



Adobe Digital Learning Services

Learning Paths



Adobe Experience Cloud



(v)ILT = virtual or in person instructor-led training



All Roles



(v)ILT

2 Day
Maximize Adobe Experience Cloud
 Gain deep intelligence about your customers and business strategies, leverage data to build personalized digital marketing campaigns, target customer segments through an optimized approach.

4 Day
Deliver Exceptional Experiences Using Adobe Digital Marketing Solutions
 Understand the value of four foundational solutions: Adobe Experience Manager, Adobe Target, Adobe Campaign, and Adobe Analytics.

4 Day
Digital Marketing Masters Workshop *
 Explore Adobe Experience Cloud with Adobe Experience Manager, Adobe Target, Adobe Campaign, Adobe Analytics, Adobe Audience Manager, and Dynamic Tag Management.

* All Access Learning Pass Ineligible



Developer, System Administrator



(v)ILT

4 Hours
Discover Launch, by Adobe
 Learn how to install extensions, create data elements, implement rules, and publish resources to deploy and manage analytics, marketing, and advertising tags to power customer experiences.

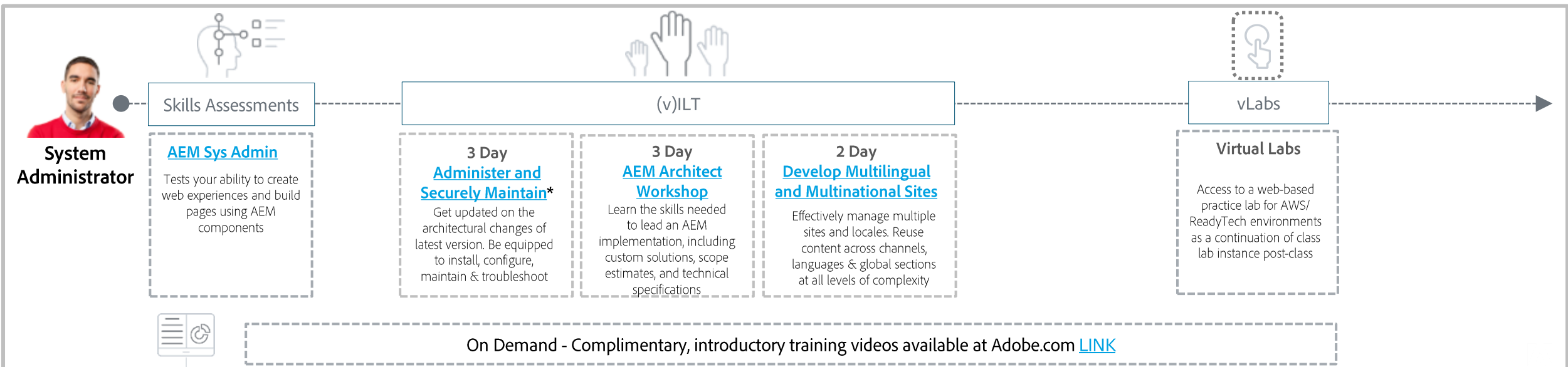
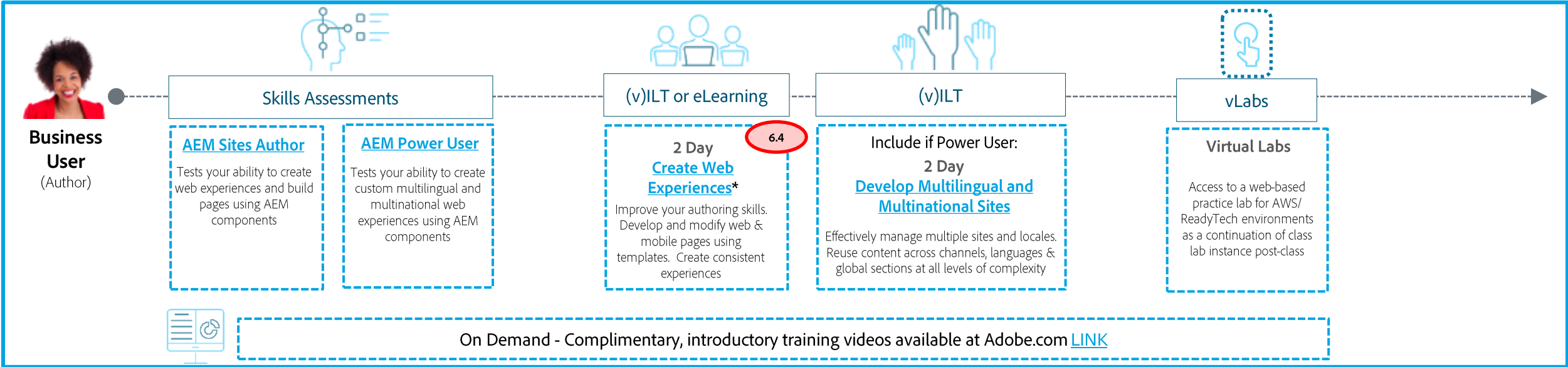


