Module 2 – Solution Design

This toolkit is designed for Master Architect Exam Aspirants. There are **three** Modules. Study Each module per week to stick to schedule. Technical Parts of applications are depicted in Videos, you can learn more about them from experience League. You can visit Get prep page to understand the contents and anticipate the learning journey.

This is Master Exam, Architect toolkit Module 2. This module contains ten sections.

2.1 Analytics Admin Guide

Adobe Analytics currently has two areas for administrators:

- Adobe Admin Console: Use this area for provisioning Experience Cloud tools, and managing user permissions. It is located at adminconsole.adobe.com.
- Analytics Admin Tools: Use this area for report suite and variable management. It can be accessed by clicking Admin in the top header of Adobe Analytics.

This guide covers:

- All tasks that are done in Analytics Admin Tools. This area includes setting up report suites, variables, classifications, or data governance. See Admin Tools for a list of report suite and company settings available.
- All Analytics-specific tasks that are done in the Adobe Admin Console. This area includes product provisioning and user permission management. See Adobe Analytics in the Adobe Admin Console for a list of actions that can be done in the Adobe Admin Console.

This guide does not cover many of the generic capabilities that the Adobe Admin Console offers. Instead, see Admin Console in the Enterprise user guide.

Key articles

- Analytics First Admin Starter Guide: If your organization is brand new to Adobe Analytics, follow this guide to start getting value out of Adobe Analytics.
- Report Suite Manager: The most commonly accessed admin tool in Analytics. The Report Suite Manager contains settings for variable management classification management, time zones, and more.

- **Analytics Release Notes**
- **Adobe admin console**
- **Analytics admin tools**

- **Admin API**

2.2 Analytics Components Guide

Analytics components help you fine tune and empower your analysis of data. Components include:

- **Dimensions:** Reference for dimensions usable in Adobe Analytics.
- **Metrics:** Reference for metrics usable in Adobe Analytics.
- **Segmentation:** Focus on a subset of your data.
- **Calculated metrics:** Use simple formulas to combine metrics, or advanced functions for statistical analysis.
- **Virtual report suites:** Create a virtual silo of data based on a report suite. Allows the ability to cleanse or segment data for a better user experience. Some features can only be used in virtual report suites.
- **Cross-Device Analytics**: A special type of virtual report suite allows you do configure Cross-Device Analytics.
- **Alerts:** Receive notifications any time data goes above or below a threshold.
- **Classifications:** Reorganize and group dimensions to obtain additional insight.
- **Real-time reporting:** Get reports and trends the minute they are available.
- **Marketing channels:** Understand how visitors arrive to your site and determine which channels are most successful.

- **Dimensions**
- **Metrics**
- **Segmentation**
- **Calculated Metrics**
- **Virtual Report Suites**
- **Cross-Device Analytics**
- **Alerts**
- **Classifications**
- **Locations**
- **Calendar events**

- **Scheduled reports queue**
- **Real-time reporting**
- **Marketing Channels**

2.3 Analytics Tools Guide

The Analytics Tools Guide includes information about product features, use cases, task instructions, and best practices for the following Analytics tools:

Tool	Description
Analysis Workspace	Analysis Workspace is a flexible browser tool that allows you to quickly build analyses and share insights. Using the drag-and-drop interface, you can craft your analysis, add visualizations to bring data to life, curate a dataset, share and schedule projects with anyone in your organization.
Analytics dashboards	Analytics dashboards and their mobile scorecards allow executive users to view a broad rendering of important summary data quickly and easily on their own mobile devices. Curators add visualizations to mobile scorecard projects and share them with executives. Scorecards provide a way to target and measure KPIs and provide a clear indication of how well organizations are working to achieve their targets.
Activity Map	Activity Map is an Adobe Analytics application that is designed to rank link activity using visual overlays and provide a dashboard of real-time analytics to monitor audience engagement of your web pages. Activity Map lets you set up different views to visually identify the acceleration of customer activity, quantify marketing initiatives, and act on audience needs and behaviors."
Report Builder	Report Builder is an add-in for Microsoft Excel. Report Builder lets you build customized requests from Adobe Analytics data that are inserted into your Excel worksheets. Requests can dynamically reference cells within your worksheet, and you can update and customize how Report Builder presents the data.
Analytics APIs	Analytics APIs allow you to directly call Adobe’s servers to perform almost any action that you can perform in the user interface. You can create reports to explore, get insights, or answer important questions about your data. You can also manage components of Adobe Analytics, such as the creation of segments or calculated metrics.

Tool	Description
Reports & Analytics	Reports & Analytics is a tool with dozens of pre-built reports and visualizations. These are now available within Analysis Workspace. **Effective December 31, 2023, Adobe intends to discontinue Reports & Analytics and its accompanying reports and features. Adobe recommends using Analysis Workspace for most reporting needs.** For additional information, see Analysis Workspace.

- **Get started with Adobe Analytics**
- **Landing page**
- **Analysis Workspace**
- **Report Builder**
- **Activity Map**
- **Reports and Analytics**
- **Adobe Analytics dashboards**
- **Reporting API**
- **Labs**

2.4 iOS SDK 4.x for Experience Cloud Solutions

iOS SDK 4.x for Experience Cloud Solutions lets you measure native Apple iPhone and iPad applications, deliver targeted content within your apps, and leverage and collect audience data through Audience Manager.

Important: Starting with version 4.21.0, the iOS SDK has a minimum required version of Xcode 12. If you are using Cocoapods to manage dependencies in your app, the Adobe SDK requires version 1.10.0 or newer of Cocoapods.
If using 4.21.0 or newer, read the documentation with the following changes in mind:

- Any time a binary library file is mentioned, its XCFramework replacement should be used instead:

- AdobeMobileLibrary.a > AdobeMobile.xcframework
- AdobeMobileLibrary_Extension.a > AdobeMobileExtension.xcframework
- AdobeMobileLibrary_Watch.a > AdobeMobileWatch.xcframework
- AdobeMobileLibrary_TV.a > AdobeMobileTV.xcframework

- If manually adding the Adobe XCFrameworks to your project, ensure that they are not embedded.

Important: The Adobe Analytics Mobile Marketing Add-on SKU is required to enable Mobile Services access to mobile acquisition, deep linking, geolocation, and mobile messaging capabilities. For more information, contact your Adobe CSM.
Important: The iOS SDK 4.x for Experience Cloud Solutions is now supports iOS 13 and Xcode 11. To ensure seamless compatibility, use the latest versions of the 4.x iOS SDKs. For more information about the latest version, see the release notes.

New Adobe Experience Platform Mobile SDK Release

Looking for information and documentation related to the Adobe Experience Platform Mobile SDK? Click here for our latest documentation.

As of September 2018, we released a new, major version of the SDK. These new Adobe Experience Platform Mobile SDKs are configurable through Experience Platform Launch.

- To get started, go to Adobe Experience Platform Launch.
- To see what is in the Experience Platform SDK repositories, go to Github: Adobe Experience Platform SDKs.

Some information to remember:

- iOS 8 or later is supported

  For iOS 11 or later, you **must** have SDK version 4.13.8 or later.

- In version 4.2 of this SDK and later, all hits are now sent using HTTP POST.

  This has no impact on the data that is collected or reported, but you need to use a packet analyzer that supports inspecting POST data to view hits.

- If you are upgrading from a previous version (2.x or 3.x), see the 4.x Migration Guide.

Adobe Mobile User Documentation

Adobe Mobile services provides a UI that brings together mobile marketing capabilities for mobile applications from across the Adobe Experience Cloud. Initially, the Mobile service provides seamless integration of app analytics and targeting capabilities from the Adobe Analytics, Adobe Audience Manager, and Adobe Target solutions, and Adobe Experience Platform Identity Service.

To learn more about the Mobile Services UI and read the user documentation, see [Adobe Mobile Services].

