



Public relations contacts

Nicole Gemmell
Adobe
+61 416 071 900
ngemmell@adobe.com

Emily Saville
WE Communications for Adobe
+61 481 469 086
esaville@we-worldwide.com

Media Alert: Adobe recognised as an approved supplier to New Zealand government agencies

- **New Zealand government approves Adobe as a Digital Experiences Platform Services provider**
- **Adobe Experience Manager will enable New Zealand government agencies to deliver consistent, personalised content and experiences to every New Zealand citizen**

WELLINGTON, New Zealand – 24 November 2022 – Adobe today announced it has been recognised as an approved supplier to registered New Zealand government agencies. [Adobe Experience Manager \(AEM\) Managed Services](#), the market-leading cloud-based digital asset management and enterprise content management solution within [Adobe Experience Cloud](#), is now available through the [Pae Hokohoko Marketplace](#).

The Pae Hokohoko Marketplace is open to all government agencies in New Zealand, simplifying the primary procurement process by linking technology partners directly to government agencies in need of specific products and services. Adobe has been approved as a Digital Experiences Platform Services provider, further supporting New Zealand’s action plan for its [Digital Strategy for Aotearoa](#) that aims to secure New Zealand’s place as a world-leading, trusted, thriving and innovative digital nation by 2025.

“The move to digital is accelerating for government agencies around the world, and many citizens today expect digital engagements with government agencies to be comparable to banks, retailers, airlines and other leading brands,” said Katrina Troughton, vice president and managing director, Adobe Australia and New Zealand. “Government agencies in New Zealand will now be able to shift from legacy technologies to delivering world-leading digital citizen experiences, compliant with New Zealand government standards and legislative acts. As an approved supplier on the Pae Hokohoko Marketplace, Adobe is well positioned to support government agencies to meet rising citizen expectations, while delivering more content and assets in the most efficient manner possible, and in the citizen’s channels of choice.”

Adobe Experience Manager is the market-leading enterprise solution for digital experience management,ⁱ integrated into Adobe Experience Cloud – a collection of content, engagement and data management applications and services, built on the first platform specifically designed to deliver unmatched, personalised customer and citizen experiences. Using Adobe Experience Manager, New Zealand government agencies will be able to deliver engaging citizen experiences quickly and effectively while continuing to scale.

“The world’s largest organisations and governments turn to Adobe to achieve the scale, agility and security they need to succeed in the digital age,” said Evelyn Johnston, head of Public Sector, Adobe New Zealand. “New Zealand



has a clear mandate to be a leading digital government by 2025 and enhancing digital public service delivery will deliver benefits to both citizens and government agencies alike.

“There is also significant New Zealand government focus on knowing and respecting citizens, making it easier for them to interact effectively with government,” noted Johnston. “That means delivering a consistent experience across government channels and personalising communication to equitably reach every citizen. At Adobe, we provide the building blocks to deliver the world-class experiences citizens now expect.”

Globally, Adobe is working with government and regulatory bodies to help accelerate digital government and citizen experience services. Adobe successfully completed its [Adobe Experience Manager Australian Government IRAP assessment](#) in 2020, and announced its [Australian Information Security Registered Assessors Program \(IRAP\)](#) certification for Adobe Sign in 2021. In the US, Adobe is [FedRAMP-authorized](#). Adobe has also [partnered with government agencies across all 50 US states](#) to power digital modernisation through Adobe Document Cloud, and across the EU, Adobe supports the [General Data Protection Regulation \(GDPR\)](#) for all users.

###

About Adobe

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

###

© 2022 Adobe. All rights reserved. Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe in the United States and/or other countries. All other trademarks are the property of their respective owners.

¹ [Gartner Magic Quadrant Digital Experience Platforms 2022](#)