

**adaptTo()**

EUROPE'S LEADING AEM DEVELOPER CONFERENCE

28<sup>th</sup> – 30<sup>th</sup> SEPTEMBER 2020

# Creating Print Media at Scale with AEM

Harold Putman – Sr. Web Developer, Lexmark International

# About Harold Putman



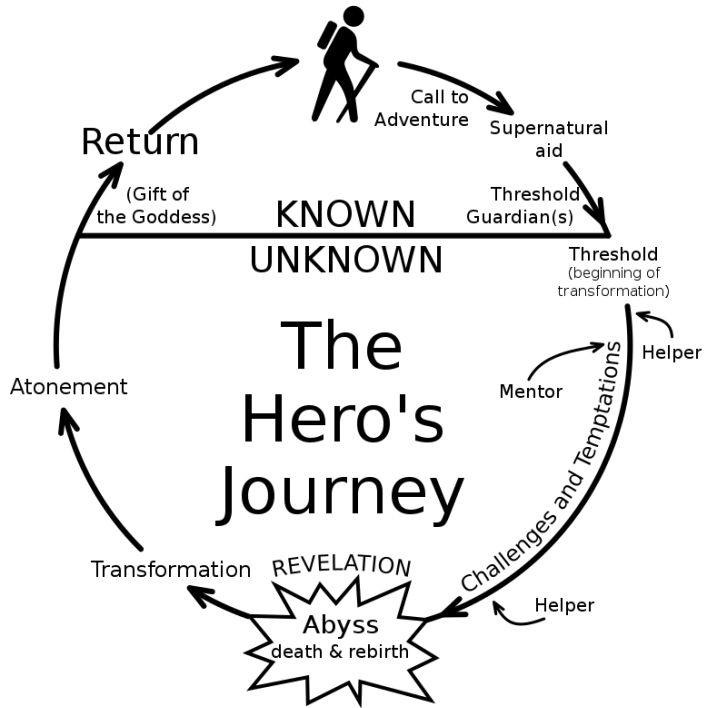
- Certified AEM Developer/Architect
- Lexington, Kentucky USA
- Using AEM at Lexmark since 5.6 (2013)



Lexmark<sup>TM</sup>

<https://www.lexmark.com>

# An AEM Story



- Ordinary life
- Call to adventure
- The ordeal
- Triumph & transformation

# Ordinary Life



Photo by Filip Mishevski on [Unsplash](#)

# Problem of Print Media

- Printed datasheets ~100 new products year
- 30 languages, 59 locales
- Expensive to create
- Low impact on sales

Photo by [Bank Phrom](#) on [Unsplash](#)

[illegible][illegible][illegible]

# Images

# Marketing

# Diagram

# Specs

# Three Major Issues

- Localization
- Layout
- Maintenance

Photo by [Giorgio Parravicini](#) on [Unsplash](#)

# The Call to Adventure



# The promise of AEM Sites

- Already integrated with PIM
- Established localization process
- HTML layout is flexible
- AEM development is in marketing - not IT

# Refusing the Call



Photo by Claudio Sennariz / Contrasto on Unsplash

# Doubts

- Are HTML documents suitable for printing?
- Can AEM create PDF we need?
- New users in AEM authoring environment?
- Could reviewers give up control?

Photo by [Ronaldo de Oliveira](#) on [Unsplash](#)

# Meeting the Mentor



Photo by [Alex Meier](#) on [Unsplash](#)