2.5 Analytics Import Guide

This guide explains how to get data into Analytics. It includes:

- Data Sources: Upload a file to a designated Adobe FTP site. Adobe retrieves the file and includes the data in your report suite.
- Bulk Data Insertion API lets you upload server call data in batches of files instead of using client-side libraries such as AppMeasurement.
- Data Insertion API: Send data directly to Adobe's data collection through an API.
- Adobe Exchange Marketplace: Find current integrations available to enrich your Adobe Analytics report suite.

- **Data Sources**
- **Bulk Data Insertion API**
- **Data Insertion API**
- **Data Connectors**
- **Import Use Cases**

2.6 Implement Adobe Analytics

Adobe requires code on your site or app to send data to Adobe’s data collection servers. The following steps indicate how a typical implementation works.

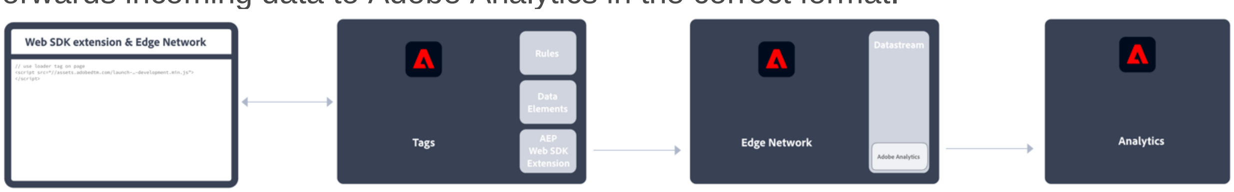
1. When a visitor comes to your site, a request is made to your web server.
2. Your site’s web server sends the page code information, and the page displays in the browser.
3. The page loads, and the Analytics JavaScript code runs.
   The JavaScript code sends an image request to Adobe data collection servers. Page data that you defined in your implementation are sent as part of a query string in this image request.
4. Adobe returns a transparent pixel image.
5. Adobe servers store collected data in one or more *report suites*.
6. Report suite data populates the reports that you can access in a web browser.

The JavaScript code execution occurs quickly and does not noticeably affect page load times. This approach allows you to count pages that were displayed when a visitor clicked **Reload** or **Back** to reach a page, because the JavaScript runs even when the page is retrieved from cache.

Adobe Analytics requires code within your website, mobile app, or other application to send data to data collection servers. There are several methods to implement this code, depending on platform and your organization’s needs.

Website implementation methods

For your **website**, the following implementation methods are available:

- **Web SDK extension**: The standardized and recommended method to implement Adobe Analytics for new customers. Install the **Adobe Experience Platform Web SDK extension** in Adobe Experience Platform Data Collection **Tags**, use a loader tag on each page, and send data to Adobe Experience Platform **Edge Network** in a format convenient to your organization. The Edge Network forwards incoming data to Adobe Analytics in the correct format.


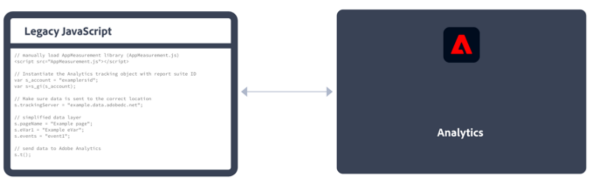
  See [How to implement Adobe Analytics using the Adobe Experience Platform Web SDK extension.]() for more information.
- **Web SDK**: You can manually load the Web SDK libraries on your site if you do not want to use Adobe Experience Platform Data Collection. Reference the Web SDK library (`alloy.js`) on each page, and send the desired tracking calls to the Adobe Experience Platform **Edge Network** in a format convenient to your organization. The Edge Network forwards incoming data to Adobe Analytics in the correct format.

See [How to implement Adobe Analytics using the Adobe Experience Platform Web SDK] for more information.

- **Analytics extension**: Install the **Adobe Analytics extension** in Adobe Experience Platform Data Collection **Tags**. Place a loader tag on each page, and use the Adobe Analytics extension to determine how each variable is defined. Use this implementation method if you do want the convenience of Tags, but not want to use the Edge Network infrastructure.

See How to implement Adobe Analytics using the Analytics extension for more information.

- **Legacy JavaScript**: The historical manual method to implement Adobe Analytics. Reference the AppMeasurement library (`AppMeasurement.js`) on each page and then outline variables and settings used in an implementation.



This implementation method can be useful for implementations using custom code and is still recommended when you (want to) use:

  - activity map data,

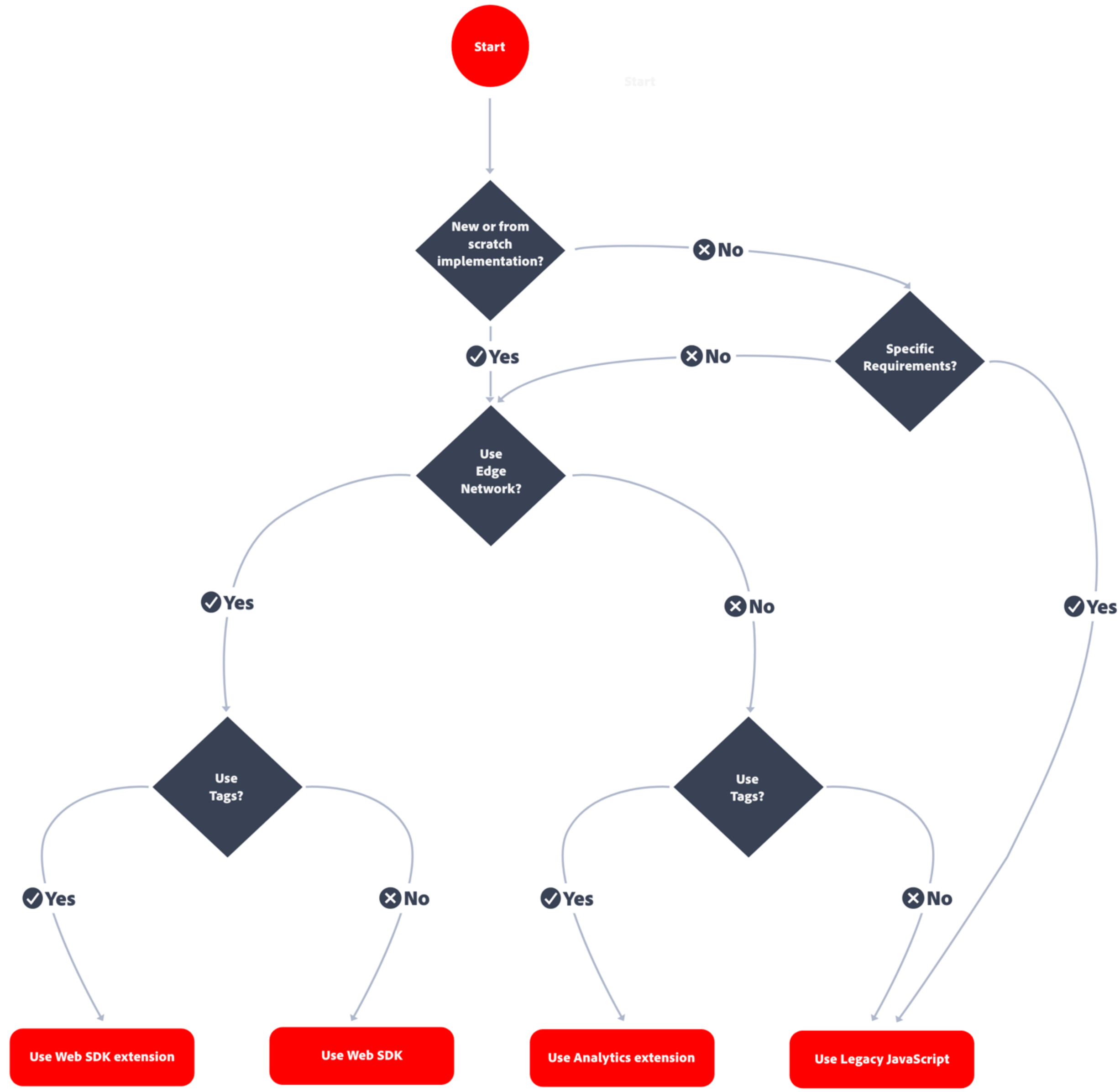
    INFO

    Using the latest Web SDK, Activity Map is supported. See Enable Activity Map for more information.

