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Adobe Redefines Customer Experience at Adobe Summit 2017

Launches Experience Cloud and Advertising Cloud; Showcases New Platform Capabilities and Innovations in AI, VR and IoT

Hong Kong — March 22, 2017 — Today, Adobe kicked off Summit 2017 with a record-breaking 12,000 attendees. Adobe unveiled Experience Cloud, a comprehensive set of cloud services designed to give enterprises everything they need to deliver exceptional customer experiences. Comprising Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform, Adobe's underlying, cross-cloud architecture that unifies content and data. The company also announced new developer tools and partner integrations as well as new intelligence features for enterprises powered by Adobe Sensei. Finally, Adobe and Microsoft announced the availability of their first set of joint solutions focused on transforming customer experiences.

In addition to showcasing Adobe's latest technology breakthroughs, the conference will feature Saturday Night Live's Kate McKinnon and Super Bowl MVP Peyton Manning, who will share how digital has impacted their careers. Executives from Facebook, Microsoft, National Geographic, the NBA and others will join Adobe executives on main stage.

Introducing Adobe Experience Cloud

Digital has disrupted every industry and forward-looking enterprises understand that a great customer experience is the differentiator that separates market leaders from market laggards. An exceptional experience is the most important step in a long-term relationship with a customer and requires deep intelligence and amazing design. In response to these challenges, Adobe today introduced **Adobe Experience Cloud**, a comprehensive set of cloud services designed to give enterprises everything they need to deliver exceptional customer experiences. Comprising Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform. And because it's from Adobe, Experience Cloud integrates with Adobe Creative Cloud and Document Cloud.

Significant Enhancements to Adobe Cloud Platform and Adobe Sensei

Adobe introduced new enhancements to its Adobe Cloud Platform, the underlying, cross-cloud architecture that unifies content and data. Key updates include new Sensei capabilities for enterprise customers as well as new tools and partner integrations available through Adobe I/O, Adobe's cross-cloud developer portal. In addition,

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AppDynamics, Clicktale, Dun & Bradstreet, ForeSee, Mastercard, Ooyala, SapientRazorfish and others announced new Adobe Experience Cloud integrations, now available on Adobe Exchange.

Adobe Sensei, the intelligence layer in the Adobe Cloud Platform, offers customers a unified AI and machine learning framework as well as intelligent services. Today, Adobe released new Sensei capabilities for the enterprise, including **Fluid Experiences, Auto-Target, Enhanced Anomaly Detection** and **Contribution Analysis**.

Adobe and Microsoft Announce Availability of Joint Offerings to Transform Customer Experiences

Adobe and Microsoft announced availability of their first set of joint solutions designed to help enterprises transform their customer experiences. Available today, these solutions will transform cross-channel experiences and campaign orchestration using Adobe Experience Cloud and Microsoft Cloud. In addition, the companies announced they are collaborating on the first open industry standard to define and unify the language for marketing, sales and services data needed to deliver digital experiences consistently at scale.

Adobe Sneaks New Tech

At "Summit Sneaks", Adobe will preview unannounced technology in areas including AI, VR and IoT. Sneaks offer the audience an unprecedented – and entertaining – look into the future, showing brands how they can reimagine their current customer experiences and business processes. Hosted by SNL's Kate McKinnon, attendees will get a sneak peek at the latest innovation coming out of Adobe's R&D teams. Sneaks is a perennial highlight of Summit and audience favorites often become part of future product offerings.

Helpful Links:

- Stream the Summit keynotes live on Thursday, March 23, 1 a.m.–3 a.m. HKT:
<http://summit.adobe.com/na/sessions/summit-online/sign-up/>

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