



Plan your migration

# From Adobe Experience Manager to Magnolia DXP

 magnolia

# Executive summary

To provide engaging digital experiences that enhance business differentiation, many companies need to rethink the technology platform they use to create, manage, and deliver content.

All-in-one digital experience (DX) suites such as Adobe Experience Manager (AEM) have been popular choices for many organizations. But these suites have significant limitations that can hinder innovation. This guide can help marketers and developers plan a successful migration from their legacy Adobe AEM implementation to the more flexible, composable Magnolia digital experience platform (DXP)

# Introduction

Organizations today need to deliver engaging digital experiences across multiple websites, channels, and global regions. Consistency and efficiency are top priorities: Organizations must maximize reuse of content so they can provide consistent experiences while avoiding redundant workflows. At the same time, they need the flexibility to tap into emerging marketing and e-commerce technologies so they can produce differentiated experiences.

All-in-one digital experience (DX) suites might seem to present advantages. By providing multiple, integrated components from a single vendor, suites promise to simplify deployment and management of your technology stack.

However, the high costs and rigidity of suites present a stark contrast to modern cloud-native services. As your organization moves forward with its enterprise transition to the cloud, you have already experienced the benefits of flexible pricing models and composable architectures. Meanwhile, DX suites are stuck in the past, forcing you to pay large, upfront fees and locking you into particular capabilities.

At the same time, suites are costly. Suites are often expensive from the outset: Subjected to an outdated software licensing model, you have to pay for a large collection of tools, even if you don't need all of them. To access any additional capabilities, you often can choose only from high-priced solutions within the suite vendor's partner ecosystem.

This restriction isn't necessarily even balanced by compatibility: Most suites were built by acquisition, so can have interoperability issues or even overlapping features. Similarly, each element of suites are managed by separate product teams, so new feature releases can cause compatibility issues.

Furthermore, the ongoing management and maintenance of this closed, monolithic suite can keep costs high over the long term. With DX suites, potential cost-saving advantages of digitalizing processes can quickly be erased.

# Overcoming suite limitations with Magnolia

Magnolia offers a modular, composable digital experience platform (DXP) that provides several advantages over all-in-one suites.

## Speed



Magnolia uses a flexible architecture that accelerates deployment. Some projects go live within two months. Once deployed, the Magnolia platform empowers marketers to publish content easily from a unified authoring interface with visual editing. Developers can start building components within an hour.

## Flexibility



Magnolia gives you the flexibility to seamlessly integrate best-of-breed components and deploy only the capabilities you need. You can add or remove components easily as your needs change.

## Omnichannel



Magnolia separates content management from content delivery, enabling you to deliver content to any channel and easily reuse content across channels.

## Costs



Unlike the inflexible pricing of all-in-one suites, Magnolia enables you to buy what you need and add capabilities as you go.

## Support



A leaner product than a monolithic suite, Magnolia provides faster, more streamlined, and personalized support.

# Planning your migration

Making the move from an all-in-one suite to a modular, composable DXP might seem daunting. And in fact, because of potential time, costs, and risks of a large-scale migration, few organizations move all their existing systems to a new platform all at once. But whatever the scale of your project, Magnolia customer success managers and professional services team members can work with a systems integrator to support your business during the entire process—from initial planning to beyond go-live, helping ensure a successful migration.

In this guide, we'll walk through the key steps of migrating from the Adobe Experience Manager (AEM) all-in-one suite to the Magnolia DXP. AEM is a content management solution that offers capabilities for building, deploying, and managing digital experiences. It has been a popular choice for enterprises—but it can be costly and complex to manage.

This guide highlights key questions your team should address and essential decisions your team needs to make in each phase of the migration from AEM to Magnolia—including the discovery and scoping process, implementation, roll-out, and subsequent expansion. With a methodical approach to migration, you can streamline your move, reduce risks, optimize your new implementation, and maximize your return on investment.

## Jabil migrates 15k pages in 6 weeks with Magnolia

Jabil is a global manufacturing company with more than 140,000 employees across 100 locations in 25+ countries. The company provides design, engineering, and manufacturing of electronic circuit board assemblies and systems, along with supply chain services for 300 of the biggest brands in the world in every market from healthcare, smartphones and cloud equipment to automotive and home appliances.