  - streaming media measurement,
  - livestream API or livestream triggers,
  - AMP page tracking

See Implement Adobe Analytics with AppMeasurement for JavaScript for more information.

The following decision flow might help you select an implementation method:



TIP

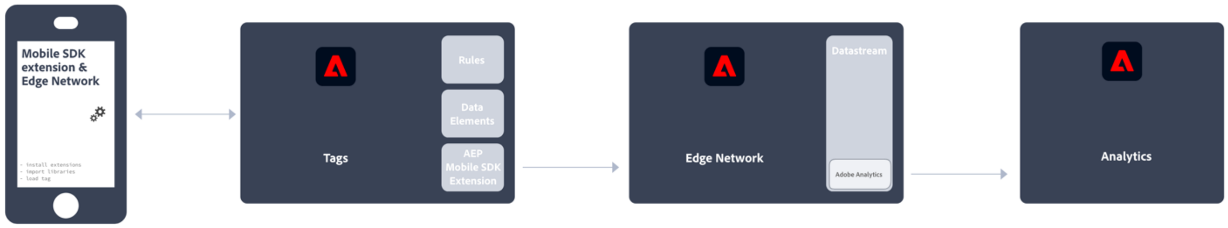
Please contact Adobe for advice and best practices on which implementation to choose based on your current situation.

Mobile app implementation methods

For your **mobile app**, the following implementation methods are available:

- **Mobile SDK extension**: The standardized and recommended method to implement Adobe Analytics in your mobile app. Use dedicated libraries to easily send data to Adobe from within your mobile app. Install the **Adobe Experience**

Platform Mobile SDK extension in Adobe Experience Platform Data Collection **Tags** and implement the correct code in your app to import libraries, register extensions and load the tag configuration. This sends data to Adobe Experience Platform **Edge Network** in a format convenient to your organization. Experience Edge forwards incoming data to Adobe Analytics in the correct format.



See [Implement Adobe Analytics using the Adobe Experience Platform Mobile SDK] for more information.

- **Analytics extension**: Install the **Adobe Analytics extension** in Adobe Experience Platform Data Collection **Tags**, and implement the correct code in your application to import libraries, register extensions and load the tag configuration. Use the Analytics extension to determine how each variable is defined. Use this implementation method if you do want the convenience of Adobe Experience Platform Data Collection, but not want to use Adobe's Experience Platform Edge network infrastructure.

See [Implement Adobe Analytics using the Analytics extension] for more information.

- **AppMeasurement release notes**
- **Analytics variables, functions, and methods**
- **Prepare to implement Adobe Analytics**
- **Implement Analytics using Experience Platform Edge**
- **Implement Analytics using the Adobe Analytics extension**

- **Implement Analytics using JavaScript**
- **Implement Analytics on other platforms**
- **Implement Analytics on mobile devices**
- **Implementation use cases**
- **Validate your implementation**
- **Frequently asked questions**
- **Review your implementation**

2.7 Analytics tutorials

Get the most out of Adobe Analytics. Use these tutorials to learn the features of Analytics and reap the benefits for your business. This content is suitable for administrators, data analysts, marketers, developers, and architects.

To get started,

- See the **"What's New"** section below for the latest updates and features
- **Staff Picks** highlights some of our favorite content
- Explore the content by topic and subtopic in the **left navigation**
- Use the **search** field at the top of the page if you know what you want to learn

Curated learning experiences by role and skill level are also offered in the courses section. Simply sign-in with your Adobe ID and navigate to **Learn** > **Recommended courses** in the top navigation.

What's new

- Building customer journey segments - part two
  In part two, learn how to build purchase and retention visit intent segments to understand customers' buying journey and personalize content. Using signals like
- Manage your calculated metrics
  Learn how to manage your calculated metrics, including finding them, seeing a list, renaming, deleting, sharing, etc.
- Understanding Adobe Analytics attribution panel and lookback windows
  Learn how to use the attribution panel and lookback window to understand

customer behavior and customize how dimension items get credit for success events.

- **Introduction to Analytics**
- **Analysis Workspace**
- **Administration**
- **Implementation**
- **Components**
- **Additional Tools**
- **Exporting**
- **Integrations**
- **Data Science**
- **Vertical-Specific**
- **Media Analytics**
- **Mobile App Analytics**
- **APIs**
- **Analysis Use Cases**

2.8 Administrative roles

Using the Adobe Admin Console, organizations can define a flexible administrative hierarchy that enables fine-grained management of Adobe product access and usage. One or more System admins, provisioned during the enterprise onboarding process, sit at the top of the hierarchy. These System admins can delegate responsibilities to other admins, while still retaining overall control.

Administrative Roles provide the following key benefits to enterprises:

- Controlled decentralization of administrative responsibilities
- Quick view of product assignments—by user and by product
- Functionality to assign quotas to Product admins

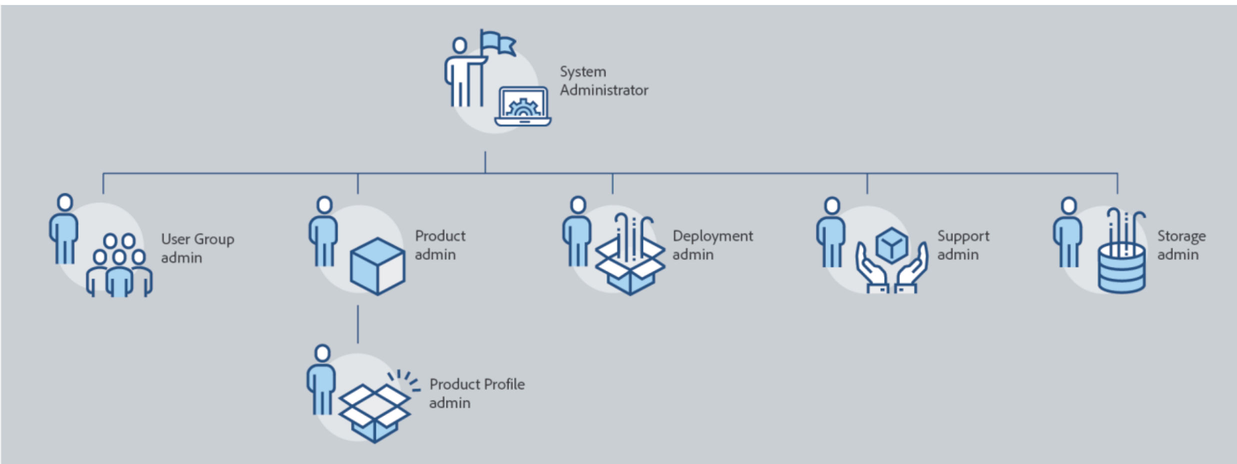
Administrative hierarchy

Applies to: Adobe enterprise customers.

The administrative hierarchy can be used to suit the unique requirements of your enterprise. For example, an enterprise can appoint different admins to manage entitlements to Adobe Creative Cloud and Adobe Marketing Cloud offerings. Alternatively, an enterprise can have different admins to manage entitlements of users belonging to different business units.

Note:

The administrative hierarchy doesn't apply to teams customers. Teams customers have a single **System admin** role. The contract owner (*previously referred to as **Primary admin***) is the system administrator with access to the contract details and the billing history. If you are the current contract owner, you can nominate an existing system administrator (*previously referred to as **secondary admin***) as the contract owner.



