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## Adobe Honours Innovation with Asia Pacific Partner Awards

*Top performing partners from Australia, Indonesia and China honoured at Adobe APAC Partner Executive Forum*

**Sydney, Australia – 19 January 2018** – Adobe today announced the winners of the [Adobe APAC Partner Awards](#) which recognise and celebrate the work of Adobe partners in driving customer success and innovation. The award ceremony was held at the annual [Adobe APAC Partner Executive Forum](#) in Singapore, attended by the region's foremost agencies, system integrators and leaders.

"Our commitment to build our partner ecosystem is stronger than ever, and it's an honour for us to acknowledge true support and innovation our partners are driving in customer success and experience," said Damon Scarr, Director of Partner Sales, Asia Pacific. "Adobe partners are the best agencies, consultancies, and technology providers across Asia Pacific and we are pleased to honour their work at our annual event. Congratulations to all winners."

With nearly 70 customer examples nominated from across Asia Pacific, the awards acknowledge the most exceptional and ground-breaking partner projects and solutions in 2017. The categories and winners of the 2018 Innovation Awards are:

- **Customer Experience:** Recognises innovation through digital foundations, mastering content marketing, or creating connected experiences.

**Winner:** [Isobar Australia](#)

- **Cross-Channel Marketing:** Recognises innovation using multiple channels, personalizing touchpoints, or delivering emails in context.

**Winner:** [Accordant](#)

- **Data-Driven Marketing:** Recognises innovation by creating a 360-degree view of the customer, anticipating customers' needs using data, or increasing conversion rates.

**Winner:** [CHE Proximity](#)

- **Mobile Experience:** Recognises innovation in the shift from web-centric to mobile-centric.

**Winner:** [BizTech Enterprise Solutions](#)

- **Multi-Solution Implementation:** Recognises innovation using multiple Adobe technologies to help customers modernize their digital technology and capability.  
**Winner:** CHE Proximity
- **Programmatic Advertising:** Recognises innovation through a programmatic advertising strategy.  
**Winner:** Accordant
- **Public Sector, Australia & New Zealand:** Recognises innovation in helping public sector entities drive efficiencies, student or citizen engagement.  
**Winner:** Accordant
- **Public Sector, Southeast Asia:** Recognises innovation through driving government efficiencies or citizenship engagement within the public sector.  
**Winner:** PT. Magnus Digital Indonesia
- **Solution Innovation:** Recognises the building and deployment of sophisticated and ingenious solutions that create business impact.  
**Winner:** Beijing Bluefocus Profit Digital Technology Co.

The annual [Adobe APAC Partner Executive Forum](#) is a unique opportunity for partners to network with executive leaders across Asia Pacific and hear the latest Adobe solutions roadmap, best delivery practices and knowledge sharing to ensure the best customer experience.

For more information on the Adobe Asia Pacific Partner Awards, please visit [http://www.adobe.com/sea/landing/partner\\_awards.html](http://www.adobe.com/sea/landing/partner_awards.html)

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