To save costs on digital content production and delivery, CMS licensing, hosting and support, Jabil elected to move 10 sites from Adobe Experience Manager to Magnolia - including its primary site with over 3,000 pages. In only 6 weeks, the team was able to migrate over 15,000 pages.



# Discovery and scoping

## Define your goals

As your first step, identify both your high-level and tactical objectives for the migration project. What are your business and technology goals for migrating to Magnolia? Will you be making major changes with the new platform? Or do you want to transfer existing capabilities and content with the same structure?

What is your timeline for implementation? And do you have sufficient in-house resources to achieve that goal? Your final deadline might need to sync with the moment you end support and maintenance for AEM.

## Assess your current AEM setup

Identify key workflows, essential content types, and all customizations. What will you be transferring to Magnolia? The Magnolia team and a systems integrator can help you scope what needs to be done to migrate the right elements to the Magnolia platform.

## Examine continuous integration/continuous delivery (CI/CD) processes and customizations

CI/CD processes enable teams to deliver new features, enhancements, and bug fixes quickly and reliably. In planning your migration, ask yourself: What processes need to be migrated to Magnolia and when?

## Analyze content

Before you can migrate content from AEM to the Magnolia platform, you should perform a thorough content audit. You need to determine the structure of your content, understand the vocabulary it uses for metadata, and identify all content dependencies. So, for example, you need to know: How is content currently integrated across components of your technology stack? What are the potential challenges or risks of migrating content?

You should also analyze your current content management processes. How is content created, edited, managed, governed, and consumed? What templates do you use? How do you currently conduct content reviews and authorize publications? Answering these and other questions will help you determine whether you will need to modify processes or build new integrations as you migrate to Magnolia.

## Anticipate future operational requirements

How does your current operational status align with your business objectives for the next three years? With Magnolia and a systems integrator, you can identify discrepancies between how your teams currently function and how they will need to function as your business evolves. Focusing on the first three years will help ensure you can realize a strong return on investment while giving your organization some breathing room to plan for any larger-scale, longer-term changes.

## Estimate traffic and define geographical scope

How much traffic do you expect? What geographic regions do you need to support? Your answers will help determine which cloud services, and the scale of the cloud services, you need for your Magnolia implementation.

# further discovery and scoping

## Develop your content migration plan

As part of the discovery and scoping process, the Magnolia team and systems integrator will work with you to develop a plan for migrating content from AEM to the Magnolia platform. First, you will need to make a few important decisions about what assets you will move and where those assets will reside. For example, you will need to decide whether AEM DAM assets will be moved to Magnolia Assets or another DAM.

The Magnolia team and systems integrator can then help you find the best, most efficient ways to export, transform, and import content. For instance, you can use the AEM Content Exporter or custom scripts to export content from AEM. You can then transform the exported content to match the Magnolia platform's content structure—specifically, the Content Fragment Models in AEM can be mapped and migrated to Magnolia Content Types, which define the content model in Magnolia. You can import content using Magnolia content import tools or APIs.

## Define SEO and analytics requirements

How are you currently generating SEO metadata with AEM? The Magnolia team and systems integrator can help you determine the best way to re-establish that process on the Magnolia platform. For example, the Magnolia platform offers an AI-powered module that automatically generates SEO metadata from page content.

What marketing tags do you use for analytics? And which tags do you want to migrate from your existing site? Magnolia offers a Marketing Tags module that allows you to insert marketing tags into pages without any coding effort. When migrating marketing tags, you should log into each platform to retrieve the latest tag code and update any domain whitelists necessary. If you are using Siteimprove, you can employ Magnolia's Siteimprove module to migrate tags without having to copy code.



## Key discovery and scoping questions

1. What is your implementation timeline?
2. What geographic regions do you need to support?
3. What current components and processes do you want to migrate to Magnolia?
4. How is content currently integrated across tech stack components?
5. How do you currently create and review content?
6. Will you be moving current DAM assets to Magnolia?
7. How are you currently generating SEO metadata?

# Implementation

Through the implementation process, Magnolia and your systems integrator will help you finalize deployment decisions, and then guide you through platform configuration and migration of existing templates and content. Before roll-out, Magnolia and the system integrator will help ensure the platform is thoroughly tested and ready to go live.