Admin roles hierarchy

Role	Description
System Admin	Super user for the organization; allowed to perform all administrative tasks in the Admin Console. Also, has permissions to delegate the following administrative functionality to other users: Product admin, Product Profile admin, User Group admin, Deployment admin, Support admin, and Storage admin.
Product Admin	Administers the products assigned to that admin and all associated administrative functions, which include: • Create product profiles • Add users and user groups to the organization but not remove these • Add or remove users and user groups from product profiles

	• Add or remove Product Profile admins from product profiles • Add or remove other product admins from the product • Add or remove Group admins from groups
Product Profile Admin	Administers the Product Profile descriptions assigned to that admin and all associated administrative functions, which include: • Add users and user groups to the organization but not remove these • Add or remove users and user groups from product profiles • Assign or revoke product permissions to users and user groups from product profiles • Manage product roles of users and user groups for product profiles
User Group Admin	Administers the user group descriptions assigned to that admin and all associated administrative functions, which include: • Add or remove users from groups • Add or remove User Group admins from groups
Deployment Admin	Creates, manages, and deploys software packages and updates to end users.
Support Admin	Non-administrative role that has access to support-related information, such as customer-reported issue reports.
Storage Admin	Manages the storage administration of the organization. The administrator can view storage consumption of both active and inactive users and transfer contents to other recipients.

For a detailed list of permissions and privileges for each admin role, see Permissions.

Add an enterprise admin

Applies to: Adobe enterprise customers.

As an admin, you can assign an admin role to other users, giving them the same privileges as you have, or privileges for a role under your admin role in the hierarchy as described above. For example, as a Product admin you can give Product admin privileges or Product Profile admin privileges to a user, but not Deployment admin privileges. For the permissions on the Admin Console, see the Permissions matrix.

TO ADD OR INVITE AN ADMIN

Add a teams admin

Applies to: Adobe teams customers.

As an admin, you can assign the System admin role to other users, giving them the same privileges as you have. If you're the primary admin (contract owner) and you want to make another user the primary admin, follow these steps: Change the contract owner.

TO ADD OR INVITE A SYSTEM ADMIN

Edit enterprise admin role

Applies to: Adobe enterprise customers.

As an admin, you can edit the admin role to other admin that are below you in the Administrative hierarchy. For example, you can remove admin privileges of other admins. Or you can change the admin roles of a Product to a Product Profile admin.

TO EDIT ADMIN ROLES

Edit teams admin role

Applies to: Adobe teams customers.

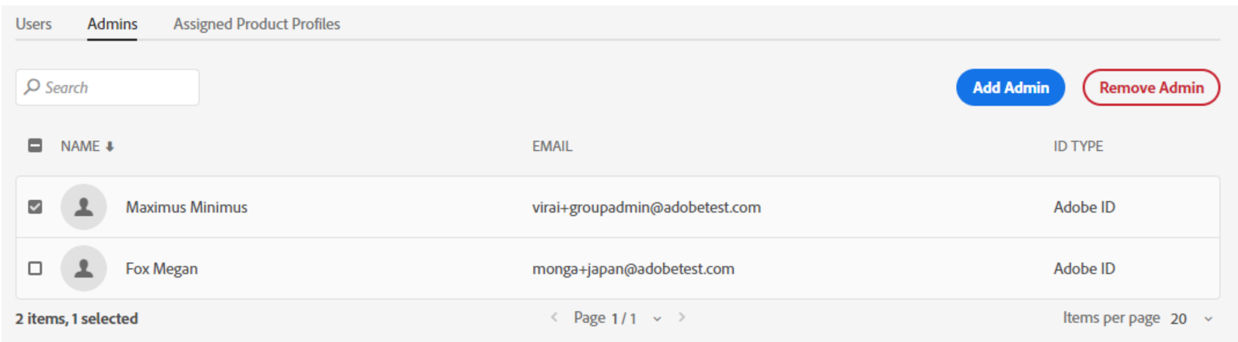
As a teams System admin, you can remove the System admin privileges of other admins.

TO REVOKE SYSTEM ADMIN PRIVILEGES

Remove an admin

Applies to: Adobe teams enterprise customers.

To revoke admin permissions, select a user and then click **Remove Admin**.



Note:

Removing an admin does not delete the user from the Admin Console, but only removes the privileges associated with the admin role.

Enterprise admins permissions matrix

Applies to: Adobe enterprise customers.

The following table lists all the permissions for the different types of admins, categorized by the following areas of functionality:

Identity management	User management	Administrator management	Product license configuration management
Storage management	Deployment	Support	User group management

Identity management

Permission	System admin	Product admin	Product Profile admin	User Group admin	Deployment admin	Support admin	Storage admin
Add domain (request/claim a domain)	✓						
View domain and domain listing	✓						
Manage domain encryption keys	✓						
Manage default org password policy	✓						
View default org password policy	✓						

User management

Permission	System admin	Product admin	Product Profile admin	User Group admin	Deployment admin	Support admin	Storage admin
Add user to org	✓	✓	✓				
Remove user from org	✓						

View user details and listing	✓	✓	✓	✓			
Edit user profile	✓						
Add Product Profile to user or group	✓	✓[2]	✓[2]				
Remove Product Profile from user	✓	✓[2]	✓[2]				
Add Product Profile to multiple users	✓	✓[2]	✓[2]				
View product profiles for a user	✓	✓[2]	✓[2]				
View product user listing	✓	✓[2]					
Bulk add users to org	✓						

[2] only for owned products, product profiles, or user groups

Administrator management

Permission	System admin	Product admin	Product Profile admin	User Group admin	Deployment admin	Support admin	Storage admin

Grant Org Admin to a user	✓						
Revoke Org Admin from a user	✓						
Grant Product License Admin to a user	✓	✓[2]	✓[2]				
Revoke Product License Admin from a user	✓	✓[2]	✓[2]				
Grant Deploymen t Admin to a user	✓				✓		
Revoke Deploymen t Admin from a user	✓				✓		
Grant user group admin to a user	✓			✓			
Revoke user group admin from a user	✓			✓			
Grant product owner admin to a user	✓	✓[2]					

Revoke product owner admin from a user	✓	✓[2]						

[2] only for owned products, product profiles, or user groups

Product license configuration management

Permission	**System admin**	**Product admin**	**Product Profile admin**	**User Group admin**	**Deployment admin**	**Support admin**	**Storage admin**
Grant product entitlement to org							
Remove product entitlement from org							
View total number of licenses owned by the org	✓	✓[2]	✓[2]				
View available products and product families	✓	✓[2]	✓[2]				
Edit product license descriptions/data	✓	✓[2]	✓[2]				
Provision product license to a user	✓	✓[2]	✓[2]				

Deprovision product license from a user	✓	✓[2]	✓[2]				
Add new product license configuration	✓	✓[2]					
Edit product license service configuration	✓	✓[2]	✓[2]				
Delete product license service configuration	✓	✓[2]					
Remove product access from a user (strip from all configs)	✓	✓[2]					

[2] only for owned products, product profiles, or user groups

[2] only for owned products, product profiles, or user groups

Storage management

Permission	**System admin**	**Product admin**	**Product Profile admin**	**User Group admin**	**Deployment admin**	**Support admin**	**Storage admin**
View/use Storage tab	✓						✓
View Active and Inactive user folders	✓						✓

Delete Inactive user folders and transfer content	✓						✓

Deployment

Permission	**System admin**	**Product admin**	**Product Profile admin**	**User Group admin**	**Deployment admin**	**Support admin**	**Storage admin**
View/use Packages tab	✓				✓		

Support

Permission	**System admin**	**Product admin**	**Product Profile admin**	**User Group admin**	**Deployment admin**	**Support admin**	**Storage admin**
View support tab	✓			✓	✓	✓	
Manage support cases	✓					✓	

User group management

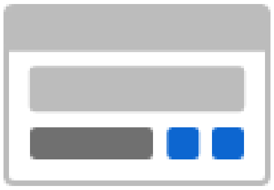
Permission	**System admin**	**Product admin**	**Product Profile admin**	**User Group admin**	**Deployment admin**	**Support admin**	**Storage admin**
Create user group	✓	✓[1]	✓[1]				

Remove user group	✓						
Add user to user group	✓			✓[2]			
Remove user from user group	✓			✓[2]			
Assign user group to product license	✓	✓[2]	✓[2]				
Remove user group from product license	✓	✓[2]	✓[2]				
View member of user group	✓	✓	✓	✓[2]		✓	
View list of user groups	✓	✓	✓	✓[2]		✓	

2.9 Admin Console overview

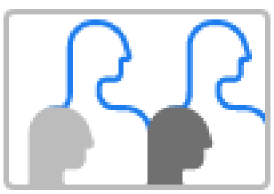
The Adobe Admin Console is a central location for managing the Adobe entitlements across your organization.

