Adobe Certified Expert - Adobe Audience Manager Business Practitioner

MILESTONE  Job Enabled

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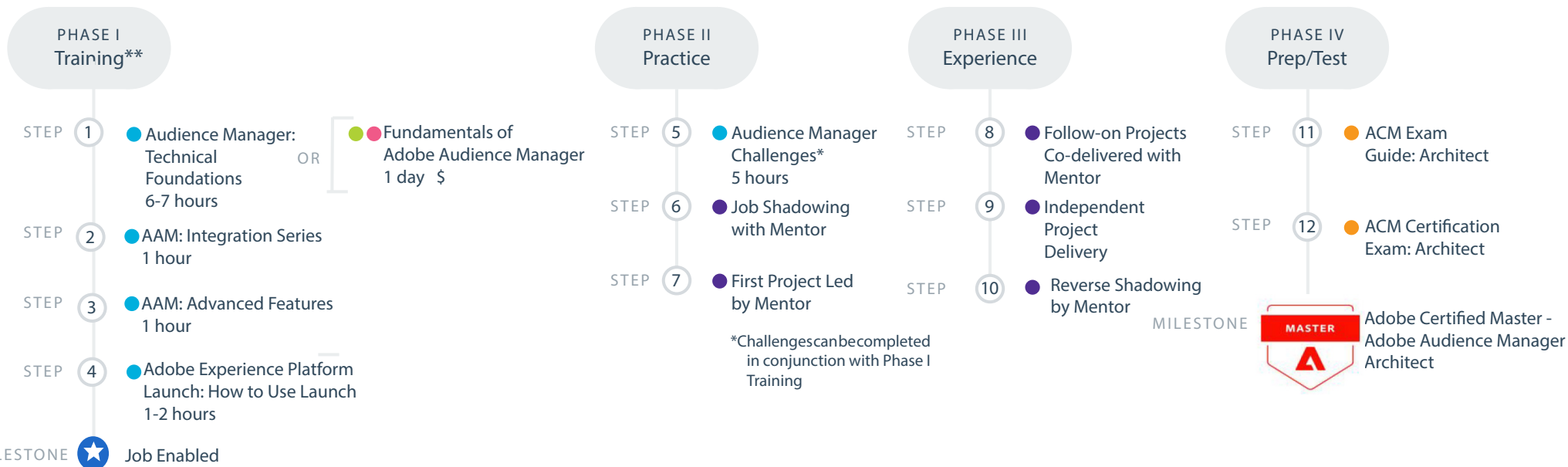
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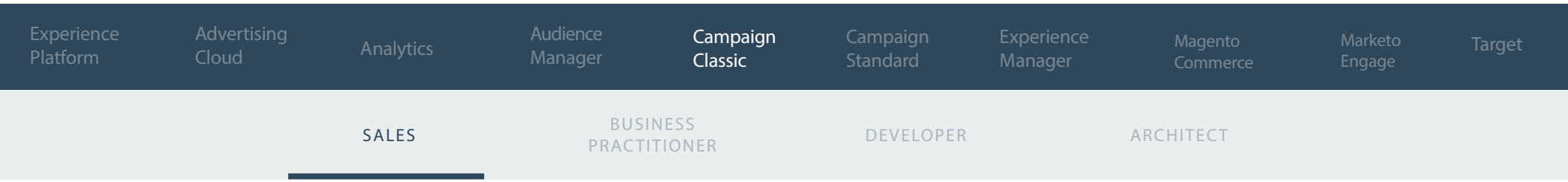
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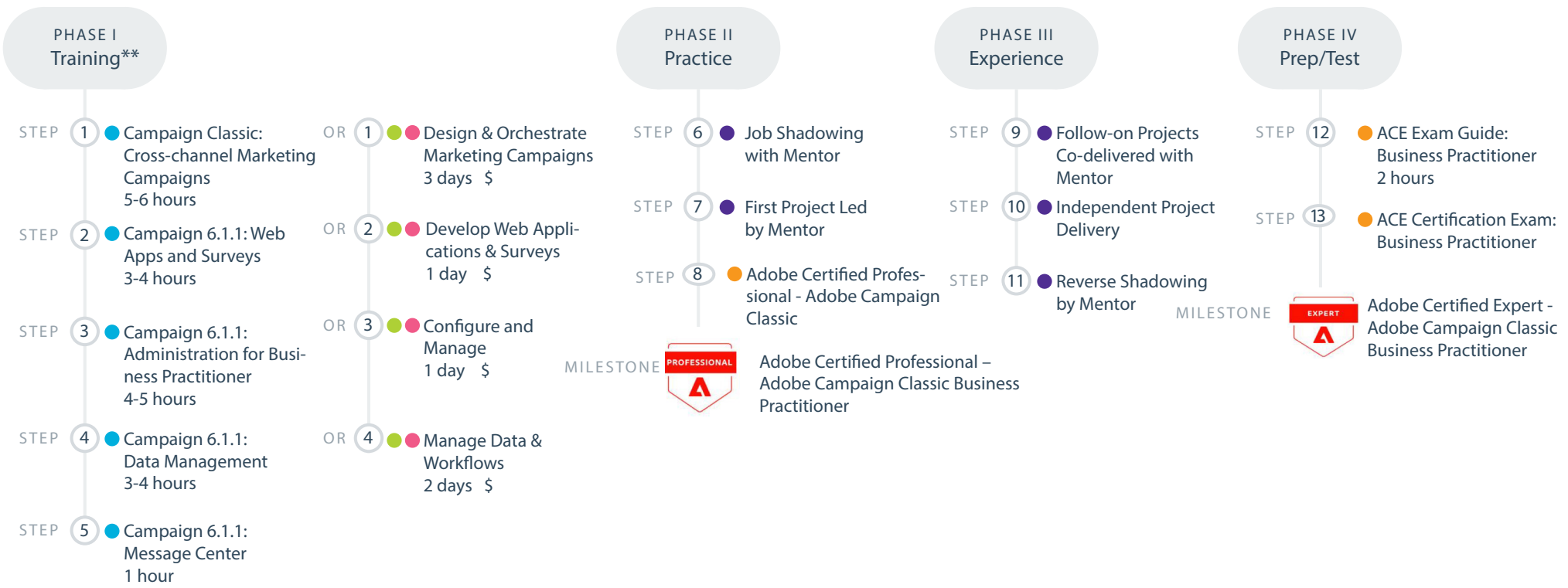
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SALES BUSINESS PRACTITIONER DEVELOPER ARCHITECT