## Content modeling

A content model is the taxonomy for content: It structures content for a specific project, describing what types of content are needed and how they relate to each other. The Magnolia team and the systems integrator will help you determine whether you can preserve your existing content model and whether optimizing that model could enhance efficiencies in the way teams use content. If necessary, Magnolia and the systems integrator will help you adapt the existing content model for the Magnolia platform.

## Testing

The Magnolia team and the systems integrator will help you thoroughly test the Magnolia DXP deployment and resolve any bugs. The testing phase includes:

- 1. Integration testing**  
Teams test functionality and ensure seamless integration of solutions within the technology stack.
- 2. Security and penetration testing**  
Platform security is largely dependent on correct implementation and configuration. Teams evaluate security and run penetration tests to identify any potential vulnerabilities.
- 3. SEO redirects**  
Teams ensure that all redirects are in place and working as they should be.
- 4. Performance and load testing**  
Teams evaluate non-functional requirements, ensuring the platform delivers sufficient performance even as the load increases.



## Key implementation questions

- 1. Which cloud vendor is best for your business?**
- 2. Do you need to modify your content model for the new platform?**
- 3. Do you want to integrate new capabilities as part of the implementation?**



Web

Mobile

App

Kiosk

IoT

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Deliver omnichannel experiences traditionally or using a front-end framework of your choice



Create and manage content, assets, and experiences efficiently in a single platform

Enrich customer interactions by integrating your digital ecosystem

#### Magnolia integration framework

Commerce

Analytics

Automation

Optimization

DAM

...

#### APIs

Bookings

ERP

Sensors

Banking

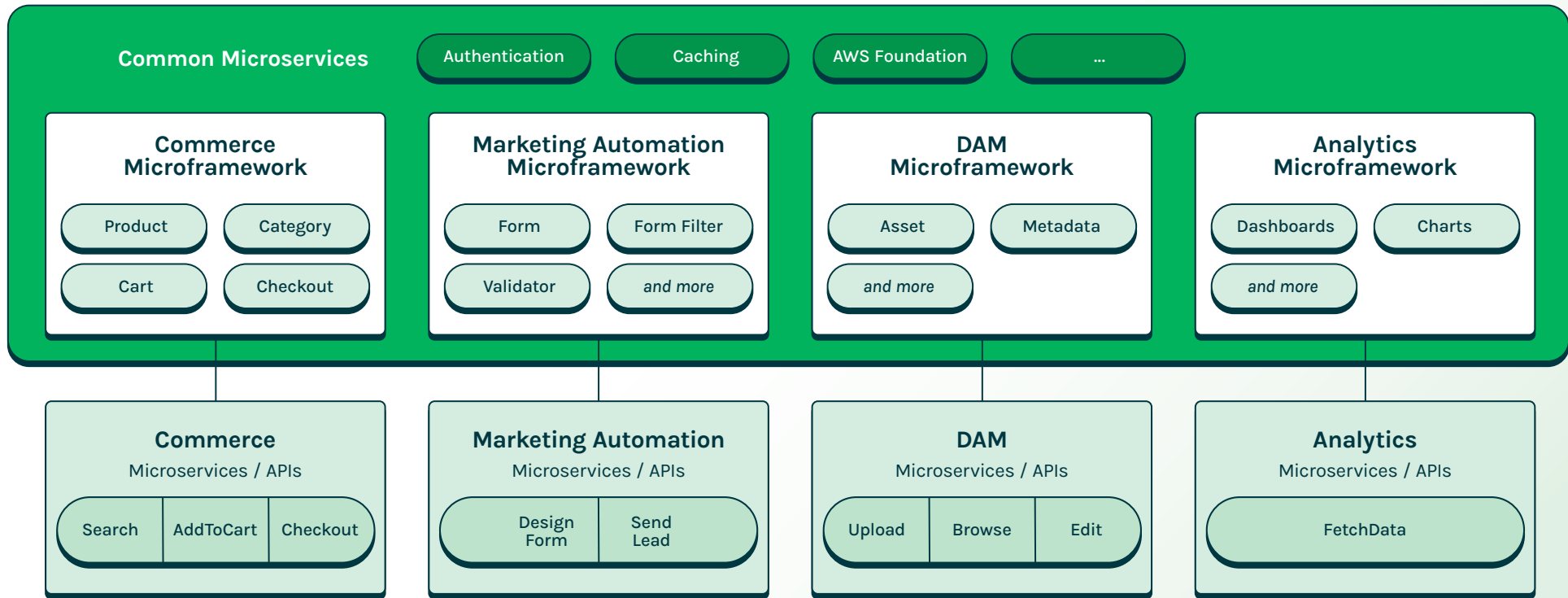
Reviews

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### Cloud infrastructure setup

