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FOR IMMEDIATE RELEASE

Taylor's University Partners with Adobe to Transform Student Experience from End to End

Malaysia's top private university harnesses the power of Adobe marketing platform to drive brand awareness, deliver better learning experiences and foster a vibrant sense of community.

MALAYSIA — 10 January 2018 —Taylor's University, Malaysia's top private university, has announced its partnership with global technology leader Adobe to design engaging student experiences of the future. It is the first partnership of its kind in the private education sector in Southeast Asia, with the broadest range of solutions from Adobe Experience Cloud ever adopted by a single university. They include Adobe Experience Manager and Livefyre, Adobe Analytics, Adobe Media Optimizer, and Adobe Target. Leveraging the Adobe platform, Taylor's University intends to transform the entire student journey—from acquisition and retention all the way to post-graduate phases.

Digital transformation is changing how students consume and interact with content today. With the proliferation of mobile devices and social media, students are taking a digital-first approach to connecting with educational institutions. The Malaysian government is also creating the Higher Education 4.0 Framework, which will encourage higher education institutions to change the way they deliver knowledge with innovative technologies. In light of these technology-driven shifts and increasing competition from other educational institutions, both from within and outside Malaysia, Taylor's University is leveraging the Adobe platform to revolutionize the student experience comprehensively. "As the leading private university in Malaysia, we are dedicated to be at the forefront of technology to maintain our competitive edge. Education today is all about the experience. Therefore, our transformation is targeted at the three main areas that comprise the student journey. We want to attract more students during the acquisition phase, retain them by ensuring that they get the most out of their learning experiences, and help them stay and feel connected with our community after they complete their courses and pursue their careers," said **Ben Foo, Chief Marketing Officer, Taylor's University**.

Adobe's capabilities will be deployed to boost Taylor's University's digital presence. By analyzing web traffic and browsing behavior with Adobe Analytics, Taylor's will be able to better understand the different preferences of its diverse base of students. For instance, the university will have visibility into the countries from which their streams of web visitor traffic originate—be it Indonesia, India, China, or other parts of the world. The actionable insights they gain will allow them to design, optimize and personalize web pages for students with Adobe Experience Manager.

"Learning has become internationalized today. Our student base has become broader and we aim to deliver the right experiences to the right audience. A local student that visits our web page will be more likely to seek information on courses directly, while an international student may need additional information on necessities such as accommodation. Meanwhile, a post-graduate student will seek different course details from an undergraduate. We need to be sensitive to what our students are looking for and be able to provide them the information rapidly," said Ben.

Adobe Experience Manager Livefyre will also enhance the quality of enriching experiences for students and create a closer sense of community. The Livefyre platform consolidates user-generated content (UGC) created by students themselves, such as posts from Facebook and Twitter, and makes them available for Taylor's use. The university can leverage UGC to showcase interesting snippets of campus life and student opinions on learning issues. These will help Taylor's connect with students better, creating a vibrant community that they will feel loyal to and proud to be associated with.

The solutions across Adobe Experience Cloud platform will also help Taylor's achieve better student performance. The university can understand student learning patterns on a deeper level. This means they can track student performances to design and deliver more engaging lessons. In the long run, it will lead to better learning experiences and student outcomes.

"We are proud of our strategic partnership with Taylor's University. At Adobe, we understand the importance that digital technologies can play in helping to meet the changing needs of students and the ever-evolving requirements of the modern university. We look forward to working with Taylor's to design a comprehensive 21st century campus experience that can attract, nurture and sustain the interests of students—no matter who and where they are," said **Tony Katsabaris, APAC Managing Director for Public Sector & Education, Adobe.**

As a next step, Taylor's University plans to further collaborate with Adobe to design curriculums for IT and business faculties to equip students with the latest digital marketing technology and skills for the challenges of the real world.

About Taylor's University
Taylor's University is a modern and progressive university, well respected in Malaysia and often considered a benchmark for other private higher education providers. Founded in 1969, Taylor's prides itself in the delivery of a holistic education that results not just in excellent academic accomplishments but also in graduates with qualities that are highly sought after in the global marketplace.

In 2013, Taylor's became the first university in Asia to roll out Massive Open Online Courses (MOOCs), an extension of its e-learning initiatives. It has been continuously developing and implementing innovative teaching and learning pedagogy that is relevant to 21st century learners, and currently has a 70,000-strong alumnus.

About Adobe Experience Cloud
Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform and integrated with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, and a robust partner ecosystem that offer an unmatched expertise in experience delivery.

About Adobe
Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/sea.
Information and news on Adobe Southeast Asia can also be found on the official Facebook page (http://www.facebook.com/AdobeSEA).

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