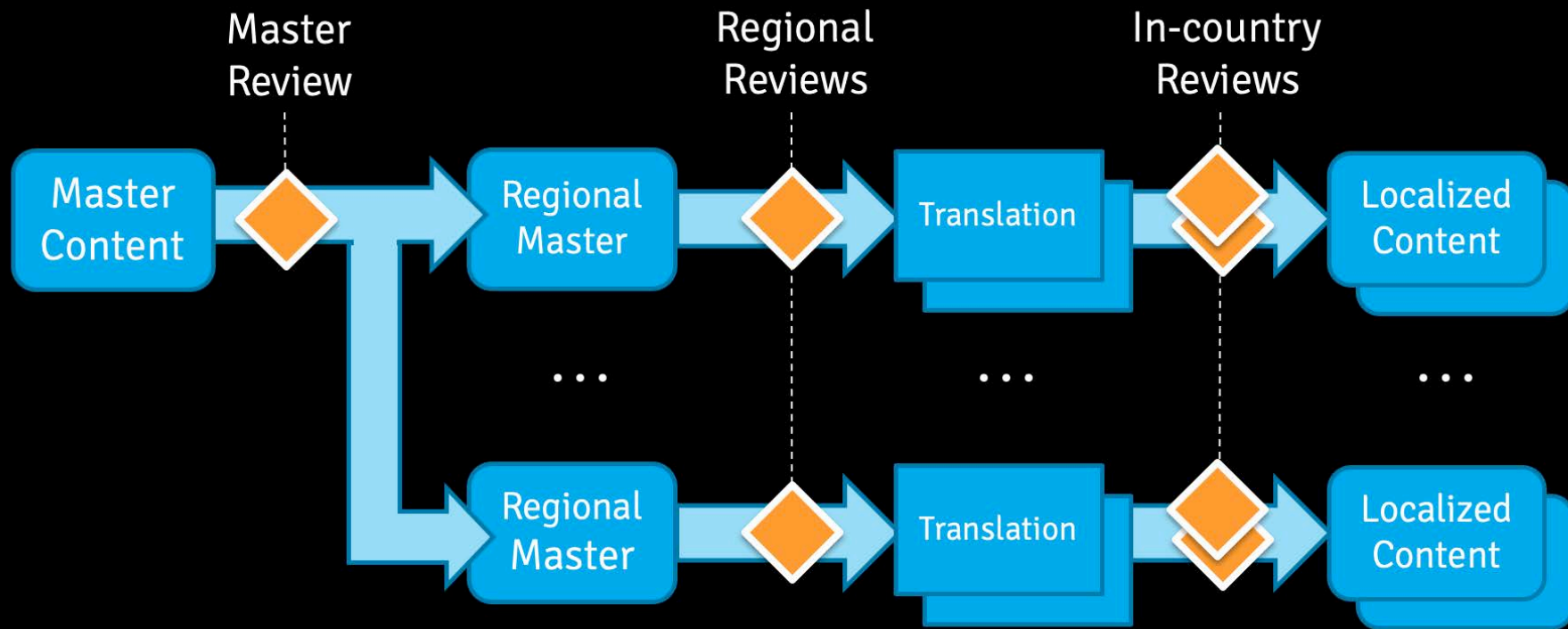
- Simplified universal brochure design
- PDF generation proof of concept
- AEM 6.4 structured content fragments

