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Adobe Named a Leader in IDC MarketScape: Worldwide Marketing Cloud Platforms 2016

SINGAPORE, 16 March 2016 - Adobe (Nasdaq:ADBE) today announced that the company was recognized by IDC as a Leader in the [IDC MarketScape: Worldwide Marketing Cloud Platforms 2016 Vendor Assessment](#) (doc #US41025715, February 2016) report. Adobe was among a group of vendors that IDC invited to participate in the independent report, which assessed the capability and strategy of nine leading marketing cloud platforms.

The IDC MarketScape report noted that “Adobe has world class marketing solutions that many will prefer over alternatives.” The report also stated that “Adobe should be a strong consideration for medium and large enterprises that want to reduce the complexity and increase the performance of very large scale digital marketing infrastructures.”

[Adobe Marketing Cloud](#) empowers companies to use big data to effectively reach and engage customers and prospects with highly personalized marketing content across devices and digital touch points. Eight tightly integrated solutions offer marketers a complete set of marketing technologies that focus on analytics, web and app experience management, testing and targeting, advertising, audience management, video, social engagement and campaign orchestration.

“We’re pleased to have once again been positioned as a leader by a major industry analyst firm,” said Suresh Vittal, vice president of strategy, Digital Marketing at Adobe. “Adobe Marketing Cloud is critical to enabling highly personalized and connected customer experiences across any marketing channel. The tight integration with Creative Cloud makes the activation of creative content a breeze.”

Thousands of brands worldwide including two thirds of the Fortune 50 companies and 10 of the 10 largest media, financial services, auto, wealth management, and telecom companies rely on Adobe’s digital marketing solutions. Adobe Marketing Cloud supports 41 trillion transactions, 4.1 trillion rich media requests and more than 60 billion emails per year. Please see our [blog post](#) here for more information.



About Adobe Systems Incorporated

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

The Adobe Southeast Asia community can connect with the Adobe team and other creative professionals and enthusiasts directly on Facebook for local news, updates and promotions at www.facebook.com/AdobeSEA.

About IDC MarketScape

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360 degree assessment of the strengths and weaknesses of current and prospective vendors.

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