

This is an excerpt from a 19 page white paper (16 pages of text).

I wrote the text; the client arranged for the formatting.

## CONCLUSION

This paper described many of the best practices for using AEM templates and components, and how a business and a qualified AEM consultant can work together during a project to ensure that the AEM consultant has all of the necessary information to develop a reusable template and component library for the project.

Knowing this, what can a business do **before** a project begins to ensure project success?

- **Start to think about business needs.** These include the needs of the business itself, and the needs of the business' end users. For example, what tax, privacy, or other regulations apply in each of the states and countries where the website operates? Any needs that are identified before a consultant is engaged will make the discovery and requirements process flow much more smoothly.
- **Concentrate on the "what" rather than the "how."** When thinking about business needs, it is easy to fall into the trap of prescribing **how** something should be done, rather than **what** needs to be done. An experienced AEM consultant can take the "what" statements from the business and can then suggest innovative ideas on how to achieve the business' objectives.
- **Communicate.** Be prepared to communicate the business and customer needs to a potential AEM consultant, and to provide the right people to spend the necessary time with a consultant. If the consultant doesn't hear what the business needs, the consultant can't satisfy these unknown needs.
- **Make the site your own.** Make sure that your selected AEM consultant is listening to **your** needs, and not simply providing a "canned" site developed for every other customer. Most businesses cannot live with a "one size fits all" solution.
- **Insist on experience.** Finally, if you are asking for a consultant to implement an AEM website, ensure that the consultant is well versed in AEM. Not only should the consultant understand AEM's features, but the consultant should have extensive experience in implementing AEM for multiple businesses. It is obvious that an AEM implementation will go much more smoothly with an experienced AEM consultant than with one who does not have AEM experience.