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FOR IMMEDIATE RELEASE

Adobe Named the Leader Among Digital Intelligence Platform Vendors by Independent Research Firm

Hong Kong — April 10, 2017 — Adobe (Nasdaq: ADBE) today announced that the company has been recognized as the only Leader in “The Forrester Wave™: Digital Intelligence Platforms, Q2 2017” report. Adobe received the highest scores possible in nine categories, including cross-channel attribution, social analytics, web analytics, behavioral targeting, online testing, tag management, partner ecosystem, digital intelligence revenue and number of enterprise customers. Of the ten vendors Forrester invited to participate in the report, Adobe was recognized as a leader in an evaluation of 26 criteria, including current offering, strategy and market presence.

“Adobe consolidates a broad set of capabilities around core platform services,” stated Forrester in its Digital Intelligences Platform report. “Adobe continues to have strength and depth in digital intelligence, primarily for optimizing customer experiences and engagement, all within the framework of its marketing cloud platform in a marketing and ecommerce context.” A complimentary copy of “The Forrester Wave™: Digital Intelligence Platforms, Q2 2017” report is available for download [here](#), and a blog post can be viewed [here](#).

“Enterprises today are forced to rethink the customer journey given sky-rocketing expectations,” said Suresh Vittal, vice president, product marketing and strategies, Adobe Experience Cloud. “What we’ve built is the only platform originating in content and data. Powered by an open ecosystem and intelligence capabilities at its core with Adobe Sensei, the Adobe Cloud Platform helps brands deliver exceptional and personalized customer experiences at massive scale.”

With Adobe Cloud Platform, companies can centralize and standardize customer data and content from any system to dramatically improve the design and delivery of rich customer experiences. It includes services for blending and analyzing data while harnessing machine learning via Adobe Sensei to make experiences more compelling and personalized. The Adobe Cloud Platform also makes its data, content and insights available via APIs to partners and third-party developers. Adobe’s platform is used by thousands of partners worldwide, manages over 100 trillion data transactions per year and receives over 700 million API calls per day through Adobe I/O, Adobe’s cross-cloud developer portal.

Adobe’s platform is used by thousands of partners worldwide, including Hyatt. The global hospitality leader improves digital asset management and delivery across channels using Adobe Experience Cloud, to support customers throughout their entire journey – from dreaming, to planning, to experiencing. “The Adobe solutions clarify how even small changes can have a big impact on our bottom line,” said Ellen Lee, senior vice president of global digital, Hyatt.

Adobe Sensei uses artificial intelligence and machine learning, as well as Adobe's massive volume of content and data assets, to tackle today's most complex experience challenges. The intelligence layer in the Adobe Cloud Platform, Adobe Sensei, provides customers with a unified AI and machine learning framework as well as intelligent services to help them work smarter and faster. In Adobe Experience Cloud, Adobe Sensei already powers over 100 intelligent capabilities including Intelligent Alerts, Automated Advertising Insights, Anomaly Detection and Lookalike Modeling, to help brands better understand and meet their customers' needs.

About Adobe Experience Cloud

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform integrating with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, a robust partner ecosystem delivering an unmatched expertise on experience delivery.

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