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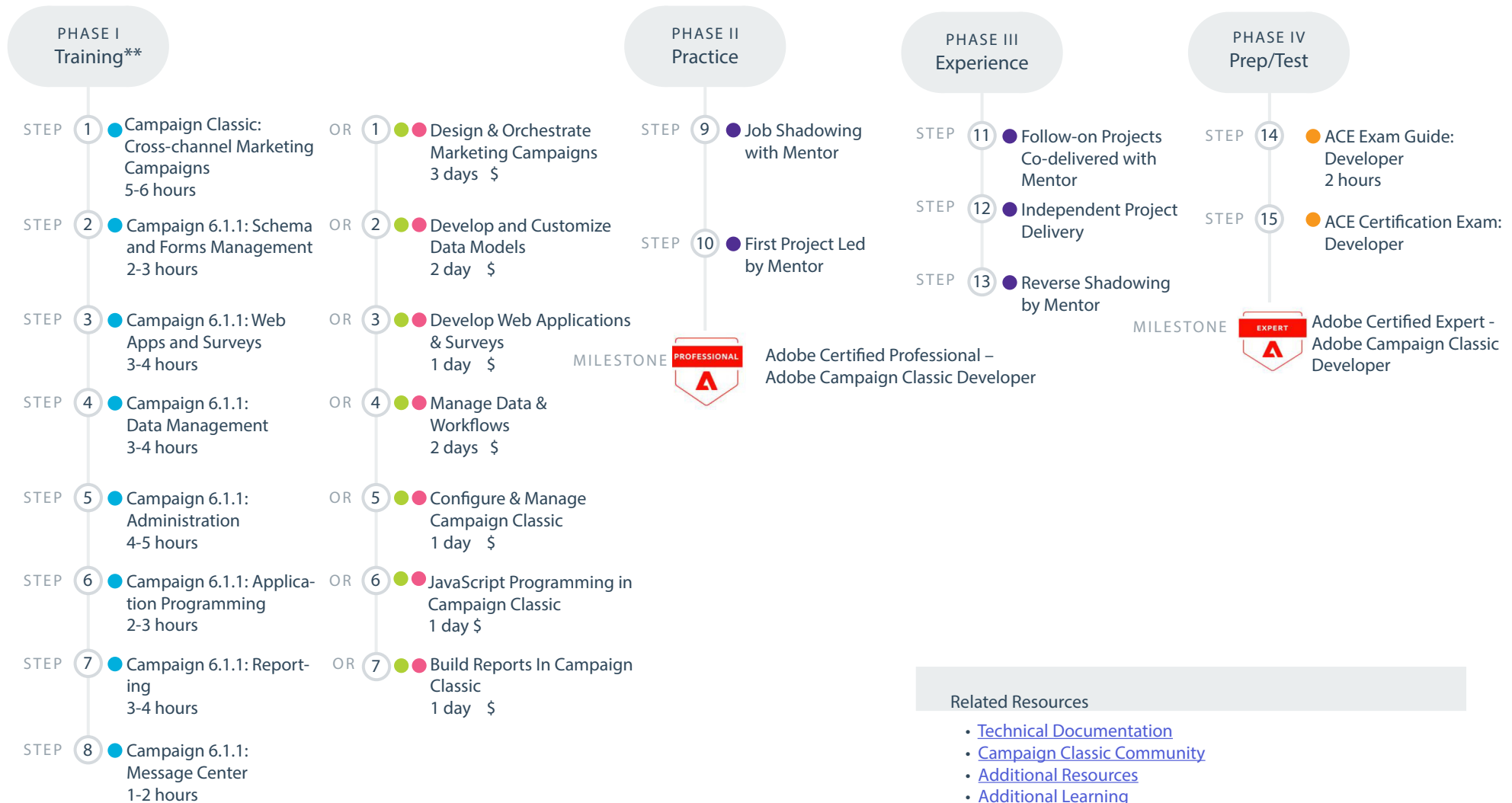
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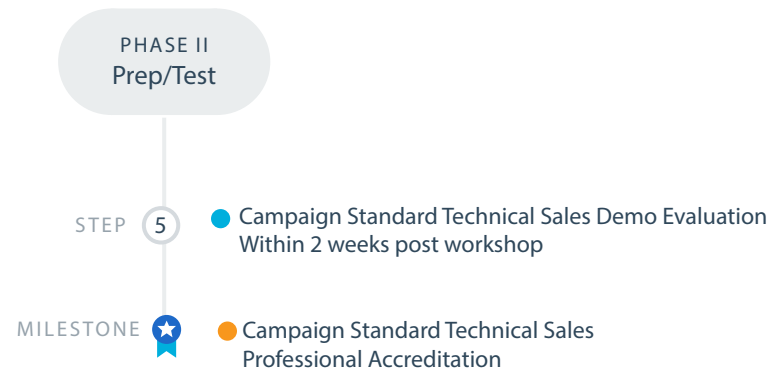
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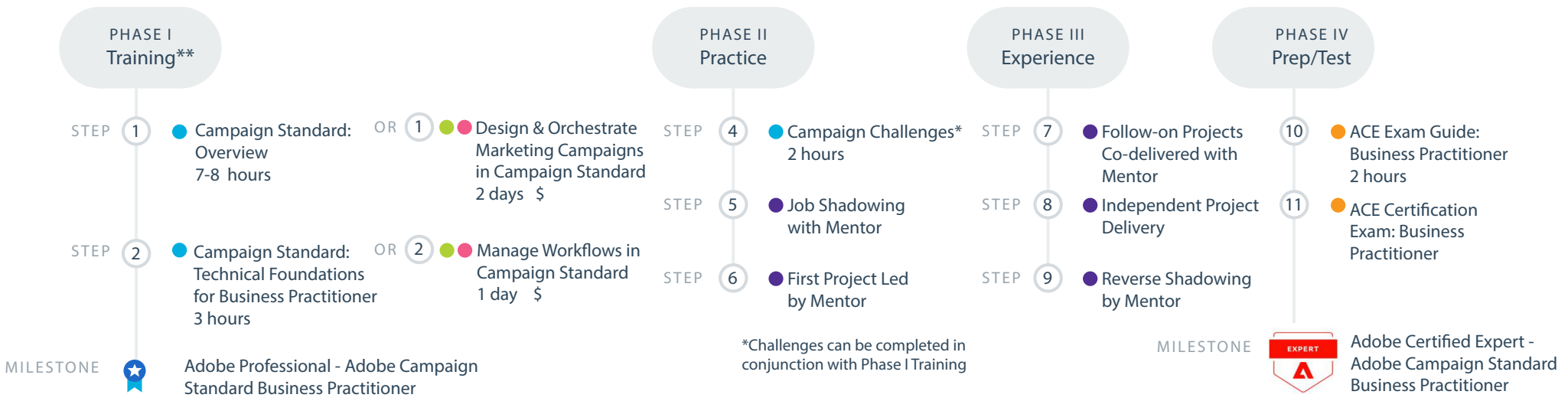
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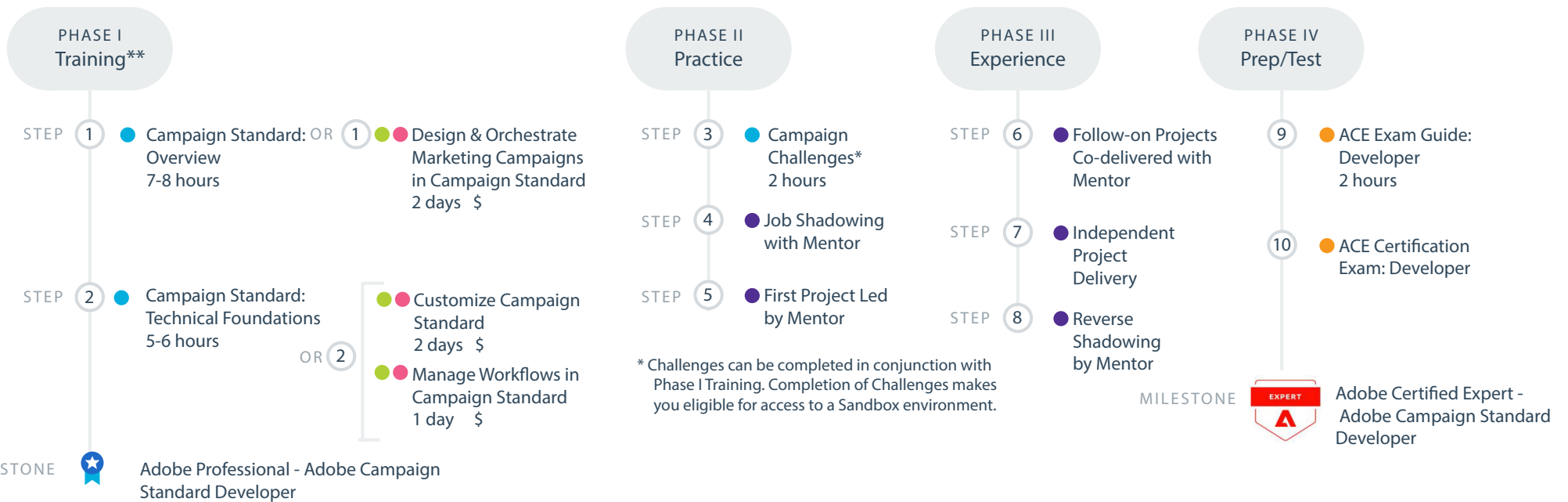
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SALES TECHNICAL SALES BUSINESS PRACTITIONER **DEVELOPER** ARCHITECT



