



Press Contacts

Summer Shi
Adobe
(86) 10 58657703
sshi@adobe.com

Jackson Chan / Anderson Cheong
Newell Public Relations
(852) 2117 5026 / 2117 5017
jacksonc@newell.com / andersonc@newell.com

FOR IMMEDIATE RELEASE

Adobe Named a Leader in 2019 Gartner Magic Quadrant for Digital Experience Platforms

Adobe Named Leader for Second Year in a Row; Positioned Furthest for Completeness of Vision

Hong Kong — 13 March, 2019 — Adobe (Nasdaq: ADBE) announced it has been positioned by Gartner, Inc. as a Leader in the 2019 "[Magic Quadrant for Digital Experience Platforms](#)" research report. Adobe was one of 17 vendors evaluated in the report. For the second consecutive year, Adobe placed furthest in the Leaders quadrant for completeness of vision.

According to Gartner, "a digital experience platform (DXP) is an integrated set of core technologies that support the composition, management, delivery and optimization of contextualized digital experiences...Leaders have ample ability to support a variety of DXP use cases and consistently meet customers' needs over substantial periods. Leaders have delivered significant product innovation in pursuit of DXP requirements, and have been successful in selling to new customers across industries." A complimentary copy of Gartner, Inc. Feb. 11, 2019 "Magic Quadrant for Digital Experience Platforms" research report is available [here](#), and a blog post can be viewed [here](#).

"Today, organizations are challenged with understanding and engaging with every customer at an individual level to deliver exceptional experiences that build lasting brand loyalty," said Suresh Vittal, vice president, Adobe Experience Cloud. "Adobe is good at bringing together the power of data, content, intelligent services and an open ecosystem to enable customer experience management (CXM)."

[Adobe Experience Cloud](#) is a leading end-to-end suite of solutions for experience creation, marketing, advertising, analytics and commerce that enables brands to deliver data-driven, tailored experiences across all customer touch points. [Adobe Experience Platform](#), the underlying cross-cloud architecture that unifies content and data, enables brands to connect disparate data to understand the customer and act on data insights in real-time using Adobe Sensei, the company's AI and machine learning technology. Unified Profile in Adobe Experience Platform offers a single view of each individual customer for personalization at scale, while ensuring data privacy and security. Leading brands rely on Adobe Experience Cloud to run their business including 24 Hour Fitness, British Telecom, Foot Locker, NFL, Scandinavian Airlines, Swisscom, T-Mobile and more.

The evaluation criteria for completeness of vision includes market understanding and strategy, sales strategy, offering (product) strategy, business model, vertical/industry strategy, innovation and geographic strategy. Criteria for a vendor's ability to execute includes evaluating the product or service, overall viability, sales execution/pricing, market responsiveness/record, marketing execution, customer experience and operations.

Source: Gartner, "Magic Quadrant for Digital Experience Platforms," Irina Guseva, Gene Phifer, Mike Lowndes and Gavin Tay, 11 February 2019.

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About Adobe Experience Cloud

Adobe is reimagining Customer Experience Management (CXM) with Adobe Experience Cloud, the industry's leading end-to-end solution for experience creation, marketing, advertising, analytics and commerce. Unlike legacy enterprise platforms with static, siloed customer profiles, Adobe Experience Cloud helps companies deliver consistent, continuous and compelling experiences across customer touchpoints and channels—all while accelerating business growth. Industry analysts have named Adobe a leader in over 20 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/hk_en/.

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