

EDS, DA and Elegantly Solving Big-Kid CMS Problems

Solving Complicated CMS Problems Simply with New Adobe Gear

AEMUG – Midwest Chapter | February 11th, 2026 | Cary, NC

Adobe Experience Manager User Groups Presented by:



+



Upcoming Adobe Experience Manager User Groups

- **[Virtual]** Thursday, February 12 @ 5pm
IST: *Optimizing AEM Delivery: Dispatcher vs. CDN in Modern Architecture*
 - Hosted by: AEM – India User Group Chapter
- **[Virtual]** Wednesday, February 18 @ 11am
ET: *Adobe AEM Sites Optimizer & New Agentic AI Capabilities*
 - Hosted by: AEM – Champion Office Hours
- **[Virtual]** Tuesday, February 24 @ 12:30pm
ET: *Architecting for Speed: How Splunk Migrated to Adobe Edge Delivery Services (EDS) in 80 Days with 100% Core Web Vitals*
 - Hosted by: AEM – Southwest Chapter
- **[Virtual]** Wednesday, February 25 @ 10am
ET: *Optimizing the Content Supply Chain: AEM Assets + Marketo*
 - Hosted by: AEM – Global DAM Chapter
- **[Virtual]** Thursday, February 26 @ 1pm ET: *Agentic AI in AEM – From Hype to Practical Workflows*
 - Hosted by: AEM – DMV area Chapter