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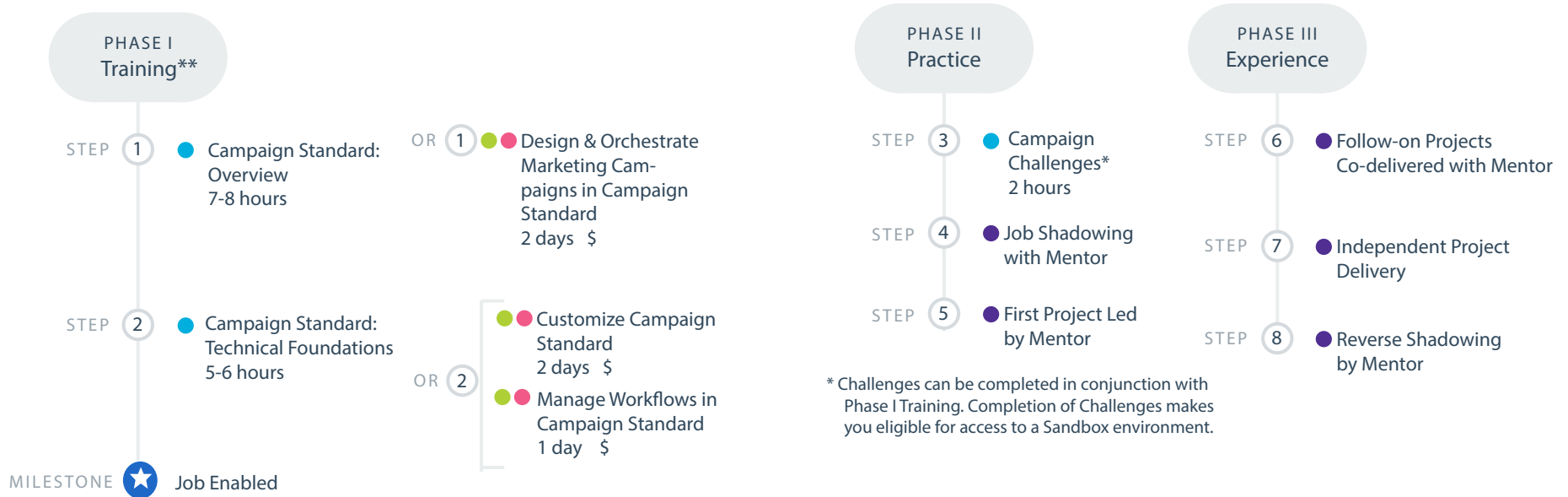
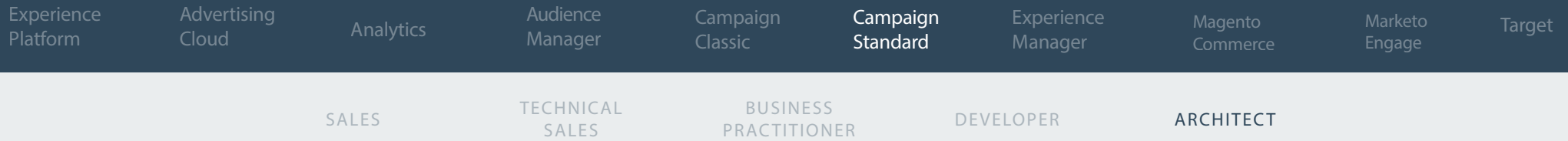
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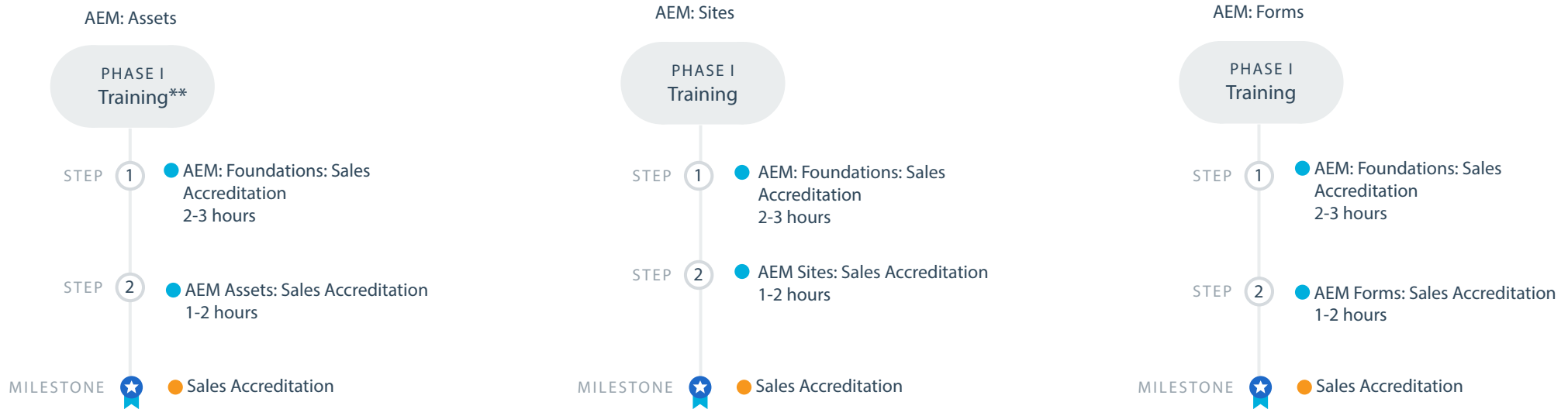
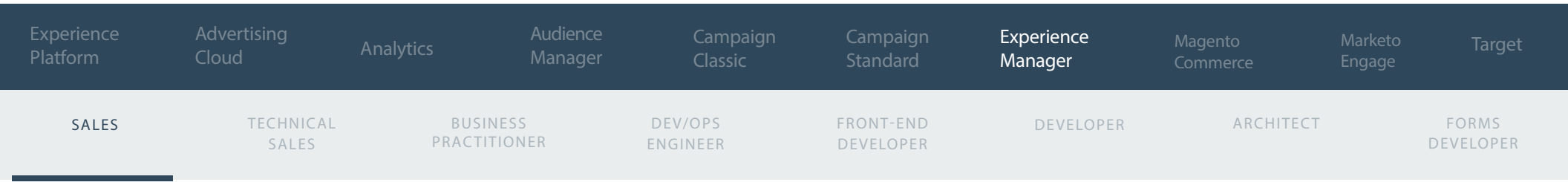
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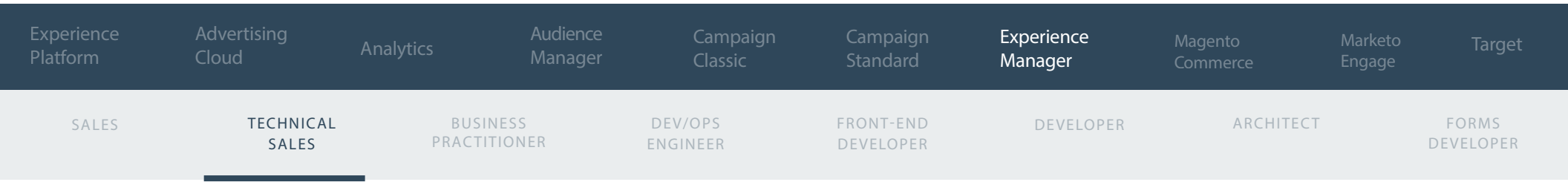
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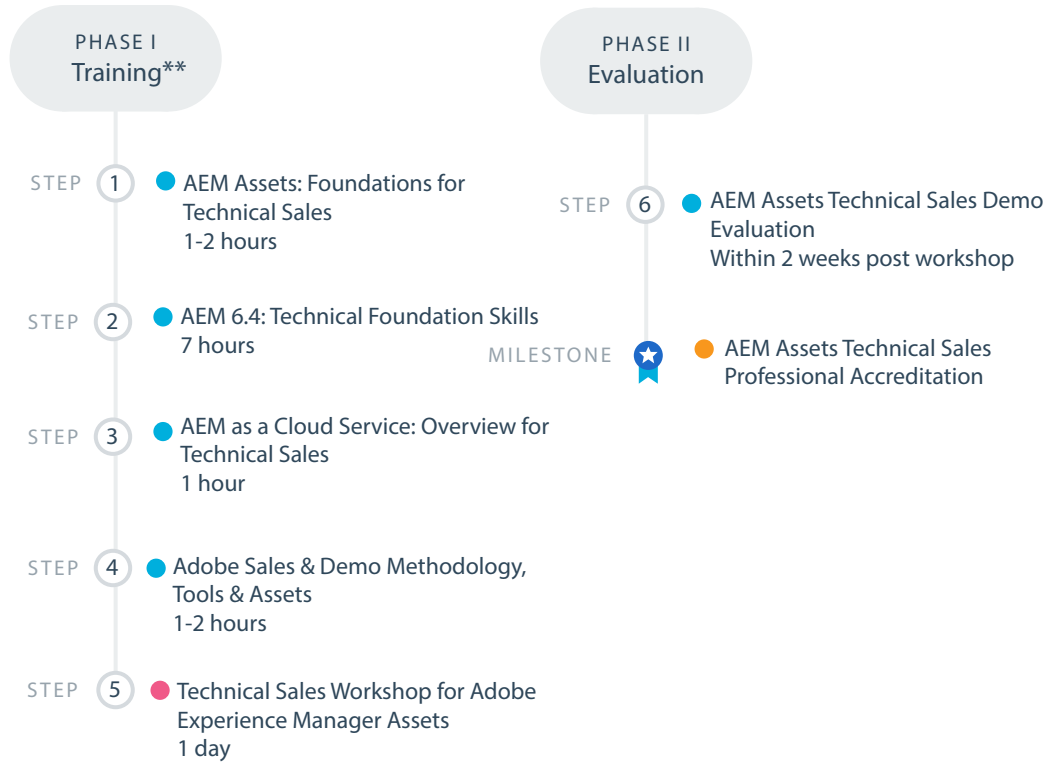
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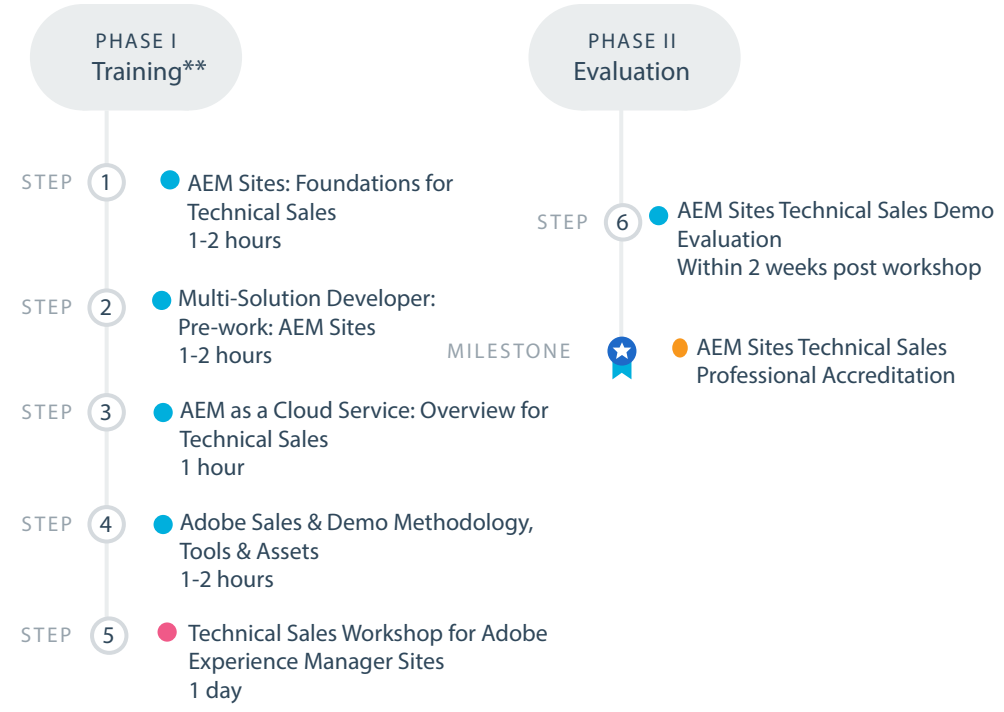
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AEM: Assets



