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Adobe Partner Ecosystem Shows Strong Momentum

Over 1,000 New Technology Integrations into Adobe Marketing Cloud Activated Per Quarter

SINGAPORE — March 22, 2016 — Today at Adobe Summit, Adobe (Nasdaq:ADBE) 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. Over 250 technology partners now extend the functionality of Adobe's digital marketing tools and showcase their solutions on Adobe Exchange. These technologies offer further personalization, analytics, and content delivery options, as well as integrations with e-commerce, social media, and advertising systems. The company also announced advancements to the Adobe Cloud Platform including Adobe I/O, a new unified developer portal adobe.io with an expanded set of services developers can access across all three clouds.

"The growth of our partner ecosystem has been enormous," said Abhay Parasnis, executive vice president and chief technology officer at Adobe. "Partner Day at Adobe Summit is now our largest partner event of the year. We expect over 950 global solution partners to join us, over 40 percent more than last year."

Customers are now activating over 1,000 new partner integrations with Adobe Marketing Cloud per quarter as they extend the reach of Adobe's digital marketing solutions within their organizations. Over 1,100 customers rely on integrations into Adobe Analytics alone. For example, Adobe customers like American Express, Lenovo and Samsung license Dun & Bradstreet's digital audience data products to improve their programmatic advertising and digital marketing efforts. Dun & Bradstreet's audiences help Adobe customers better identify and target anonymous prospects defined by such business demographics as company size, industry and job function. Customers combine Dun & Bradstreet's data with their own data to develop more comprehensive audience profiles, which are then used for ad targeting and website optimization.

"With Dun & Bradstreet's Audience Solutions data readily available in Adobe Marketing Cloud, B2B marketers can be assured they are targeting the right prospects online," said Michael Bird, Global Head of Sales and Marketing, Dun & Bradstreet. "Through the Adobe Partner program, we're pleased to integrate across additional channels to further enable increased ROI to an even wider swath of marketers."

Adobe Exchange & Adobe I/O

Advancements to the Adobe Cloud Platform include a comprehensive new program for partners. Updates to the Adobe Exchange, which hosts hundreds of apps and integrations such as Microsoft Dynamics CRM, DemandBase, Acxiom, and Brightedge enable partners to further extend the functionality of Adobe Marketing Cloud. A new, opt-in Partner Program in Exchange, provides support for business activities including enablement, marketing, and sales engagement. Inaugural Premier Partners in the program include Clicktale and Dun & Bradstreet.

Adobe I/O provides an expanded set of services and capabilities developers can access across all three clouds. The launch of the developer portal offers easy access to APIs, developer documentation and Adobe's Creative and Mobile SDKs. The portal will host developer tools for all Adobe Clouds making it easy to extend their functionalities. Additionally, a new user interface and notifications for Adobe Marketing Cloud offer customers and partners improved workflows and collaboration functionality.

Partner Day

Hosted on March 21, 2016, Partner Day at Summit welcomed over 950 senior executives from Adobe's partner ecosystem, a 40 percent increase over last year. Taking the main stage were senior Adobe executives CEO Shantanu Narayen, CTO and executive vice president Abhay Parasnis, CMO and executive vice president Ann Lewnes, executive vice president of digital marketing Brad Rencher, and executive vice president for worldwide field operations Matt Thompson. Partner Day sessions brought together system integrators, digital, advertising and media agencies, independent software vendors (ISVs), and technology partners.

In addition, Adobe recognized partners for outstanding delivery and execution in such areas as customer acquisition and retention, sales performance and sales effectiveness. This year's winners are: Accenture Interactive – 2015 Marketing Cloud Partner of the Year, Americas; Rosetta, a Razorfish company R2i– 2015 Marketing Cloud Mid-Market Partner of the Year, Americas, and Clicktale – 2015 Marketing Cloud Innovation Partner of the Year, Americas.

About Adobe Marketing Cloud

Adobe Marketing Cloud empowers companies to use big data to effectively reach and engage customers and prospects with highly personalized marketing content across devices and digital touch points. Eight tightly integrated Solutions offer marketers a complete set of marketing technologies focusing on analytics, web and app experience management, testing and targeting, advertising, audience management, video, social engagement and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels. Thousands of brands worldwide including two thirds of Fortune 50 companies rely on Adobe Marketing Cloud.

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