

ADOBE® TRAINING SERVICES



Welcome to the Adobe® Training Services Course Catalog. This catalog gives basic information on the courses offered for each product. The first few pages in this document list the courses offered and subsequent pages provide detailed course descriptions. Target audience, course format and course duration are listed for each course as well. Contact us or check out the Adobe Training Services web site — www.omniture.com/education — to register for courses and get additional information, including pricing and class availability.

Happy learning!

PRODUCT	COURSE NAME	TARGET AUDIENCE	FORMAT	DURATION
ADOBE® SITECATALYST®	SiteCatalyst User Training Version 14	End users (Marketers, Product Managers, Content Managers, Analysts, etc.)	Classroom, Online	2 days
	SiteCatalyst User Training Version 15	End users (Marketers, Product Managers, Content Managers, Analysts, etc.)	Classroom, Online	3 days
	SiteCatalyst User Training; Migrating to Version 15	End users (Marketers, Product Managers, Content Managers, Analysts, etc.)	Classroom, Online	3 hours
	SiteCatalyst Advanced Features & Tools	Web Analysts, SiteCatalyst Experts and Architects	Classroom, Online	2 days
	SiteCatalyst Implementation	IT Professionals, Technical Leads, Code Implementors	Classroom, Online	3 days
	SiteCatalyst Version 15 Implementation Training	IT Professionals, Technical Leads, Code Implementors	Classroom, Online	4 days
	SiteCatalyst Overview	End users (Marketers, Product Managers, Content Managers, Analysts, etc.)	Online	2 hours
	Campaign Management	Marketers/IT professionals	Online	2 hours
	Custom Variables & Events	IT Professionals, Technical Leads, Code Implementors	Online	2 hours
	SiteCatalyst Pre-Implementation	Technical Leads and Business Leads (who are willing to sing Kum Ba Ya)	Online	4 hours
	Introduction to SiteCatalyst Implementation	IT Professionals, Technical Leads, Code Implementors	Online	2 hours
ADOBE® SOCIALANALYTICS	SocialAnalytics User Training	Marketers, community managers, multichannel analysts or others that analyze and optimize social media	Online	3 hours
ADOBE® RECOMMENDATIONS	Recommendations User Training	Marketers, analysts and other subject matter experts who implement campaigns on the Web site	Classroom	1 day

PRODUCT	COURSE NAME	TARGET AUDIENCE	FORMAT	DURATION
ADOBE® TEST&TARGET™	Test&Target Power User Training	Marketing Professionals, Product Managers, Web Analysts	Classroom	3 days
	Test&Target Basic Operations	Marketing Professionals, Marketing Managers	Online	2 hours
	Test&Target Technical Training	Technical Leads, Coders	Online	2 hours
	Test&Target Adbox Testing	Marketing Professionals	Online	2 hours
	Test&Target Target and Segment	Marketing Professionals	Online	2 hours
	Test&Target Behavioral Targeting for Marketing	Marketing Professionals	Online	2 hours
ADOBE® DISCOVER™	Discover User Training	Data Analysts, Web Analysts	Classroom	1 day
ADOBE® INSIGHT	Insight Analyst Training	Web Analysts, Data Analysts, anyone using Insight for day-to-day analysis	Classroom	1 day
	Adobe Certified Expert: Insight Analyst	Web Analysts, Data Analysts, anyone wishing to attain this certification	Classroom	3 ½ days
	Insight Architect Training	Data Architects, Implementors/Developers, IT Professional customizing Insight for Analysts	Classroom	1 day
	Adobe Certified Expert: Insight Architect	Data Architects, Implementors/Developers, anyone wishing to attain this certification	Classroom	3 ½ days
	Insight Administrator Training	IT Professionals, Data Architects, Insight Admins	Classroom	1 day
ADOBE® SEARCHCENTER+	SearchCenter + User Training	Search Marketing Professionals, Marketing Managers	Classroom	1 day
	SearchCenter + Introduction for SEM Experts	Experienced Search Marketing Professionals who are new to SearchCenter+	Online	2 hours
ADOBE® REPORTBUILDER	Adobe ReportBuilder Training	Web Analysts, all SiteCatalyst Users who want to extend the use of their data by exporting to Excel	Classroom	1 day
ADOBE® SEARCH&PROMOTE	Search&Promote User Training	Content Editors & Managers, Marketing Professionals, Merchandising Specialists, Product Managers	Classroom	2 days
ADOBE® SURVEY	Survey User Training	Marketers, IT Professionals, Customer Experience Workers	Online	4 hours
ADOBE CQ5.4	CQ5.4 Author Training	All CQ users including Authors, Developers and System Administrators	Classroom	1 day
	CQ5.4 Developer Training	Developers, those who wish to learn more about application development	Classroom	4 days
	CQ5.4 System Administrator Training	System Administrators	Classroom	3 days

PRODUCT	COURSE NAME	TARGET AUDIENCE	FORMAT	DURATION
ADOBE® SCENE7®	Scene7 Publishing System Core Concepts	Web Interface Designers and Developers, Web Graphics Personnel	Classroom	2 days
	Scene7 Image Authoring Core Concepts	Marketing Graphics Personnel who create and manage professional product photography	Blended	Self-paced
	Getting Started with the Scene7 Publishing System	Web graphics personnel who create and manage professional product images, as well as designers-developers who create and implement web interfaces	Online	2 hours
	Scene7 eCatalog Workflow	Web graphics personnel who create and manage professional product images, as well as designers-developers who create and implement web interfaces	Online	2 hours
	Scene7 Media Portal Administration	Web graphics personnel who create and manage professional product images, as well as designers-developers who create and implement web interfaces	Online	2 hours
	Scene7 Sets and Viewer Presets	Web graphics personnel who create and manage professional product images, as well as designers-developers who create and implement web interfaces	Online	2 hours
	Scene7 Introduction to Template Basics	Web graphics personnel who create and manage professional product images, as well as designers-developers who create and implement web interfaces	Online	2 hours
EnterpriseTV™	EnterpriseTV	All users of the Adobe Online Marketing Suite products	Online	Self-paced
ADOBE® LIVECYCLE	Developing a LiveCycle ES2.5 Application	Developers new to LiveCycle	Classroom	2 days
	LiveCycle ES2.5: Designer Specialist Workshop	Form and Template Developers	Classroom	3 days
	LiveCycle ES2.5: Document Output Specialist	Developers who are familiar with LiveCycle Workbench and want to further their knowledge of LiveCycle PDF Generator, LiveCycle Output, and LiveCycle Assembler	Classroom	3 days
	LiveCycle Mosaic ES2: Learning the Fundamentals	Experienced Adobe Flex Developers seeking hands-on introductory experience with the LiveCycle Mosaic ES2 composite RIA framework	Classroom	1 day
	LiveCycle ES2.5: Process Management Specialist	Developers who are familiar with LiveCycle and want to further their knowledge of the LiveCycle Process Management ES2 module	Classroom	3 days
	LiveCycle ES2.5: Introduction to Rights Management	Developers who are familiar with LiveCycle and want to further their knowledge of the Rights Management ES2 module	Classroom	1 day