Adobe Marketing Cloud: Experience Manager – Sites



* Mandatory for given role

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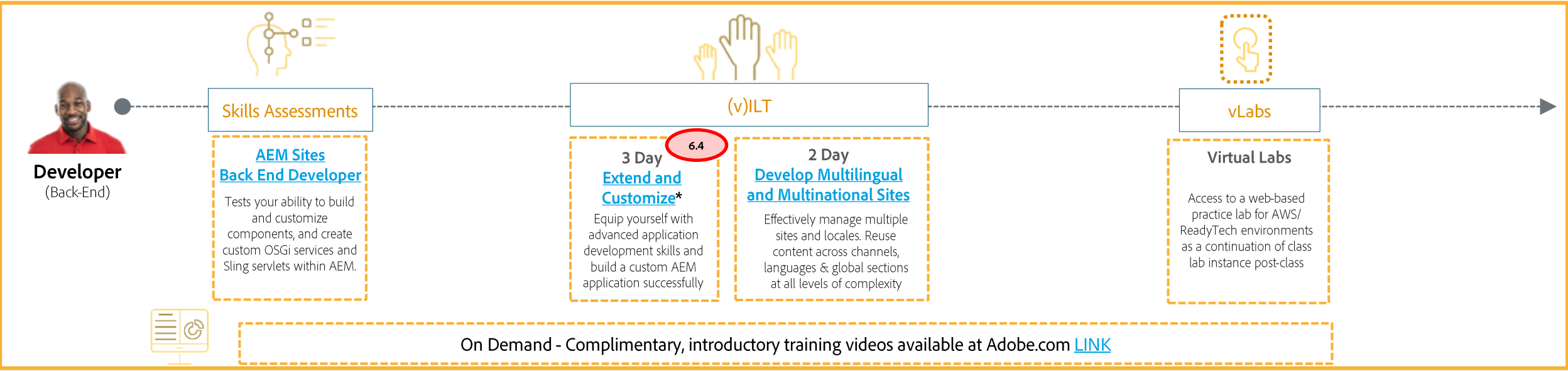
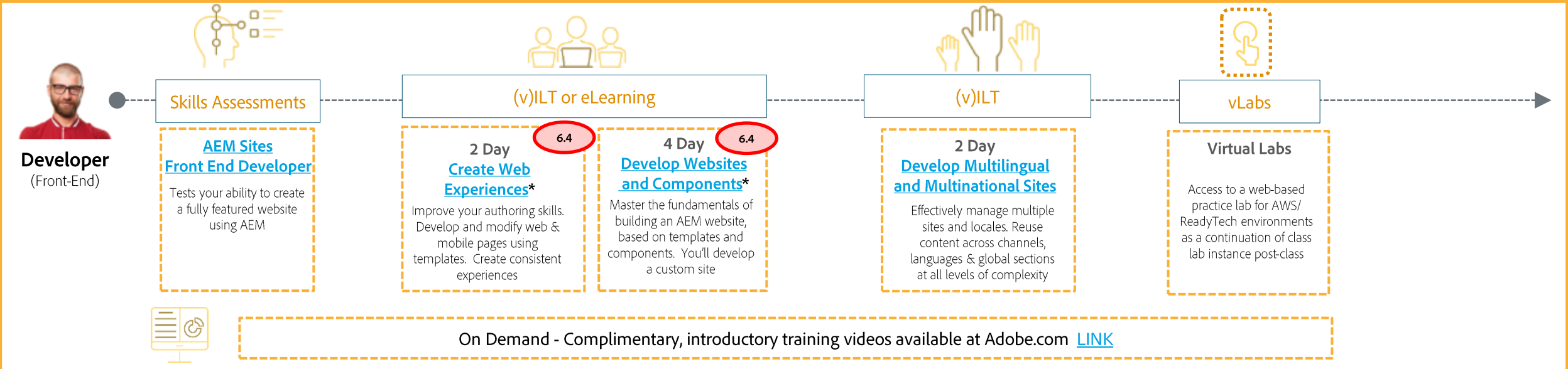




Adobe Marketing Cloud: Experience Manager – Sites

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Adobe Marketing Cloud: Experience Manager – Sites

(v)ILT = virtual or in person instructor-led training

* Mandatory for given role



(v)ILT or eLearning

(v)ILT

vLabs



Architect

2 Day Create Web Experiences*

Improve your authoring skills. Develop and modify web & mobile pages using templates. Create consistent experiences

6.4

2 Day Develop Multilingual and Multinational Sites

Effectively manage multiple sites and locales. Reuse content across channels, languages & global sections at all levels of complexity

3 Day Administer and Securely Maintain*

Get updated on the architectural changes of latest version. Be equipped to install, configure, maintain & troubleshoot

3 Day Extend and Customize*

Equip yourself with advanced application development skills and build a custom AEM application successfully

6.4

3 Day AEM Architect Workshop*

Learn the skills needed to lead an AEM implementation, including custom solutions, scope estimates, and technical specifications

Virtual Labs

Access to a web-based practice lab for AWS/ReadyTech environments as a continuation of class lab instance post-class



On Demand - Complimentary, introductory training videos available at Adobe.com [LINK](#)



Adobe Marketing Cloud: Experience Manager – Assets

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Skills Assessments

AEM Assets Manager

Tests your ability to organize and deliver digital assets using AEM



(v)ILT or eLearning

2 Day Manage and Deliver Digital Assets

Master the asset tool. Use workflows to upload, organize, and manage assets through touch-optimized UI



vLabs

Virtual Labs

Access to a web-based practice lab for AWS/ReadyTech environments as a continuation of class lab instance post-class



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Skills Assessments

AEM Assets Manager

Tests your ability to organize and deliver digital assets using AEM



(v)ILT or eLearning

4 Day Develop Websites and Components

Master the fundamentals of building an AEM website, based on templates and components. You'll develop a custom site

6.4



(v)ILT

2 Day Customize Digital Assets

Customize, manage multiple variations of rich content to deliver interactive media experiences across all customer-facing touchpoints.