If you choose a cloud platform-as-a-service (PaaS) deployment for Magnolia, you can select from a full array of cloud vendors, including AWS, Azure, Google Cloud Platform, Tencent, and MiroNet. In many cases, regional availability, cost, and security capabilities will be among the key criteria for selecting a cloud vendor or vendors. If you need to use more than one cloud or deployment model, Magnolia can also support hybrid and multi-cloud scenarios.

# Magnolia Integration Framework



## Integrations

You might decide to integrate new technology components as you migrate to Magnolia. Magnolia Connector Packs can help streamline that integration. Connector Packs enable direct connections to numerous tools—including commerce, marketing, analytics, DAM, customer data platform (CDP), and other tools from many vendors. Built on a unified framework, Magnolia Connector Packs let you take advantage of common microservices across your platform. So, for example, with the Commerce Connector Pack, you can use e-commerce content as if it were native Magnolia content while keeping the strong cataloging features and order functionality of the commerce solution.

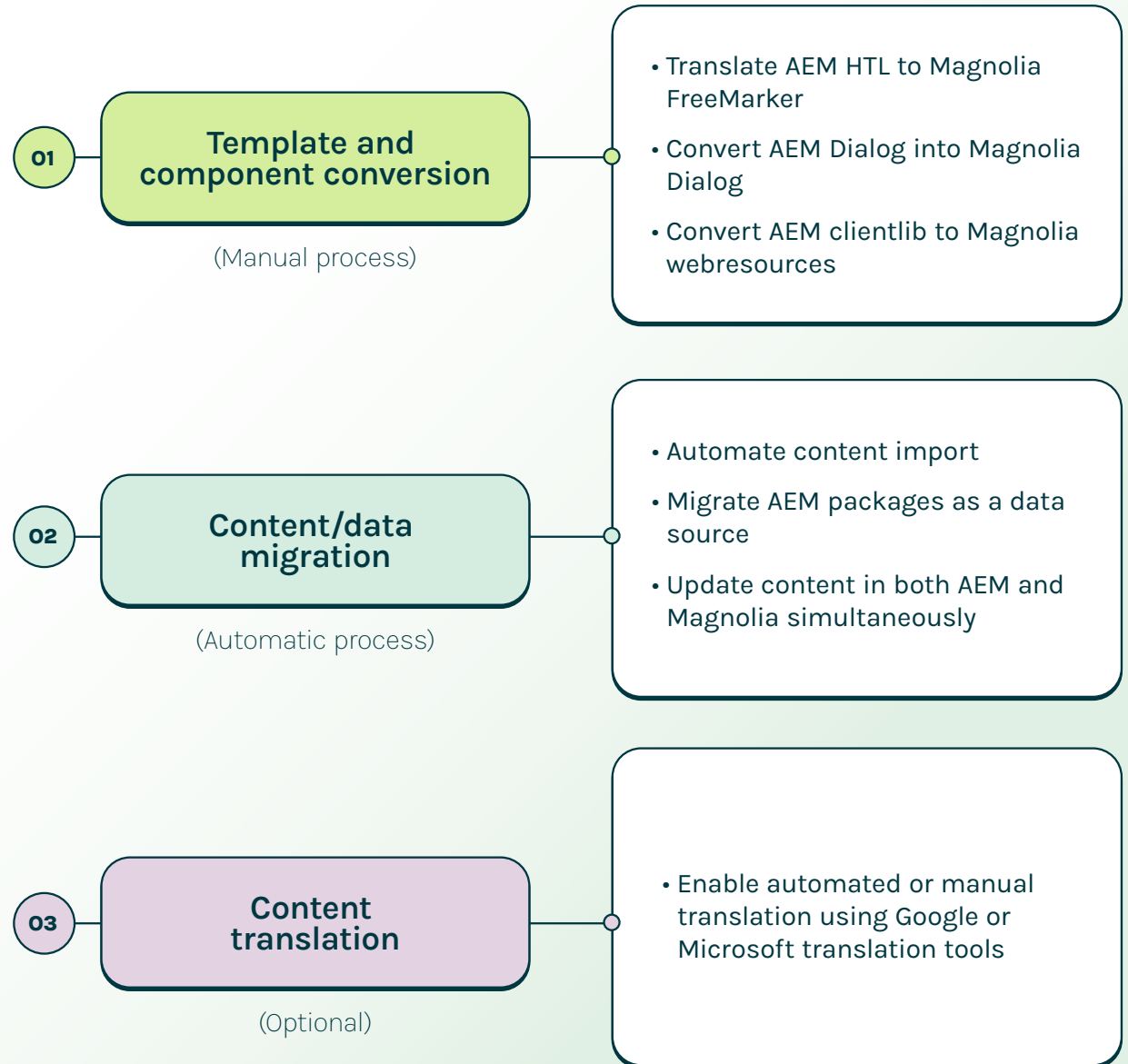
You can also use marketplace extensions, REST clients, or webhooks. In each case, you can add functionality without any additional development.