AEM: Sites



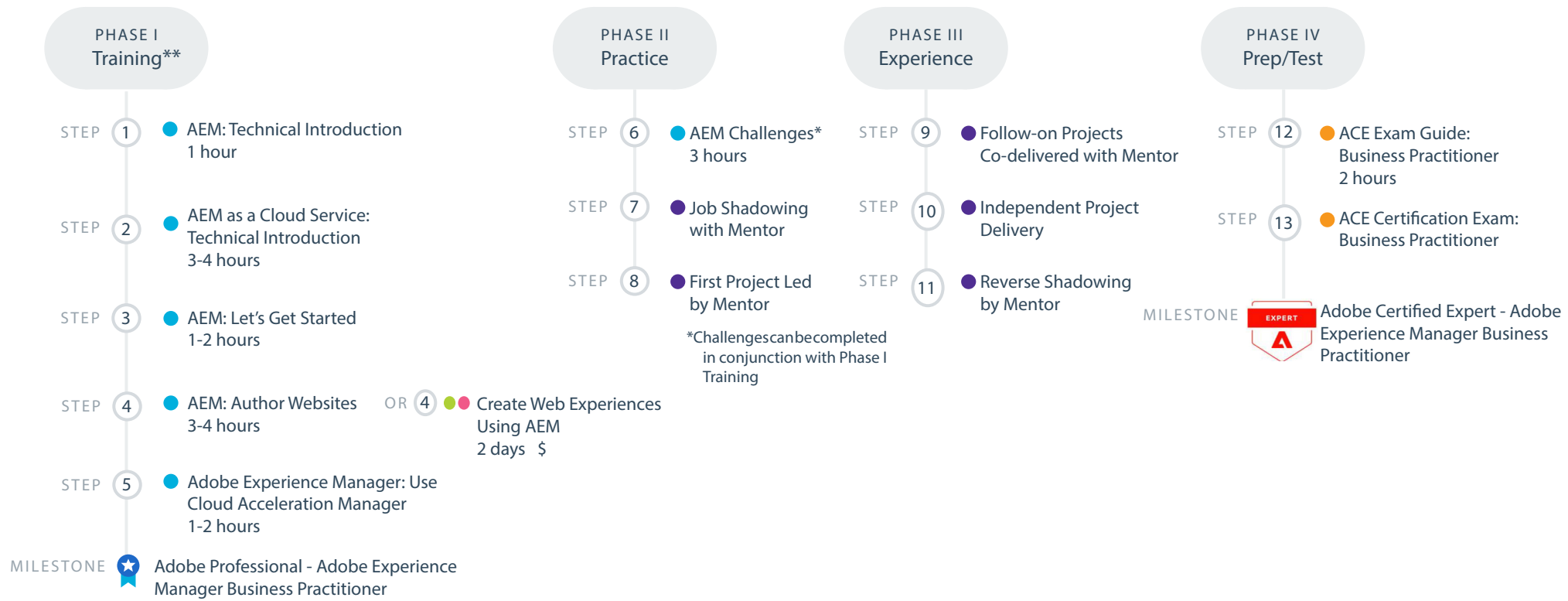
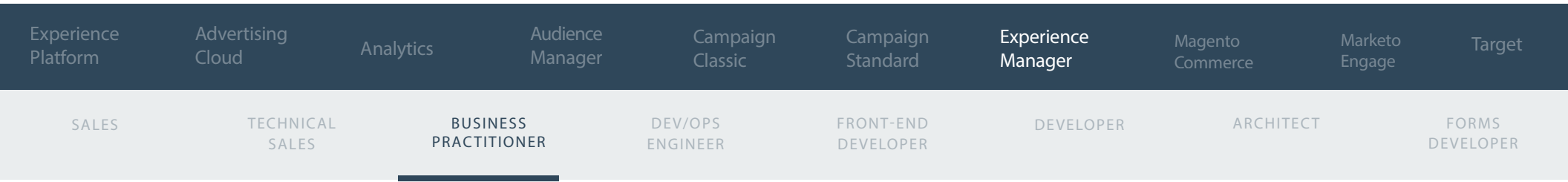
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SALES	TECHNICAL SALES	BUSINESS PRACTITIONER	DEV/OPS ENGINEER	FRONT-END DEVELOPER	DEVELOPER	ARCHITECT	FORMS DEVELOPER		



