netcentric

AEM & Apache Sling

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TO JavaCRO



About me

- * Graduated FER in Zagreb in 2005
- * Java developer with > 8 years experience
- * Working as AEM developer in Netcentric since 2013 in Munich
- * Recently working in projects with Adobe Camapaign
- * Presented at first JavaCRO about Spring Integration



About Netcentric

- * Soon to be 3 year old!
- * Offices in Munich, Barcelona, London, Zurich, Frankfurt, Berlin
- * >150 employees
- * Specialised Adobe Experience Manager (AEM) Partner





AEM – history & future

- * Day software founded in 1993 in Basel, CH
- ★ Big contributor to open source community Apache Sling, Apache Jackrabbit (Roy Fielding (REST), Bertrand Delacretaz, David Nüscheler)
- * Acquired in 2010 by Adobe
- * 2015 AEM version 6.1
- * Leader in web content management Gartner & Forrester reports
- * Integral part of Adobe Marketing Cloud
- * Comprehensive content management solution for building websites, mobile apps and forms.



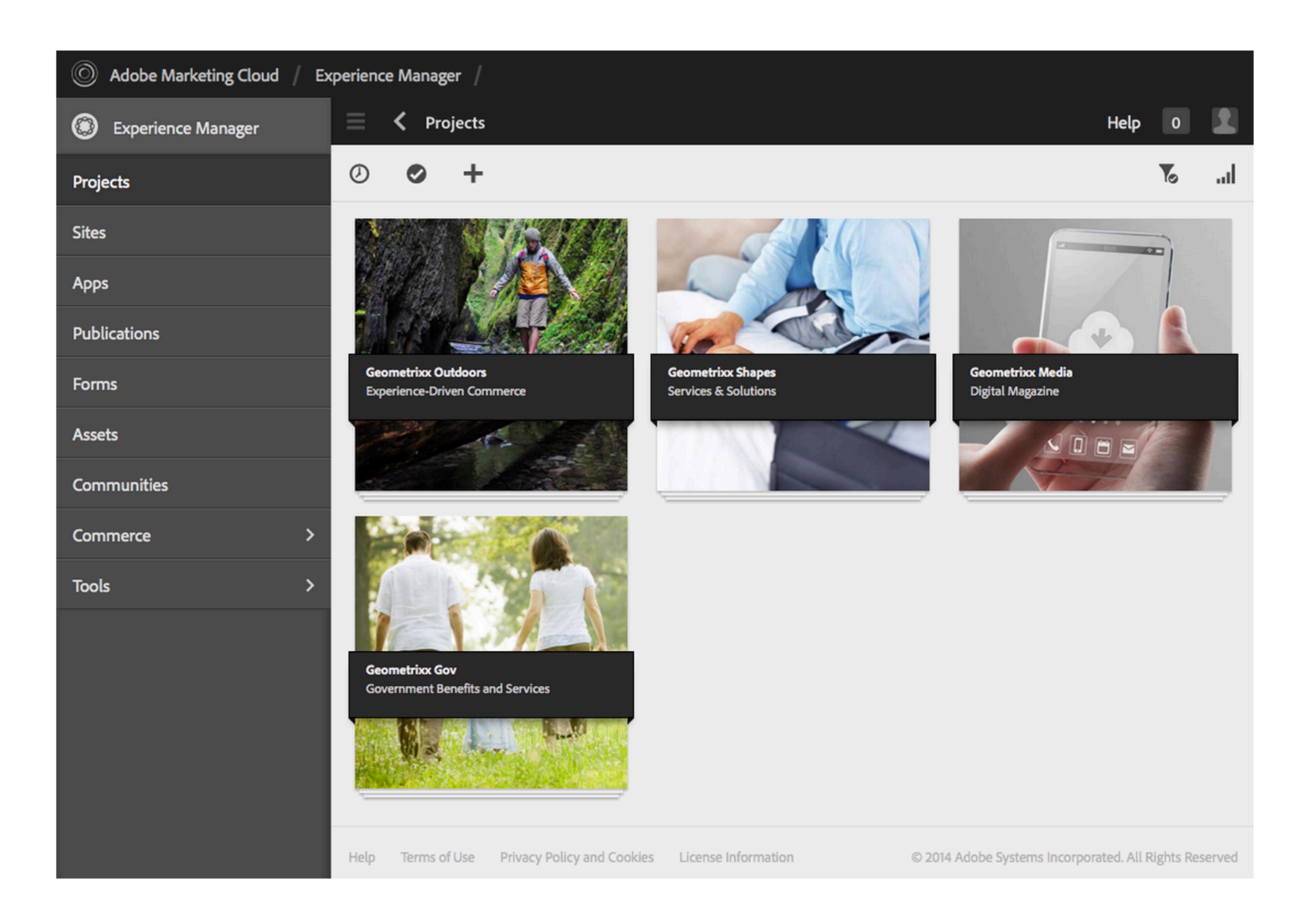
AEM - features

- * Open, standards-based architecture
- * Simple and easy to use
- * Digital Asset Management
- * Mobile apps create, deliver and update apps with integrated mobile platform (phonegap)
- * Project and workflow management
- * Commerce integration elastic path
- * Multisite multi-language management
- * Good maven integration