6.4

3 Day Extend and Customize

Equip yourself with advanced application development skills and build a custom AEM application successfully

6.4



vLabs

Virtual Labs

Access to a web-based practice lab for AWS/ReadyTech environments as a continuation of class lab instance post-class



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Adobe Marketing Cloud: **Experience Manager – Upgrading Customers**



Unlimited on-demand learning for Adobe Experience Manager – via All Access Learning Pass



All Users

2 Day **What's New in AEM 6.4** **(6.4 Deltas)**

Learn about changes to the repository structure, front-end and back-end development, Sites, Assets, and other areas in AEM. New topics include core components, Style System, components with Sling models, editable templates, content and experience fragments, and security.



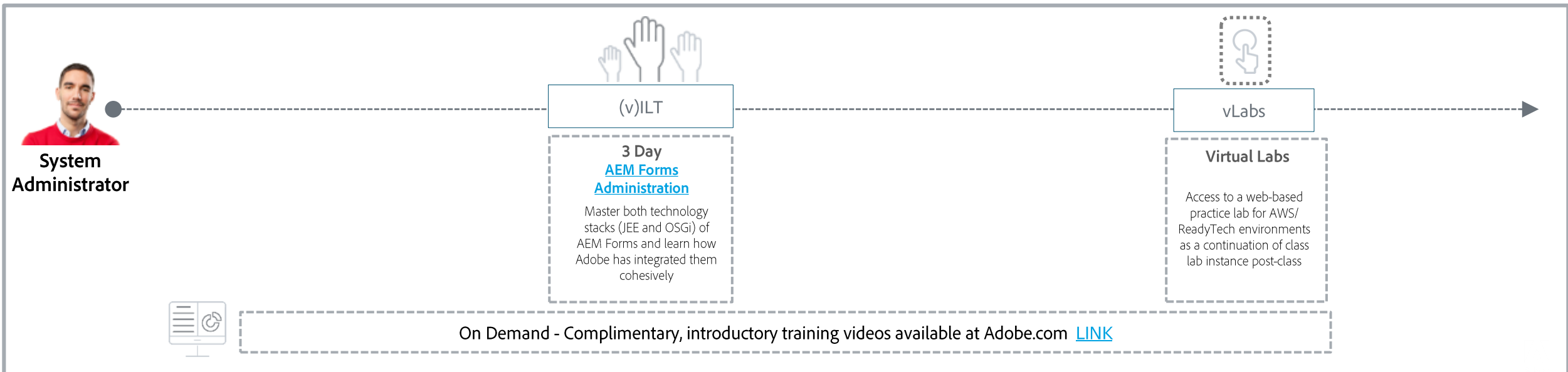
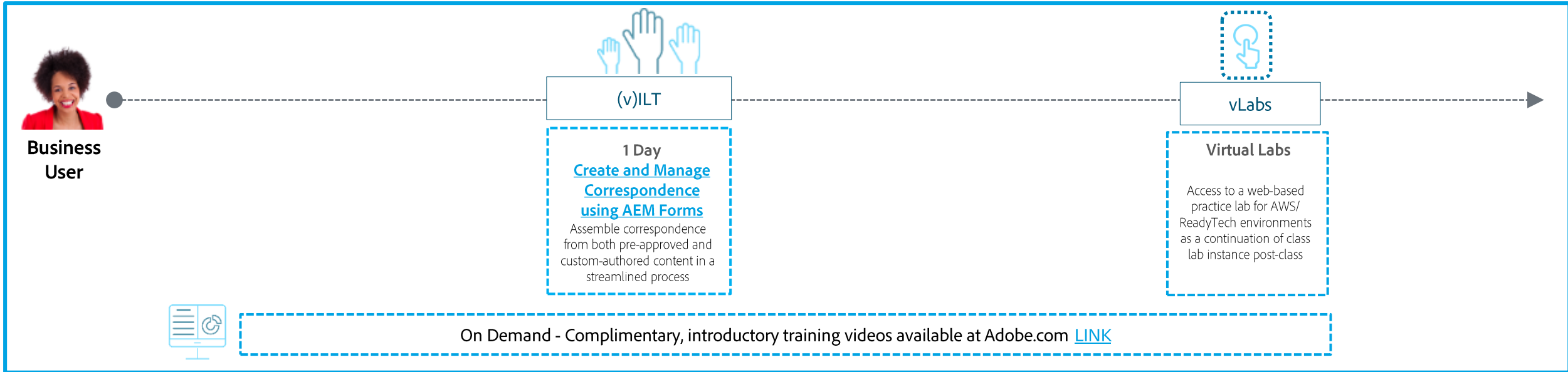
All Users

1 Day **What's New in AEM - Custom** **(6.4 Deltas)**

A tailored, private class where you choose the course topics abased on your business needs, such as repository structure, front-end and back-end development, Sites, Assets, and other areas in AEM. New topics include core components, Style System, components with Sling models, editable templates, content and experience fragments, and security.