The Magnolia platform also has tremendous flexibility for customization. You can seamlessly integrate custom modules, modify workflows, and customize the authoring user interface, tailoring the platform to your specific needs. You can accomplish most common customizations with light development, using YAML configuration files. For more extensive customizations, you can use Java APIs.

## Front-end development

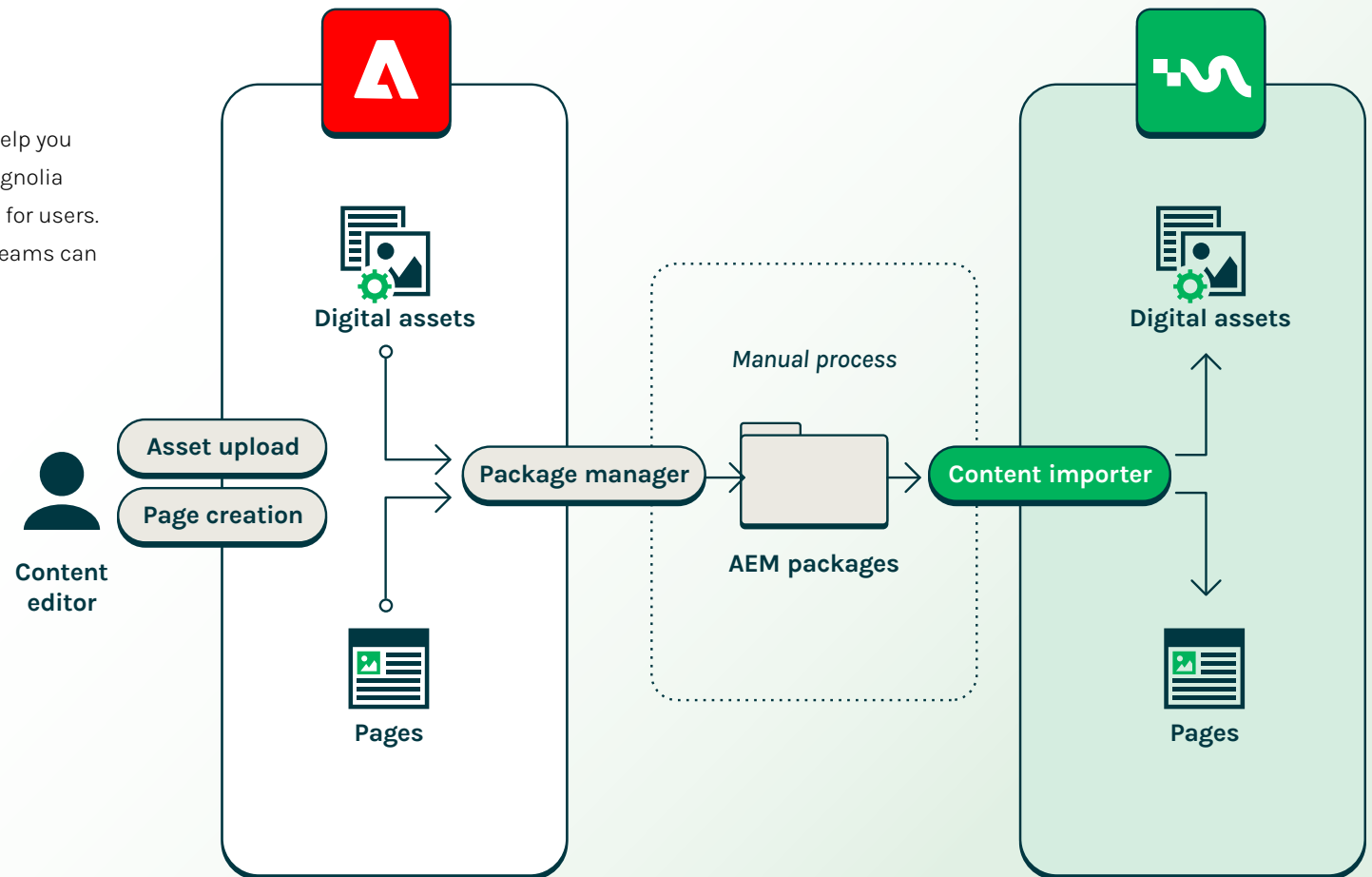
Magnolia enables you to build front ends with any framework, including React, Angular, and Vue. When planning changes in front-end development, Magnolia and the systems integrator can help you determine how components are best migrated to the new platform.