# Crossing the Threshold

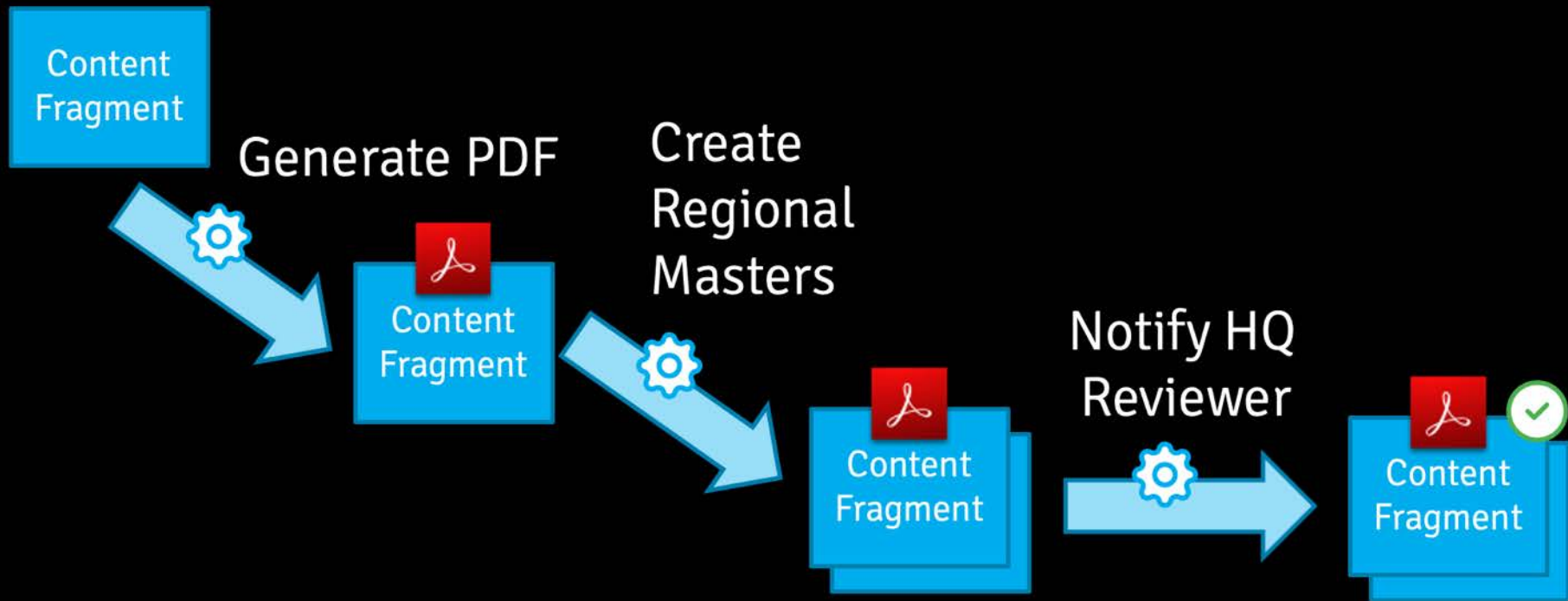


Photo by [Josh Hild](#) on [Unsplash](#)