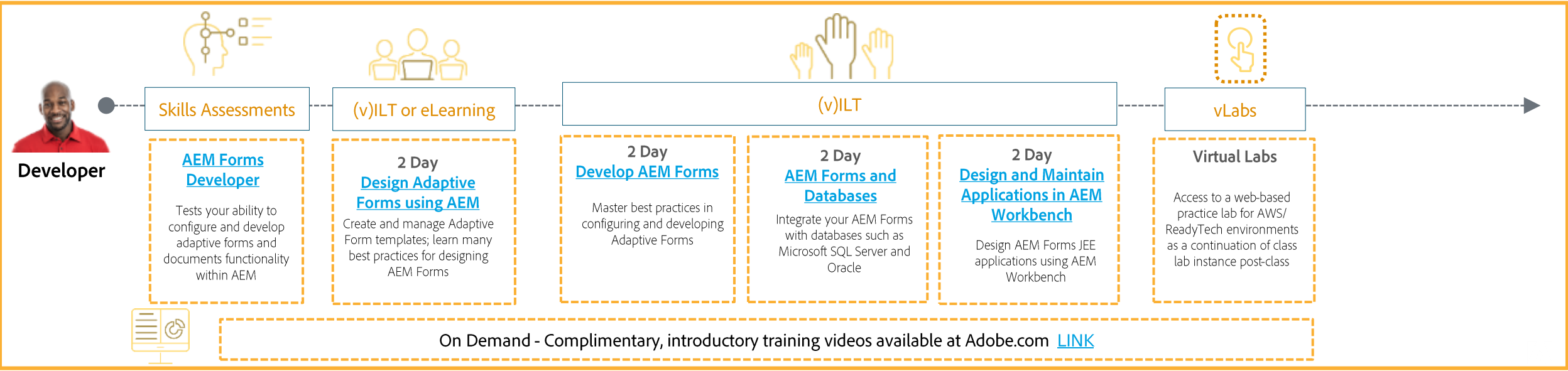
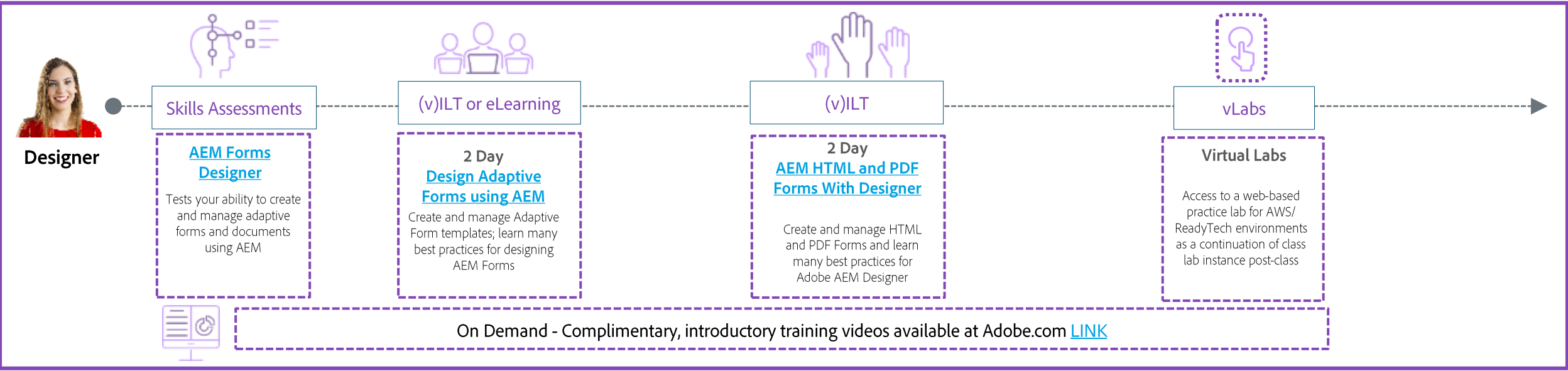


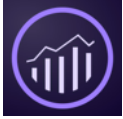
Adobe Marketing Cloud: Experience Manager – Forms





Adobe Marketing Cloud: Experience Manager – Forms





Adobe Analytics Cloud: **Analytics**



(v)ILT = virtual or in person instructor-led training



Business User
(Analyst)



Skills Assessments

Reports & Analytics User

Tests your ability to build dashboards and detailed reports to monitor key metrics and gain insights.