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PHASE I Training**

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

MILESTONE Adobe Professional - Adobe Experience Manager Front-End Developer

PHASE II Practice

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

*Challenges can be completed in conjunction with Phase I Training

PHASE III Experience

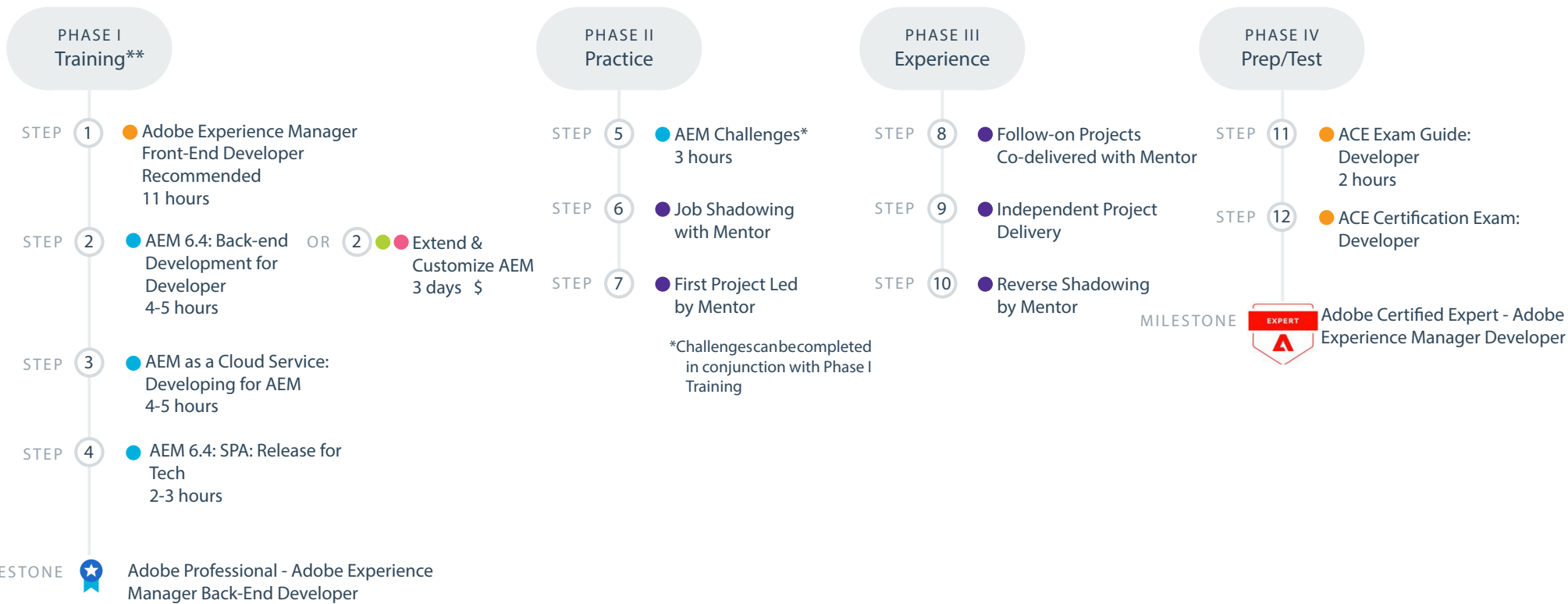
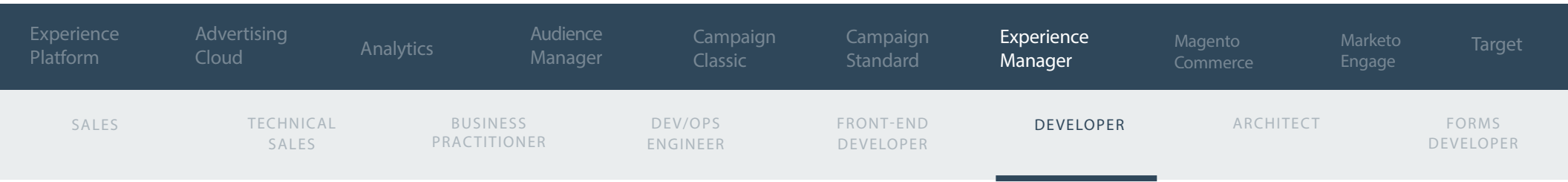
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- STEP 12 ● Independent Project Delivery
- STEP 13 ● Reverse Shadowing by Mentor

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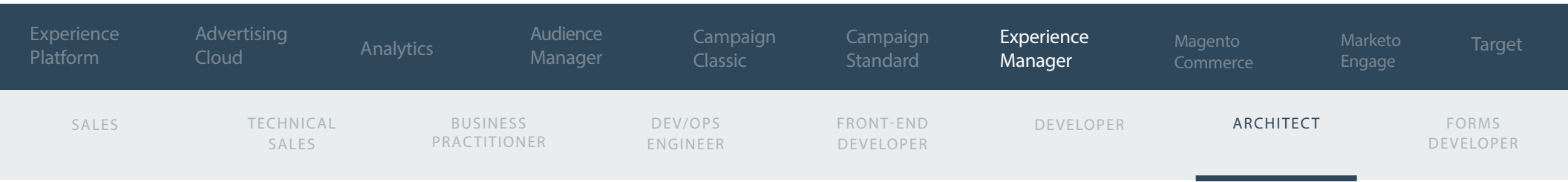
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SALES	TECHNICAL SALES	BUSINESS PRACTITIONER	DEV/OPS ENGINEER	FRONT-END DEVELOPER	DEVELOPER	ARCHITECT	FORMS DEVELOPER		

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
3 days \$
- STEP 7 ●● Interactive Communications
2 days \$

MILESTONE ★ Job Enabled

PHASE II Practice

- STEP 8 ● Job Shadowing with Mentor
- STEP 9 ● First Project Led by Mentor

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: 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](#)

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Date Last Modified: 13-Sep-2021

Adobe Partner Learner Journey

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 - On-the-job
 - Accreditation/ACE certification
 - \$ Associated cost
- Role Definitions

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SALES		BUSINESS PRACTITIONER		DEV/OPS ENGINEER		FRONT-END DEVELOPER		BACK-END DEVELOPER	



Related Resources

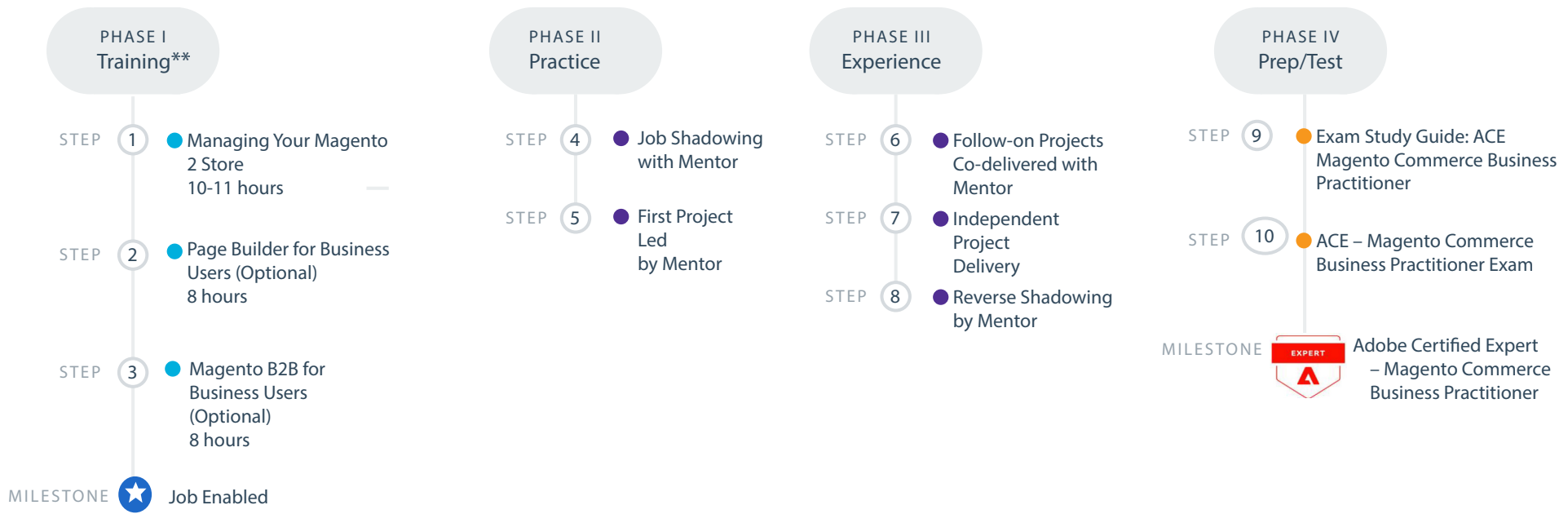
- [Technical Documentation](#)
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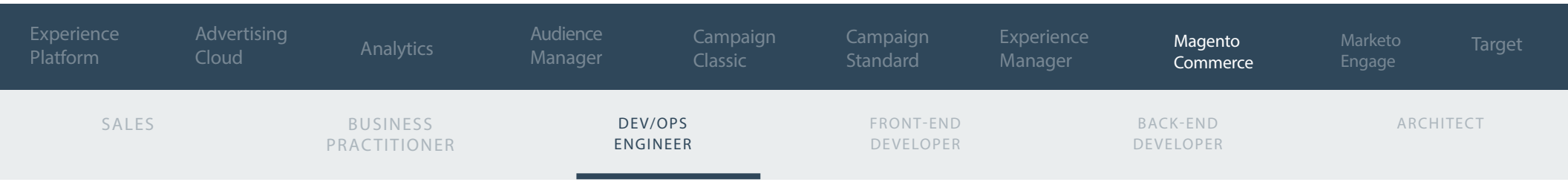
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PHASE I Training**

