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# Adobe Announces Availability of Adobe Experience Manager as a Cloud Service

**LONDON, UK — 13 January 2020** — Adobe today unveiled Adobe Experience Manager as a Cloud Service, part of Adobe Experience Cloud. The industry's most advanced cloud-native solution for digital experience management brings together rich out-of-box capabilities and content customisation options that marketers and developers demand, combined with SaaS-like agility. Brands can onboard and access the application in minutes - and go live with dynamic and personalised content and experiences in just a few weeks, not months as is industry standard today.

In the experience economy, every business must be a digital business. With solutions for data and insights, content and personalisation, customer journey management, commerce and advertising, Adobe Experience Cloud is driving Customer Experience Management (CXM) across both B2B and B2C for companies of every size.

"Today marks a major milestone in innovation for Adobe, as we continue on our mission to change the world through digital experiences," says Paul Robson, President of International at Adobe. "Companies can now supercharge how they create, manage and deliver campaigns, digital assets and experiences with Adobe Experience Manager as a Cloud Service. As business models and customer expectations continue to change, it is essential for companies to create stand-out customer experiences, faster than ever."

"When the opportunity arose to become an early adopter of Adobe Experience Manager as a Cloud Service, we jumped at the chance due to the scalability of the offering," said Ben Snyder, IT Product Owner at UnderArmour. "Integration has been seamless. Already our digital asset manager is running on cloud service and the time to upload our new season assets has been massively reduced."

"Becoming an early adopter of Adobe Experience Manager as a Cloud Service was incredibly attractive to us," added Steve Schultz, Head of Marketing Technology at Esri. "Instead of dealing with large-scale deployments of software updates to our site, Adobe Experience Manager as a Cloud Service is constantly updating. We think this process of continuous integration offers huge benefits as the risk of errors occurring during deployments is far reduced."

Managing large volumes of content across disparate teams, tailoring it for multiple touchpoints and personalising content based on real-time data and insights are challenges brands face every day. Adobe Experience Manager as a Cloud Service is a modern, purpose-built application for experience management that integrates scalable, secure and agile content management (CMS), digital asset management (DAM), digital signage management and customer communication (CCM) applications. Adobe offers the only application with SaaS-like speed to value while being extensible and customisable to meet business needs.

**Product Details & Benefits**

Early results from mid-market to large enterprise companies using the application show a 50 percent faster ingestion time, a 40 percent increase in administrative efficiency, zero downtime resulting from regularly scheduled updates and an over 20

percent surge in author productivity. Moving to the cloud-native service provides Marketing and IT multiple benefits including:

- **Faster time to value:** Achieve a boost to content development as brands no longer have to develop bespoke customisation for site experiences. Adobe Experience Manager as a Cloud Service delivers production-quality CMS and DAM environments in minutes. For example, new site experiences can be launched quickly and act as the foundation for future customer experience innovations.
- **Cloud agility:** With a current, scalable and accessible application, CIOs don't have to worry about building in down-time to accommodate version upgrades and can rely on a production environment that is configured and constantly maintained to be consistent with Adobe's standard security practices and controls.
- **Experience optimisation:** Drive higher ROI by taking action based on real-time knowledge of the customer, while honouring users' choice. For example, if previous purchases have shown a love for all things colored red and the customer has shown interest in an e-mail featuring coats, with Adobe Sensei, Adobe's AI and ML framework, a brand can combine those insights to recommend red coats in order to help convert the sale. Additionally, Adobe Sensei enables brands to automatically tag images and videos so teams can focus on creative work - not manual tasks.
- **Omnichannel experiences:** Create and deliver experiences across any channel, device or app. Brands can focus on content that will resonate with key audiences and preferences, and use built-in Adobe Sensei capabilities to better ensure mundane tasks of adapting that content for different channels are automated. Teams can work simultaneously on multiple assets for multiple channels, saving valuable time on project management and device optimisation.

#### **About Adobe**

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](http://www.adobe.com).