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## Adobe Awards BizTech Enterprise Solutions as ANZ Digital Marketing Partner of the Year

**SYDNEY, Adobe Symposium — Monday 25 July 2016** — Adobe today presented [BizTech Enterprise Solutions](#) with the 2016 ANZ Adobe Digital Marketing Partner of the Year Award, recognizing the company as the top performing digital marketing partner for Australia and New Zealand. Adobe also recognized [Deloitte Digital](#) as runner-up for the award.

BizTech was presented with the award at the exclusive [Partner Briefing](#) as part of [Adobe Symposium](#) in Sydney, where approximately 250 Adobe Digital Marketing Partners gained insight on how to innovate with an integrated Adobe [Marketing Cloud](#), deliver success with Partner Program enhancement and grow business by aligning with Adobe's go-to-market strategies and industry solutions. Earlier this year, Adobe [announced major advances to its global partner program](#), which now includes over 3,000 agencies, system integrators, and technology partners as well as hundreds of thousands of developers. The expanded Adobe Exchange program offers go-to-market services that allow third parties to integrate their technologies with Adobe Marketing Cloud, [Creative Cloud](#) and [Document Cloud](#).

Adobe is an acknowledged leader in the competitive marketing technology sector, with Adobe Marketing Cloud the only solution which offers a complete set of eight tightly integrated marketing technologies focused on analytics, web and app experience management, testing and targeting, advertising, audience management, video, social engagement and campaign orchestration to deliver amazing digital experiences. Adobe Marketing Cloud also ties-in with [Adobe Sign](#) and Adobe Creative Cloud, making it easy for organizations to move toward 100% digital document workflows and quickly activate creative assets across all marketing channels.

"As the longest running Adobe solution partner in Australia and New Zealand, BizTech is a great example of a partner with exceptional results in areas like customer acquisition, retention, sales performance and sales effectiveness," said Damon Scarr, Adobe Director of Partners for Asia Pacific. "We recognize BizTech as a company that has shown tremendous growth as well as successful go-to-market execution."

"Thanks to the standout work from partners like BizTech, we're seeing more customers activating new partner integrations with Adobe Marketing Cloud than ever before. Congratulations to Adobe's ANZ Partner of the Year, BizTech, and our runner-up Deloitte Digital on all the great success accomplished this year."

More than 1,600 digital marketers, publishers, advertisers, content managers, marketing executives will gather at Adobe Symposium on 26 July in Sydney to gain valuable insight into

how the most innovative global brands have embraced digital to create amazing experiences. This event features inspiring keynotes and hands-on breakout tracks presented by visionary leaders from top organizations from Australia, New Zealand and around the world, including Sydney Opera House, HCF, ANZ Banking Group Ltd, Fairfax New Zealand and Travelocity.com.

Follow the action from this Symposium and Partner Briefing via #AdobeSymp and #AdobePartner.

### **About Adobe Systems Incorporated**

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