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Adobe Summit 2020: Make Experience Your Business

Hong Kong — April 14, 2020 — Adobe's (Nasdaq: ADBE) Adobe Summit 2020, the first-ever global and full digital experience conference was successfully held earlier. Shantanu Narayen, Adobe chairman, president, and CEO and Anil Chakravarthy, Adobe executive vice president and general manager of digital experience shared their vision for all that comes next in customer experience management.

"We must come together as an industry to share best practices, given that digitally engaging with customers matters more than ever before. Everyone has to rethink how they operate, including us at Adobe," Narayen said. "One thing is for certain. Digital is growing in importance. … [It's] revolutionizing how we interact with each other."

Rethinking customer experience
"A few months ago, CX was about delivering delightful, personalized, and relevant interactions in real time. Now it is about supporting critical needs," Narayen said, "e-commerce is bringing so many more consumers the products they need, right to their doorsteps. Teams are creating and collaborating with documents from their virtual offices. And businesses are transacting digitally with paperless contracts and closing deals with e-signatures."

"Digital isn't only changing and reshaping our daily lives—it's driving the economy," Narayen said. "As we look around at this new digital economy, I see one constant: It is constantly changing. Remarkably there has been no single way to measure consumer trends in the digital world."

That's why Adobe launched the Adobe Digital Economy Index (DEI), powered by Adobe Analytics. The DEI analyzes trillions of anonymized and aggregated visits to retail sites and tens of millions of product SKUs from 80 of the top 100 retailers in the United States.

"Overall, we're seeing digital deflation, as falling prices of electronics, computers, and apparel drive up purchasing power online," he said. E-commerce sales are up 25% in the U.S. and 33% in the U.K. over the first two weeks of March (March 1 – March 15), according to the DEI, which is available now with up-to-the-minute insights on global trends so that business leaders can adjust and adapt their businesses in real time.

It has been more than 10 years since Adobe entered the digital marketing category. During that time there has been an explosion of content and devices, new mediums, and new modalities. New platforms have also emerged. Plus, artificial intelligence (AI) has completely disrupted software. Through Adobe Experience

Cloud and Adobe Experience Platform, Narayen said, Adobe is arming companies to transform and compete in this new digital era. Our current environment is only accelerating this need and urgency.

Transformation trends
Narayen pointed to a number of trends he is seeing as they pertain to customer-centric business transformation. First and foremost: "People buy experiences, not products," he said. People just want easy, personalized, efficient, context-aware experiences. That is the only way to earn their trust and loyalty. Merging content, data, and AI to deliver these types of experiences in real time. "Design for brilliance, but wire for intelligence," Narayen said.

Adobe has developed the real-time profile, which unifies hundreds of data points from across the enterprise to give immediate and actionable insights—and have the ability to deliver the experiences customers expect.

As businesses work to architect their systems and processes around the customer, the most successful digital businesses all have something in common: "A strong partnership between the CIO and CMO," Narayen said. In the past, CMOs brought in marketing and communication expertise with a strong knowledge of the customer journey, while CIOs understood what it takes to architect systems, unite data, and keep the businesses running. But their interactions were somewhat limited. Today, all of that is changing. "IT is becoming more customer-centric and marketing is becoming more data-driven," Narayen said. "And leaders are working closer than ever before."

In fact, the best CMO-CIO partnerships enable enterprises to deliver compelling customer experiences at scale. It's critical to align the C-suite on customer-centricity and deliver compelling customer experiences with technology. "You simply cannot deliver cutting-edge experiences with an antiquated infrastructure," the Adobe CEO said, explaining all of the ways that Adobe can help.

Finally, Narayen said, digital transformation is not just about technology. It is also about people, processes, and creating a new DNA for your organization.

To this end, Adobe has created a blueprint for the industry on how to effectively manage customer experiences: the "CXM Playbook". The "CXM Playbook" helps companies build a customized plan to become a data-driven experience business.

"Digital transformation is the mandate for all companies," Narayen said. "Leaders across industries are putting a laser focus on customer experience management. That's where transformation meets growth. Delivering on the promise of CXM today requires integrated applications and services combined with the right talent and the right processes. It requires a broad, open ecosystem, creativity, and a customer-obsessed culture across the entire organization."

The how
Anil Chakravarthy, Adobe's new executive vice president and general manager, who drives the vision and operations for the company's Digital Experience business, briefly talked about Adobe's own digital transformation and data-driven operating model (DDOM).

"Our customers understand the need to transform; their real challenge is how to do it. No matter what industry you are in, it is important to have a blueprint to accomplish this kind of transformation. You need to have a playbook," Chakravarthy said.

Adobe has identified six key areas of focus, around which the "CXM Playbook" provides customized and personalized best practices:

- **Digital First:** Ensuring that strong digital leadership is core to a company's strategy and seen as a competitive advantage. The company is empowered to prioritize the customers.

- **Data & Insights:** Making data broadly available to employees so that it provides insights to inform business decisions.

- **Scalable Content:** Making content that is available at scale, across any channel, and based on customer needs and context.

- **Optimized Personalization:** Designing and measuring experiences that nurture customers.

- **Customer Journey Management:** Building cohesive customer experiences that can be delivered across channels, personalized, and optimized through automation and AI.

- **Pervasive Commerce:** Embedding shoppable experiences across every channel to drive digital revenue growth and foster customer lifetime value.

"Taken together, these six areas of the "CXM Playbook" provide customers with a comprehensive blueprint to become an experience business," Chakravarthy said.

To learn more about Adobe Summit 2020, check out all the customer experience insights, innovations, and best practices in seven keynotes and 100+ breakout sessions, please visit here.

About Adobe Experience Cloud
Adobe is reimagining Customer Experience Management (CXM) with Adobe Experience Cloud, the industry's leading end-to-end solution for experience 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 experiences across customer touchpoints and channels- all while accelerating business growth. Industry analysts have named Adobe a 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. For more information, visit www.adobe.com/hk_en/.

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