PRODUCT	COURSE NAME	TARGET AUDIENCE	FORMAT	DURATION
ADOBE® FLASH PLATFORM	Flex 4: Developing Rich Internet Applications	Developers wishing to build rich Internet applications in Flex	Classroom	4-5 days
	Flex 4 and LiveCycle Data Services 3: Data Driven Development	Developers wishing to extend their Flex knowledge and leverage LiveCycle Data Services in Flex applications	Classroom	2-3 days
	AIR 2 and Flex 4: Building Beyond the Browser	Experienced Flex Developers wishing to build desktop applications using Adobe AIR	Classroom	2 days
	Adobe Flash Catalyst: Designing Interactive Applications	Designers wishing to use Flash Catalyst as an application development tool. There will be an emphasis on preparing Photoshop/ Illustrator files for use in Catalyst, as well as preparing assets for handoff to Flex Application Developers	Classroom	2 days
ADOBE® CONNECT	Using Adobe Presenter 7	Professionals who want to create and manage Adobe Presenter presentations	Classroom	1-2 days
	Using Adobe Acrobat Connect Professional 7	Professionals who plan on creating and hosting Adobe Acrobat Connect Pro meetings	Classroom	2-3 days
ADOBE® DIGITAL PUBLISHING SUITE	Adobe Digital Publishing Suite Training	Designers, traditional media publishers, ad agencies, and major media and brand organizations who create, distribute, monetize, and optimize cutting-edge interactive content and publications for tablet devices.	Classroom	1 day

COURSE DESCRIPTIONS

SITECATALYST USER TRAINING VERSION 14	
Duration: 2 days	Course Description: The training provided in this course, based on SiteCatalyst Version 14.x, is tailored to help you find answers to your business questions. You will learn how the reporting interface and navigation work, how to run reports to get the exact answers you are looking for, and how to customize reporting for effective decision making. Real-world examples will be used to test attendee knowledge at the end of the training.
Target Audience: End users (Marketers, Product Managers, Content Managers, Analysts, etc.)	
Format: Classroom, Online	

SITECATALYST USER TRAINING VERSION 15	
Duration: 3 days	Course Description: This three-day training is directed at SiteCatalyst Version 15 users. The training provided in this course is tailored to help you use Adobe SiteCatalyst to find answers to your business questions. You will learn how the reporting interface and navigation work, how to run reports to get the answers you are looking for, and how to configure reports for effective decisionmaking. You will learn how to distribute reports, create useful dashboards and segment your data so that you can get the right information to the right people at the right time.
Target Audience: End users (Marketers, Product Managers, Content Managers, Analysts, etc.)	
Format: Classroom, Online	

SITECATALYST USER TRAINING - MIGRATING TO VERSION 15	
Duration: 3 hours	Course Description: This three-hour course is designed to instruct the experienced SiteCatalyst user how to utilize the powerful new functionality in SiteCatalyst Version 15 to optimize Web sites and campaigns. Topics covered include the new Version 15 interface, understanding differences in metrics, understanding differences in classification reports, using the powerful new segmentation tool to answer complex questions directly in SiteCatalyst on the fly, and working with the new dashboard reports.
Target Audience: End users (Marketers, Product Managers, Content Managers, Analysts, etc.)	
Format: Online	

SITECATALYST ADVANCED FEATURES & TOOLS TRAINING	
Duration: 2 days	Course Description: This two-day training helps participants unlock the advanced capabilities of SiteCatalyst with in-depth insights into complex Web data analysis and custom reporting techniques. Attendees will also learn how to use real-time reporting to maximize conversions, segment potential customers into specific groups, and uncover hidden information that can improve marketing efforts and increase sales.
Target Audience: Web Analysts, SiteCatalyst Experts and Architects	
Format: Classroom, Online	

SITECATALYST IMPLEMENTATION TRAINING	
Duration: 3 days	Course Description: This three-day course provides the participant (technical lead) with an advanced study of the SiteCatalyst implementation process using JavaScript, including detailed implementation recommendations and best practices for deploying SiteCatalyst code. The course emphasizes real-world case studies and hands-on exercises to reinforce principles and build confidence in mapping out business solutions and deploying them. Note: The course does not directly deal with non-JavaScript implementations (Flash, Mobile Devices, etc.), but the concepts covered serve as a foundation for non-JavaScript implementations.
Target Audience: IT Professionals, Technical Leads, Code Implementors	
Format: Classroom, Online	

SITECATALYST PRE-IMPLEMENTATION	
Duration: 4 hours	<p>Course Description: This course focuses on the essential concepts as you prepare for the SiteCatalyst implementation process. The course provides the participants (technical or business leads) with detailed implementation recommendations and best practices enabling you to make the right decisions as you customize the SiteCatalyst reports, features, and tools.</p> <p>The course emphasizes real-world case studies and detailed explanations to reinforce principles and build confidence in mapping out business solutions in order to facilitate a quicker more efficient implementation. Anyone implementing SiteCatalyst should first know the information that is covered in this class. It's definitely a "must have."</p>
Target Audience: Technical Leads and Business Leads (who are willing to sing Kum Ba Ya)	
Format: Online	