Analysis Workspace User

Tests your ability to configure and run reports, segment data and create visualizations for analysis

Report Builder

Tests your ability to build custom dashboards, monitor optimization and visualize customer experience metrics



(v)ILT or eLearning

3 Day Data Analysis with Reports & Analytics

Visualize your data in dashboards and detailed reports. Monitor campaigns, identify opportunities and make spend recommendations

3 Day Data Analysis with Analysis Workspace

Configure and run reports to help you make better business decisions. Share reports, segment your data, and create useful visualizations for analysis

1 Day Create & Manage Reports using Report Builder

Build custom dashboards to meet your specific reporting needs; monitor optimization and visualize the customer experience across touchpoints



(v)ILT

1 Day Mobile App Analysis

Create, customize, and share reports to show how users engage and convert through your mobile apps



On Demand - Complimentary, introductory training videos available at [Adobe.com](https://adobe.com) [LINK](#)



Adobe Analytics Cloud: **Analytics**



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Developer

Skills Assessments

Reports & Analytics Implementation

Tests your ability to code validated JavaScript variables with to improve reporting.

Dynamic Tag Management

Tests your ability to set and execute tags, create rules and to implement Analytics variables using DTM

(v)ILT

4 Day Reports & Analytics Implementation

Code validated JavaScript variables with Analytics data to improve your reporting

1 Day Dynamic Tag Management

Set and execute tags, create rules so code executes correctly, gain working knowledge of implementing Analytics variables using DTM



On Demand - Complimentary, introductory training videos available at Adobe.com [LINK](#)



System Administrator

Skills Assessments

Reports & Analytics Advanced Features and Tools

Tests your ability to create reports based on user needs, integrate third party data, and capture isolated data

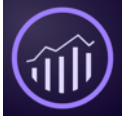
(v)ILT

3 Day Maximize Insights Using Administrative Functions

Set up structures to meet reporting needs of business users, integrate third party data, capture data in isolated environments



On Demand - Complimentary, introductory training videos available at Adobe.com [LINK](#)



Adobe Analytics Cloud: Analytics – Data Workbench



(v)ILT = virtual or in person instructor-led training



Business User



(v)ILT

4 Day
Data Workbench Analyst ACE

Master the tool with a deep dive into visualizations. Answer relevant business questions and find insights from big data

3 Day
Data Workbench Advanced Analyst

Master decision trees, clustering, correlation, predictive scoring, cohort analysis and association with hands-on-exercises



Developer, Architect



(v)ILT

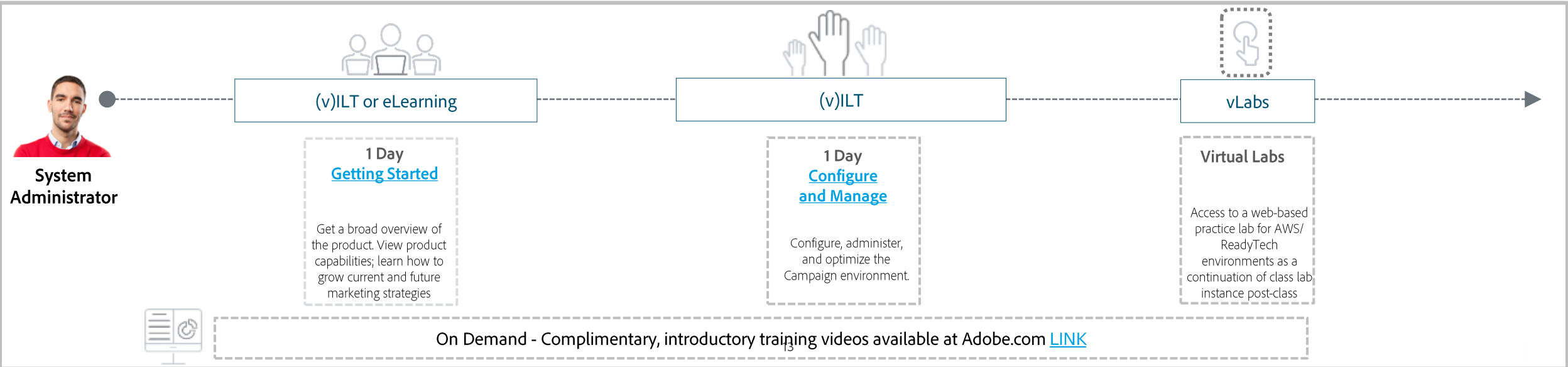
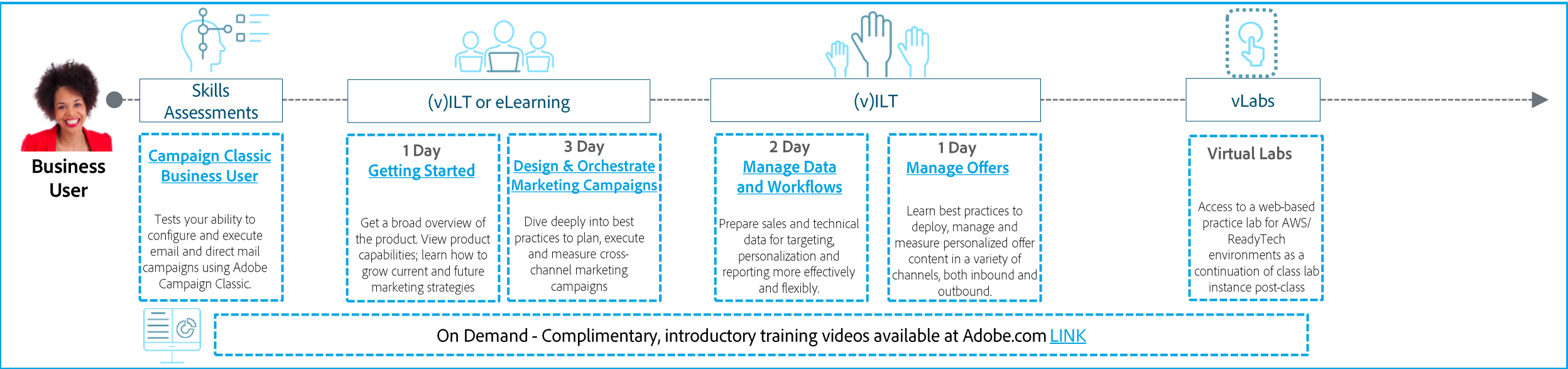
5 Day
Data Workbench Architect ACE