The Magnolia team and the system integrator will evaluate the effort required to migrate the existing AEM template set to Magnolia, and help you choose the best path forward. For example, if you were using AEM as a headless CMS, you might migrate React and Next.js components by copying over markup replacing Adobe-specific API calls with Magnolia Headless Accelerator API calls, minimizing the development effort. For traditional rendering, you might migrate from AEM HTML Template Language (HTL) templating to Magnolia FreeMarker templating.



## Content migration

The Magnolia team and the systems integrator will help you migrate content from the legacy AEM suite to the Magnolia platform, minimizing risks and avoiding disruptions for users. If the migration cannot be done prior to launch, the teams can perform a dry run.



# Roll-out

To facilitate a smooth roll-out and successful ongoing use of the platform, Magnolia and the systems integrator can provide your teams with extensive training. The training equips content editors and publishers with the knowledge and skills they need to create, edit, publish, and maintain web content through the platform. Distinct training for developers provides a comprehensive understanding of Magnolia development, encompassing both front-end templating and back-end operation.

Going forward, Magnolia and your systems integrator will continue to monitor platform performance after go-live. You can work with these teams to identify the most important business metrics and then continuously optimize the implementation to achieve your goals.



## Key roll-out questions

1. What information and skills does your team need to use the Magnolia platform?

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2. What metrics do you want to monitor in the future?

# Expansion

Once you've completed the migration and begun to see some positive results, you might start to look ahead, planning your expansion.

## New functionality

You might have already identified additional functionality that you want to integrate into your solution. With the composable Magnolia DXP, you have a wide range of choices.

For example:

### New content sources

You might decide to incorporate content from a DAM or product information management (PIM) system, or integrate customer data from a customer relationship management (CRM) platform.

### Personalization

The Magnolia platform offers personalization capabilities that allow authors to deliver individualized content in an effective and scalable way.

### Analytics

You could integrate analytics capabilities from third-party applications so you can identify what's working and what needs to be further optimized. Magnolia provides built-in integration with Google Analytics, Adobe Analytics, and Matomo, and it will support new tools as they emerge.

### Marketing automation

You might integrate lead capture forms in pages or triggering automated responses using third-party applications.

## New regions or business units

You can also expand your implementation to new geographic regions or new business units. You might have initially launched with a single website, in support of a single business division or brand. With the flexible Magnolia DXP, you can deliver consistent digital experiences across brands, business divisions, markets, and channels.



## Key expansion questions

1. What new capabilities do you want to add?
2. What additional channels do you want to incorporate?
3. What new geographic regions, brands, or business units do you need to support?

# Get started with Magnolia

While all-in-one DX suite vendors might promise to simplify deployment and management of your DX technology stack, suites such as AEM can present significant limitations that hinder agility and stifle innovation. The Magnolia DXP is a composable platform that offers superior speed, greater flexibility, more seamless omnichannel management, and more responsive support than AEM while also reducing costs.

Magnolia and a systems integrator can help streamline your migration from AEM to the Magnolia platform. These teams can help you make the right decisions for your business each step of the way, from initial discovery and scoping through implementation, roll-out, and expansion. You can minimize the time and risks of migration, and start delivering better digital experiences rapidly.



**Jan Schulte,**  
Head of Group Consulting

## We're here to help

[Start planning your migration](#)