Each tab on the Admin Console enables you to perform various tasks. Select the titles below to know more.



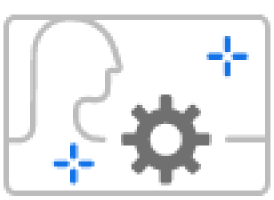
Overview: View a summary of the licenses purchased and quick actions to set up your organization.

Products: Assign licenses to users and groups. As an Enterprise customer, you can manage product profiles.



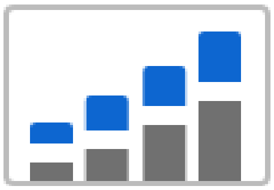
Users: Create, update, and remove user accounts, which entitle the end users to Adobe products & services.

Packages: Download pre-configured packages or create them for desktop apps that you plan to deploy.

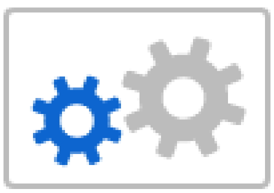


Account: As Teams administrators, edit your payment details, billing address, and manage invoices.

Storage: Manage individual user folders and shared folders, view storage quota consumed by users.



Insights: View, create, and download license assignment reports and track changes made in the Admin Console.



Settings: Claim domains, limit access to sharing features, add notes for end users, set password protection levels.

If you are unable to sign in to the Admin Console, see Solve Adobe account sign-in issues.

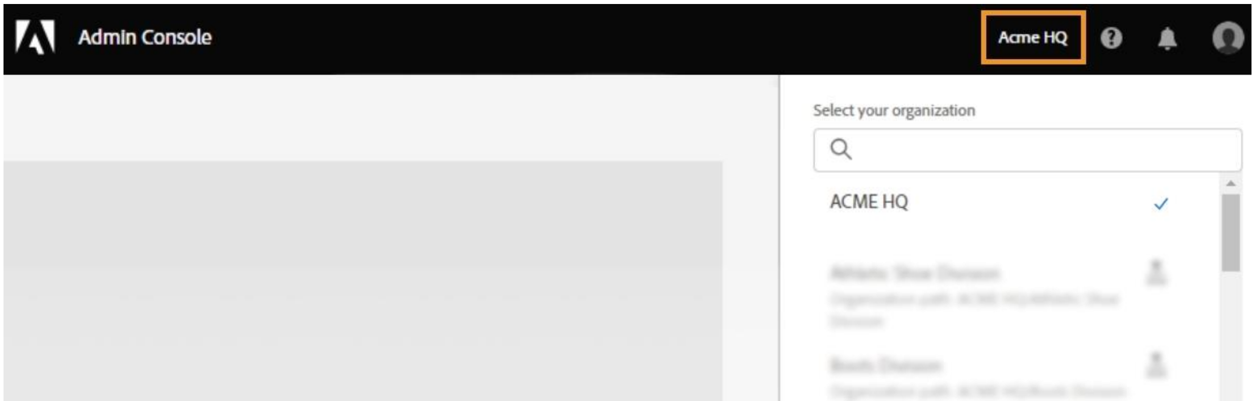
Overview

The Overview efficiently displays a wealth of information about product licenses. It shows the status of licenses in your plan—the number of licenses assigned out of the total available ones. There are also some quick links available to add users and admins.

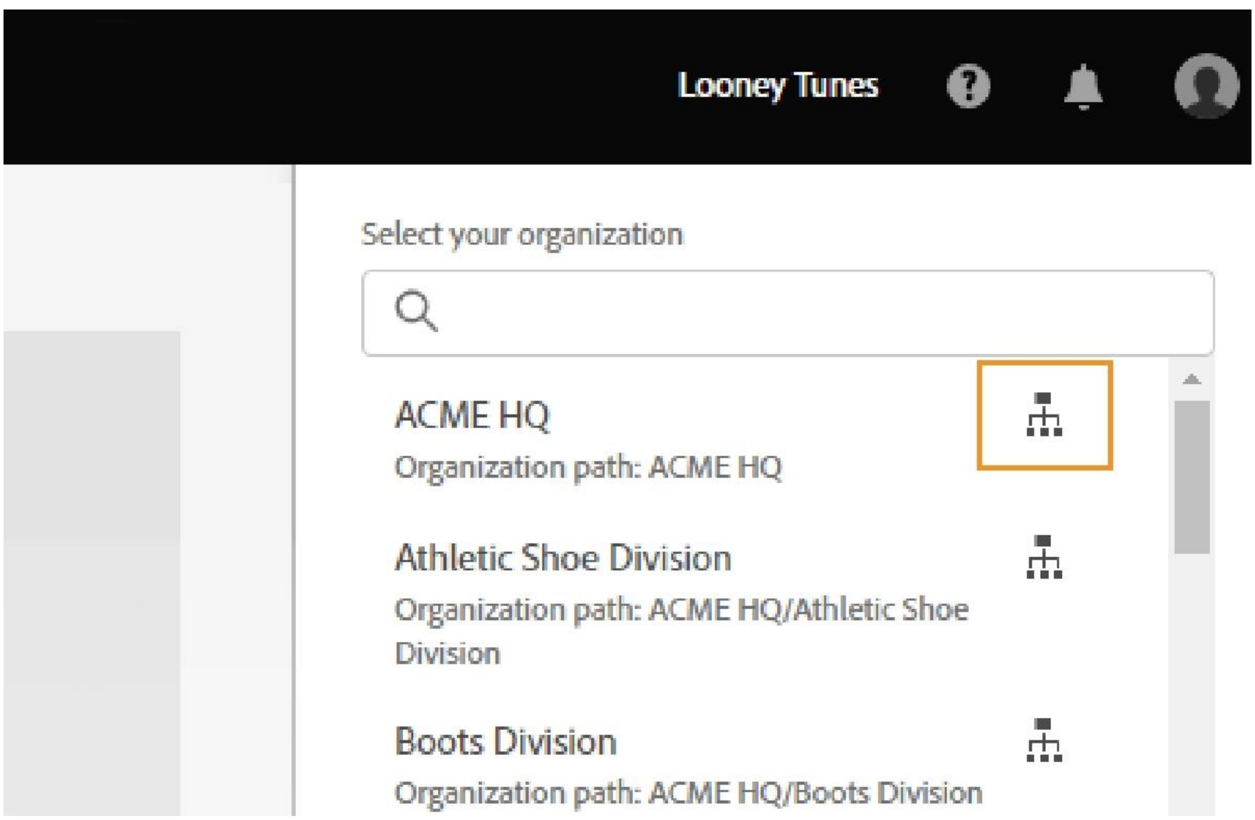
Select your organization

An administrator can belong to multiple organizations. If a company has multiple subsidiaries that exist as separate organizations, or each subsidiary has a separate license agreement, the same administrator can be assigned to all.

If you're an administrator for multiple organizations, you can switch between organizations using the organization selector. The selected organization shows a green check mark next to the organization's name.



If the organization is a part of a Global Admin Console, a hierarchy icon appears next to the organization's name. You will also see the organization's path and can determine the organization's placement within the hierarchy. For example, in the screenshot, the admin is a member of the organization *Athletic Shoe Division* and this organization's Global Admin Console path is *ACME HQ* > *Athletic Shoe Division*, where *Athletic Shoe Division* is a child of the organization *ACME HQ*.



Products

Who can view this tab: System Administrators, Product Administrators, and Product Profile Administrators

Enterprise

Teams

The Products page in the Admin Console provides the options to manage your products and product profiles. Product profiles let you enable all or a subset of Adobe applications and services available in a plan and customize settings associated with a given product or plan. You can then assign administrators, called Product Administrators, to the product profiles. These administrators add end users to the product profiles that they manage.

