

# ADOBE INDESIGN CONNECTOR FOR ADOBE EXPERIENCE MANAGER

A WHITEPAPER DESCRIBING THE TWO-WAY CONNECTOR  
BETWEEN AEM AND ADOBE INDESIGN



By

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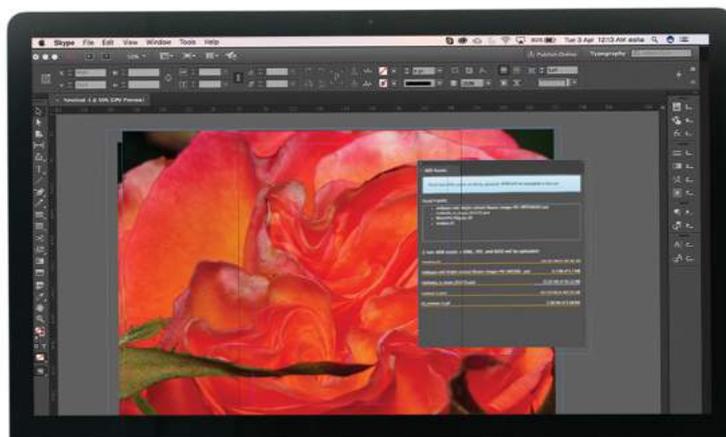
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## INTRODUCTION

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The InDesign connector for AEM was developed to help creative users working in Adobe InDesign upload their InDesign files to AEM Authoring system through an automated workflow without leaving the software. This connector will help organizations in automating the creative asset workflow while avoiding cross-training their creative users on multiple tools.

## FEATURES

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Some of the features of this connector are listed below to highlight the business value of this tool. Additional extensions and customizations are also available to enhance the tool and provide solutions for additional business problems.

1. Two-way Integration: Creating a two-way integration allows creative users to download assets from AEM and re-upload them when finished making the edits
2. Singular source of truth: This connector allows organizations to maintain a single source of truth for their digital assets within AEM
3. Avoid Duplications: Automated workflow enables referencing of existing assets while creating new assets in AEM



4. Utilizing Multiple Remote DAMs: This connector can be configured to allow multiple AEM Assets instances and provide a native explorer tool for searching digital assets
5. Extensions and Customizations: Headless architecture allows future enhancements and customizations unique for each client and their ecosystem
6. Multiple System Compatibility: Adobe InDesign connector is equipped with two versions for both Windows and Mac compatibility

## ARCHITECTURE

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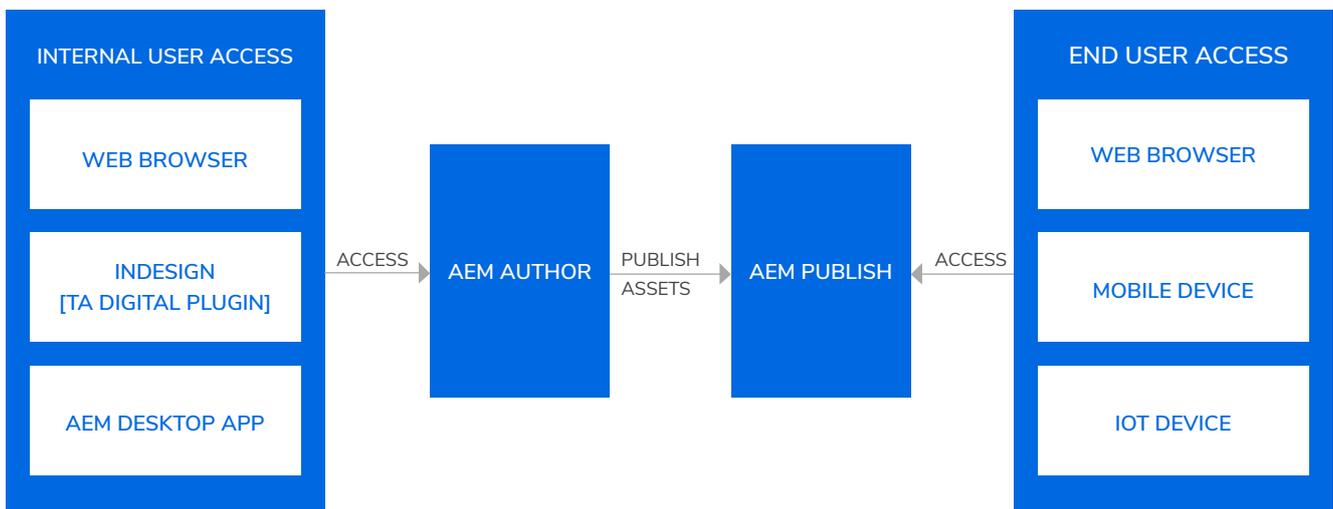