SITECATALYST VERSION 15 IMPLEMENTATION TRAINING	
Duration: 4 days	<p>Course Description: This four-day course, designed for the person who places code on the page, is designed to give you the information you need to implement Adobe SiteCatalyst on your site using JavaScript. You will learn to take business requirements, translate them into an implementation solution, and code them on the page. Topics include Traffic Variables, Conversion Variables, Configuration Variables, Processing Rules, JavaScript plug-ins, troubleshooting implementations, data manipulation tools, advanced SiteCatalyst tools, and your role as a technical lead. This an excellent preparatory course for taking the "Adobe Certified Expert: SiteCatalyst Implementation" exam.</p>
Target Audience: IT Professionals, Technical Leads, Code Implementors	
Format: Classroom, Online	

SITECATALYST OVERVIEW	
Duration: 2 hours	<p>Course Description: This course introduces you to SiteCatalyst and helps you understand how to use the interface to answer your business questions. Topics include: Logging in and basic interface navigation, running the right reports, configuring reports to answer business questions, choosing charts and graphs for your reports and automating delivery of reports to decision makers.</p> <p>Note: This information is also covered in the SiteCatalyst User Training.</p>
Target Audience: End users (Marketers, Product Managers, Content Managers, Analysts, etc.)	
Format: Online	

SITECATALYST CAMPAIGN MANAGEMENT	
Duration: 2 hours	<p>Course Description: This course focuses on how SiteCatalyst can assist you in identifying the success of your online marketing campaigns. The content covers the steps that will enable you to track your campaigns, including Defining a URL Campaign Parameter, Generating Campaign Codes, Configuring SiteCatalyst Code, Campaign Settings, and more. Topics include tracking code schema, creating and applying tracking codes, using classification reports to identify actionable data and relating campaign reports to other key segments.</p> <p>Note: This information is also covered in the SiteCatalyst Advanced Features & Tools Training.</p>
Target Audience: Marketers, IT Professionals	
Format: Online	

SITECATALYST CUSTOM VARIABLES & EVENTS	
Duration: 2 hours	<p>Course Description: Custom Variables and Custom Events are incredibly powerful features in SiteCatalyst. They allow you to track and answer the questions that are unique to your organization, forming the foundation of your analytics customization. In this session you will learn the difference between Custom Traffic Variables (s.props) and Custom Conversion Variables (eVars) and when to use them. You will learn about Custom Events and how they can help you gauge success on your site.</p> <p>Note: This information is also covered in the SiteCatalyst Implementation Training.</p>
Target Audience: IT Professionals, Technical Leads, Code Implementor	
Format: Online	

INTRODUCTION TO SITECATALYST IMPLEMENTATION

Duration: 2 hours	<p>Course Description: This course provides students with an overview of the Adobe Implementation Methodology, including typical variables used during the implementation process. Primarily for technical leads, the content discusses best practices for translating client's business requirements into specific SiteCatalyst variables and functions, as well as coding and deploying SiteCatalyst code on Web sites. Topics include overview of variables, Conversion Events, Configuration Variables, overview of link tracking and debugging.</p> <p>Note: This information is also covered in the SiteCatalyst Implementation Training.</p>
Target Audience: IT Professionals, Technical Leads, Code Implementors	
Format: Online	

SOCIALANALYTICS USER TRAINING

Duration: 3 hours	<p>Course Description: This three-hour course will show you how to configure the SocialAnalytics tool to monitor and capture social media mentions about your company in order to better understand how the social web impacts your business. You will learn how to use the Classification tool to upload and manage SocialAnalytics terms and to create new reports. You will also learn how to track content that you control. This training also covers SocialAnalytics reports, metrics and dashboards.</p>
Target Audience: Marketers, community managers, multichannel analysts or others that analyze and optimize social media	
Format: Online	

RECOMMENDATIONS USER TRAINING

Duration: 1 day	<p>Course Description: Through detailed, hands-on instruction, this course teaches new users the fundamental operations of Adobe Recommendations so that they can suggest the most popular and compelling products, articles, downloads – and other content – to web site visitors. This course lays the groundwork so that students walk away with a working knowledge of how to plan, build and execute recommendations, how to correctly read and interpret test results, and how to continue to refine their recommendation strategies in order to improve as an optimization organization.</p>
Target Audience: Marketers, analysts and other subject matter experts who implement campaigns on the Web site	
Format: Classroom	

TEST&TARGET POWER USER TRAINING

Duration: 3 days	<p>Course Description: This course provides detailed, hands-on instruction of Adobe Test&Target for those who will be using the tool on a regular basis, or for those who will be managing such users. This course lays the groundwork so that students walk away with a working knowledge of how to plan, build, and execute campaigns, as well as how to correctly read and interpret test results. The course agenda has been designed with several hands-on exercises interspersed throughout both days, so that users are given ample time "in" the product, actually using and testing campaigns that they build themselves.</p>
Target Audience: Marketing Professionals, Product Managers, Web Analysts	
Format: Classroom	

TEST&TARGET BASIC OPERATIONS

Duration: 2 hours	<p>Course Description: Understand the power of Test&Target to optimize your website. This course takes you through the basics of the Test&Target tool. Get acquainted with the terminology and how to set up campaigns to discover what is working and what might work better on you web pages and on your website. This tool will give you hands on experience with creating a campaign that tests different creative elements to see which is the most successful. It also will show how to display and understand the reports that are generated. This class also covers multivariate testing and introduces more advanced features and tools.</p> <p>Note: This information is also covered in the Test&Target Power User Training.</p>
Target Audience: Marketing Professionals, Marketing Managers	
Format: Online	

TEST&TARGET TECHNICAL TRAINING	
Duration: 2 hours	<p>Course Description: Test&Target is a powerful feature rich tool that can be used to not only understand and segment the traffic on your site but to also test to see what different visitor segments are responding to. After you have understood the preferences of different visitor groups (based on hard data) you can then target content to those groups. This course shows you how to identify visitor segments and measure what content they are most responsive to. Then this course shows how to take that information and target content to the right visitors to maximize their experience on your website. The course provides hands-on experience with the Test&Target throughout so that you can understand its capabilities first hand.</p>
Target Audience: Technical Leads, Coders	
Format: Online	