Learn how data populates into the workbench and how the schema is defined. Build custom metrics, dimensions, and rules to visualize/interact with data



Adobe Marketing Cloud: Campaign Classic

(v)ILT = virtual or in person instructor-led training





Adobe Marketing Cloud: Campaign Classic



(v)ILT = virtual or in person instructor-led training





Adobe Marketing Cloud: Campaign Standard and Campaign Prime



(v)ILT = virtual or in person instructor-led training

Campaign Standard



Business User



Skills Assessments

Campaign Standard Business User

Tests your ability to configure and execute marketing campaigns and subscriptions using Adobe Campaign Standard.



On Demand - Complimentary, introductory training videos available at [Adobe.com](https://adobe.com) [LINK](#)



(v)ILT

2 Day Design & Orchestrate Marketing Campaigns

Master best practices to plan, execute and measure cross-channel marketing campaigns and subscriptions

1 Day Manage Workflows

Create workflows, import and export data by using workflows, enrich data by using workflows, and segment data



vLabs

Virtual Labs

Access to a web-based practice lab for AWS/ReadyTech environments as a continuation of class lab instance post-class

Campaign Prime



Business User (Prime)



(v)ILT

1 Day Transition to Adobe Campaign Prime

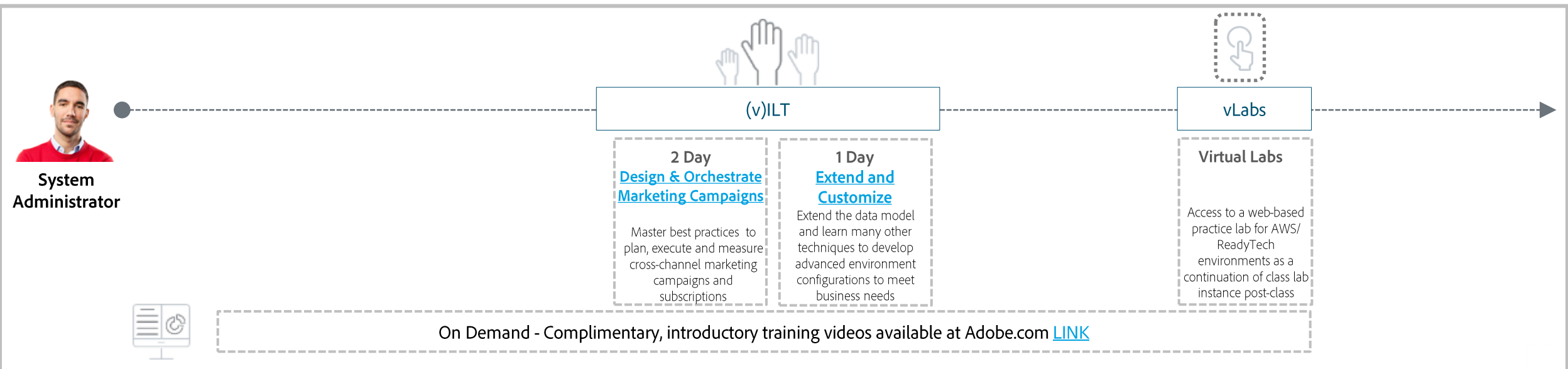
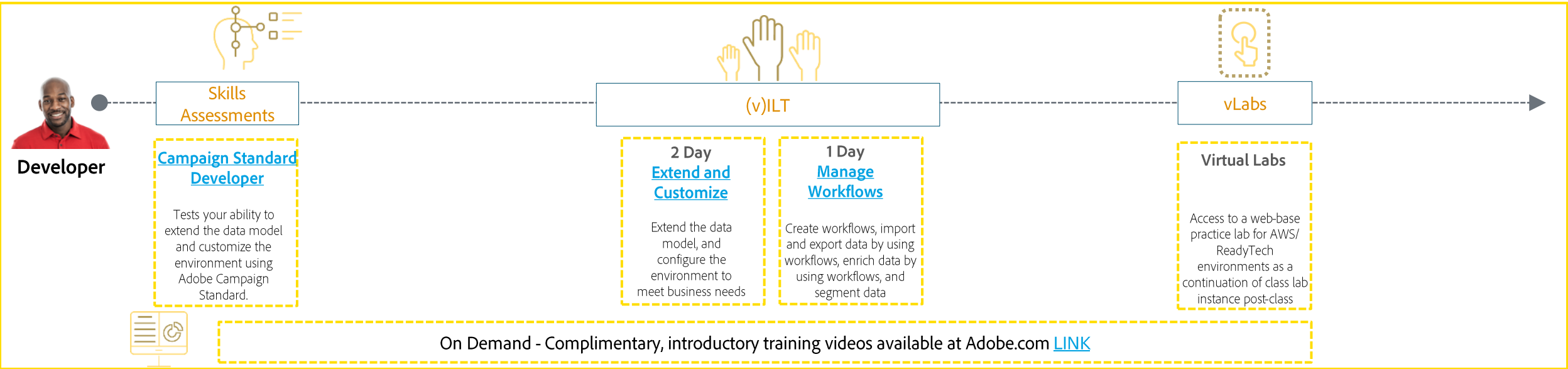
Replicate data between AC7 and ACS. Build basic workflows, create personalized email deliveries, and view delivery reports. Predict campaign effectiveness with A/B tests



