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Adobe Awards BizTech as ANZ Partner of the Year 2017

SYDNEY, Adobe Symposium — 23 May 2017 — Adobe today presented [BizTech](#) with the 2017 ANZ Adobe Digital Marketing Partner of the Year Award, recognising the company as the top performing digital marketing partner for Australia and New Zealand. [Accenture Interactive](#) was recognised by Adobe as runner-up. The award ceremony was held at the [Adobe Symposium Partners Insiders Event](#), which welcomed over 200 attendees from leading-edge digital agencies, system integrators and developers from Adobe's partner ecosystem across Australia and New Zealand.

BizTech was presented with the award at the exclusive Adobe Symposium Partners Insiders Event, as part of [Adobe Symposium](#) taking place 23-24 May in Sydney. A record-breaking 2,000 marketing and business leaders will gather for the two-day event at the world-famous Sydney Opera House to hear from more than 25 industry leading brands including Qantas, Western Sydney University, ANZ Bank and Dell on how exceptional customer experiences are the new competitive differentiator. Adding to the star-studded lineup of digital experts, Symposium will feature award-winning actor and comedian Eric Bana, offering insights into the art of storytelling to connect with audiences in today's increasingly digital world.

"Adobe empowers Australian and New Zealand-based brands to deliver engaging and personalised digital experiences for their customers, said Damon Scarr, Director of Partner Sales, Adobe Asia Pacific. "Our partner ecosystem plays an instrumental role in aligning customer requirements and Adobe technology, while prioritising value for our joint customers. It is my privilege to recognise and reward our Australia and New Zealand-based partners that have built some of the best client success stories globally.

Scarr continued, "BizTech is recognised for its excellence in utilising Adobe Experience Cloud to deliver key successes and efficiencies for their clients. BizTech was the first partner in Australia and New Zealand to achieve the highest level [Specialisation](#) status for Adobe Experience Manager and Adobe Campaign, which fosters innovative solutions designed to benefit our collective customer base."

"Both BizTech and Accenture Interactive are helping to transform our joint customer experiences from ordinary to extraordinary," concluded Scarr.

Adobe recognizes its Partners across various categories every year, celebrating their achievements, innovation and dedication to customer success using Adobe technologies.

Adobe powers 91 trillion transactions annually across the globe - more than any other company in the space - for major brands across industry verticals including some of Australia's biggest financial services, media & entertainment, telecom, retail and travel and hospitality companies.

For more information about the conference, visit the Adobe Symposium website <http://symposium.adobe.com/au/>. Symposium keynotes will be made available via [live-stream](#), and follow the conversation via #AdobeSymp on social media.

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