TEST&TARGET ADBOX TESTING	
Duration: 2 hours	<p>Course Description: Wouldn't it be great to easily change the content of your ads on third party sites to test which content is the most successful? A problem that all companies have with advertising campaigns on sites external to their website is that it is not possible to put their code on the web pages of the company that is hosting their ad. As a result, the usual methods of testing the web content that can be performed on your website is not possible when the content is an ad on a third party site. With Adbox Test&Target solves this problem. With this feature you can constantly test the different content for your ads on third party sites to see what visitors are responding to most. This will allow you to get the greatest return on your advertising dollar. In addition to testing the content of your ads on an ongoing basis of perpetual improvement you can also use this technology to test different landing pages that visitors come to when they click on one of your ads. With Adbox you can not only track the number of click-throughs from your ads, but track the visitor all the way through to conversion. Using this technology you can optimize your advertising and your website from beginning to end. The course includes plenty of hands-on experience with the Test&Target Adbox tools and features.</p> <p>Note: This information is also covered in the Test&Target Power User Training.</p>
Target Audience: Marketing Professions	
Format: Online	

TEST&TARGET TARGET AND SEGMENT	
Duration: 2 hours	<p>Course Description: Test&Target is a powerful feature rich tool that can be used to not only understand and segment the traffic on your site but to also test to see what different visitor segments are responding to. After you have understood the preferences of different visitor groups (based on hard data) you can then target content to those groups. This course shows you how to identify visitor segments and measure what content they are most responsive to. Then this course shows how to take that information and target content to the right visitors to maximize their experience on your website. The course provides hands-on experience with the Test&Target throughout so that you can understand its capabilities first hand.</p> <p>Note: This information is also covered in the Test&Target Power User Training.</p>
Target Audience: Marketing Professionals	
Format: Online	

TEST&TARGET BEHAVIORAL TARGETING FOR MARKETING

Duration: 2 hours	Course Description: One of the most powerful features of Test&Target is the ability to present content to visitors “on the fly” based on their website behavior. This course will provide you with an understanding of when and how to target visitors with content based on their behavior. The result for visitors is a much richer and satisfying experience since the content they see will now reflect their preferences. This will also make it easier for visitors to get what they are seeking from your website. The course introduces behavioral targeting concepts and tools. The course then provides you hands-on experience with the Test&Target tool interface using actual web sites to create a behaviorally targeted campaign.
Target Audience: Marketing Professionals	
Format: Online	

DISCOVER USER TRAINING

Duration: 1 day	Course Description: This one-day class will teach you how to use Discover 2 to do deep analysis on your Web site traffic. Discover 2 goes beyond day-to-day analytics questions and allows you to explore hidden relationships between your reports. Discover 2 gives you the ability to take segmentation to the next level by applying virtually any segment to any report, revealing the segment’s effect on site traffic, paths through your site, and conversion. Discover queries the entire data set with unprecedented speed and flexibility.
Target Audience: Data Analysts, Web Analysts	
Format: Classroom	

INSIGHT ANALYST TRAINING

Duration: 1 day	Course Description: Insight Analyst Training begins with a general overview of architecture, terminology and concepts. It then teaches participants how to navigate through the application and create and design new analysis workspaces, reports and dashboards. Note: This information is also covered in the Adobe Certified Expert: Insight Analyst Training.
Target Audience: Web Analysts, Data Analysts, anyone using Insight for day-to-day analysis	
Format: Classroom	

ADOBE CERTIFIED EXPERT: INSIGHT ANALYST

Duration: 3 ½ days	Course Description: The Adobe Insight Analyst certification course provides in-depth training and Adobe Certified Expert (ACE) credentials for business analysts who want to become expert end users of Adobe Insight.
Target Audience: Web Analysts, Data Analysts, anyone wishing to attain this certification	
Format: Classroom	

INSIGHT ARCHITECT TRAINING

Duration: 1 day	Course Description: This course covers the Insight configuration and architecture for personnel who will be responsible for translating their users’ analysis needs and reporting requirements to the dataset and profile configuration available. Note: This information is also covered in the Adobe Certified Expert: Insight Architect Training.
Target Audience: Data Architects, Implementors, Developers, IT Professional customizing Insight for Analysts	
Format: Classroom	

ADOBE CERTIFIED EXPERT: INSIGHT ARCHITECT

Duration: 3 ½ hours	Course Description: The Adobe Insight Architect certification program provides in-depth training and Adobe Certified Professional (ACE) credentials for candidates who want to configure and construct datasets to support their clients' business analysis needs.
Target Audience: Data Architects, Implementors, Developers, anyone wishing to attain this certification	
Format: Classroom	

INSIGHT ADMINISTRATOR TRAINING

Duration: 1 day	Course Description: In the Insight Administrator training, attendees are introduced to all components and develop an understanding of how data is collected and organized for analysis. Participants receive instruction on the role and location of all system configuration files, how to access and modify them, and how to troubleshoot general operational issues.
Target Audience: IT Professionals, Data Architects, Insight Administrators	
Format: Classroom	

SEARCHCENTER+ USER TRAINING

Duration: 1 day	Course Description: This one day course will teach you how to use SearchCenter+ to centralize keyword management with one interface across multiple search engines, automate keyword bidding based on defined performance thresholds as well as enable automated email alerts. Also, learn how to generate custom and automated reports as well as intelligently optimize keyword campaigns.
Target Audience: Search Marketing Professionals, Marketing Managers	
Format: Classroom	

INTRODUCTION TO SEARCHCENTER+ FOR SEM EXPERTS

Duration: 2 hours	Course Description: This two-hour course introduces the experienced marketing professional to the SearchCenter+ product. You will be familiarized with importing campaigns from search engines, creating campaigns in the interface, bid automation, report availability, and activity monitoring. NOTE: This course does NOT cover basic SEM principles; so if you are new to search marketing, please take the one-day SearchCenter+ User Training.
Target Audience: Experienced Search Marketing Professionals	
Format: Online	