- STEP 1 ● Magento 2: Intro for Business Users
1-2 hours
- STEP 2 ● Magento Commerce Cloud for Developers
24 hours
- STEP 3 ● Magento Security for Developers (Optional)
24 hours

MILESTONE ★ Job Enabled

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

PHASE IV Prep/Test

- STEP 9 ● Exam Study Guide: ACE – Magento Commerce Cloud Developer
 - STEP 10 ● ACE – Magento Commerce Cloud Developer Exam
- MILESTONE  Adobe Certified Expert – Magento Commerce Cloud Developer

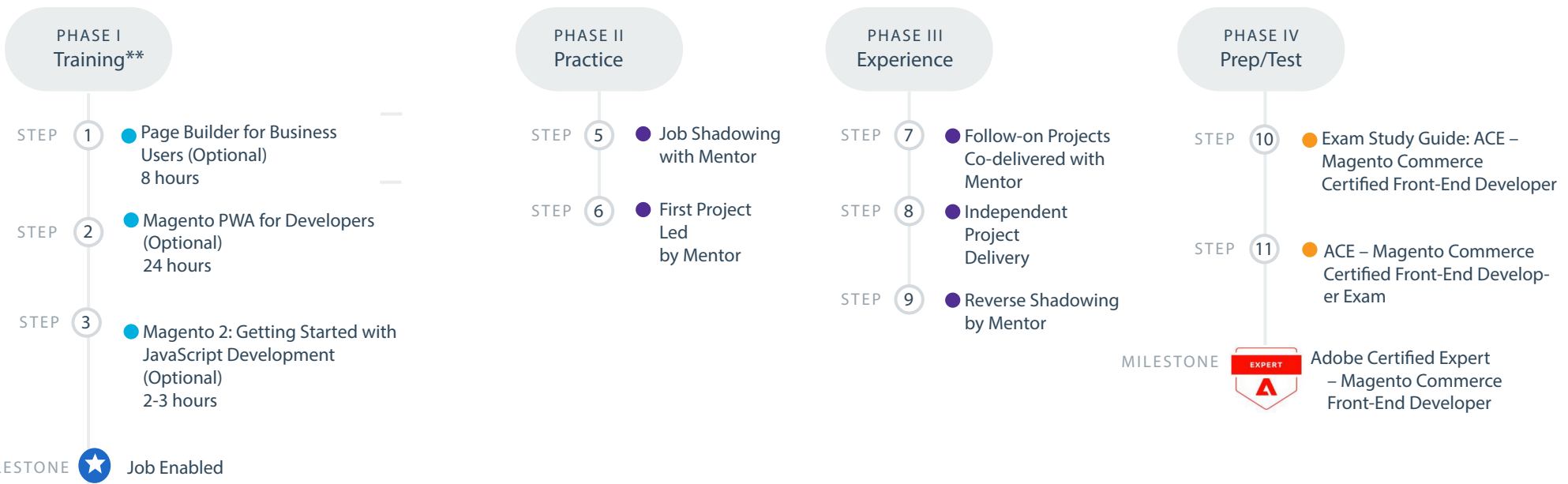
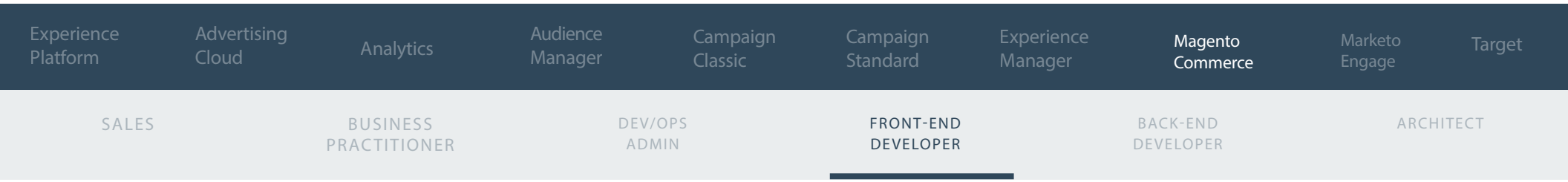
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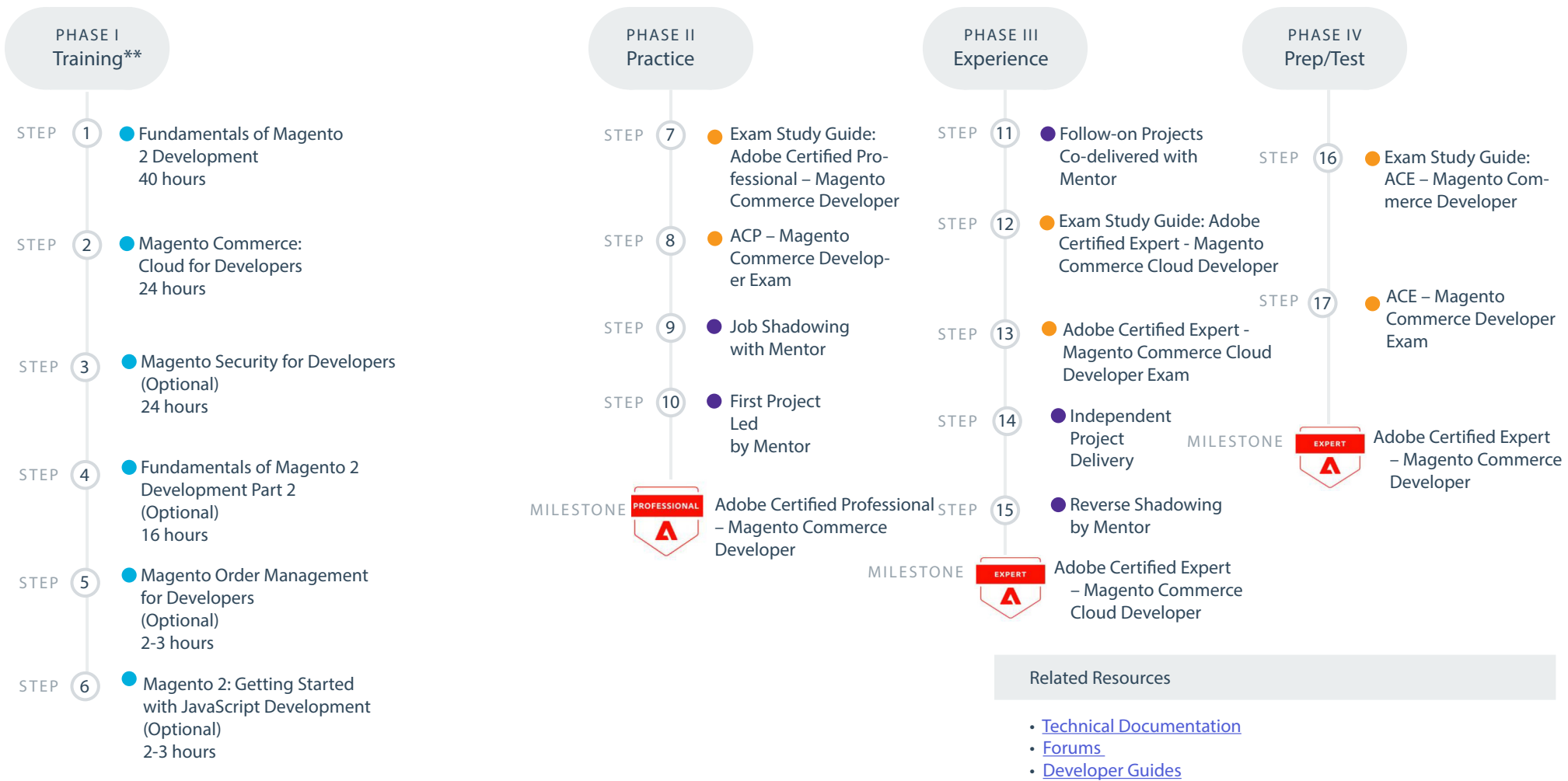
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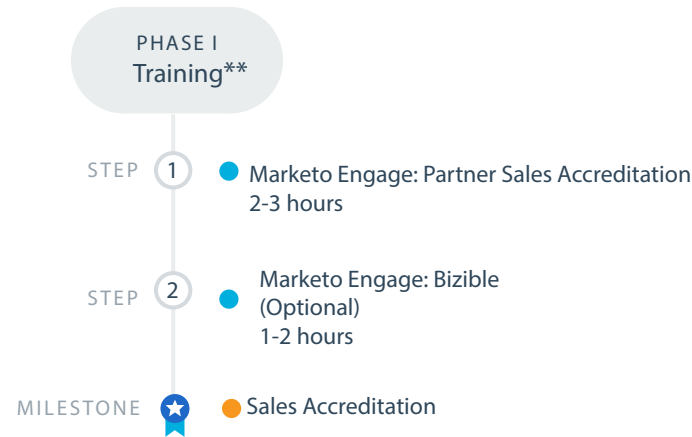
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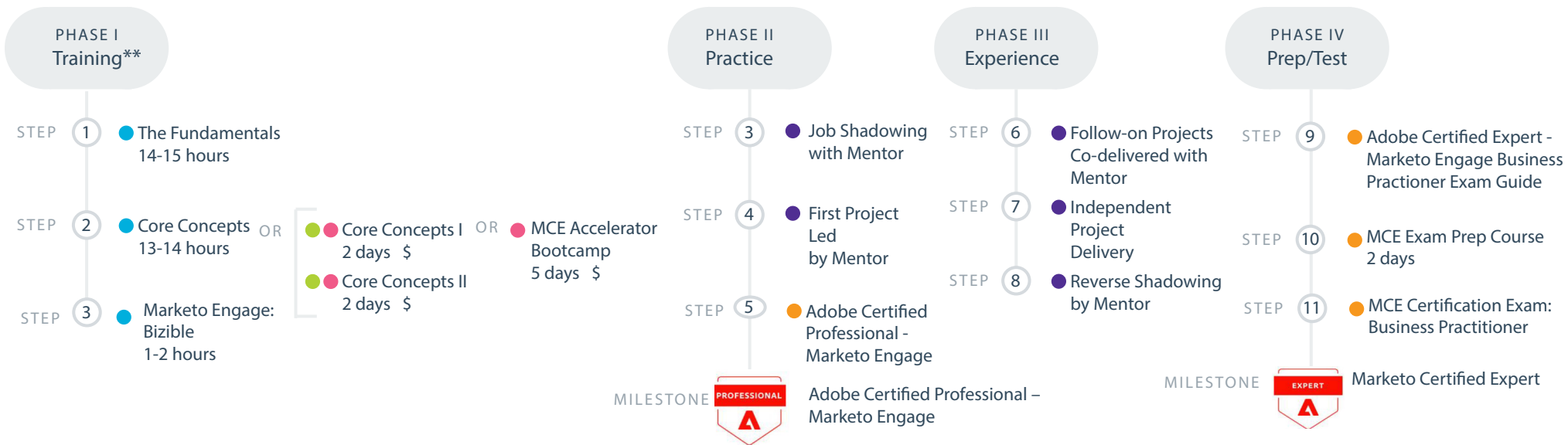
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Experience Platform Advertising Cloud Analytics Audience Manager Campaign Classic Campaign Standard Experience Manager Magento Commerce Marketo Engage Target