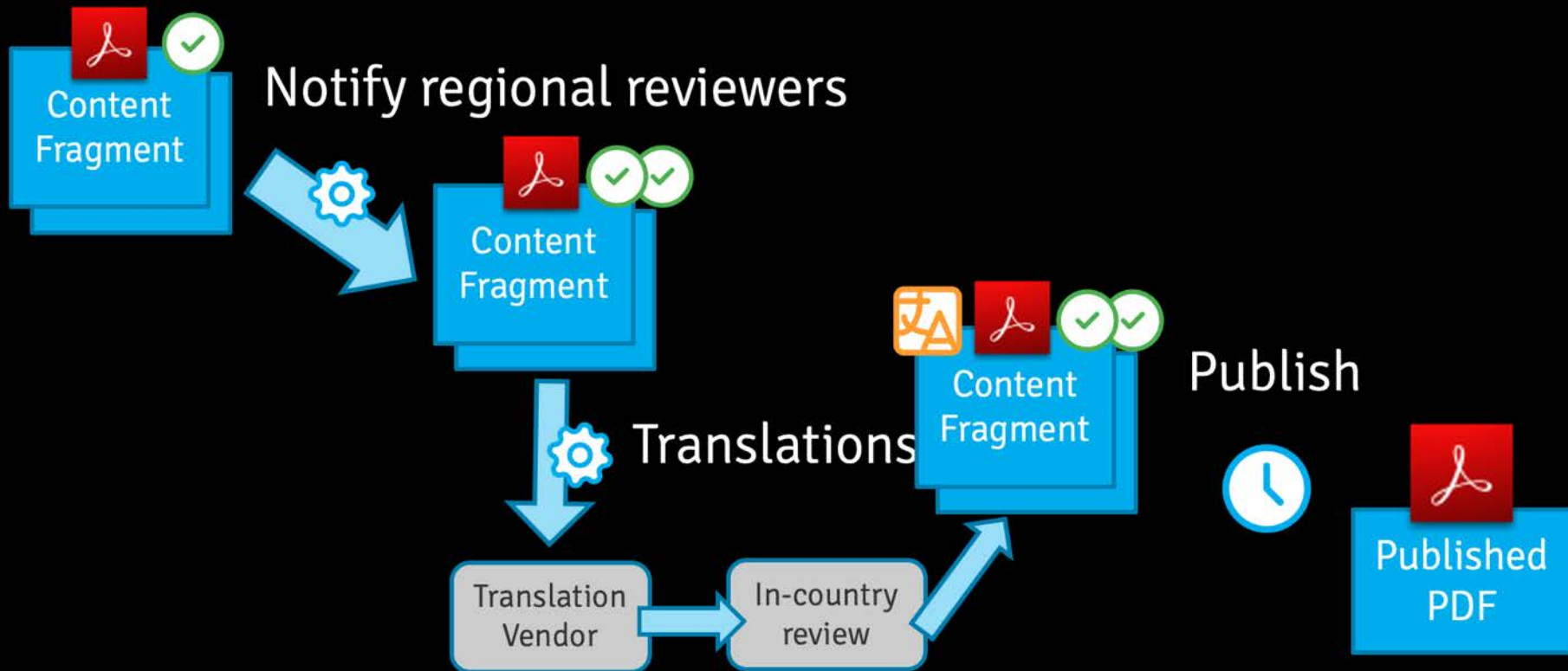
# A Simplified Process



# Implementation



# Implementation (continued)



<https://youtu.be/Mu7YefRIIXw>

# Customized Content Fragments

- *Content Fragment Model* defines brochure elements
- Extended *Metadata Schema* to include
  - Review process states
  - Translation requests
  - Publish dates

# Authoring Fragments

Cancel

Save

This content fragment has already been published.

Close

Page 1: Cover

Messaging Pillars Statement \*

Productivity. Reliability. Security.

Left feature image on cover \*

/content/dam/lexmark/images/automated-collateral/brochure-cover-left/PR\_MS331dn-MS431dn-MS431dw-B3340dw-B3442dw-1x-550-Sheet-

Right feature image on cover \*

/content/dam/lexmark/images/automated-collateral/brochure-cover-right/PR\_MS331dn-MS431dn-MS431dw-B3340dw-B3442dw-Right\_Isolat

Badges \*

/content/dam/lexmark/images/Automated-Collateral-Logos/UnisonLogo\_cmyk.svg

/content/dam/lexmark/images/Automated-Collateral-Logos/energy-star-logo.svg

/content/dam/lexmark/images/Automated-Collateral-Logos/Epeat\_silver.svg

/content/dam/lexmark/images/Automated-Collateral-Logos/cloudprint\_logo\_color\_cmyk.svg

/content/dam/lexmark/images/Automated-Collateral-Logos/Mopria\_cmyk.svg

/content/dam/lexmark/images/Automated-Collateral-Logos/airprint\_icon.svg

Add

☐ 4 Year Guarantee
 ☐

☒ Go Line
 ☒

- Model defines authoring form
- Customized creation wizard to attach product info

20

# Entering Content

## Introductory Marketing Statement \*

Light, compact, and fast, the B3340dw supports output up to 40 pages per minute\*, Wi-Fi and network connectivity, and the option of adding a 550-sheet paper tray for longer print runs. Get your first page as fast as 6.2 seconds, plus Lexmark full-spectrum security to help protect sensitive information.





## Feature 1 Headline \*

Speedy, compact printing

## Feature 1 Image (Optional)



## Feature 1 Body

T    

- Get monochrome output at up to 40 pages per minute\*, with a first page as fast as 6.2 seconds.
- Tackle your printing workload with the power of a 1-GHz dual-core processor and 256 MB of memory.
- Compact dimensions of 8.7 inches high x 14.5 inches wide x 14.3 inches deep (222 mm high x 368 mm wide x 363 mm deep) helps it fit almost anywhere.

## Feature 2 Headline \*

Connect and control

## Feature 2 Image (Optional)



## Feature 2 Body

T    

- Focus on content
- Basic formatting

# Custom Field Type

- Copy and modify existing component
- Edit content fragment model reference new slingResourceType

Page 3 Config Art



Standard Callouts (in black)

1: Printer with 2-line display

2: 100-Sheet multipurpose feeder

3: 250-Sheet tray

- Carefully crafted AEM page (HTML)
- Render PDF with Prince
- Analyze result / make it fit

# Seamless Review Experience

## Important update about your Regional Collateral



aem@lexmark.com

Tue 8/11/2020 7:01 AM

To: Harold Putman



### Lexmark Collateral Notification

Dear Harold,

Your asset is ready for review. Please visit the Lexmark Collateral System to complete your review.

