

Press Contact

Emma Wilkinson
Adobe
emmaw@adobe.com
+44 (0)16285 90208

Adobe Summit EMEA 2019: Unveiling the Future of Customer Experience Management

6,000 business leaders convene to see the future of Customer Experience Management in action; Adobe unveils strategic partnership with Software AG and new commerce innovations

LONDON, UK - May 15, 2019 —Today Adobe kicked off Summit EMEA 2019, Europe's largest customer experience conference. Digital transformation has become an imperative for businesses across EMEA as consumers are demanding rich interactions across a variety of touchpoints requiring brands to deliver personalised customer experiences at scale.

At Summit EMEA, Adobe unveiled the latest innovations in Customer Experience Management, including the Adobe Experience Platform, the first purpose-built customer experience management platform to stitch together data to create a real-time customer profile. Adobe has also forged a new strategic partnership with Software AG to combine the Adobe's Experience Platform and Marketo Engage with Software AG's webMethods integration and API services CX, to stitch together data silos across the enterprise to deliver stand-out customer experiences. In addition, the company also announced expanded commerce offerings including a new partnership with Amazon and integrations with Google.

Leading brands such as Unilever, illycaffè and BT took to the stage to share how they are transforming their businesses to focus on customer experience enabling them to compete and win. Companies from a wide range of industries showcased their innovative approaches to delivering exceptional customer experiences, including, Footlocker, e.on, Telegraph Media Group, UBS, and Zadig & Voltaire.

"Today, businesses must focus on delivering great experiences to win in an increasingly competitive world, and strive to exceed their customers' ever-increasing expectations, at every point of the journey," said Paul Robson, President EMEA, Adobe. "Adobe continues to innovate, invest and partner to help brands put the customer at the center of their digital strategies. We are enabling brands from around the world to orchestrate and manage the full customer journey with the introduction of the industry's most comprehensive platform for customer experience management."

Adobe and Software AG Partner Advance Customer Experience

Adobe announced a partnership with Software AG that will enrich real-time customer profiles within Adobe Experience Platform. The partnership will create integrations between Adobe Experience Platform and Software AG's webMethods Integration and API management services. By stitching together customer data silos from across multiple enterprise systems providing actionable real-time customer profiles, enterprises will be able to completely transform their customer experience management.

Powerful Advances for Commerce

Adobe has introduced several new capabilities in Magento Commerce, including Amazon Sales Channel and Google Shopping Ads Channel integrations, which help retailers reach new audiences and sell via new channels. Additionally, Adobe announced Branded Stores for Amazon Sellers, built on Magento Commerce, part of Adobe Experience Cloud, that runs on Amazon Web Services (AWS). The solution is designed to give sellers a seamless way to grow their business and manage their online presence across Amazon.com and their own storefront.

Magento Commerce customers looking to leverage additional enterprise-grade analytics and personalisation capabilities, can now also use Adobe Experience Platform Connector to connect with Adobe Analytics to helping brands have greater customers insight.

Adobe Showcases Latest Innovations

Adobe gave the audience a sneak peek of the technology coming out its R&D labs at the Adobe Sneaks. This year's Sneaks gazed into the future of digital experience and customer interaction in areas such as AI, mixed reality and voice. Some of what was showcased included how car ownership can be reimagined, how you can transform documents with AI and voice and how AR can transform any experience.

The Customer Experience Disconnect

Research released at Summit EMEA added further urgency for brands to focus on customer experience management, as European consumers rated their average consumer experience a concerning 50% in France and Germany, and 54% in the UK. Consumers who are faced with bad experiences are also voting with their wallets; with shoppers from France (50%), the UK (43%), and Germany (41%) also likely to abandon their online shopping cart following a negative experience, and one in three will stop buying from a brand all together.

Added to this, further research also released at Summit EMEA shows the behaviours of B2B buyers are increasingly merging with those of B2C and brands need to revisit how they market to these audiences. B2B buyers are now demanding qualities typically associated by B2C buyers, like transparency, brand purpose and personalisation. The report predicts the emergence of a 'Business-to-Everyone' approach, whereby markets seek to engage with audiences at an individual level rather than through the classic B2B/B2C segmentation.

Movers, Shakers and Experience Makers

This year's EMEA's Summit features the first ever Experience Makers Awards, which recognises brands pioneering transformative, customer-centric digital change in the EMEA region. Also taking to the stage at Adobe Summit is world-renowned international law and human rights barrister Amal Clooney, actor Eddie Redmayne.

About Adobe

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

###