A TALE OF TWO PLATFORMS

THE DIFFERENCE BETWEEN ADOBE EXPERIENCE MANAGER & BRIGHTSPOT

Brightspot was designed to fit into your publishing process freeing content creators to quickly distribute content to every channel without the need for IT. IT gets to focus on innovations, creators get to create.

	ADOBE EXPERIENCE MANAGER	BRIGHTSPOT®
COST	**The most expensive option.** License fees, implementation partners and on-staff AEM experts keep costs high.	**Less than half the cost of AEM.** Reduce maintenance costs by managing your instance yourself.
TIME TO LAUNCH	**9-18 months rollout** and implementation timeline.	Handshake to **go live in 90 days**, or less.
INTEGRATIONS	**Less than a dozen** out of the box integrations.	API-first approach with **200+ out of the box integrations.**
WORKFLOWS	Designed for IT teams to create, develop, and manage. **Not usable by non-technical users.**	Drag and drop workflows **empower non-IT admins** to create and update workflows.
HEADLESS/DECOUPLED	Headless support **requires considerable IT effort** and does not offer live preview.	**Naturally headless and/or decoupled** and supports live content previews.
USER EXPERIENCE	Acquisitions have led to a **disjointed user experience** for CMS users.	**A consistent UI** developed from one code base across the platform.
PUBLISHING SPEED	Requires **considerable effort to publish to emerging channels** (i.e. AMP or Echo).	Non-technical users **can easily publish content** to various channels.
PRODUCT TRAINING	Days to learn, weeks to productivity, and **months to master.**	Start publishing content after **less than 10 minutes** of training.
PUBLISHING APPROACH	**Rigid.** Forces you to work within the Adobe publishing paradigm.	**Flexible.** Designed to adapt to your publishing paradigm.
SEARCH	Folder structure makes search **difficult and time consuming.**	**Flat, federated, semantic** search delivers any asset to creators.
IMPLEMENTATION TEAM	**Requires an implementation partner** with no direct access to Adobe.	**Access to Brightspot's developers**, professional services, and implementation teams.