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UNSW partners with Adobe to transform its digital ecosystem

UNSW Sydney integrates Adobe Experience Cloud as part of a five-year digital ecosystem overhaul to improve its integrated marketing capabilities and personalised communications

SYDNEY, NSW – 10 December 2018 — Adobe has today announced a partnership with UNSW Sydney that will see Adobe Experience Cloud implemented across the University's global digital ecosystem. The partnership with Adobe is part of a five-year overhaul of UNSW's digital ecosystem designed to boost its reputation as a top 50 global university through improved integrated marketing capabilities and communications with students, researchers, faculty and alumni.

The partnership will dramatically transform UNSW's fragmented and complex digital ecosystem into a single-view platform to improve digital experiences for stakeholders. UNSW aims to boost its existing set of marketing, web, and media analytics tools. It will consolidate 2,200 websites which use 12 different content management systems, plus hundreds of social media handles, to generate audience insights across the customer journey.

"Over the years, we've expanded our digital ecosystem in an effort to communicate our many services to various audiences and stakeholders without prioritising user experience and audience insights," says Martin Hoegh-Guldberg, Head of Digital Experience**,** UNSW. "To be a top-ranked university, we need to offer intuitive and personalised experiences to our audiences to remain globally competitive and keep pace with the digitally transforming landscape. The key to this is creating a consistent and meaningful experience for all and the Adobe platform will provide this."

Driving engaging experiences
The partnership will transform the way UNSW engages with its community across campuses and beyond, personalising communications and services to lift reach and engagement. Adobe Analytics will analyse web traffic, and anonymous data based on browse behaviour and preferences of a diverse student, academic and staff base. This will enable UNSW to effectively design, execute, manage and optimise cross-channel campaigns that deliver personalised and engaging experiences to meet the rapidly evolving expectations of new digital native audiences.

"At Adobe, we understand the important role technology plays in enhancing student experiences in today's competitive landscape," said Suzanne Steele, Managing Director of Adobe Australia and New Zealand. "We are delighted to partner with UNSW to address the evolving needs of students by driving more engaging, rewarding, and satisfying experiences."

Boosting recruitment
In implementing Adobe Experience Cloud, UNSW will access an integrated marketing solution to further recruitment and communications across the University. It will be able to build campaigns, manage advertising, and gain deeper audience intelligence to boost recruitment of students and world-leading staff and researchers. The unified apps within Adobe Experience Cloud will enable UNSW to develop customer profiles and centralised assets that enhance the quality of experiences on offer and create a closer community.

It is expected this large program of work will take five years to roll out. Upon completion, UNSW will offer an end-to-end experience for all who engage with it, building an educational environment that sets a new digital standard for universities around the world.

About Adobe Experience Cloud
Adobe offers the industry's only end-to-end solution for content creation, marketing, advertising, analytics and commerce. Unlike legacy enterprise platforms with static, siloed customer profiles, Adobe Experience Cloud helps companies deliver consistent, continuous and compelling B2C and B2B experiences across customer touchpoints and channels – all while accelerating business growth. Industry analysts have named Adobe a clear leader in over 20 major reports focused on experience – more than any other technology company.

About Adobe
Adobe is changing the world through digital experiences.
Follow us on Twitter for the latest updates and news about Adobe Australia and New Zealand, or like us on Facebook at AdobeANZ and AdobeStudentsANZ.

About UNSW Sydney
UNSW Sydney is a powerhouse of cutting-edge research, teaching and innovation. We are one of the top 100 universities in the world, with more than 59,000 students and a 7,000-strong research community.
Located in Sydney, Australia's largest city, the University was established in 1949 with a unique focus on the scientific, technological and professional disciplines. UNSW is committed to making a difference by focusing on areas critical to the future. Pioneering research and sustained innovation are addressing some of the most important issues of today – from climate change and renewable energies to lifesaving medical treatments and breakthrough technologies. In the social sciences, UNSW research informs policy and expert commentary in issues facing society, ranging from human rights and constitutional recognition of Indigenous Australians to public health and population ageing. UNSW offers an extensive range of undergraduate, postgraduate and research programs. We are expanding our education and reaching more students from all backgrounds and communities around the world. The main UNSW campus is located on a 38-hectare site at Kensington, seven kilometres from the centre of Sydney. Other major campuses are Art & Design in Paddington and UNSW Canberra at the Australian Defence Force Academy.

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