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FOR IMMEDIATE RELEASE

Adobe Symposium 2019: Driving the Future of Customer Experience Management

Accordant, BizTech, Resolution Marketing Services and eWave Named 2019 Adobe Partner Award Winners

Sydney, Australia — 27 June 2019 — Today, [Adobe Symposium 2019](#) kicked off in Sydney, with the digital experiences conference gathering over 4,000 business leaders, marketers, creative professionals, and IT and digital experts from Australia and around the world. Across two days of keynote sessions, hands-on workshops and immersive activations, experience makers will explore how creativity, technology and data are driving Customer Experience Management (CXM) and enabling businesses to deliver amazing experiences.

"We are at a point where organisations are dealing with consumer disengagement and lack of loyalty. Globally this is a mega trend, but Australia is feeling this particularly strongly as businesses are engaging en masse in digital transformation," said Suzanne Steele, Adobe's Managing Director for Australia and New Zealand.

"Adobe is leading the way in enabling brands to transform and deliver CXM through continuous innovation in Adobe Experience Cloud. This year at Adobe Symposium, attendees will be inspired by speakers from around the world who are tackling how to create amazing, relevant experiences for customers, all in real-time."

Adobe Partner Award Winners

During Symposium, Adobe announced the Partner Award winners for Australia and New Zealand. The Awards recognise outstanding partner contributions to customer success through Adobe Experience Cloud, and helping more clients realise and enhance CXM.

- Adobe Digital Experience Partner of the Year 2019 - **Accordant**
- Adobe Customer Success Digital Experience Partner of the Year 2019 - **Accordant**
- Adobe Multi-Solution Implementation Partner of the Year 2019 - **Biztech**
- ANZ Marketo Partner of the Year 2019 - **Resolution Marketing Services**
- ANZ Magento Partner of the Year 2019 - **eWave**

"Delivering seamless, personal and real-time customer experiences is critical to business success. The winners of the Partner Awards are committed to enabling brands to deliver amazing experiences and I congratulate them on their achievements. Partners play a key role in Adobe's business and I look forward to continuing our work together," said Steele.

The lineup of speakers at Adobe Symposium 2019 features leaders across a variety of industries, including Viacom CTO David Kline; Emergent CEO Holly Ransom; Amazon Alexa's Country Manager, Kate Burleigh; and Velocity Frequent Flyer's Head of Digital, Jonathan Steel. Australian platinum selling DJ Dance Duo, The Presets, will entertain attendees and share insights on a recent collaboration with Adobe. While comedian and actress Julia Morris will take centre stage

to host the popular 'Sneaks' session, which takes a peek into the new technology innovations coming out of the Adobe Research Labs.

Keynotes will be made available via [live-stream](#) and you can follow the conversation via #AdobeSymp on social media.

About Adobe Experience Cloud

Adobe is reimagining Customer Experience Management (CXM) with Adobe Experience Cloud, the industry's only end-to-end solution for experience creation, marketing, advertising, analytics and commerce. Adobe Experience Cloud helps brands deliver consistent, continuous and compelling B2C, B2B and B2E experiences across customer touchpoints and channels—all while accelerating business growth. Unlike legacy enterprise platforms with static, siloed customer profiles, Adobe Experience Platform empowers companies to fully understand customers and make data actionable through Adobe Sensei, the company's AI and machine learning technology. Industry analysts have named Adobe a leader in 24 major reports focused on experience—more than any other technology company.

About Adobe

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

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