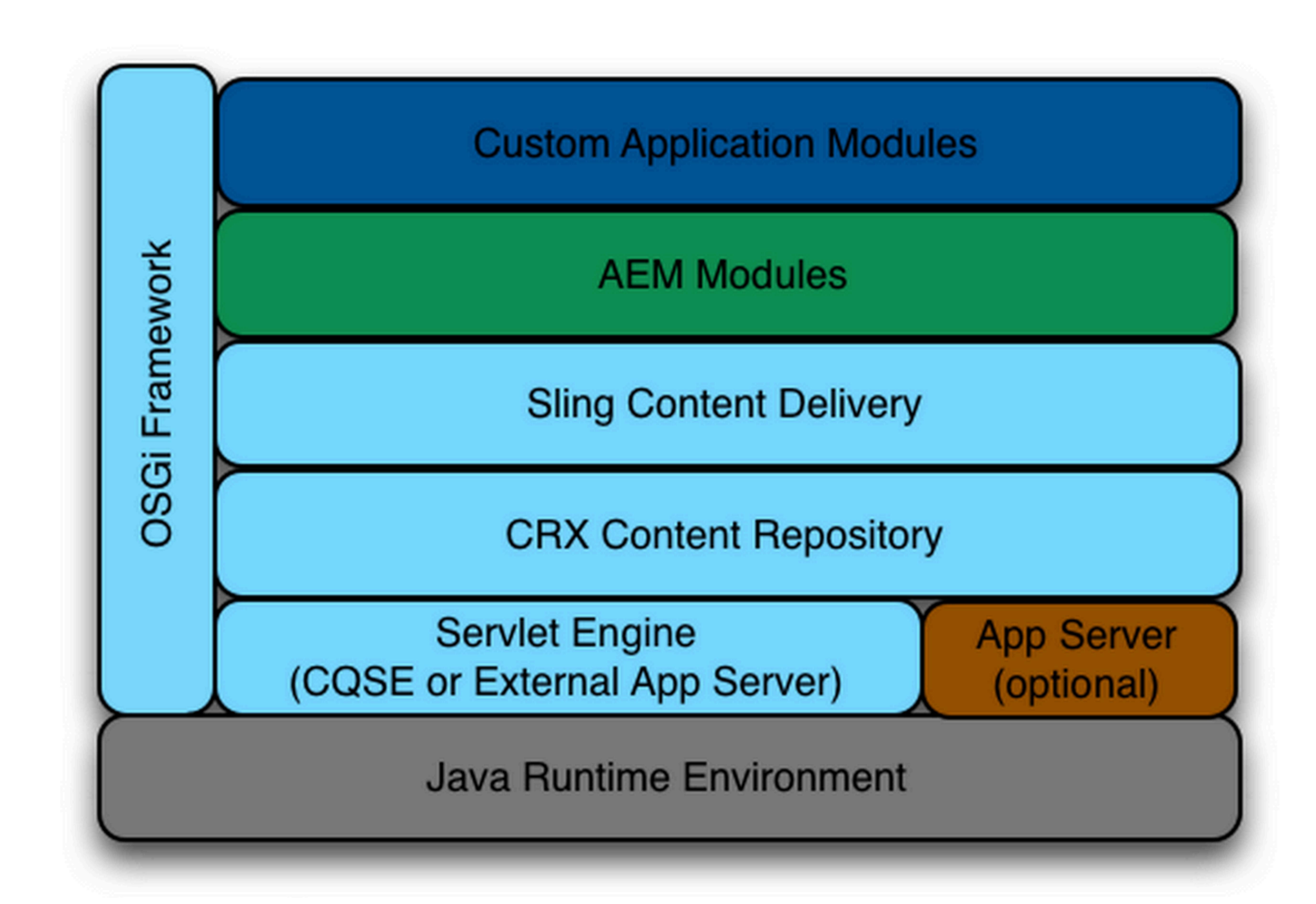


AEM - Touch-Optimized Ul



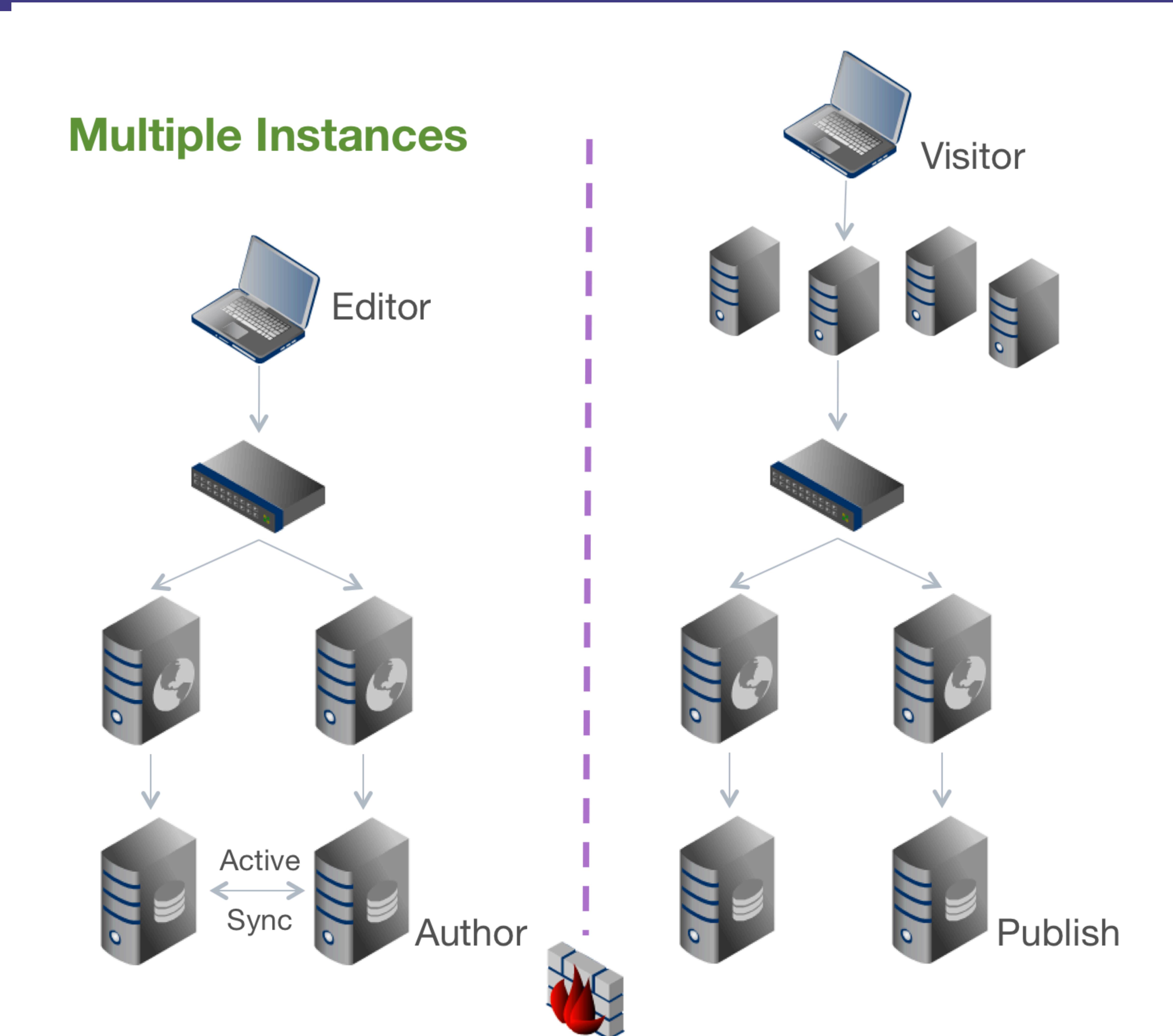


AEM - overview





AEM - overview

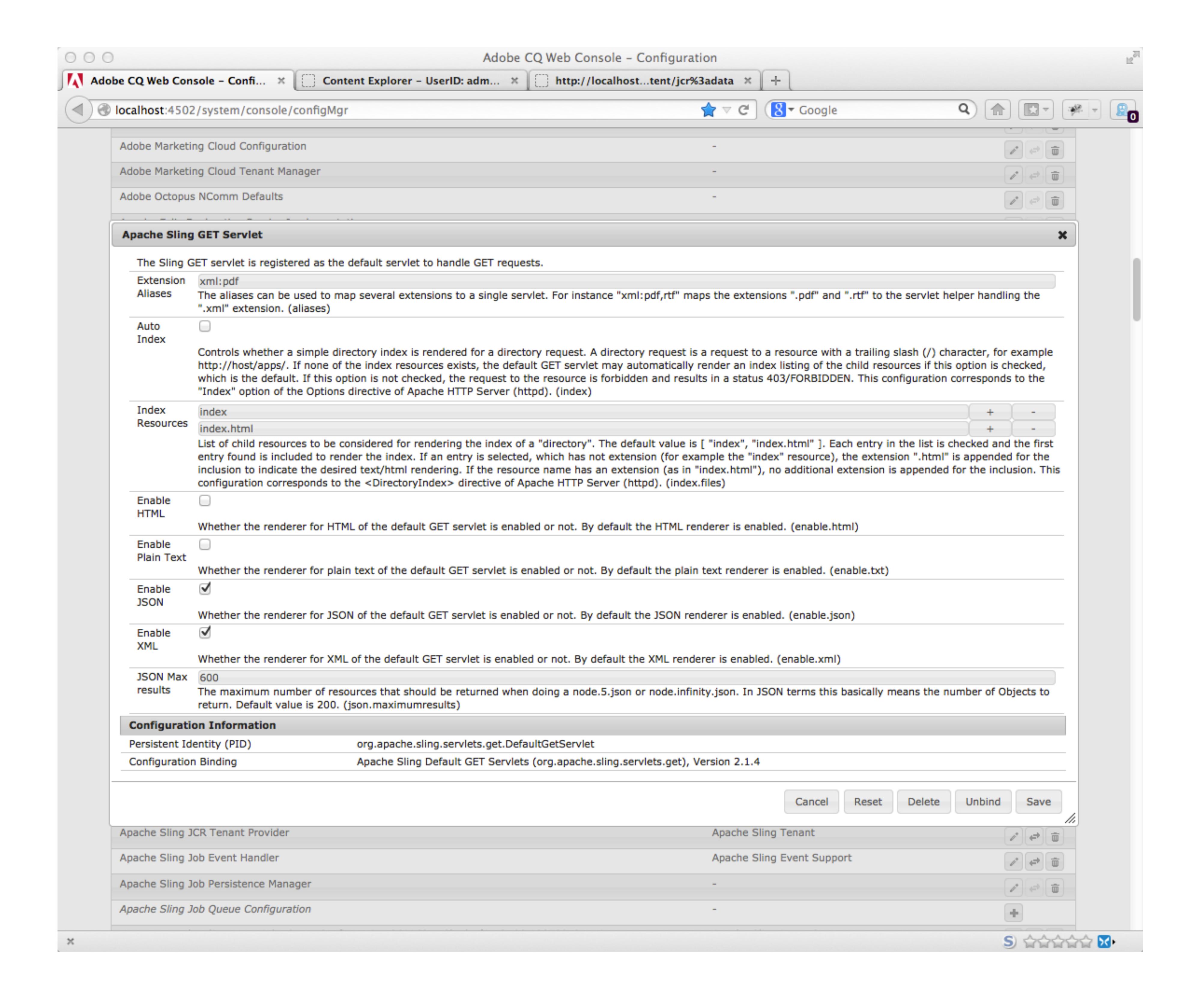








- * Open Services Gateway initiative
- * Apache Felix



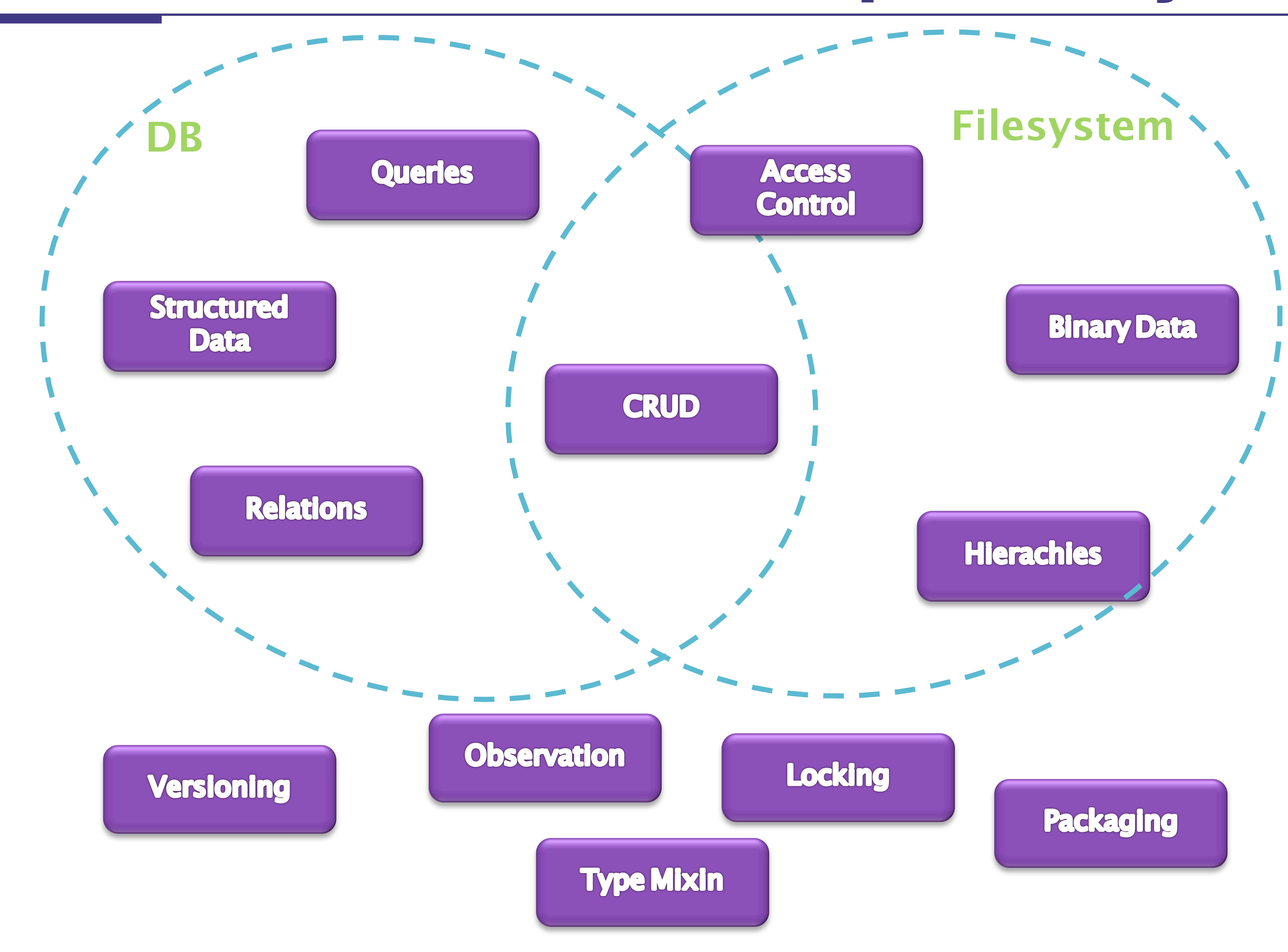




```
@Component(label="Service for JavaCRO", enabled = true, immediate = true)
@Service(value = {JavaCroService.class, Runnable.class })
@Properties({
        @Property(name = "scheduler.concurrent", boolValue = false, propertyPrivate = true),
        @Property(name = Constants.CRON_PATTERN_PARAM, label = "Cron pattern to run job", value = "0 0 05 * * ?")
public class JavaCroServiceImpl extends BaseService implements JavaCroService, Runnable {
    @Property(label = "Java Cro config",
            description = "JavaCRO Config description", intValue = -1)
    private static final String JAVA_CRO_CONFIG_USERNAME = "cro.java.config.username";
    @Reference
    private UserService userService;
    @Activate
    protected void activate(final ComponentContext context) {
       updateConfiguration(context);
    @Override
    public void doStuff(final RecipientGroup recipientGroup) {
        //...
```