ADOBE REPORTBUILDER TRAINING

Duration: 1 day	Course Description: In this course you will learn how to use Adobe ReportBuilder to extract the information that you need out of SiteCatalyst into Microsoft Excel, so that you can then use the strengths of Excel to format and manipulate the data. The class begins with creating a simple request and covers the full functionality of the tool. We start with the Request Wizard, learn how to calculate date ranges, build data tables, create and save filters; the copy and paste functionality including multiple request changes and end with saving, scheduling and sharing your reports.
Target Audience: Web Analysts, all SiteCatalyst Users who want to extend the use of their data by exporting to Excel	
Format: Online	

ADOBE SEARCH&PROMOTE USER TRAINING

Duration: 2 days	Course Description: This course provides detailed, hands-on instruction of Adobe Search&Promote for business users who will be using the tool on a regular basis, or for those who will be managing such users. This course will teach users how to retain site visitors, improve conversion rates, and respond intelligently to visitor requests. You will also learn best practices regarding increasing average order value, as well as simplifying search optimization. A must have for anyone using this product to optimize the visitor's experience on their Web site.
Target Audience: Content Editors & Managers, Marketing Professionals, Merchandising Specialists, Product Managers	
Format: Classroom	

SURVEY USER TRAINING

Duration: 4 hours	Course Description: This four-hour virtual course shows you how to create and customize surveys for your site, including when and where they should be launched to the visitor. You will learn about question types, branching, and custom response types. You will be able to brand your surveys specifically for your application. You will also learn how to see the results, so that you can use response data to improve marketing or site design.
Target Audience: Marketers, IT Professionals	
Format: Online	

CQ5.3 AUTHOR TRAINING

Duration: 1 day	Course Description: The CQ5.3 Author Training course teaches CQ5 features, functionality, and authoring skills based on a standard project environment. This includes a hands-on introduction to CQ's dynamic publishing, the roles and responsibilities of a content author, and the best way to work with CQ's content management features. This training enables students to create new web pages based on different types of templates, to update and modify content on a CQ based website, and to use some of the additional functionalities such as Workflow and Forms. This course is NOT a developer training; rather it introduces you to the philosophy behind CQ5 and how to administrate content using ready-made templates.
Target Audience: All CQ users including authors, developers and system administrators	
Format: Classroom	

CQ5.4 AUTHOR TRAINING

Duration: 1 day	Course Description: The CQ5.4 Author Training course teaches CQ5 features, functionality, and authoring skills based on a standard project environment. This includes a hands-on introduction to CQ's dynamic publishing, the roles and responsibilities of a content author, and the best way to work with CQ's content management features. This training enables students to create new web pages based on different types of templates, to update and modify content on a CQ based website, and to use some of the additional functionalities such as Workflow, Forms, Campaigns, Newsletters, Reports, and creating and managing Mobile Pages. This course is NOT a developer training; rather it introduces you to the philosophy behind CQ5 and how to administrate content using ready-made templates.
Target Audience: All CQ users including authors, developers and system administrators	
Format: Classroom	

CQ5.3 DEVELOPER TRAINING

Duration: 4 days	<p>Course Description: CQ5.3 Developer Training teaches developers the fundamentals of building a custom CQ system based on templates and components. This includes practice with CQ development techniques such as developing templates and authoring environments, dynamic image rendering, navigation and modularization, using both CRXDE Lite and CRXDE. In-depth lecture presentations and discussions introduce concepts essential to CQ while comprehensive hands-on exercises, using CRXDE, reinforce concepts learned during lecture presentations.</p> <p>The overall goal of this training is to enable developers to create and understand basic templates and to prepare themselves for project work under the lead of a senior web developer. This course is not intended to provide any custom instruction focused on specific sites or projects.</p>
Target Audience: Developers, those who wish to learn more about application development	
Prerequisites: 2 years experience in web development (HTML, CSS, DHTML), experience in JavaScript, JSP and OOP (Java preferred), knowledge of open standards (XML, LDAP), exposure to authoring operations in CQ5	
Format: Classroom	

CQ5.4 DEVELOPER TRAINING

Duration: 4 days	<p>Course Description: CQ5.4 Developer Training teaches developers the fundamentals of building a custom CQ application, based on templates and components. This includes practice with CQ development techniques such as developing templates and authoring environments for mobile sites and websites, dynamic image rendering, navigation and modularization, using both CRXDE Lite and CRXDE. In-depth lecture presentations and discussions introduce concepts essential to CQ while comprehensive hands-on exercises, using CRXDE, reinforce concepts learned during lecture presentations.</p> <p>The overall goal of this training is to enable developers to create and understand basic templates and to prepare themselves for project work under the lead of a senior web developer. This course is not intended to provide any custom instruction focused on specific sites or projects.</p>
Target Audience: Developers, those who wish to learn more about application development	
Prerequisites: 2 years experience in web development (HTML, CSS, DHTML), experience in JavaScript, JSP and OOP (Java preferred), knowledge of open standards (XML, LDAP), exposure to authoring operations in CQ5	
Format: Classroom	

CQ5.3 SYSTEM ADMINISTRATOR TRAINING

Duration: 3 days	<p>Course Description: The CQ5.3 System Administrator training focuses on how to install, configure maintain and troubleshoot CQ5. Participants get introduced to the basic philosophy and concepts of the CQ5 architecture and learn how to integrate CQ5 in a production-level environment. Furthermore, participants get an overview of the CQ5 files and directory structure, where to find important log files and how to adjust the logging configuration. Participants will also see how CQ5 can be run within alternative webapp servers and how third-party applications can be integrated as virtual repositories using JCR connectors. The course is presented as a well-balanced combination of lecture presentations and hands on exercises.</p>
Target Audience: System Administrators	
Prerequisites: 2 years system admin experience with the platform on which CQ5 will be installed, knowledge of Java, XML, HTTP protocol, networking, network design, server-specific software	
Format: Classroom	

