

SMITH ACT: UNLOCK THE TRUE VALUE OF ADOBE EXPERIENCE MANAGER

To create an omni-channel customer experience that drives results, your company's marketing and commerce teams need the right tools. SMITH's Accelerated Commerce Tools (ACT) for AEM integrates commerce capabilities and data with marketing content to give team members the control they need to create content integrated with products that pop integrated with best-in-class commerce platforms.

INCREASE YOUR SPEED TO MARKET

Get a faster return on your AEM investment with a headache-free implementation that gets your site up and running sooner. ACT allows your team to input and upgrade commerce data in AEM in less than one day with:

- No customization needed to integrate commerce & content systems
- 20+ pre-built commerce components that don't require client coding
- Intuitive design that puts the focus on disruptive features instead of table stakes
- Customized product data models with simple class extensions to handle complex data needs

TAKE CONTROL OF YOUR E-COMMERCE EXPERIENCE

ACT puts your Marketing & Commerce teams in the driver's seat:

- Simplified tools and a centralized interface empower marketers to manage their own content and commerce data and administer product attribute display and content search at all site levels

- 40+ flexible and SEO-optimized content authoring components offer:

Common dialog tags for easier titling, CTA's, images and more

Standard HTML for simpler styling
Component-based client libraries that reflect unique CSS and JS needs

Thoughtful Adobe assists, including translatable experience fragments and client library optimization upgrades

ALWAYS BE OPTIMIZING

ACT automatically ensures your investment is always providing the highest return with a seamless maintenance and upgrading process:

New and enhanced system features are easily rolled out with single line dependency updates that do not break or change existing functionality or HTML markup







Adobe deployment standards, caching and best practices that work with Cloud Manager

"SMITH MADE OUR TRANSITION TO AEM SO MUCH EASIER. IT FELT LIKE THEY WERE PART OUR TEAM."

- Chris Lauffer
Manager Business Integration, Digital Marketing at Kennametal

IS YOUR ADOBE AEM PACKING ITS MOST POWERFUL PUNCH? GET SMITH ACT IN YOUR CORNER

SMITH's Accelerated Commerce Tools seamlessly integrate commerce data with simple systems that empower your team to create better product pages and marketing content.

-  **Easier Product Data Authoring**
Create, revise, preview, publish and synchronize product data live to website directly from within AEM
-  **Simple Marketing Content Integration**
Add and edit marketing promotions directly on dynamic commerce pages, including PLP, Search and PDP
-  **Better Control Over Product Display**
Hierarchical control over how product data is displayed and ordered on the page and for all corresponding child pages
-  **Integrated Digital Asset Management**
Browse, search and select assets stored in Adobe AEM to easily use in your commerce platform
-  **Product Search**
Easy-to-use product tab allows marketers to search for products within AEM and simply drag and drop product data to appropriate pages
-  **Dynamic Product Detail Pages**
Control product data display, imagery and marketing content from a single product detail page that is cacheable for optimized performance

"SMITH'S ACT FOR AEM HAS BEEN A GAME CHANGER FOR US. WE'RE MOVING FASTER AND GETTING MORE VALUE FROM OUR AEM INVESTMENT."

- Chris Lauffer
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