- 
- Asset: [Brochure - for EMEA Regional Review](#)
  - Version:
  - Product: 15738 - CS431dw-Brochure.pdf
  - Geography: EMEA

# Intuitive Review Experience

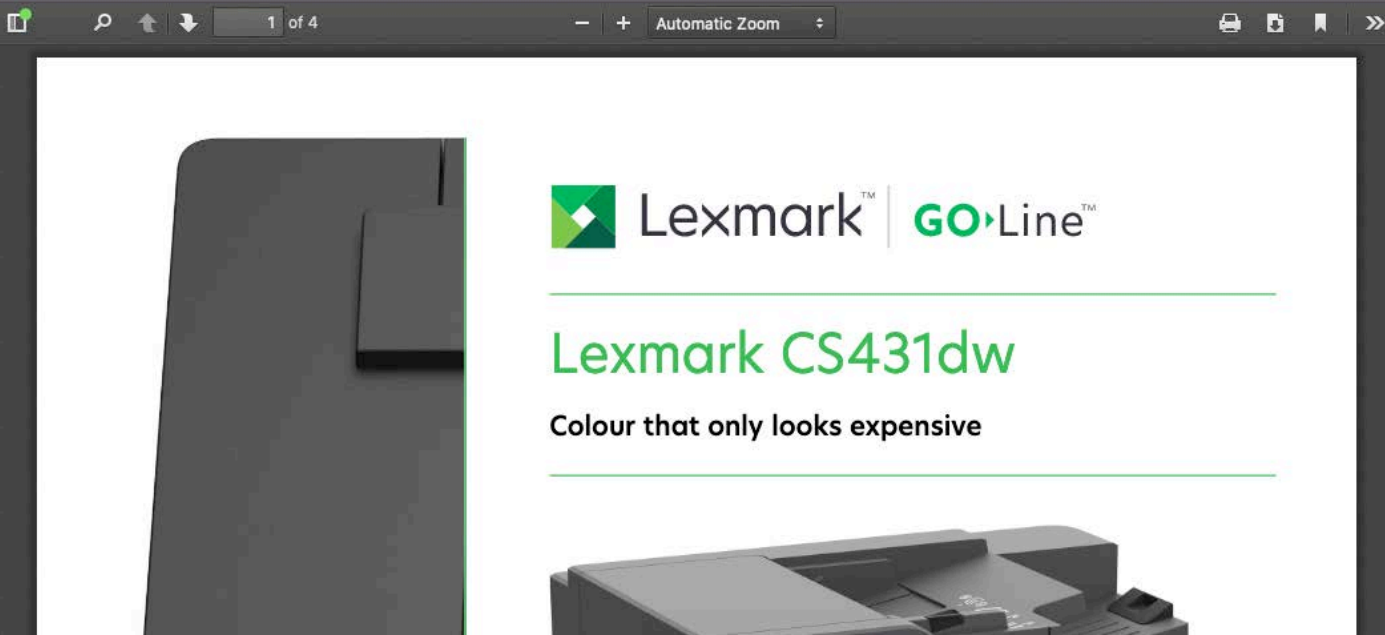
## EMEA Master - Lexmark CS431dw

Master Review: **Approved** | Regional Review: **Pending**

Last Modified: 16-July-2020 | Publishing:

Approve

Reject



# Integrating with Translation Vendor

- Easily request languages
- Automate translation connector interface
- Vendor-supplied API

## EMEA Master - Lexmark CS431dw

Master Review: Approved | Regional Review: Pending

Last Modified: 16-July-2020 | Publishing:

Publishing

Translation

### Translations

#### EMEA Master Languages

- ☒ English
- ☐ Bulgarian
- ☐ Croatian
- ☐ Czech
- ☐ Danish
- ☐ Dutch
- ☐ Finnish
- ☐ French
- ☐ German
- ☐ Greek
- ☐ Hungarian
- ☐ Italian
- ☐ Norwegian
- ☐ Polish
- ☐ Portuguese

Discard  
Changes

Select  
Languages

# The Ordeal



Photo by [Egor Arzink](#) on [Unsplash](#)

# Our Ordeal

- Colliding workflows
- Lost translations
- Troubled footnotes



(iss-servic...	05-Sep-2019 15:24	05-Sep-2019 15:24	DAM Update Asset	1.214	/content/dam/lexmark/collateral/bro
e (wfrancis)	05-Sep-2019 15:24	05-Sep-2019 15:24	CG Generate original renditi...	1.76	/content/dam/lexmark/collateral/bro
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	05-Sep-2019 15:23	05-Sep-2019 15:23	CG Generate Masters	1.138	/content/dam/lexmark/collateral/bro
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e (wfrancis)	05-Sep-2019 15:24	05-Sep-2019 15:24	CG Generate original renditi...	1.76	/content/dam/lexmark/collateral/bro

# Lost Translations

5/2/19 5:15 PM

I just tried submitting sk\_sk from en\_gb and it got EST words=0 and went right to NTR

# Troubled Footnotes

- Custom symbols
- Mixed formats
- Breaking layout



All information is subject to change without notice. Lexmark is not liable for any errors or omissions.