CQ5.4 SYSTEM ADMINISTRATOR TRAINING

Duration: 3 days	<p>Course Description: The CQ5.4 System Administrator training focuses on how to install, configure maintain and troubleshoot CQ5. Participants get introduced to the basic philosophy and concepts of the CQ5 architecture and learn how to integrate CQ5 in a production-level environment. Furthermore, participants get an overview of the CQ5 files and directory structure, where to find important log files and how to adjust the logging configuration. Participants will also see how CQ5 can be run within alternative webapp servers and how third-party applications can be integrated as virtual repositories using JCR connectors. The course is presented as a well-balanced combination of lecture presentations and hands on exercises.</p>
Target Audience: System Administrators	
Prerequisites: 2 years system admin experience with the platform on which CQ5 will be installed, knowledge of Java, XML, HTTP protocol, networking, network design, server-specific software	
Format: Classroom	

SCENE7 PUBLISHING SYSTEMS CORE CONCEPTS

Duration: 2 days	<p>Course Description: Scene7 customers typically only use 10-20% of the what the system has to offer. This fast-paced, two-day workshop gives new users not only the skills required to effectively employ core SPS dynamic imaging functionality, but also the ability to repurpose assets across products such as Zoom, Sets, eCatalogs and Templates. Every student who takes this class will leave with skills and experience applicable to the needs of any Scene7 customer.</p>
Target Audience: Web interface designers and developers, web graphics personnel	
Format: Classroom	

SCENE7 IMAGE AUTHORIZING CORE CONCEPTS

Duration: Self-paced	<p>Course Description: Learn to use Adobe Scene7 Image Authoring to create colorized and pattern-mapped renders and vignette files from professional product images. In this blended learning approach, each student will gain access to a library of over 80 comprehensive, self-paced tutorials. They will practice hands-on with exercise files. At the conclusion of the course, the student will meet with a live trainer to answer questions and review materials.</p> <p>It is assumed that trainees have access to the Image Authoring software, an add-on solution available from Adobe Scene7. Assuming they already have a permanent license of Image Authoring, trainees can obtain additional temporary license keys if they purchase additional seats in the class.</p>
Target Audience: Marketing graphics personnel who create and manage professional product photography	
Prerequisites: All trainees should have a comprehensive understanding of Adobe Photoshop and a basic grasp of web graphics	
Format: Online	

GETTING STARTED WITH THE SCENE7 PUBLISHING SYSTEM

Duration: 2 hours	<p>This fast-paced instructor-led online course focuses on the essential workflow and startup tasks for using the Scene7 Publishing System (SPS) for Image Serving and Zoom. Attendees will also learn how to preview images using static sizes and zoom, and how to generate image URLs. This course is a pre-requisite for any of the other SPS webinar modules (eCatalog, Template Basics, Sets and Viewer Presets, and Media Portal).</p>
Target Audience: Web graphics personnel who create and manage professional product images, as well as designers-developers who create and implement web interfaces	
Format: Online	

SCENE7 ECATALOG WORKFLOW

Duration: 2 hours	<p>Course Description: In this instructor-led webinar, attendees will learn the entire workflow for uploading, authoring and publishing eCatalogs for use with the Scene7 Publishing System (SPS). Attendees will also learn power tips to make eCatalogs more polished, such as adding custom names to pages, setting up search and sharpening the pages in the viewer.</p>
Target Audience: Web graphics personnel who create and manage professional product images, as well as designers-developers who create and implement web interfaces	
Prerequisites: Basics of Scene7 Publishing System or equivalent. Recommend basic knowledge of desktop publishing workflow.	
Format: Online	

SCENE7 MEDIA PORTAL ADMINISTRATION

Duration: 2 hours	<p>Course Description: Media Portal is a powerful add-on to the Scene7 Publishing System (SPS) that allows content owners to give restricted access to their content to 3rd-party users. In this instructor-led webinar, attendees will learn not only how to administer the Media Portal, but also how the end-users would be interacting with the system, with the goal of making the experience for end-users as pain-free as possible. In addition, trainees will learn how Media Portal overlaps with SPS, and how they maximize their use of both systems to achieve their goals.</p>
Target Audience: Web graphics personnel who create and manage professional product images, as well as designers-developers who create and implement web interfaces	
Prerequisites: Basics of Scene7 Publishing System or equivalent.	
Format: Online	

SCENE7 SETS AND VIEWER PRESETS

Duration: 2 hours	<p>Course Description: This instructor-led webinar focuses on creation of image collections in Scene7 Publishing System (SPS), and configuration of the viewers that display them. It also touches on the different ways to implement viewers and how to generate a working URL per asset.</p>
Target Audience: Web graphics personnel who create and manage professional product images, as well as designers-developers who create and implement web interfaces	
Prerequisites: Basics of Scene7 Publishing System or equivalent.	
Format: Online	

SCENE7 INTRODUCTION TO TEMPLATE BASICS

Duration: 2 hours	<p>Course Description: Scene7 Publishing System (SPS) Template Basics is one of the most powerful additions to the Scene7 toolkit, allowing customers to manipulate unlimited layers of image and text entirely through the URL. This instructor-led online course focuses on a real-world workflow with the goal of creating a merchandising product image with configurable banners (such as "New" and "Sale") and a variable text box.</p>
Target Audience: Web graphics personnel who create and manage professional product images, as well as designers-developers who create and implement web interfaces	
Prerequisites: Basics of Scene7 Publishing System or equivalent. Recommend basic knowledge of Photoshop.	
Format: Online	

ENTERPRISE TV

Duration: Self-paced	<p>Course Description: EnterpriseTV is a training video portal, available for all users of the Adobe Online Marketing Suite. Simply log into the suite, and navigate to the training videos in the help section.</p>
Target Audience: All users of the Adobe Online Marketing Suite tools	<p>EnterpriseTV offers you hundreds of videos for your entire organization for all levels of users covering the products within the Adobe Online Marketing Suite such as SiteCatalyst, Test&Target, Insight, Discover, SearchCenter+, Merchandising, Genesis, ReportBuilder, Recommendations, Survey and more!</p>
Format: Online	<p>Enterprise TV is a great way for your employees to learn about new topics at their own pace and enhance retention from formal classroom training.</p> <p>Standard content includes new user orientations and release highlights for marketing suite products.</p> <p>Premium content includes videos on more advanced topics and you also have the ability to request videos on any subject. New and updated content is added all the time.</p>