Java Content Repository



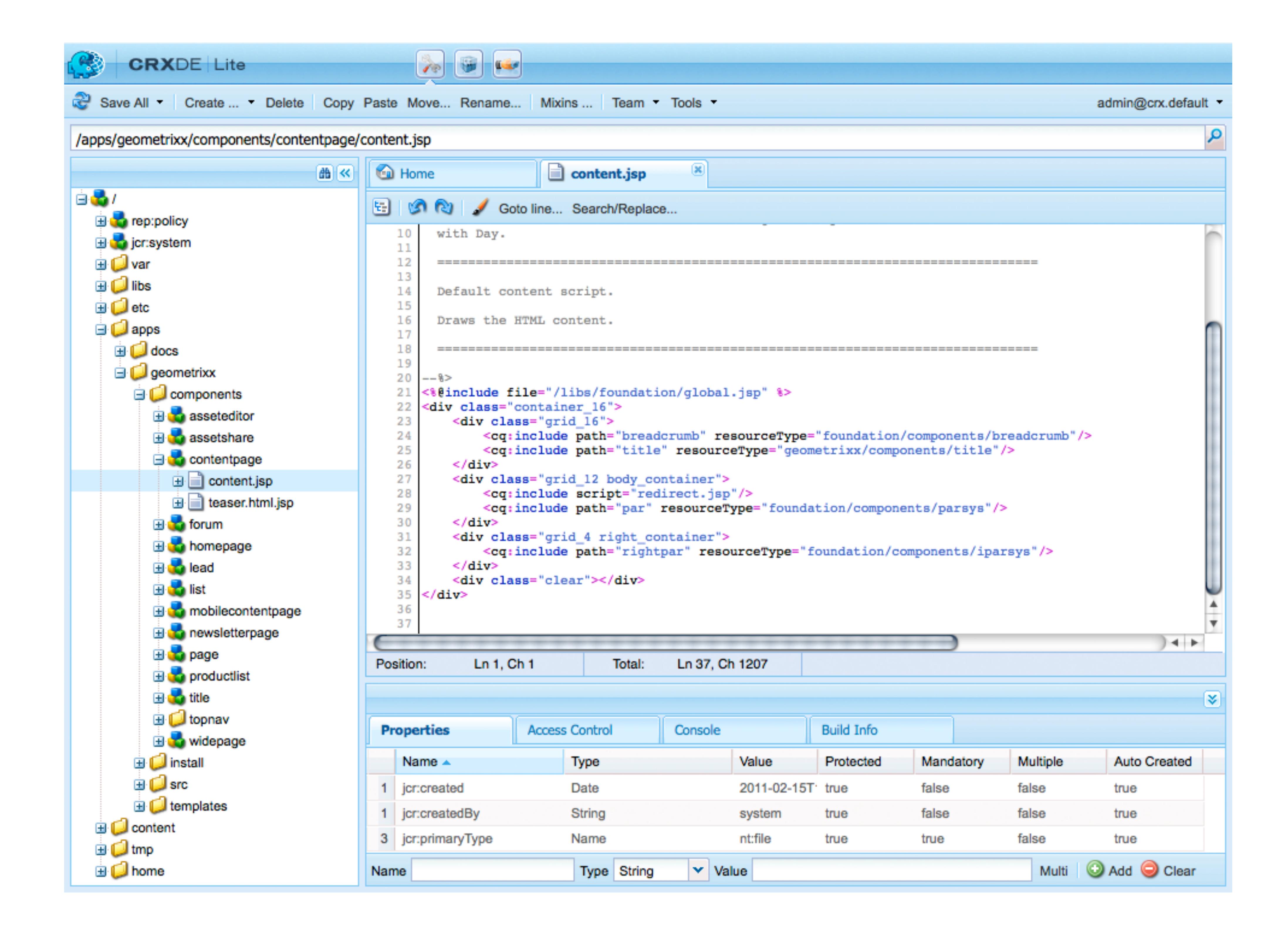
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Java Content Repository



- * Jackrabbit Oak (successor of Jackrabbit 2.0) since AEM 6.0
- * Scalable and performant hierarchical content repository
- * Tar Storage & MongoDB Storage.