**Scan to
register!**



Adobe AI Forum

Discover new insights and what's next for marketing & AI

February 24th - San Jose, CA

Registration is LIVE

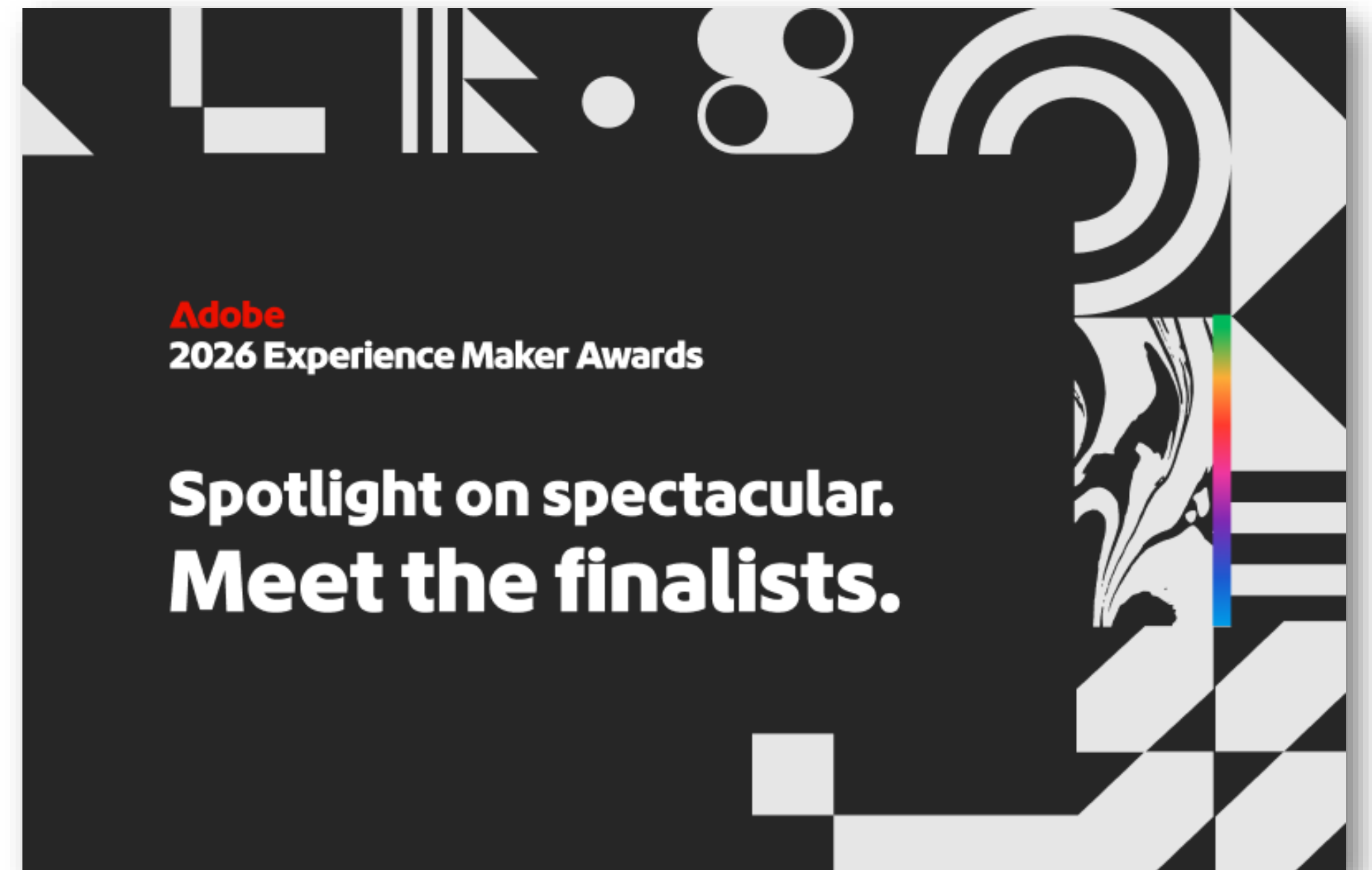


Announcing the **2026 Adobe Experience Maker Awards finalists**

Join us in congratulating the individuals, teams, and companies shaping the future of customer experience across industries and regions in our 10 global awards categories.

The Adobe Experience Maker Awards celebrate innovators transforming digital experiences through creativity, marketing excellence, and AI innovation.

Finalists will be recognized at Adobe Summit in Las Vegas, where winners will be revealed at the Experience Maker Awards gala on April 19, 2026.



**Scan to meet
the finalists!**



Join the **Let's Talk AI** community group! 🚀

A new community group for marketing professionals exploring AI together.

Learn how marketers are using AI in real workflows

Ask questions, share ideas, and learn from peers

Stay connected as AI continues to evolve



Join the conversation on Experience League!



ADOBE SUMMIT

THE DIGITAL EXPERIENCE
CONFERENCE

APRIL 20TH - 22ND, 2026
LAS VEGAS & ONLINE

SCAN TO REGISTER ∨



Adobe User Group House Rules

To ensure our Adobe User Groups stay user-focused and a safe space for members to learn, network, and problem solve, we ask that all Adobe User Group session attendees follow these rules:

- No self-promotion or pitching of any kind is permitted at Adobe User Group events
- Don't contact people outside of the User Group without their consent
- If User Group members share their use case at the User Group, please don't share that information without their consent



Notice: This User Group Meeting is being Recorded

To ensure that we are abiding by the Adobe User Group Code of Conduct, we are informing all use group attendees at AEMUG – Midwest Chapter meeting on Feb 11th, 2026, 1:30PM that this meeting will be recorded and posted on the Adobe User Group YouTube Channel to promote training, education, and future learning.

If you do not wish to participate in a LIVE recorded session, please feel free to watch the recording at a later time, which will be linked after the meeting concludes. Send us any questions you may have to justin.ranly@arborydigital.com or [advocacy@adobe.com].



Stay connected by joining our AEMUG – Midwest chapter!