For more information, see:

- Manage products
- Manage product profiles

The Products page in the Admin Console lets you assign product licenses to users. To assign a product license to a user or group, select the desired product on the Products page, and click **Add User**.

Enter the name or email address of the user. You can search for existing users or add a user by specifying a valid email address and filling in the information on the screen. Click **Save**. An email is sent to the user or group confirming access to the application.

For more information, see:

- Assign or unassign licenses
- Add or remove products or licenses

Users

The Users page in the Admin Console lets you create, search, update, and remove user accounts. These user accounts entitle the end users in your organization to Adobe products and services. You can also use the bulk edit workflows to add users or modify user details and license assignments. For more information, see:

- Manage users

- Manage user groups

Account

Who can view this tab: System Administrators

The Account page in the Admin Console shows the details of all the contracts and agreements associated with your organization. It also displays the anniversary or end date of the contract with an indicator for expiring contracts.

If you are an Adobe teams customer, navigate to **Account** > **Account** in the Admin Console to easily manage your invoices, edit your payment details or billing address. You can renew your licenses purchased through Teams membership. You can also perform the following tasks:

- View details of products and licenses in the current plan
- View renewal period
- Add products
- Edit payment details
- Change the contract owner
- View upcoming bill details
- View, print, and download your invoices

For more information, see Manage your Teams account.

Insights

Who can view this tab: System Administrators

Audit Log

Audit log helps ensuring continued compliance, safeguarding against any inappropriate system access, and auditing suspicious behavior within your organization.

As a system administrator, you have full visibility of the changes made in the Admin Console. You can search the audit log based on the type of actions, when they occurred, and who made them. Then, view and download these reports for further analysis. Learn more.

Assignment Reports

Using the License assignment reports, you can track your organization's license assignment data and plan your users' license deployments. License assignment data only supports named user licenses for Creative Cloud and Document Cloud products purchased under the **Enterprise Term License Agreement**. Learn more.

Storage

Who can view this tab: System Administrators and Storage Administrators (only for customers migrated to the pooled storage model)

The Storage page in the Admin Console gives you full control and visibility of storage across your Creative Cloud applications. The storage quotas are flexible for end users up to the amount of storage purchased by the organization.

You can also view how much quota is used by individual users and the overall quota consumed by all the users. Learn more.

Packages

Who can view this tab: System Administrators and Deployment Administrators

The Packages page in the Admin Console provides the following functionality. Use them when you plan to deploy desktop applications to end users in your organization.

- Download pre-configured packages by using Adobe Templates.
- Create customized Named User Licensing or Shared Device Licensing (*for educational institutions*) packagers with the configuration and applications you want your end users to have.
- Enable email notifications, so you get notified when new product versions become available.
- View previous packages you or other administrators in your organization have created. Also, view details of a specific package and track available updates for the apps in the package.

- Download the IT tools like Remote Update Manager and Adobe Update Server Setup Tool.
- Download the Adobe Extension Manager command-line tool to install extensions and plug-ins from the ZXP file container format.

For more information, see Packaging apps via the Admin Console.

Settings

> **Who can view this tab:** System Administrators and Storage Administrators

Storage administrators can access only the asset settings and content logs. **System administrators** can view or modify the following settings depending on their plan:

Privacy and security contacts

In the event of a security incident involving our software solutions, notifications are sent to the appropriate compliance officers. To help ensure prompt notification, as a System admin, you must specify who your security, data protection, and compliance officers are. For details, see Privacy and security contacts.

Console settings

Using console settings you can add custom notes for your end users to communicate with them about how to get assistance if they encounter issues or require support.

Choose a default email language for your organization, to receive emails about the account statuses, such as subscription changes or credit card expiration. If you have a teams membership purchased directly from Adobe, you can change your team name from the Console Settings.

Content logs

As an administrator, you can download detailed reports on how end users are working with corporate assets, such as folders, files, and libraries. These reports are called content logs.

Identity (Enterprise only)

Identity types allow the organizations to have different levels of control over user's account and data. It impacts how your organization stores and shares assets.

Asset settings (Enterprise only)

Asset settings give an organization control over how its employees share its assets outside the organization. Asset Settings are used along with other organizational policy enforcement systems (not provided by Adobe) to ensure that assets are only shared with appropriate external individuals and organizations.

Authentication settings (Enterprise only)

Authentication settings support several password protection levels and policies to ensure safety and security. You can specify a password protection level to apply to all users across your organization.

Encryption settings (Enterprise only)

Encryption settings generate a dedicated encryption key for extra layers of control and security.

2.10 Manage users individually

The Admin Console allows you to create, search, update, and remove user accounts. These user accounts entitle the end users in your organization to Adobe products and services.

In this article:

- How user identity displays on the Admin console
- View list of users
- Add users
- Edit user details
- Remove users

This document covers the procedures to manage users individually on the Admin Console. To manage users in bulk, use the CSV Bulk upload methods. For Federated ID or Enterprise ID type users, automate the user management process using the User Sync tool, or the User Management API.

Note:

We're updating organizations (teams or enterprises) to the Enterprise storage model to enable enterprise storage and other enterprise-level features for Adobe ID users.

You'll be notified when your organization is scheduled for the update. After the update, the Adobe ID users are moved to enterprise storage, and the organization directly controls their business profiles.

How user identity displays on the Admin Console

When you add a user to the Admin Console, how the user is authenticated, will depend on the following:

- **Federated ID** (Applies to enterprise accounts): If you have claimed the email domain with which your user authenitcate their Adobe accounts. And, you have set up your user to sign-in using SSO. Learn more.
- **Enterprise ID** (Applies to enterprise accounts): If you have claimed the email domain with which your user authenitcate their Adobe accounts. Learn more.
- **Adobe ID** (Applies to teams or enterprise accounts): If you have not claimed the email domain or if your users authenicate with a public domain such as gmail.com.

View user list

1. Sign in to the Admin Console.

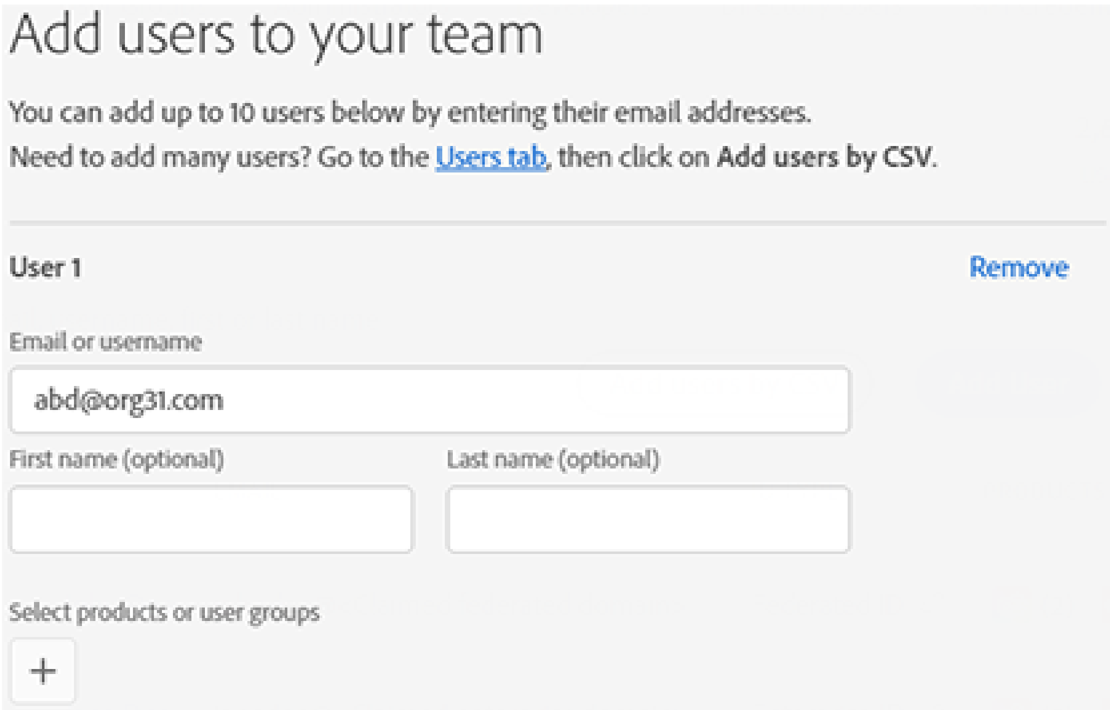
   On the Users tab, the list displays the following information: **NAME**, **EMAIL**, **ID TYPE**, and **PRODUCTS**.