DEVELOPING A LIVECYCLE ES2.5 APPLICATION

Duration: 2 days	<p>Course Description: This workshop is designed as an introduction to LiveCycle ES2.5. In addition to providing you with theory about LiveCycle features, a large segment of the training is devoted to hands-on exercises as well as demonstrations. For each lesson, we will start with an activity to introduce you to some of the concepts that will be covered in the lesson. We will then cover the content of the lessons using a combination of lectures and demonstrations. We will finish off each lesson with an exercise where you can put into practice the functionality covered in the lesson. The exercises are divided into tasks and build upon each other to complete an example 'New Employee Hire' solution.</p>
Target Audience: Developers new to LiveCycle ES2.5	
Prerequisites: Student should have a basic understanding of XML terminology and structure, and be familiar with basic programming concepts, processes and constructs	
Format: Classroom	

LIVECYCLE ES2.5: DESIGNER SPECIALIST WORKSHOP

Duration: 3 days	<p>Course Description: This is an advanced, three-day, instructor-led workshop designed for developers who are familiar with design environments and wish to create dynamic PDF templates. The workshop focuses on creating complex, dynamic PDFs using Adobe® LiveCycle® Designer, and is geared towards developers who build front-end applications and forms. Through a series of lectures, demonstrations and exercises, you will develop a dynamic form template that utilizes some of the more advanced features of creating dynamic forms. Over the course of the first two days, you will build a dynamic account information form. Topics covered include working with multiple master pages, scripting, subform containers, floating fields and Designer's dynamic properties. On the third day, there is a self-paced lab where you will build a solution that meets a specific set of requirements. The instructor will assess the solution you build. The workshop uses Adobe LiveCycle Designer and may use LiveCycle Workbench, which is the integrated development environment (IDE) for creating LiveCycle applications. Most of the workshop is spent in the Designer environment.</p>
Target Audience: Form and template developers	
Prerequisites: All trainees should have a basic understanding of XML terminology and structure, and be familiar with object-oriented programming and interface design	
Format: Classroom	

LIVECYCLE ES2.5: DOCUMENT OUTPUT SPECIALIST

Duration: 3 days	<p>Course Description: This workshop focuses on building LiveCycle applications using the PDF Generator and Output modules. Day one consists of lectures and demonstrations combined with a series of exercises that focus on PDF Generator and Assembler. During this day, you will build an archiving solution. Day two focuses on the Output module, and you will create a print-on-demand solution as well as a LiveCycle custom component. Topics covered include converting files to PDF and PDF/A, working with XPath functions, creating DDX files, dynamically building portfolios and documents, designing forms for batch printing, using the XDC editor and creating a custom component for LiveCycle. On the third day there is a self-paced lab where you will build a solution that meets a specific set of requirements. The workshop uses Adobe LiveCycle Workbench ES2, which is the integrated development environment (IDE) for creating LiveCycle applications. As well, you will use Document Builder, Designer and Eclipse to build DDX files, templates and custom components.</p>
Target Audience: Developers who are familiar with LiveCycle Workbench and want to further their knowledge of LiveCycle PDF Generator, LiveCycle Output and LiveCycle Assembler.	
Prerequisites: Developing a LiveCycle ES2.5 Application workshop or developers who are familiar with LiveCycle ES	
Format: Classroom	

LIVECYCLE MOSAIC ES2: LEARNING THE FUNDAMENTALS

Duration: 1 day	<p>Course Description: LiveCycle Mosaic ES2: Learning the Fundamentals provides a solid introduction to developing Adobe LiveCycle Mosaic tile-based applications using Flex 4.</p>
Target Audience: Experienced Adobe Flex developers seeking hands-on introductory experience with the LiveCycle Mosaic ES2 composite RIA framework	
Prerequisites: Completion of Flex 4: Developing Rich Internet Applications and Flex 4 and LiveCycle Data Services 3: Data Driven Development training courses, or equivalent prior Flex development experience with Adobe LiveCycle Data Services 3.1 and Flex 4.	
Format: Classroom	

LIVECYCLE ES2.5: PROCESS MANAGEMENT SPECIALIST

Duration: 3 days	<p>Course Description: This workshop focuses on some of the more advanced features of automating a user-centric process. The first two days consist of lectures and demonstrations combined with a series of exercises that build towards creating a clinical trial review process.</p> <p>Topics covered include dynamically assigning tasks to users, parallel routing, handling data, handling attachments, using events, participating in a process via email, and task permissions. On the third day there is a self-paced lab where you will build a solution that meets a specific set of requirements. The workshop uses Adobe LiveCycle Workbench ES2, which is the integrated development environment (IDE) for creating LiveCycle applications. You will also spend time testing your application in Adobe LiveCycle Workspace.</p>
Target Audience: Developers who are familiar with LiveCycle and want to further their knowledge of the LiveCycle Process Management ES2 module	
Prerequisites: Developing a LiveCycle ES2.5 Application workshop, or as a minimum skill set for this specialist workshop, you should be able to create a multi-step process in Workbench, configure an endpoint, test and troubleshoot a process in Workbench, and invoke a process using the Task Manager Endpoint	
Format: Classroom	

LIVECYCLE ES2.5: INTRODUCTION TO RIGHTS MANAGEMENT

Duration: 1 day	<p>Course Description: This workshop is designed as an introduction to LiveCycle Rights Management ES2. In addition to providing you with theory about LiveCycle Rights Management features, a large segment of the training is devoted to hands-on exercises as well as demonstrations.</p> <p>For each lesson, we will start with an activity to introduce you to some of the concepts that will be covered in the lesson. We will then cover the content of the lessons using a combination of lectures and demonstrations. We will finish off each lesson with an exercise where you can put into practice the functionality covered in the lesson. The exercises are divided into tasks and build upon each other to configure Rights Management, create policy sets and policies, and to apply these policies using Adobe® Acrobat® and an automated process to protect documents.</p> <p>To complete this workshop, there is a self-paced lab that consists of a set of requirements from which you must create your own end-to-end solution that implements the functionality covered during this workshop. The workshop uses Adobe LiveCycle Workbench ES2, which is the integrated development environment (IDE) for creating LiveCycle applications. In this IDE, you will design processes, however, you will also touch on the Administrative User Interface as we complete the application.</p>
Target Audience: Developers who are familiar with LiveCycle and want to further their knowledge of the Rights Management ES2 module.	
Prerequisites: Developing a LiveCycle ES2.5 Application workshop, or as a minimum skill set for this specialist workshop, you should be able to create a multi-step process in Workbench, configure an endpoint, test and troubleshoot a process in Workbench, and invoke a process using the Task Manager Endpoint	
Format: Classroom	