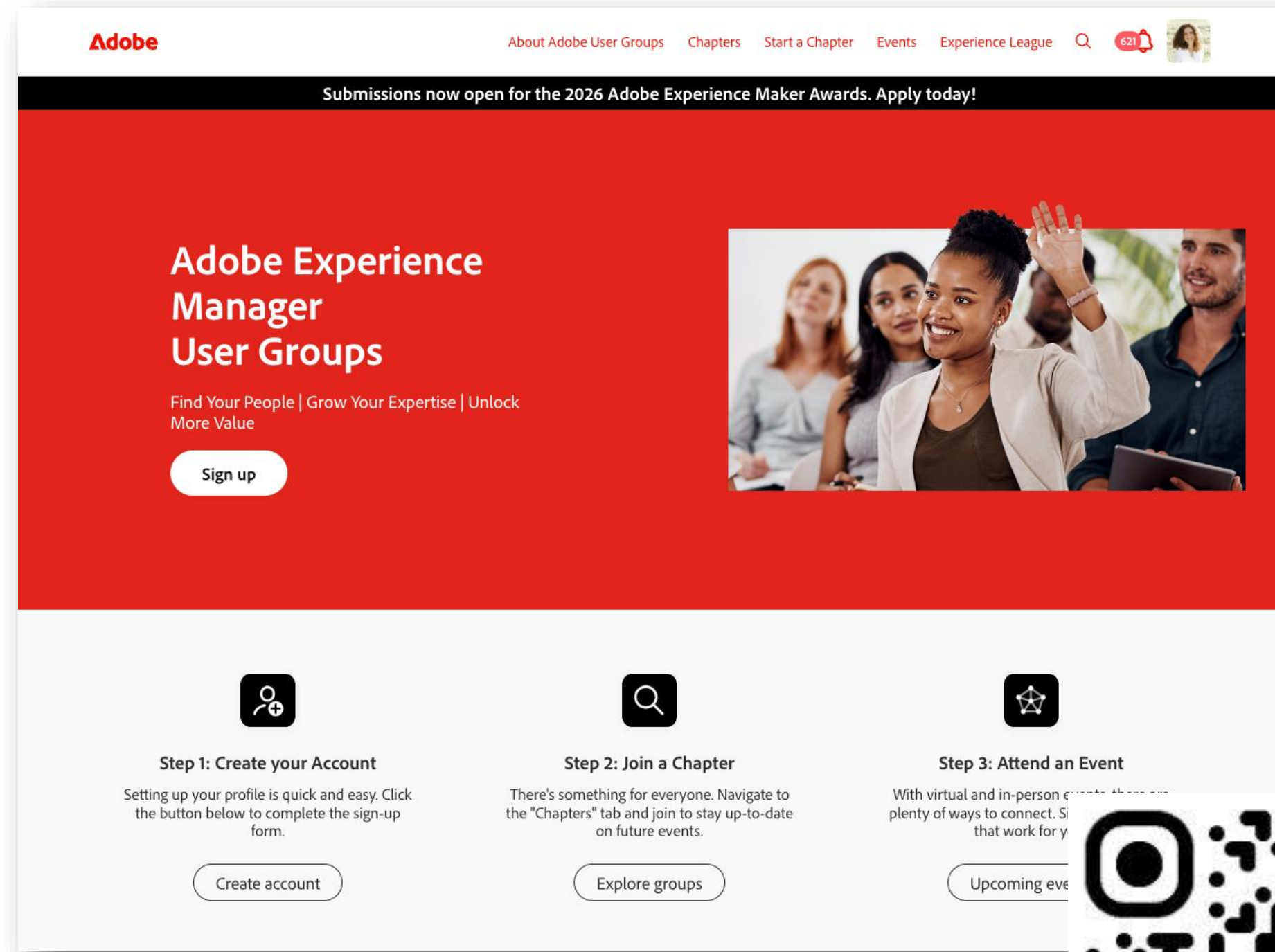
Sign up for Bevy – the space where User Group leaders and members connect!

Step 1: Navigate to <https://aem-augs.adobe.com/>

Step 2: Create an account using the email associated with your Adobe Experience Manager user account

Step 3: Join the Chapter. Once you've joined the chapter, you'll receive notifications and reminders about new events that the chapter has posted.

Step 4: Attend our next event!



Adobe

About Adobe User Groups Chapters Start a Chapter Events Experience League

Submissions now open for the 2026 Adobe Experience Maker Awards. Apply today!

Adobe Experience Manager User Groups

Find Your People | Grow Your Expertise | Unlock More Value

Sign up

Step 1: Create your Account
Setting up your profile is quick and easy. Click the button below to complete the sign-up form.
Create account

Step 2: Join a Chapter
There's something for everyone. Navigate to the "Chapters" tab and join to stay up-to-date on future events.
Explore groups

Step 3: Attend an Event
With virtual and in-person events, there are plenty of ways to connect. Sign up for events that work for you.
Upcoming events



Share your experience with Adobe Experience Manager and receive a \$25 gift card as a thank you!