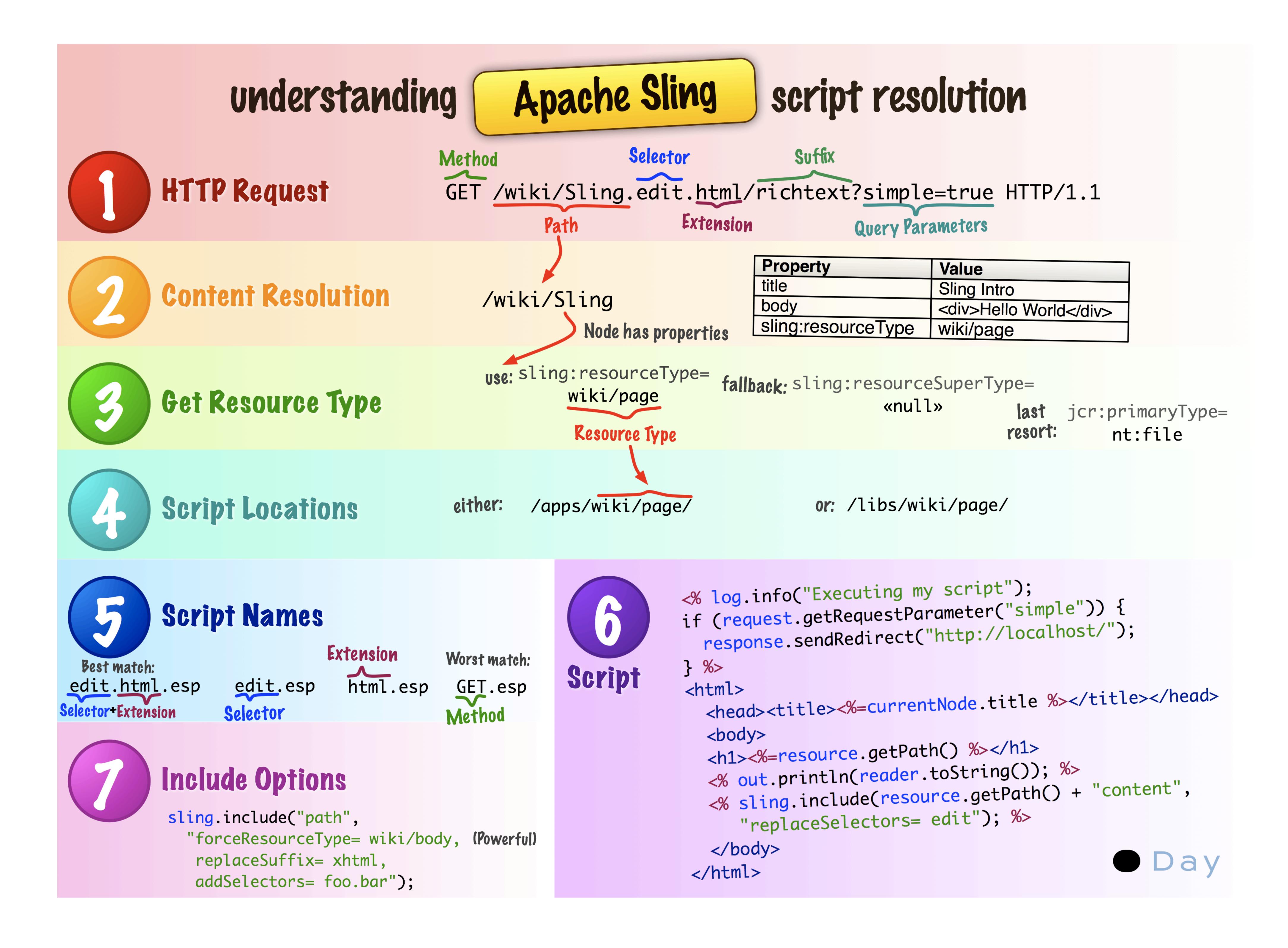






Apache Sling

- * REST based web framework (RESTful as it gets)
- * Everything is content!
- * Web framework for JCR
- * Sling Models







AEM - Sightly

- * AEM preferred HTML5 templating language, introduced with AEM 6.0
- * Separation of Concerns
- * Reduces project, operational and maintenance costs
- * Other languages possible (.jsp, etc.)





Adobe Marketing Cloud

- * It's the most complete set of marketing solutions available. And it gives you everything you need to get deep insight into your customers, build personalized campaigns and manage your content and assets
- * Integrates with Adobe Creative Cloud (DAM)

















Audience Campaign Experience Media Manager

Primetime Social

Target



Questions?