FIGURE 1. ARCHITECTURE DIAGRAM

## SOLUTION APPROACH

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While developing this connector, we had to accommodate for problem gaps like the size of the reference files, upload time, and timeout errors. The following solution approach was taken to deal with these issues.

Before every post call in the InDesign extension, we refresh the token by calling the CSRF token call to avoid timeouts. For asset uploads, we use the default AEM Asset upload servlet and pass the data in chunks. For every chunk, we refresh the CSRF token.

Another step taken was that we restricted the InDesign connector from uploading assets that are more than 20 MB in size. This way, the extension would prompt a message to upload those assets to DAM first and then upload your INDD file.

These were some of the technical steps taken to ensure building a robust and seamless connector for creative users.

## HOW TO USE INDESIGN CONNECTOR

When a creative team user completes working on an InDesign file and wants to upload the final approved master asset to DAM, the user would need to access the custom-built InDesign Extension from the Windows menu of the InDesign interface and click on 'Extensions'.

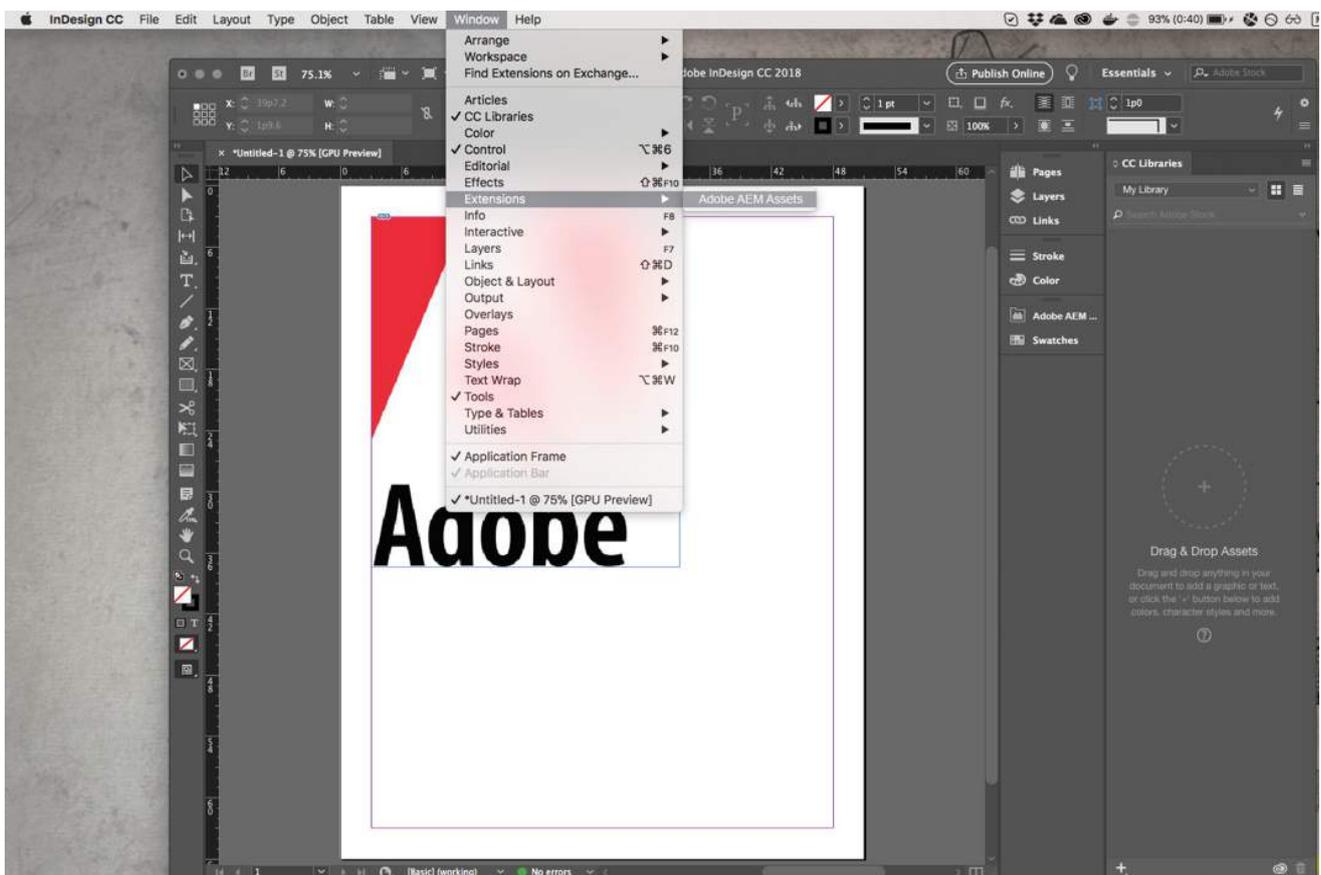


FIGURE 2. ACCESSING THE PLUGIN

This action opens the extension. The first screen that the user sees is the login window. Once logged-in, the user must navigate to the master folder of the desired project and click on 'Upload'. The plugin would then upload the master asset to the set folder, generate custom PDF & IDML renditions, save them in separate auto-generated folders, and rename the low-resolution PDF to LR\_.

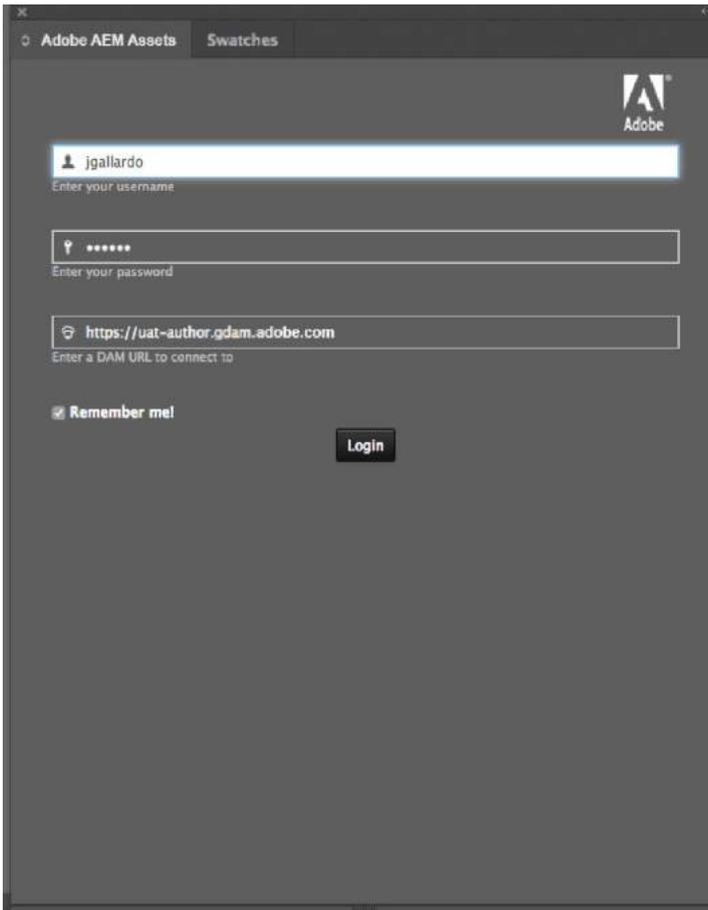


FIGURE 3  
LOGGING INT  
A REMOTE AEM ASSETS



FIGURE 4.  
BROWSING THE  
REMOTE AEM ASSETS

The plugin would save the references of the assets used so the same assets do not get uploaded to DAM and reduce duplicity and save space. If a non-AEM asset is used to develop the master asset, the assets would be saved in the Non-AEM folder. The plugin would also check the DAM repository to understand the outline files and fonts used and if an outline file or a font is used from outside AEM DAM, the same would be saved in auto generated Non-AEM-Outline files and Non-AEM-Fonts folders.

