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FOR IMMEDIATE RELEASE

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

Companies Help Brands Integrate Data Across Sales, Marketing and Services

LAS VEGAS — March 21, 2017 — At Adobe Summit, and building on their partnership announcement from last September, Adobe (Nasdaq:ADBE) and Microsoft Corp. (Nasdaq:MSFT) will announce availability of their first set of joint solutions designed to help enterprises transform their customer experiences [watch the keynote live stream]. Available today, these solutions will transform cross-channel experiences and campaign orchestration using Adobe Experience Cloud and Microsoft Azure, Dynamics 365 and Power BI. In addition, the companies will announce they are collaborating on an industry standard to define and unify the language for marketing, sales and services data needed to deliver digital experiences consistently at scale.

"Today's customers have high standards when it comes to brand interactions. Enterprise companies must deliver exceptional experiences at scale or risk losing customers to competitors," said Abhay Parasnis, executive vice president and CTO, Adobe. "Bringing together Adobe's and Microsoft's sales, marketing and customer intelligence solutions enables brands to better understand and engage with their customers across all touch points."

"We believe the combined power of our technologies will allow enterprise businesses to harness their data in new ways, unlocking critical business insights and actionable intelligence," said Scott Guthrie, executive vice president, Microsoft. "Together, we are delivering compelling and personalized experiences that will drive brand loyalty and growth."

Turning Data Integration into Actionable Insights
Through new integrations announced today, businesses will now be better able to align sales and marketing, and create compelling, personalized and consistent experiences for their customers.

The companies today will unveil the following:

- The integration of Adobe Campaign and Microsoft Dynamics 365 enables enterprises to compile customer insights across various channels, creating a single view of the customer that can be used to personalize experiences across marketing touchpoints.

- Adobe Analytics plus Microsoft Power BI offers increased insights across the enterprise. Brands are able to pull behavioral data into Power BI to visualize the impact of campaigns across segments, understand which customer touchpoints are most effective, and turn these insights into actionable, successful outcomes in real-time.

- Adobe Experience Manager Sites Managed Service is now available on Microsoft Azure, letting companies deliver personalized web experiences faster and more efficiently no matter where their customers are. Brands can manage their web content across any screen within Adobe Experience Manager with lower management and resource costs.

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Collaboration on an Industry Standard Data Model
Building on both companies' strong track record in data science and machine learning, Adobe and Microsoft are collaborating on a semantic data model for understanding and driving real-time customer engagement. This model will standardize how data is structured and vastly expedite the process of gaining insights from massive amounts of data.

This new approach is being designed in conjunction with other industry leaders. AppDynamics, Acxiom, Dun & Bradstreet, Qualtrics, Zendesk, [24]7 and MasterCard are participating with Adobe and Microsoft in the development of this new data model and are committed to building applications based on the common language.

By providing end-to-end integration at the platform level, customers can more easily customize their apps, capture behavioral data within web and mobile apps, and glean insights from across Adobe and Microsoft services as well as any platforms that support the data model. Both companies are expected to provide an update on the progress at Microsoft Build 2017 on May 10-12.

About Microsoft
Microsoft (Nasdaq "MSFT" @microsoft) is the leading platform and productivity company for the mobile-first, cloud-first world, and its mission is to empower every person and every organization on the planet to achieve more.

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

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