   Note:

   If there are more than 5000 users in your org, the list of users is not displayed. You can either use the search field to search for a user, or click **View Users List** to view the complete list.
2. Click a user row to display some basic user information such as product entitlements, admin rights.
3. Click the name of the user for more detailed information.

Add users

1. Go to the Admin Console, and click **Add User**.
2. Enter the email address of the user. Optionally, you can enter the user's first and last names.



   If you have claimed the domain of the email address of the user that you're adding, that user is added either as an **Enterprise ID** user or **Federated ID** user. This depends on whether the organization is set up as **Enterprise ID** or **Federated ID** on the Admin Console.

   If, however, you have not claimed the domain, the user is added as a **Adobe ID** user.

3. Select the products or user groups to assign to the user.

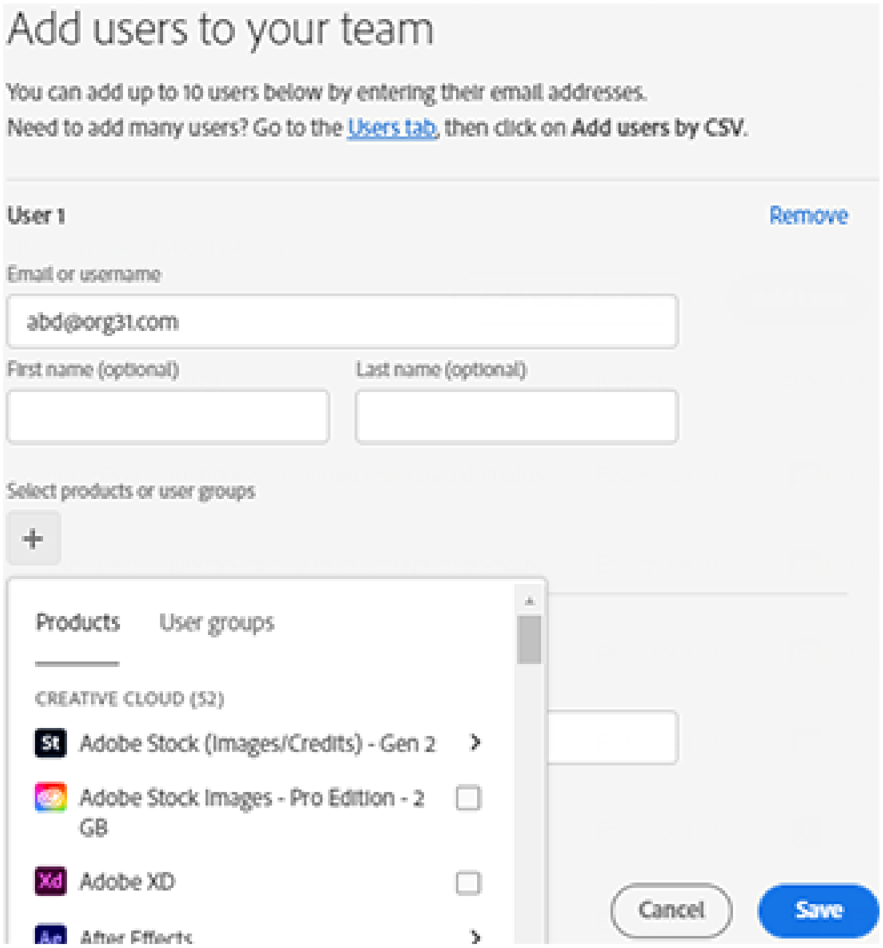
   The list of products that displays, is based on the purchase plan of your organization. Read about how to manage products and product profiles on the Admin Console.

   For enterprise accounts, click a product and select a profile for the product.
   For teams accounts, select the product to assign to the user.

   Read about how to manage products and product profiles on the Admin Console.

To add the user to a user group, navigate to Assign User Groups or click . Then, select the user groups.

The products associated with the selected user groups are assigned to the user.



Note:

You can add up to ten users here. To add more, repeat the above steps after saving the changes.

4. Click **Save**.

The user is added, and displays in the **Users** list.

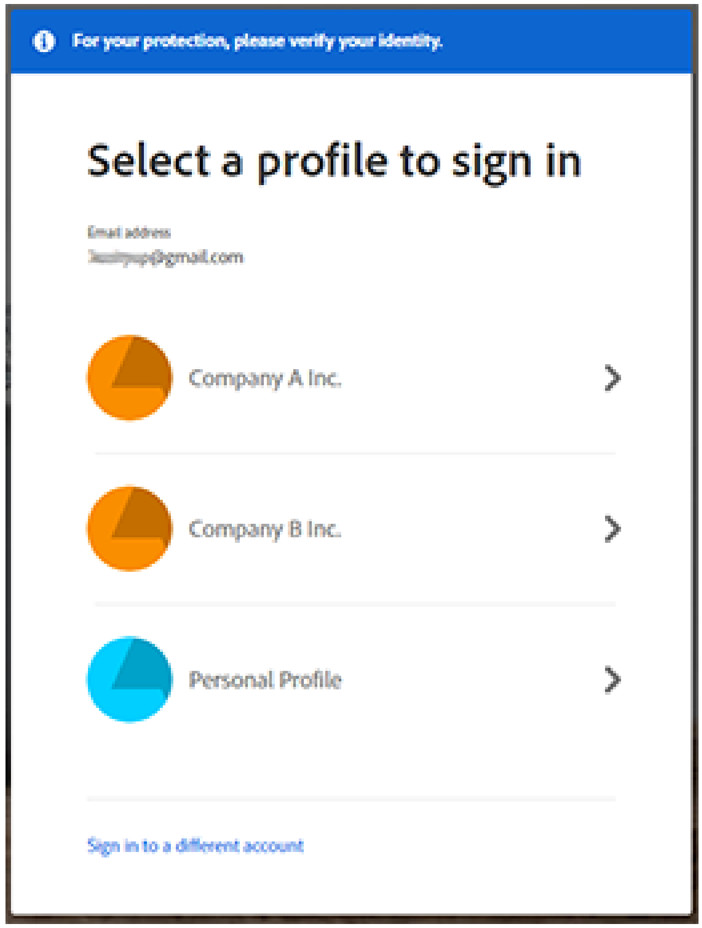
If you assign an admin role or a Product Profile to users, they receive an email notification. Users must follow the link to complete their profile, if prompted.

Adobe Profiles

Adobe Profiles improve the way your end users store, manage, and securely collaborate on files stored in the cloud. The users that you add, in certain cases, may be prompted to select a profile (Business or Personal) when signing in to their Adobe account.

Multiple profiles are set up if one or more of the following cases applies to you.

- The user has a business plan in addition to an individual plan. In this case, two profiles are set up — one Business and one Personal.
- The user has multiple business plans provided by different organizations. In this case, a Business Profile is set up for each organization.
- The admin has administrative privileges to more than one organization on the Adobe Admin Console. For details, see Update to sign-in experience for admins.
- Your organization uses a feature called Directory Trust. This typically happens when there's a conglomerate or a group or holding company. In this case, two Business Profiles are set up — one each for the main and trustee organizations.



For an end-user introduction to profiles, see Manage Adobe Profiles.