Review us on G2



Review us on TrustRadius



General Agenda

What we've got for you today:

Two presentations, each about 30 mins, but more if you ask questions (but please ask questions)

1. **Tad Reeves** on Edge Delivery, Document Authoring, and the building blocks for a next-generation "AEM" infrastructure
2. **Laurel Timko** on Executing Large-Scale Content Operations Safely using Author-First Tools on Document Authoring

About our Speakers



Tad Reeves

Principal Architect at Arbory Digital
2X AEM Champion



Laurel Timko

Senior Software Engineer at JMP Statistical Discovery



The Building Blocks of a Modern “AEM” Site

Edge Delivery, Document Authoring, Managed CDN & Edge Compute

Adobe Experience Manager User Groups Presented by:



+



Here's What I'll Try to Do

What I'm going for covering in a half-hour

- What are the big pieces of a modern, Edge-Delivery based AEM site
- What is "DA" as an Edge Delivery Authoring Solution
- What are the configurability points on Adobe's CDN & Edge Compute solutions
- Show you some diagrams & let you poke holes in them
- Demo what this looks like on an Edge Delivery Site + AEM/JCR site

- And it has to be sufficient context so you realize how awesome Laurel's presentation is

What Does "AEM" Even Mean Anymore?

"AEM is more of a vibe...a feeling"

- Adobe Experience Manager "was" a single product
- Now "AEM" essentially refers to any of a vast array of content management and content-orchestration features from Adobe
- AEM as a deployable solution has NEVER been more composable.

Where Does Edge Delivery Services Fit?

- Edge Delivery Services is a delivery tier and a development & delivery methodology
- Edge Delivery Services in-itself is not a CMS.

