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## Adobe, Microsoft and 21Vianet Celebrate Partnership in China

The three parties partner to provide personalized experiences to brands

**Beijing, China, April 11, 2018** — Executives from Adobe (Nasdaq:ADBE), Microsoft (Nasdaq:MSFT) and 21Vianet (Nasdaq:VNET) gathered to officially launch their new partnership in China. At the [2018 Adobe Summit](#), Adobe and Microsoft announced that they are extending their partnership into China, with support from leading carrier-neutral cloud provider 21Vianet. The new partnership will help brands locally deliver personalized experiences across customer touchpoints in this important and growing market.

The partnership furthers Adobe's strategy to bring its industry-leading cloud based solution to China, starting with Adobe Experience Manager. This solution is the leader in digital experience management, allowing brands to design, anticipate and deliver rapidly adaptable experiences across all customer touchpoints.

Yew Hwee Ng, Senior Managing Director, Greater China at Adobe said, "We are thrilled to announce this partnership with Microsoft and 21Vianet. This announcement has officially brought Adobe's cloud based solution to China, and it is a great example of how Adobe continues to invest in and focus on this important market. Microsoft Azure operated by 21Vianet offers secure, reliable, open and flexible functions, and we are confident that this joint partnership will benefit global and local brands in China."

With Adobe Experience Cloud in China, brands can access more [Sensei](#)-powered AI capabilities such as 'smart crop' and 'smart tag' through the cloud, improving efficiency and gaining deeper insight from Adobe's global resources. The new solution also delivers an improved user experience, along with system maintenance and servicing. The cloud services that Microsoft Azure operated by 21Vianet provides are designed to deliver outstanding services with a high standard of Service Level to ensure stability and data security.

Founded in 1996, 21Vianet is a leading carrier-neutral internet data center services provider in China, and the one-stop operator of cloud services and exclusive partner to Microsoft in operating Microsoft Azure, Office 365 and Power BI in China. With over a decade in market, 21Vianet has been widely recognized by customers and partners for its outstanding capability in network management, data centers and cloud services.

Wing-Dar Ker, President of 21Vianet Blue Cloud said, "Our partnership with Adobe further enriches the cloud offer in China, this also signifies our journey with Microsoft in the past five years in pioneering a robust and trusted MNC public cloud model. We will continue to work with our partners in providing customers with world-leading, secured and trustworthy cloud services in China."

Alain Crozier, Corporate Vice President, Chairman and Chief Executive Officer of Microsoft Greater China Region (GCR) says, "We are very pleased to expand our global partnership with Adobe into China with Microsoft Azure operated by 21Vianet. Together we are excited to help global brands reach customers in China and to empower China's brands to reach new customers outside China and become the next global brands themselves. Companies in China, and from all over the world, are choosing Microsoft Azure not only because of our global footprint of 52 announced regions, the only hybrid cloud capability in the market, a neutral data platform and



unrivaled AI capabilities, but also because we bring an entire ecosystem of industry-specific solutions, like Adobe's, and a global partner network that can help customers succeed in nearly any scenario and any market."

Since entering China in 1998, Adobe has been actively providing customers with cutting-edge and future-proof products and solutions for improved and optimized digital experience. In November 2016, Adobe launched Creative Cloud for teams in China, and remains dedicated to bringing the latest technologies to Chinese customers and achieving long-term development. "This year marks Adobe's 20th year of doing business in China. For the past 20 years, Adobe has enabled our Chinese customers to unleash their creativity, increase productivity, and deliver exceptional customer experiences. We look forward to continuing to grow with our customers into the next 20 years and beyond," Yew Hwee Ng added.

### **About Adobe**

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

Follow us on Twitter for the latest updates and news about [Adobe Australia](#) and [New Zealand](#), or like us on Facebook at [AdobeANZ](#) and [AdobeStudentsANZ](#).

### **About Microsoft**

Microsoft (Nasdaq "MSFT" @microsoft) enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

### **About 21Vianet**

21Vianet Group (NASDAQ:VNET) is a leading carrier-neutral Internet infrastructure service provider in China. 21Vianet provides data center services, nationwide transmission network, CDN service, well-trained local team and all China VAT business licenses to improve partners' abilities of operations, sales and market promotion. More information please click <http://www.21vianet.com/>

Shanghai Blue Cloud Network TechnologiesCo., Ltd. (Blue Cloud), a wholly-owned subsidiary of 21Vianet is the one-stop operator of cloud services and exclusive partner to Microsoft in operating Microsoft cloud services in China.

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