<sup>1</sup> Print and copy speeds measured in accordance with ISO/IEC 24734 and ISO/IEC 24735 respectively.

<sup>2</sup> "Recommended Monthly Page Volume" is a range of pages that helps customers evaluate Lexmark printer on the device each month. Lexmark recommends that the number of pages per month be within the range of the recommended monthly page volume to help determine replacement intervals, paper loading intervals, speed, and typical customer usage. <sup>3</sup> "Monthly Page Volume" is a metric that provides a comparison of robustness between replacement cartridges designed for use in a specific geographical region. See [www.lexmark.com](http://www.lexmark.com) for details. <sup>4</sup> Standard pages as listed. Declared yield value in accordance with ISO/IEC 19798. <sup>5</sup> Printers are sold with a printer license for details.

# Triumph





You can spell

**AWESOME**

with **AEM**

but you have to add your own

**W-O-E-S**

# Lessons Learned

- Challenge assumptions
- Leverage management support
- Listen to stakeholder needs
- Assure stakeholders of progress
- Negotiate changes in process

# Transformation

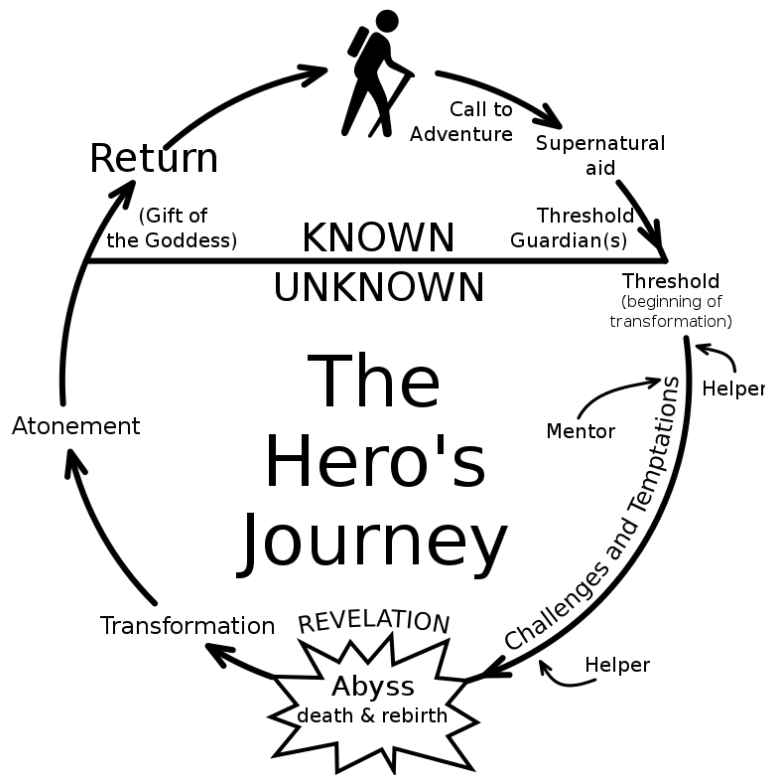


- Brochures generated from AEM
- Requests for local tweaks have disappeared
- Brochures stay up to date and accurate
- InDesign authors can focus on other things

# Development Team Transformed

- Embraced new features
  - Touch UI
  - Structured content fragments
- Extended the reach of AEM

# Your Adventure Awaits...



# Questions?

# Appendix

# Credits

*I was first introduced to the idea of using the Hero's Journey for something other than literature by Donald Miller who created [StoryBrand](#), a digital marketing company built around this idea. Inspiration for using it in a presentation came from [This Classic Storytelling Model Will Help You Give a Mesmerizing Presentation](#) by Alex Blinkoff. Examples from well-known movies inspired by Sarah McQuire's article [What Your 6 Favorite Movies Have in Common \[Infographic\]](#). I never actually read the original idea from Joseph Campbell, but you can find it in his 1949 book [The Hero with a Thousand Faces](#). This concept has been applied to everything from advertising to psychotherapy, so why not explore software development? Enjoy the adventure!*