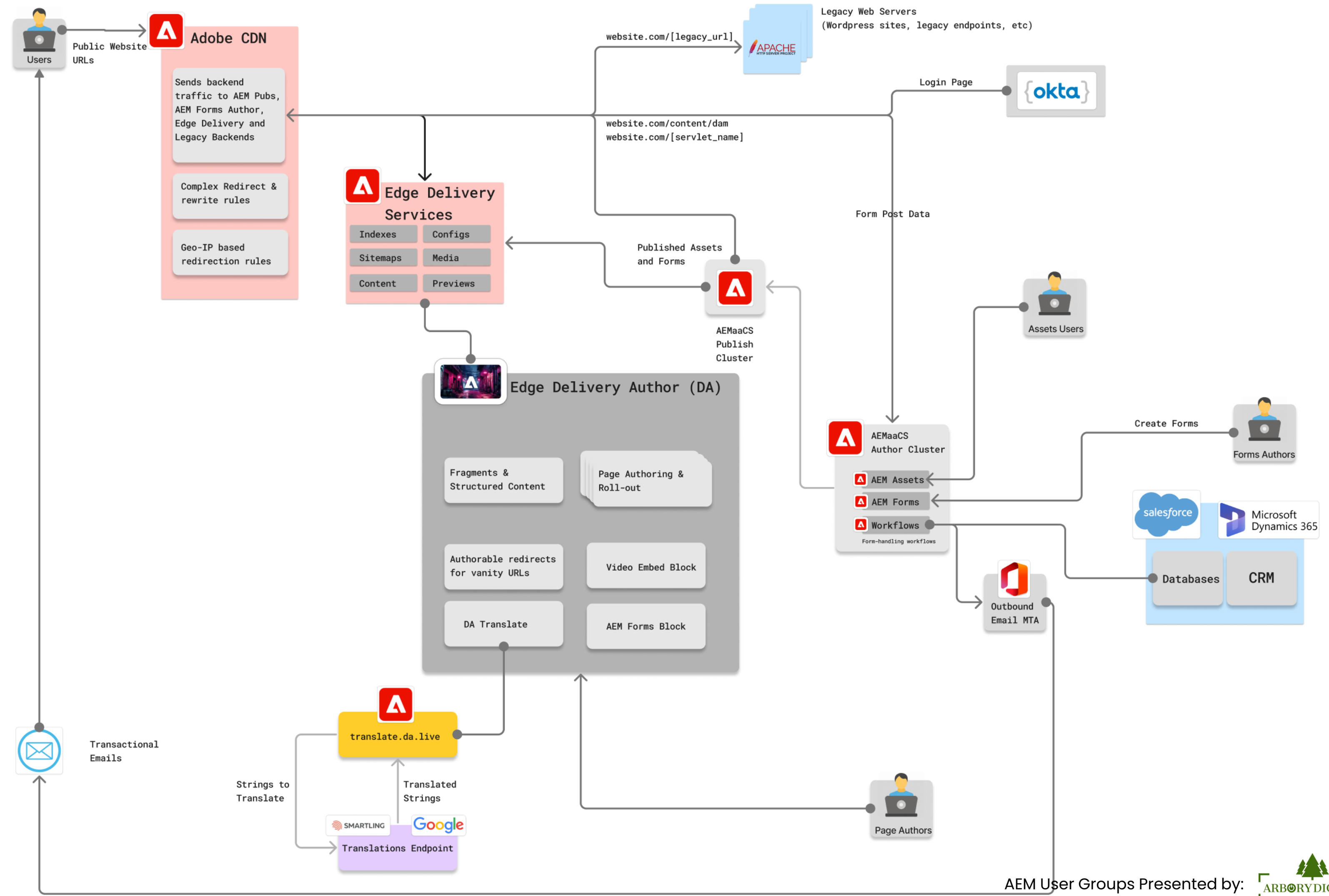
Lots of Ways to Get Data into EDS

NOTES

- EDS is a delivery tier and a development & delivery methodology
- It's not a CMS, it can work with many input & authoring surfaces

METHOD	KEY FEATURES	USE CASES
Xwalk	Legacy migration, synchronization	Transitioning from older CMS platforms
Google Docs	Collaborative editing, real-time updates	Distributed editorial teams
SharePoint	Enterprise document management, version control	Complex governance, compliance
DA	Structured authoring, advanced workflows	Editorial management, structured content
BYOC	Custom integration, flexibility	Bespoke applications, unique business needs

Authoring & Client-Side Request Flow



BECAUSE THE DIAGRAM WAS TOO LITTLE

Go to: <https://blog.arborydigital.com/cary>

You'll be able to grab high-res PDF versions of the diagrams from there (as well as a PDF of this preso)

Plus there's more I want to tell you about that page in just a sec

Today We're Talking DA

About the Artist Formerly Known as Dark Alley

- DA was formerly Dark Alley
- It may get a new name at Adobe Summit, but I won't preempt the release
- It's absolutely awesome
- **JMP here was the first site globally to go live on DA**
- Now there are **literally thousands** of sites live on DA, and it's the most popular way to launch doc-based EDS sites by far.
- I should point out too that I've just been to the Adobe AI forum in Atlanta, which was awesome, and many of the new agentic features Adobe is hard at work on are going to expressly be working with DA.

Edge Delivery Authoring Features

DA's Main Features:

- Document tree management
- Its content backend (Content Bus) can also be used by Universal Editor
- Access control
- Robust Collaborative Editing
- Edits Docs, Sheets, Structured Data
- Live Preview (and if you twist my arm I'll show you it also does in-context editing)
- Version History
- Translation & rollout
- Built-in AEM Assets picker
- Bulk Tooling
- App SDK (you're going to hear about that in a sec)