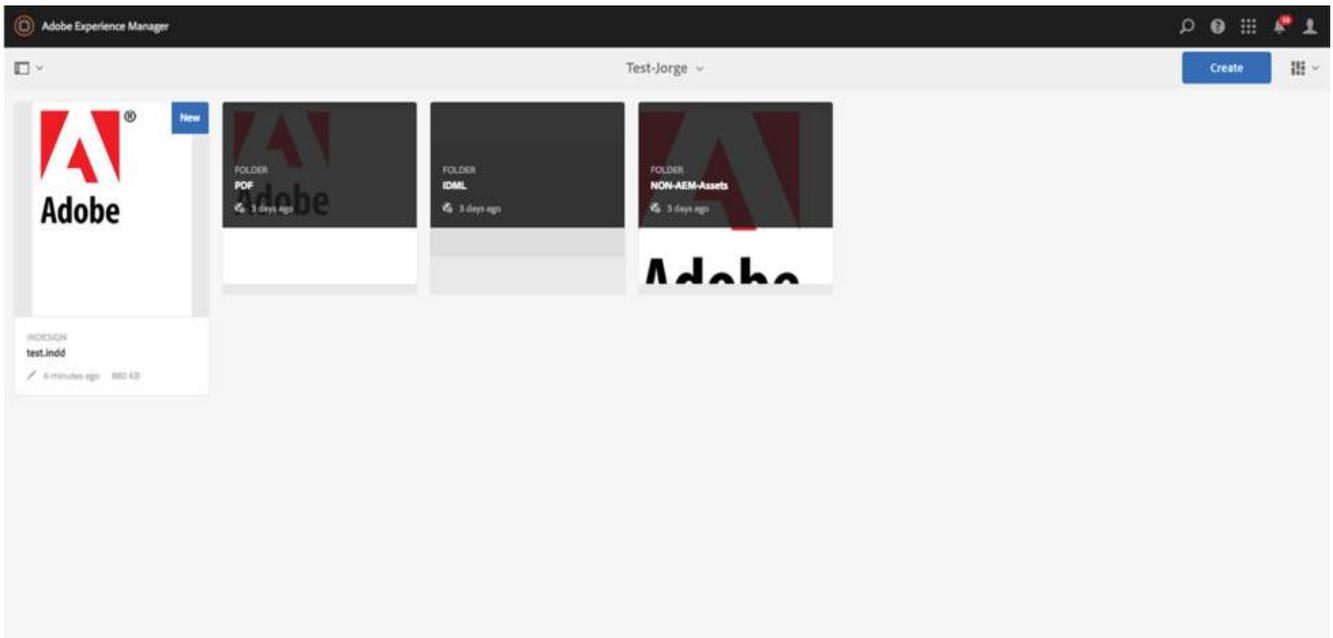


FIGURE 5. FINAL TAXONOMY IN AEM ASSETS

## USABILITY

The following uses cases are typical business problems that this connector solves:

1. An organization with a need for its creative users to seamlessly interact with and manage its digital assets without fiddling around with multiple tools
2. An organization with a need for an enterprise DAM that manages assets globally while leveraging different data points across its MarTech stack
3. An organization with multiple Adobe Asset instances to maintain its digital asset footprint



## FUTURE ROADMAP

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The roadmap for this connector is focused on exploring additional seamless integration points between Adobe Creative Cloud and Adobe Experience Cloud. One example of such a use case would be ensuring that the asset workflow cascades into Adobe Campaign to leverage digital assets for web and email campaigns. Another use case would be layering Adobe Analytics via Launch to measure the performance and behavior of the connector. Finally, we would be creating an artificial intelligence tier via Adobe Sensei to enable more intelligent behavior for digital assets like auto-tagging and suggestions.



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