SALES

BUSINESS PRACTITIONER

ARCHITECT



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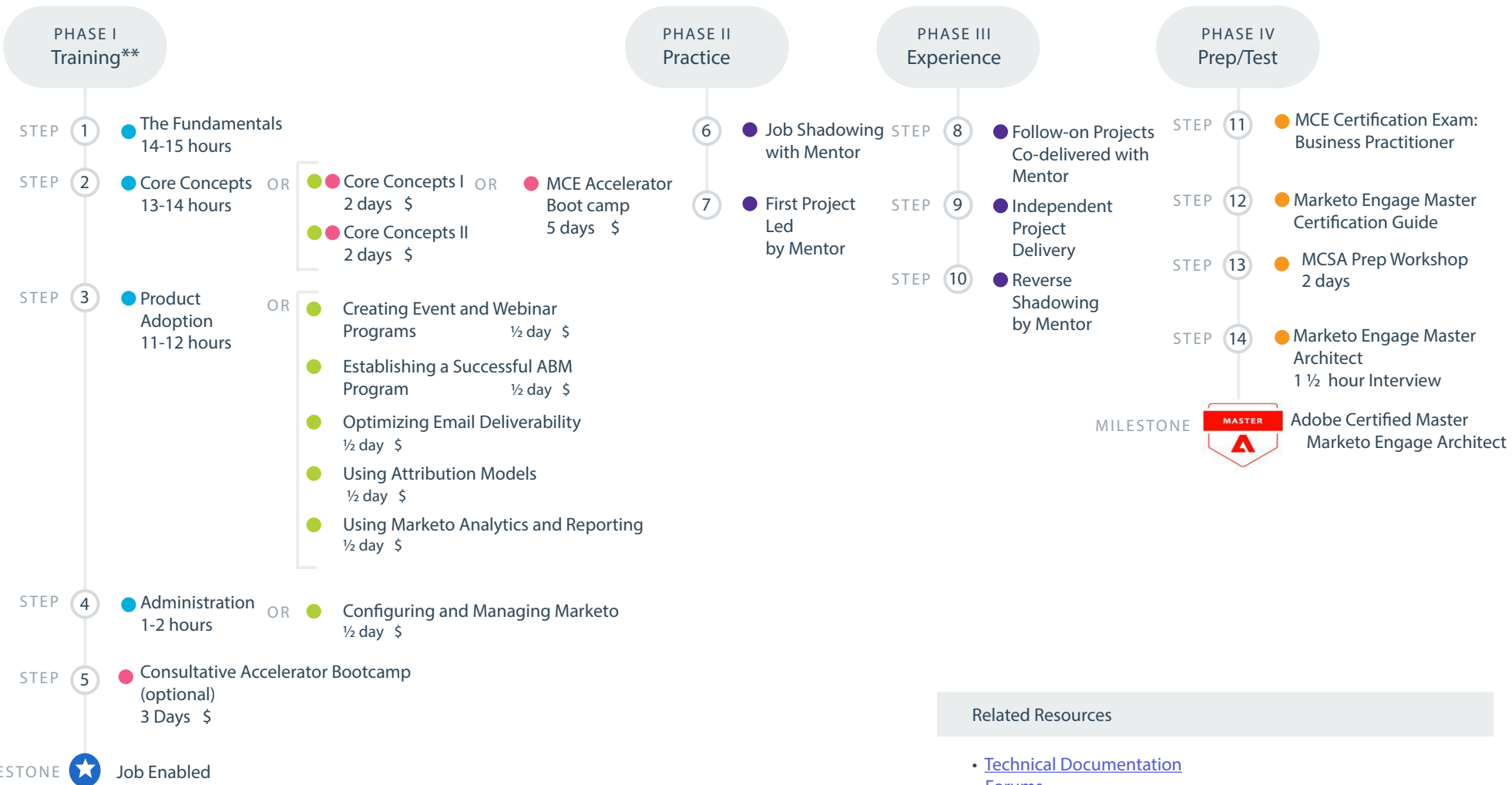
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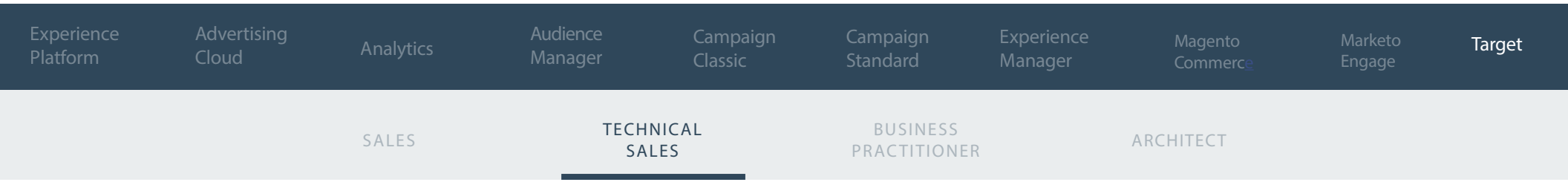
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PHASE I Training**