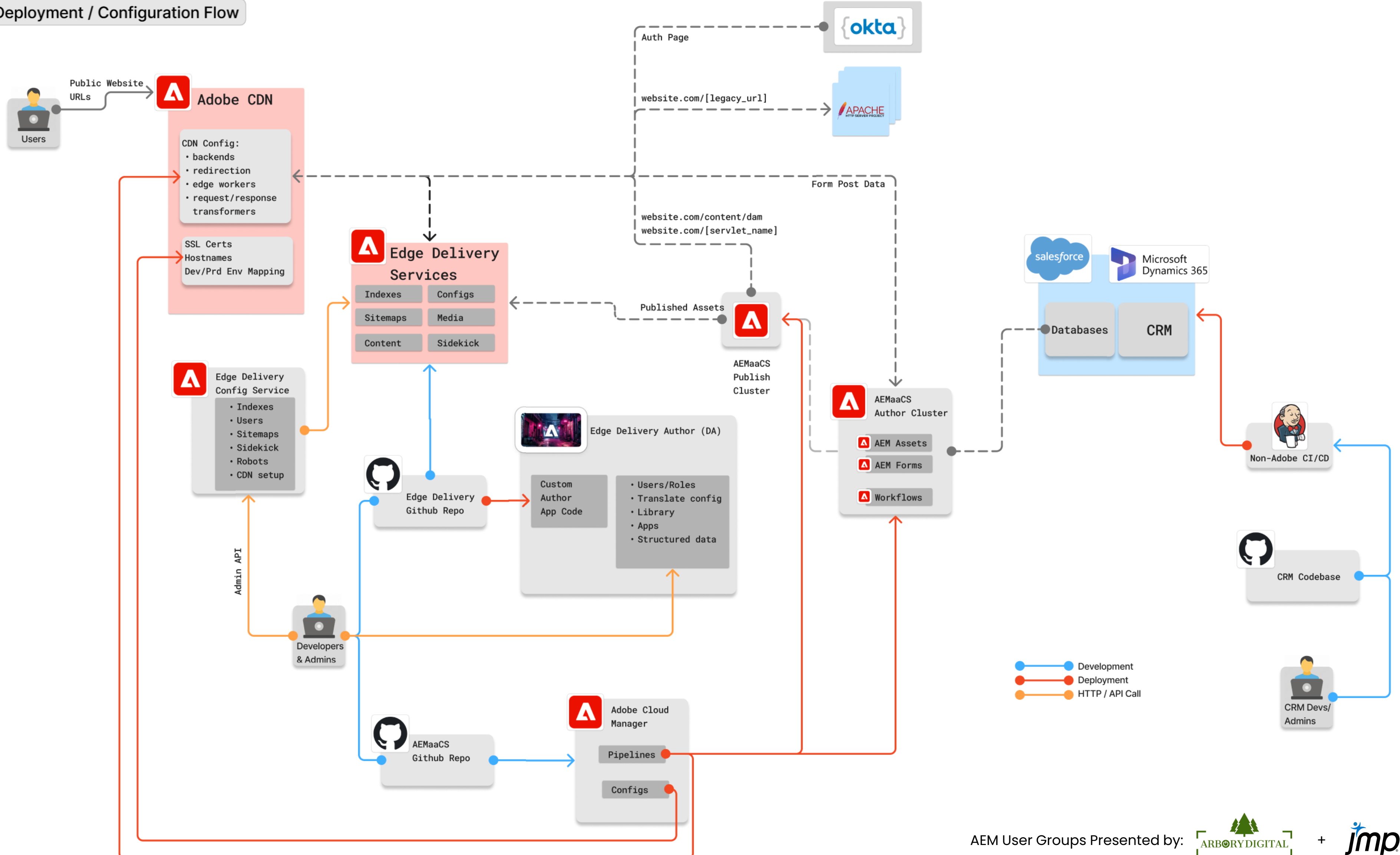
How About Customization?

How about customizing a DA site?

What authoring customizations can you make?

Where does this fit into your overall code & config landscape?

Deployment / Configuration Flow



The DA App API

REMEMBER THIS DA APP API

- It's going to play an important part in Laurel's presentation
- If you missed it, here's the lab from Developers Live which walks you through how this works: <https://docs.da.live/developers/guides/developing-apps-and-plugins>

