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Datacom moves to the cloud with Adobe Experience Manager

Sydney, Australia and Wellington, New Zealand – 9 June 2020 – Datacom, Asia Pacific's leading locally owned IT based service provider, has adopted Adobe Experience Manager as a Cloud service as it undertakes a significant digital and brand refresh. Datacom will work with Adobe to achieve a digital-first approach to its customer experience management as well as build digital solutions for its customers who have had to quickly respond to the physical distancing restrictions from COVID-19, to keep their business operating.

Datacom has re-platformed the Datacom domains with Adobe Experience Manager, and has also adopted Adobe Analytics and Target. These tools are enabling the internal Datacom team to build meaningful, personalised experiences, offering customers content that is useful and relevant.

Caroline van Rooyen, Head of Digital Marketing at Datacom said, "We run a lean, internal digital team, and now with the new remote working environment our teams are working in, moving from an on-premise solution to a cloud-based one means less worry and resource support for infrastructure, maintenance and upgrades. This will afford us the opportunity to focus on our digital transformation and the work we are doing for our customers, rather than planning and scoping future upgrades. The Adobe Experience Manager practice is the largest and one of the most experienced in the region. We believe so strongly in their internal capability and expertise that we are using it to build our own new .com site and following the COVID-19 lockdown in New Zealand, built a pop up e-commerce store in a matter of weeks for a local customer."

Adobe Experience Manager is the industry's most advanced cloud service for digital experience management. It brings together rich out-of-box capabilities and SaaS-like agility to accelerate time to value while allowing extensibility to meet unique business requirements. Brands can on-board and access the application in minutes, and go live with dynamic and personalised content and experiences in just a few weeks.

"By implementing Adobe, we can ensure a seamless digital experience that is modular and scales as our demand grows," van Rooyen said. "Adobe Experience Manager's enterprise-grade security was a core factor for Datacom's decision to work with Adobe, as we need to ensure all data and content is private and protected."

"Adobe Experience Manager as a Cloud Service supercharges organisations' abilities to create, manage and deliver more campaigns, digital assets and experiences faster than ever before," said Suzanne Steele, managing director of Adobe Australia and New Zealand. "Early results from mid-market to large enterprise companies show a 50% faster ingestion time, a 40% increase in administrative efficiency, zero downtime from regularly scheduled updates, and an over 20% surge in author productivity."

With Adobe Experience Manager as a Cloud Service, internal marketing teams can reap the benefits with faster time to value, experience optimisation and true omnichannel capabilities. IT teams benefit with an application that is always current, scalable and accessible. This means that CIOs don't need to worry about building in downtime 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.

About Adobe Experience Cloud

Adobe is reimagining Customer Experience Management (CXM) with Adobe Experience Cloud, the industry's only end-to-end solution for experience creation, marketing, advertising, analytics and commerce. Unlike legacy enterprise platforms with static, siloed customer profiles, Adobe Experience Cloud helps companies deliver consistent, continuous and compelling experiences across customer touchpoints and channels—all while accelerating business growth. Industry analysts have named Adobe a leader in over 20 major reports focused on experience—more than any other technology company.

About Adobe

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

About Datacom

Datacom works with organisations and communities around the world to solve their biggest challenges, imagine new possibilities, and help move them to a better place by connecting people and technology. Built on strong local values, world-class technology, and experienced people who genuinely care, Datacom sets a new standard in IT services. Datacom supports customers through a broad range of services and solutions that span technology, operations, digital and products, all underpinned by robust industry experience and insight. With more than 6,500 people working across Australia, New Zealand, Asia, Europe and the Americas, Datacom is truly world-class in capability, and proudly local at heart. Visit us at www.datacomgroup.net