FLEX 4: DEVELOPING RICH INTERNET APPLICATIONS

Duration: 4-5 days	<p>Course Description: This is an introduction to developing Rich Internet Applications (RIAs) for the Adobe Flash Platform using the Adobe Flex 4 framework. An additional one-day independent practical lab may be included to enhance the learning experience. Emphasized topics include:</p> <ul style="list-style-type: none">- Custom components and layout control- Handling and extending events- Validating and formatting data- Navigation, animation, and visual state control- Text and style control- Spark component skinning- Introduction to remote data access- Working with typed data in DataGroup and DataGrid components- Deploying Flex applications over the web and on AIR
Target Audience: Developers wishing to build rich Internet applications in Flex	
Prerequisites: Programming and XML experience	
Format: Classroom	

FLEX 4 AND LIVECYCLE DATA SERVICES 3: DATA DRIVEN DEVELOPMENT

Duration: 2-3 days	<p>Course Description: This is a comprehensive introduction to using LiveCycle Data Services 3 with the Adobe Flex 4 framework. An additional one-day independent practical lab may be included to enhance the learning experience. Emphasized topics include:</p> <ul style="list-style-type: none">- Messaging, remoting, and web services- Performance profiling and unit testing- Client-side data manipulation- Model-driven development using the Fiber Framework and Flash Builder 4
Target Audience: Developers wishing to extend their Flex knowledge and leverage LiveCycle Data Services in Flex applications	
Prerequisites: Flex 4: Developing Rich Internet Applications, or significant hands-on Adobe Flex experience	
Format: Classroom	

AIR 2 AND FLEX 4: BUILDING BEYOND THE BROWSER

Duration: 2 days	<p>Course Description: This course is designed to equip experienced Adobe Flex developers with the skills needed to begin developing robust desktop applications using Adobe AIR.</p>
Target Audience: Experienced Flex developers wishing to build desktop applications using Adobe AIR	
Prerequisites: Flex 4: Developing Rich Internet Applications, or significant hands-on Adobe Flex experience	
Format: Classroom	

ADOBE FLASH CATALYST: DESIGNING INTERACTIVE APPLICATIONS

Duration: 2 days	<p>Course Description: In Adobe Flash Catalyst: Designing Interactive Applications, you will learn how to build interactive applications using Flash Catalyst that can be published to the web or desktop as fully functional applications. If you are building dynamic data-driven applications with Adobe Flash Builder, you will also learn how to import the Flash Catalyst projects into Flash Builder to use as the basis for your site.</p> <p>This course will help both designers and developers use Flash Catalyst to optimize the design, planning and prototyping of their applications.</p> <p>Designers who have worked with Adobe Photoshop, Adobe Illustrator, Adobe Flash Professional or Adobe Fireworks will find that the Flash Catalyst interface is a familiar and comfortable environment.</p>
Target Audience: Designers wishing to use Flash Catalyst as an application development tool. There will be an emphasis on preparing Photoshop/ Illustrator files for use in Catalyst, as well as preparing assets for handoff to Flex application developers	
Prerequisites: Working knowledge of either Photoshop and/or Illustrator	
Format: Classroom	

USING ADOBE PRESENTER 7

Duration: 1-2 days	Course Description: In this instructor-led training, students will learn how to create Adobe Presenter presentations, and will cover topics including recording and editing slide narration; publishing locally, to PDF, and to the Adobe Acrobat Connect Pro Server; adding quizzes, animations, links, files, Flash content, and importing and recording audio and video to a presentation; managing presentations; and customizing presentations. The course includes content which teaches students how to create and manage training courses, virtual classrooms, training curriculums, and events. The course also includes optional content for recording a demonstration and interactive simulation using the Adobe Captivate application.
Target Audience: Professionals who want to create and manage Adobe Presenter presentations	
Format: Classroom	

USING ADOBE ACROBAT CONNECT PROFESSIONAL 7

Duration: 2-3 days	Course Description: In this instructor-led training, students will learn how to create and host an Adobe Acrobat Connect Pro meeting, and will cover topics including scheduling meetings; displaying content in meetings; using audio and video during meetings; customizing the meeting room; interacting with participants; recording, editing, and downloading meetings, using breakout rooms, using the Outlook Add-In, administrating an Acrobat Connect Pro account; and creating and managing Adobe Connect Events. In addition to teaching methodology, the course focuses strongly on best practices for hosting meetings and managing associated content. The course also includes optional content for recording a demonstration and interactive simulation using the Adobe Captivate application.
Target Audience: Professionals who plan on creating and hosting Adobe Acrobat Connect Pro meetings	
Format: Classroom	

DIGITAL PUBLISHING SUITE TRAINING

Duration: 1 day	Course Description: In this course you will learn how to use Adobe® Digital Publishing Suite to design and layout mobile documents, build single-folio viewer and multi-folio viewer apps to deliver innovative reading experiences, dynamic content, and high-impact advertising on leading tablet devices that get consumers more deeply engaged with your content and your brand. In addition, you learn how to create multi-folio apps with entitlements and subscriptions, Apple iTunes and Newsstand subscriptions, custom viewer app navigation, for Apple iPad and Android tablets. Adobe® Digital Publishing Suite is a complete solution that lets individual designers, traditional media publishers, ad agencies, and major media and brand organizations create, distribute, monetize, and optimize cutting-edge interactive content and publications for tablet devices. Efficiently bring your tablet content to market. Smooth integration with Adobe Creative Suite® 5.5 software and tight control over the complete application creation and publishing process empower you or your design and production staff to deliver engaging tablet documents that meet even the most intensive deadlines.
Target Audience: Designers, traditional media publishers, ad agencies, and major media and brand organizations who create, distribute, monetize, and optimize cutting-edge interactive content and publications for tablet devices.	
Format: Classroom	

START LEARNING TODAY

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