Let's Talk Adobe CDN

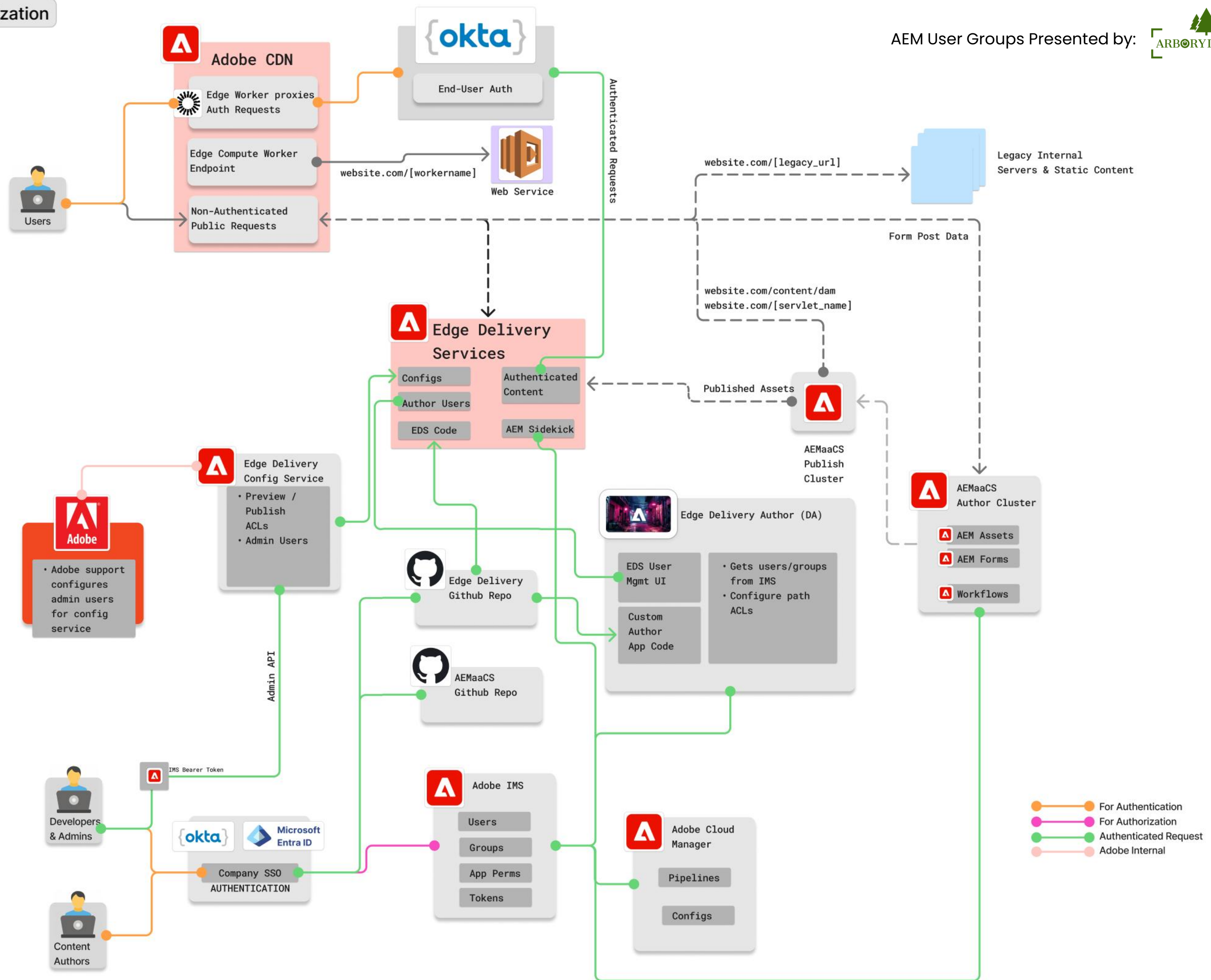
Discuss

- It's a wrapper around Fastly, but much more than that
- Manages SSL & Hostnames
- Allows robust transforms, redirects, and origin selection
- Now ALSO has features in beta for Edge Compute and Edge Authentication
- All of the configurations can be run with RDE envs for individual developer freedom
- All of the configurations can be run through Dev/Stage/Prod gating
- It's all supported by Adobe

ONE LAST UNINTELLIGIBLE DIAGRAM

Once again, the following diagram will be available on:
<https://blog.arborydigital.com/cary>

I'm so sorry I keep using micro fonts, I promise to try to better myself for next time



DEMO

Discuss

- Demo of `pdf-display`

DEMO

Discuss

- Demo of `pdf-display`

Note: Two ways to do this:

- CDN fronting an AEMaaCS Servlet
 - note the risks / benefits
- CDN -> Edge Worker
 - note logic / obfuscation benefits

QUICK BREAK / QUESTIONS

Discuss

Laurel is next up, and she's going to blow your minds

We want **your** feedback!