Edit user details

As an administrator, you only have access to update details for users who belong to a domain that your organization owns. You cannot update details for users who belong to a domain that your organization trusts but does not own. You can modify the following details for a user:

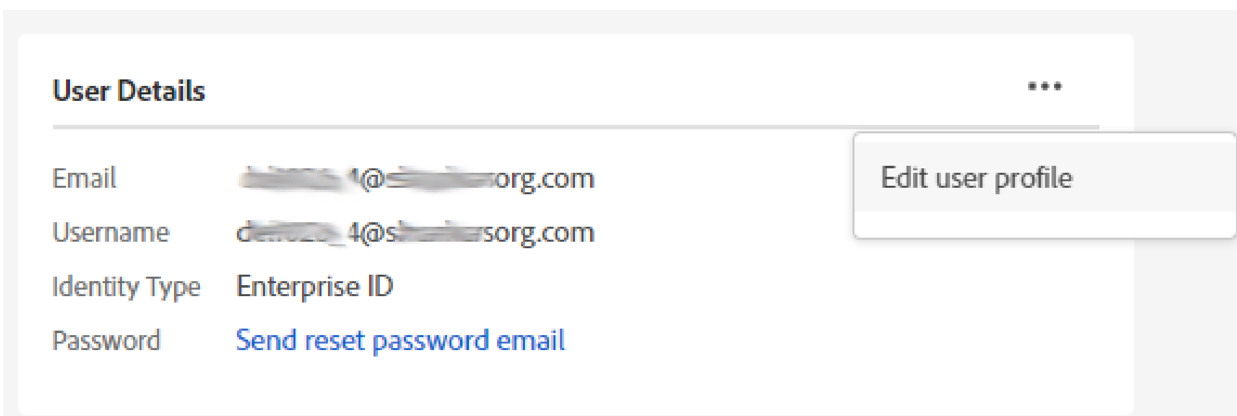
- User Groups and Products associated with the user
- Administrative rights
- Country

Note:

- For **Federated ID** or **Enterprise ID** type users, user details can be changed using the Admin Console, Azure Sync, Google Sync, User Sync tool, or the User Management API. The changes take effect immediately, however, the user is not notified. If you change the email address for a user, inform the user to use the new email address to log in to the Adobe enterprise account.
- For **Federated ID** type users, changes in the email address affect the user login only if email addresses have been used as the identifier in the SAML handoff between Adobe and the Identity Provider of the organization. If your organization is using email addresses in the handoff, then the change in email addresses has to be done simultaneously on both sides or users will be unable to log in to their enterprise accounts.

1. In the Admin Console, navigate to **Users** > **Users**.
2. From the list of users, click the name of a user.

   Ensure that the hyperlink on the name is highlighted.
3. In the **User Details** section, click **Edit user profile**.

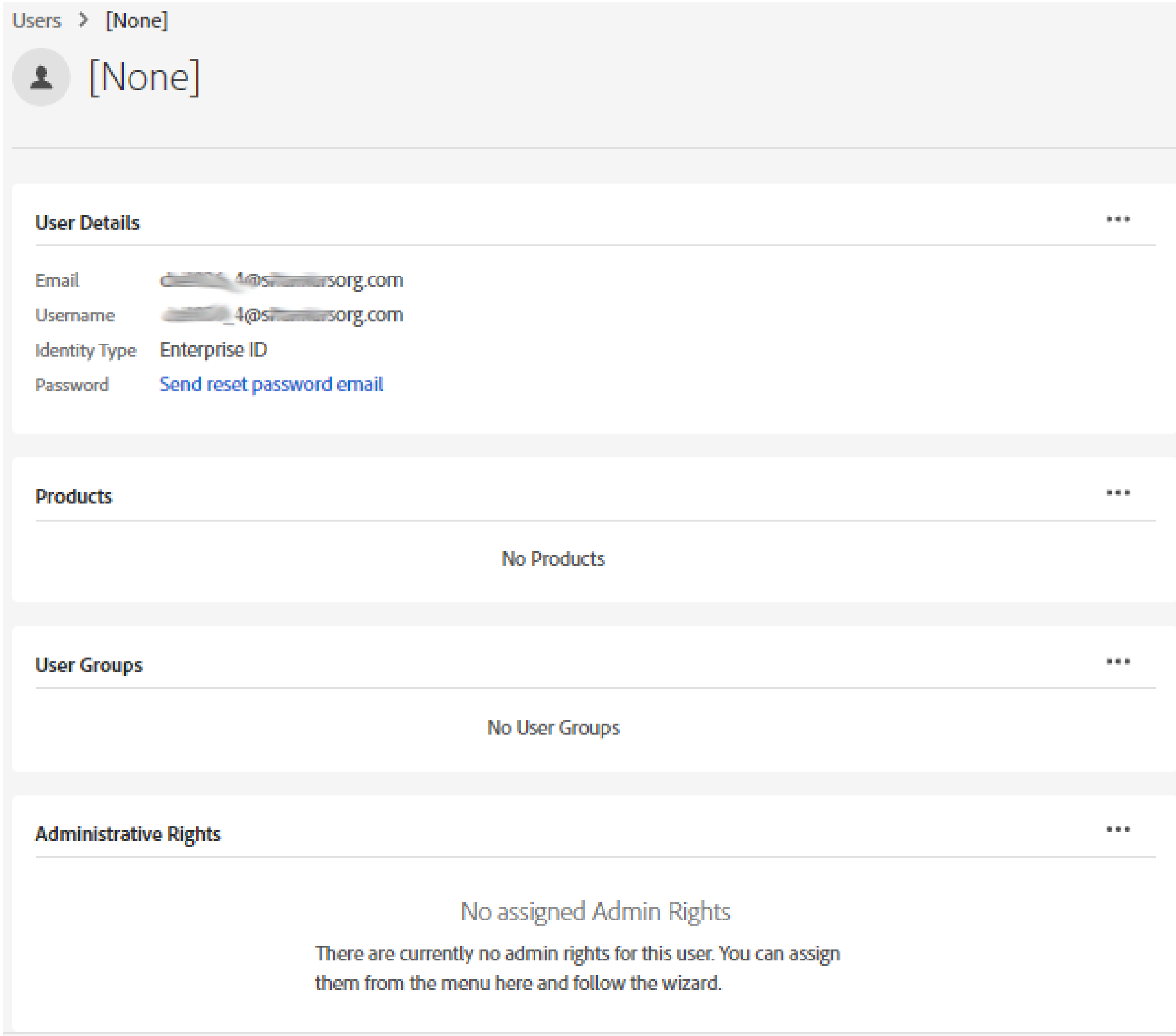
   

4. Edit the **products**, **user groups**, and administrative rights associated with the user

   Click in the upper-right corner of the relevant section.

   Note:

(*For enterprises only*) Assigning a user group will also assign the associated product profiles to the user.



Remove users

Note:

Federated ID and Enterprise ID type users can also be removed using Azure Sync, Google Sync, User Sync tool, or the User Management API.

1. In the Admin Console, navigate to **Users** > **Users**.
2. From the list of users that displays, select the users clicking the check box to the left of their names.

3. Click **Remove Users**.
4. (*Does not apply to Education customers*) If your organization uses Adobe storage for business, you can do one of the following:
    - **Transfer content now**: Folder content is sent through email to a designated user. If you choose this option, specify the email address of the designated user that receives the content.
    - **Transfer content later**: The folder content remains in the Inactive User tab until it is permanently deleted.
    - **Permanently delete content**: The folder is permanently deleted with no option to retrieve the content.

    For more information, see reclaim the assets of the deleted user.

    For Education customers

    If you're an Education customer, you will not see the above options. Which means that, when you delete an account, the student's assets are moved to **Inactive Users** tab.

    To transfer the assets to a student who has left the organization, navigate to **Storage** > **Inactive** users, transfer the content to themselves or to some other user in the org (because the student is no longer part of the institution), the recipient needs to then download the assets (as zip files), and send the zip files to the student.

    Caution:

    If you're removing Directory Users (Users > Directory Users) for security reasons, all references to the user's name and email address are removed. Only a unique alphanumeric ID is retained in the Admin Console. When you reclaim such assets later, it may be difficult to identify deleted users in the Inactive users tab. It is recommended that you use the **Transfer content now** option.
5. In the **Remove Users** dialog box that displays, click **Remove Users**.

    The users are removed from the Admin Console, and all permissions and access to services conferred by the organization are revoked.