Adobe Marketing Cloud: Campaign Standard



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Adobe Marketing Cloud: Target



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Standard Business User



Skills Assessments

Target Foundations

Tests your ability to apply A/B and multivariate testing, content targeting, and automation for content and experiences.

Target Audience Sharing

Tests your ability to perform 360 degree personalization using Adobe Analytics and Shared Audiences.

Target Optimizing Search

Assessment is for Search and Promote users who perform site search, and promote site merchandising using Adobe Target



(v)ILT or eLearning

2 Day Optimize Digital Experiences

Build the activities that drive marketing site optimization. Employ best practices for managing these activities and making actionable decisions based on the results



(v)ILT

1 Day Using Adobe Analytics and Shared Audiences in Adobe Target

Achieve a 360-degree understanding of customers to drive relevant experiences for better engagement and improve ROI

2 Day Site Search & Merchandising

Improve conversion rates & respond intelligently to visitor requests. Simplify search optimization & increase order value



On Demand - Complimentary, introductory training videos available at Adobe.com [LINK](#)



Premium Business User



Skills Assessments

Target Foundations

Target Audience Sharing

Target Optimizing Search

Target Automated Personalization

Assessment is for Target Premium users interested in using Automated Personalization to automate experiences.

Target Recommendations

Assessment is for Target users who run recommendations activities.



(v)ILT or eLearning

2 Day Optimize Digital Experiences

Build the activities that drive marketing site optimization. Employ best practices for managing these activities and making actionable decisions based on the results



(v)ILT

1 Day Using Adobe Analytics and Shared Audiences with Adobe Target

1 Day Premium Recommendations

4 Hour Automate Personalized Experiences

2 Day Site Search & Merchandising



On Demand - Complimentary, introductory training videos available at Adobe.com [LINK](#)



Adobe Analytics Cloud: Audience Manager



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Business User



(v)ILT

1 Day

Organize and Build Audience Profiles

Discover how multiple data sources are used to create user profiles and audience segments to target new users. Learn how profile merge rules are used to enable cross device targeting.

1 Day

Enhance Audience Segmentation Using Adobe Analytics Cloud

Learn how to leverage Adobe Analytics data within Adobe Audience Manager to better understand audience attribution and gain audience insights.



On Demand - Complimentary, introductory training videos available at Adobe.com [LINK](#)



Developer, Architect



(v)ILT

1 Day

Organize and Build Audience Profiles

Discover how multiple data sources are used to create user profiles, audience segments, to target new users. Learn how profile merge rules are used to enable cross device targeting.

2 Day

Adobe Audience Manager Implementation

Successfully implement using the implementation workflow and techniques to manage the end-to-end deployment. Configure and execute each phase in the workflow.



On Demand - Complimentary, introductory training videos available at Adobe.com [LINK](#)



Adobe Creative Cloud & More

*Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.



Creative

1 Day or
2 Hour eLearning



[Enhance your workflow with CC Services](#)

Photoshop



[Essentials](#) – 2 Day*
[Intermediate](#) – 2 Day*
[Advanced](#) – 2 Day*

Illustrator



[Essentials](#) – 2 Day*
[Intermediate](#) – 2 Day*
[Advanced](#) – 2 Day*

InDesign



[Essentials](#) – 2 Day*
[Intermediate](#) – 2 Day*
[Advanced](#) – 2 Day*

Premiere Pro



[Essentials](#) – 3 Day*
[Advanced](#) – 2 Day*

After Effects



[Essentials](#) – 2 Day*
[Intermediate](#) – 2 Day*
[Advanced](#) – 2 Day*

Animate



[Essentials](#) – 2 Day*

Acrobat DC



[Essentials](#) – 2 Day*

Captivate



[Essentials](#) – 2 Day*
[Intermediate](#) – 2 Day*

1 Day



[Design, Prototype, and Share with Adobe XD](#)



User Experience (UX)

1 Day or
2 Hour eLearning



[Enhance your workflow with CC Services](#)

1 Day



[Design, Prototype, and Share with Adobe XD](#)

Photoshop



[Essentials](#) – 2 Day*
[Intermediate](#) – 2 Day*
[Advanced](#) – 2 Day*

Illustrator



[Essentials](#) – 2 Day*
[Intermediate](#) – 2 Day*
[Advanced](#) – 2 Day*



Adobe Creative Cloud & More Cont.

*Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Film / DVA

1 Day or 2 Hour eLearning

[Enhance your workflow with CC Services](#)

Photoshop

Essentials – 2 Day*
Intermediate – 2 Day*
Advanced – 2 Day*

Premiere Pro

Essentials – 3 Day*
Advanced – 2 Day*

After Effects

Essentials – 2 Day*
Intermediate – 2 Day*
Advanced – 2 Day*

Print & Publication

1 Day or 2 Hour eLearning

[Enhance your workflow with CC Services](#)

Photoshop

Essentials – 2 Day*
Intermediate – 2 Day*
Advanced – 2 Day*

Illustrator

Essentials – 2 Day*
Intermediate – 2 Day*
Advanced – 2 Day*

InDesign

Essentials – 2 Day*
Intermediate – 2 Day*
Advanced – 2 Day*

Acrobat DC

Essentials – 2 Day*

Web

1 Day or 2 Hour eLearning

[Enhance your workflow with CC Services](#)

Photoshop

Essentials – 2 Day*
Intermediate – 2 Day*
Advanced – 2 Day*

Illustrator

Essentials – 2 Day*
Intermediate – 2 Day*
Advanced – 2 Day*

Captivate

Essentials – 2 Day*
Intermediate – 2 Day*

1 Day

[Design, Prototype and Share with Adobe XD](#)

General Pricing and Descriptions of Offerings

Offering	Description	Individual List Price	Enterprise List Price
All Access Learning Pass	12 months unlimited access to all public courses (live and on-demand). Team and Enterprise include Office Hours, Learning Action Plan, Summit Preconference Training, and more.	INDIVIDUAL: \$5,000 per named user TEAM: \$6,500 per named user	\$200,000 per Enterprise
eLearning	Self-paced web based training shipped to and hosted by customer at their location. Maintenance gives you access to available updates for all your eLearning courses within 1 year.		Tier A: \$8,000 ; up to 15 Users Tier B: \$20,000 ; up to 40 Users Tier C: \$48,500 ; up to 100 Users Tier D: \$90,000 ; Unlimited Users Maintenance: 15% of total eLearning
Public Classes	Classes offered at Adobe locations or offered virtually with a live instructor. Schedule of classes is available at adobe.com/training.html	\$900 per student per day of Digital Marketing training \$550 per student per day of Creative Cloud training	
Bank of Funds	Pre-purchase a "bank" of funds for public and private classes. This is a flexible way to set aside funds that allow the customer to quickly and easily attend classes at just the right time.		

General Pricing and Descriptions of Offerings Cont.

Offering	Description	Individual List Price	Enterprise List Price
<p>Onsite Private Course for Adobe Digital Marketing</p>	<p>Adobe delivers private courses at customer locations for 7-12 students (depending on course).</p> <p>Let us work with you to precisely define a learning solution to meet your business and competence objectives.</p>	<p>1-Day Course: \$6,300; 2-Day Course: \$11,600 3-Day Course: \$16,900; 4-Day Course: \$22,200 5-Day Course: \$27,500</p>	
<p>Onsite Private Course for Adobe Creative Cloud</p>	<p>Adobe delivers private courses at customer locations for 7-12 students (depending on course).</p> <p>Let us work with you to precisely define a learning solution to meet your business and competence objectives.</p>	<p>1-Day Course: \$3,850; 2-Day Course: \$6,900 3-Day Course: \$10,000; 4-Day Course: \$13,100 5-Day Course: \$16,155</p>	
<p>Virtual Lab Extensions</p>	<p>Virtual Lab Extensions: Extend your virtual lab access from class after training ends. (Available for Private Onsite and Virtual Private customers)</p>	<p>\$6,500 -- 2 weeks for up to 12 users</p>	

General Pricing and Descriptions of Offerings Cont.

Offering	Description	Individual List Price	Enterprise List Price
Learning Packages Single Solution Mid Tier Customers	Skills Assessment 3 days of training - Bank of Funds 1 title of Enterprise eLearning, 15 users 10 All Access Learning Pass subscriptions		\$75,000 (20% discount)
Learning Packages Multi Solution Mid Tier Customers	Skills Assessment 5 days of training - Bank of Funds 3 titles of Enterprise eLearning, 45 users total 10 All Access Learning Pass subscriptions		\$95,000 (23% discount)
Learning Packages Single Solution Large Tier Customers	Skills Assessment 5 days of training - Bank of Funds 1 title of Enterprise eLearning, unlimited users 20 All Access Learning Pass subscriptions		\$200,000 (25% discount)
Learning Packages Multi Solution Large Tier Customers	Skills Assessment 7 days of training - Bank of Funds 2 titles of Enterprise eLearning, unlimited users Unlimited All Access Learning Pass subscriptions		\$300,000 (34% discount)



Adobe