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FOR IMMEDIATE RELEASE

Adobe launches Journey Orchestration in Australia and New Zealand

SYDNEY, Australia — July 14, 2020 — Adobe (Nasdaq:ADBE) today announced the general availability of Journey Orchestration in Australia and New Zealand (A/NZ). This standalone journey orchestration engine enables organisations to use insights from Adobe Experience Platform to create and deliver seamless, personalised interactions across any channel in real-time.

Customer Experience (CX) is becoming a competitive advantage for organisations in the “Experience Economy”. However, recent [research by Adobe](#) found that while 30 percent of A/NZ businesses seek to differentiate themselves through CX, only three percent currently consider themselves mature in delivering CX. One of the main challenges organisations face is the ability to utilise customer data in real-time, to drive deeper insights and improve every customer interaction and outcome.

Jeremy Wood, Head of Product Marketing in Asia Pacific for Adobe said, “No matter how rich or well-rationalised your data is, any individual’s journey with your brand is different and non-linear. When engaging with a brand, people jump from one channel to another before they convert. In order to increase engagement and build loyalty, brands need to understand each customer’s journey so well that they can create an experience that feels like one, seamless interaction, even if it’s through multiple channels and with different teams within the organisation. To create a competitive advantage, companies must break down experience silos across the organisation and focus on the holistic customer lifecycle journey, to anticipate every individual’s needs, from awareness to conversion and retention.”

According to [hundreds of Gartner client interactions](#), marketing departments report that real-time offers can be up to 10 times more effective than traditional outbound campaigns, while event-triggered offers can be up to five times more effective than traditional campaigns. [Research by McKinsey](#) also indicates that maximising satisfaction with customer journeys has the potential not only to increase customer satisfaction by 20 percent, but also to lift revenue by up to 15 percent while lowering the cost of serving customers by as much as 20 percent.

“Journey Orchestration provides an intelligent and open ecosystem to activate all relevant live data through scalable, event-based engagement,” said Wood. It helps brands move beyond batch campaigns to create and deliver tailored, individualised interactions across any channel your business requires – from marketing to operations to customer service.”

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The application is designed to support CX and marketing teams, as well as business intelligence (BI), product, and data teams who are responsible for data integration, data governance, analysis and insight democratisation.

"Adobe Journey Orchestration provides a visual canvas for building an individual experience, based on a real-time event. Decisions can be made using the expression builder with data enrichment from Adobe Experience Platform and any custom data source configured within the tool," said Wood.

Key features of Journey Orchestration include:

- **Real-time Data Activation** – Activate the Real-Time Customer Profile, context, and business data to tailor every individual experience in the moment.
- **Individualised Real-time Value** – Uniquely engage every individual with what they need as they progress through their journey.
- **Omnichannel Engagement** – Delivery personalized experiences across channels via applications like Adobe Campaign and/or third-party systems via REST APIs
- **Intelligent Orchestration** – Optimise journey decisioning and customer engagement for every individual's journey with Adobe Sensei.
- **Unified Experiences** – Remove data, and system silos to orchestrate coordinated omnichannel experiences from acquisition through service.

Journey Orchestration is an application service available on Adobe Experience Platform. For more information, please visit: <https://www.adobe.com/au/experience-platform/journey-orchestration.html>

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