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ETIHAD AIRWAYS INVESTS IN ADOBE TO POWER DIGITAL EXCELLENCE

Etihad Airways, the national airline of the United Arab Emirates, has announced a new strategic partnership with global technology leader, Adobe. The partnership will see the roll-out of a range of world-class cloud solutions across Etihad Airways businesses and Etihad Airways Partners.

The partnership is a key enabler of the aviation group's strategic vision to offer a superior digital service by deploying cloud-first initiatives for its businesses and its guests.

With Adobe Marketing Cloud and Creative Cloud, the airline group and its partners are empowered to create a secure, cost effective and remarkable digital guest experience. Additionally, the technology will enhance the airlines' digital marketing capabilities to provide tailored and personalised services across the globe.

Adobe's solutions will enable a superior digital experience for guests including full self-service capabilities using digital devices. It provides a truly tailored offering of products and services, and greater convenience for guests as they interact with Etihad Airways and its businesses on their chosen device. Companies across the group including Etihad Airways, Alitalia and Air Berlin are already using Adobe technology, and will benefit from the group wide approach.

Etihad Airways and its partners will use Adobe's capabilities across Guest Experience, Global Loyalty, Cargo, Direct Sales, Marketing, Social Media and other areas of their businesses.

Robert Webb, Chief Information and Technology Officer at Etihad Airways, said: "This technology will entirely revolutionise the digital experience for our guests as well as the business as a whole. This investment in Adobe will allow us to enable a truly superior and seamless guest experience.

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"The delivery of a cloud-based integrated solution that supports our wider vision was a critical element in our decision to select Adobe. Cloud-based systems give us cost-effective, secure and future-proofed solutions that provides cutting edge customer-focused technology.

"As we continue to partner with world-class technology leaders, we're working to ensure a remarkable experience for our guests, right from initial contact, through their journey and beyond."

Peter Baumgartner, Chief Commercial Officer for Etihad Airways, said: "The aviation group's digital presence not only plays a vital role in establishing our brand leadership, but is also critical to the business vision. Our digital transformation plans will also be deployed in the new Midfield Terminal at the airline's hub at Abu Dhabi Airport. This will include improvements to digital signage and mobile tracking capabilities to enhance services for guests."

Adobe is globally recognised as empowering businesses to deliver the right communication at the right time to the right person, across all channels. The partnership will enhance the airline's capabilities to create tailored offerings for its guests, through a deeper understanding of their travel preferences and how they like to engage with the airline.

Paul Robson, President of Adobe Asia Pacific, said: "We see this as a highly strategic partnership with a group that is not only renowned for its delivery of outstanding service, but is also a digital innovator. The biggest factor driving the decision for Etihad Airways was the seamless integration between the eight powerful solutions that comprise the Marketing Cloud that will enable scalability across the group's global operations. This is typical of how customers are seeking to implement more complex, holistic solutions across the whole of the business rather than deploy just point products."

The partnership also delivers enablement training for hundreds of Etihad Airways employees and those of its partners who will be involved in the digital transformation of their businesses. The training will provide an opportunity to boost the wider digital skillset of staff in areas such as analytics, cross-channel campaign management and social media measurement from the headquarters in Abu Dhabi.

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Robert Webb added, "A key element of Etihad Airways' equity investment strategy is to share best practice across the partner airlines, while seeking business and cost efficiencies. This strategic agreement with Adobe is a great example of that strategy in action."

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Photo caption (from left to right): Robert Webb, Chief Information and Technology Officer for Etihad Airways, and Paul Robson, President for Adobe Asia Pacific, welcome the partnership announcement.

About Etihad Airways

Etihad Airways began operations in 2003, and in 2014 carried 14.8 million passengers. From its Abu Dhabi base, Etihad Airways flies to or has announced plans to serve 110 passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and the Americas. The airline has a fleet of 119 Airbus and Boeing aircraft, and more than 200 aircraft on firm order, including 66 Boeing 787s, 25 Boeing 777-X, 62 Airbus A350s and six Airbus A380s.

Etihad Airways holds equity investments in airberlin, Air Serbia, Air Seychelles, Alitalia, Jet Airways, Virgin Australia, and Swiss-based Darwin Airline, trading as Etihad Regional. Etihad Airways, along with airberlin, Air Serbia, Air Seychelles, Alitalia, Etihad Regional, Jet Airways and NIKI, also participate in Etihad Airways Partners, a new brand that brings together like-minded airlines to offer customers more choice through improved networks and schedules and enhanced frequent flyer benefits. For more information, please visit: www.etihad.com

About Adobe Marketing Cloud
Adobe Marketing Cloud empowers companies to use big data to effectively reach and engage customers and prospects with highly personalized marketing content across devices and digital touch points. Eight tightly integrated Solutions offer marketers a complete set of marketing technologies that focus on analytics, web and app experience management, testing and targeting, advertising, video, audience management, social engagement and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels. Thousands of brands worldwide including two thirds of Fortune 50 companies rely on Adobe Marketing Cloud with over 30.4 trillion transactions a year.

About Adobe
Adobe is changing the world through digital experiences. For more information, visit http://www.adobe.com.

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