- STEP 1 **SALES TRAINING**
● Target: Foundations for Technical Sales
1-2 hours
- STEP 2 **TECHNICAL TRAINING**
● Multi-Solution Developer: Pre-work: Target
2-3 hours
- STEP 3 **WORKSHOP PREREQUISITES**
● Adobe Sales & Demo Methodology, Tools & Assets
1-2 hours
- STEP 4 ● Technical Sales Workshop for Adobe Target
1 day

PHASE II Prep/Test

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

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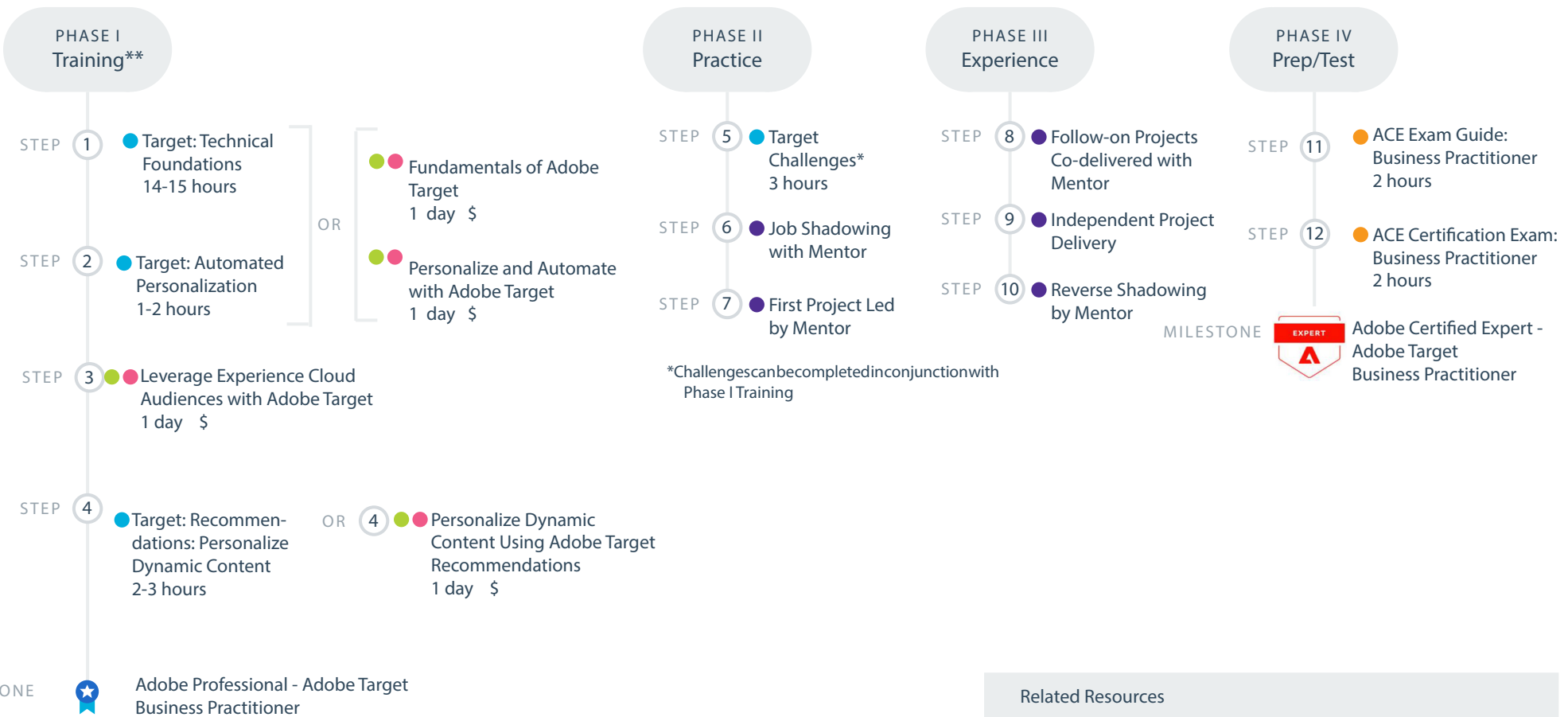
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SALES

TECHNICAL SALES

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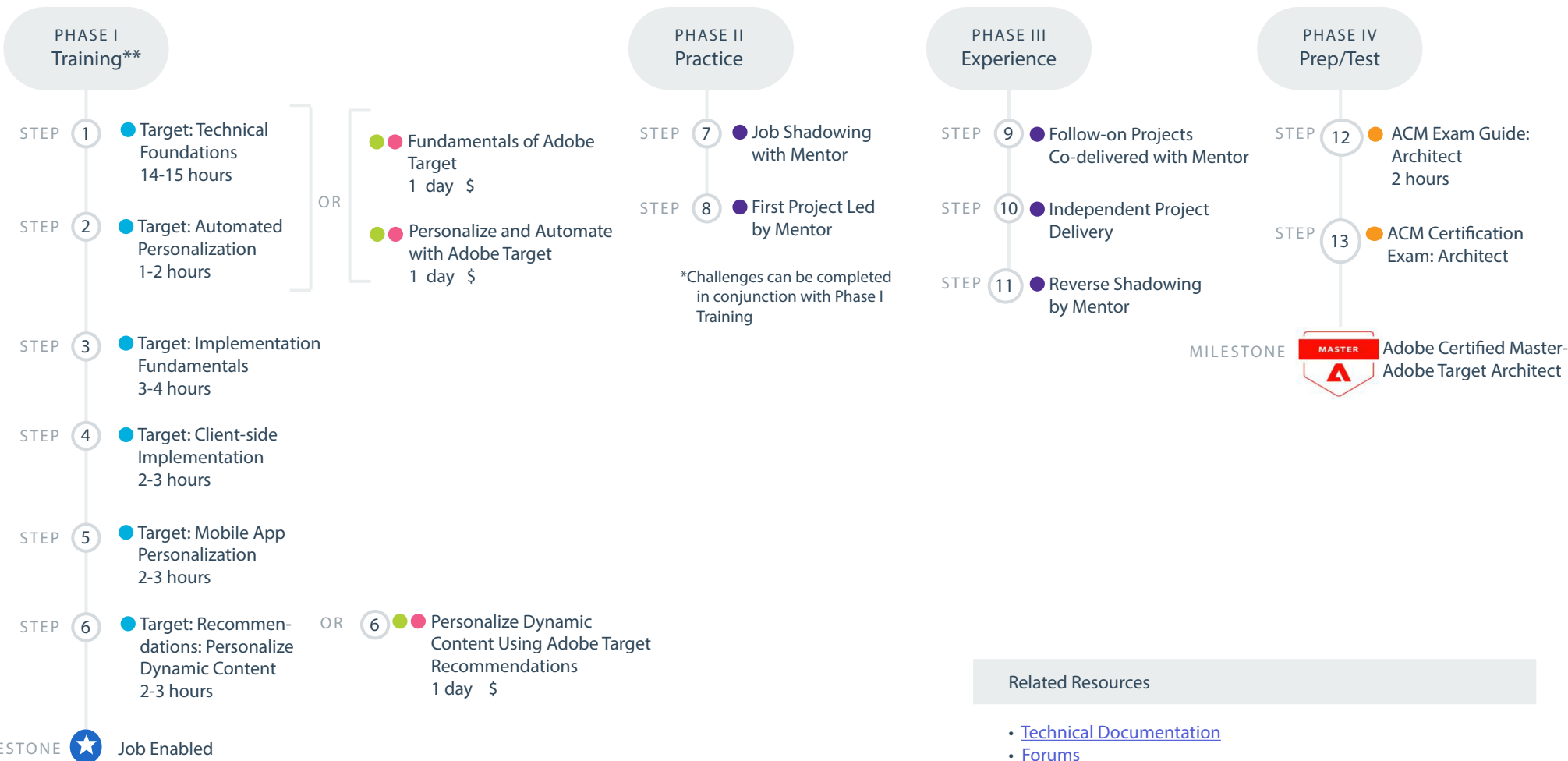
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Role Definitions

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

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 / Engineer

- 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

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