



**Press Contacts**  
Celest Lim  
Adobe  
+65 6511 9959  
[celim@adobe.com](mailto:celim@adobe.com)

Jamie Tan / Redzuan Samad  
Text100 for Adobe  
+65 6603 9000  
[AdobeSG@text100.com.sg](mailto:AdobeSG@text100.com.sg)

# Adobe Named a Leader in Gartner Magic Quadrant for Web Content Management for Eighth Consecutive Year

Adobe Positioned Furthest on the Completeness of Vision Axis in the Entire Magic Quadrant

**SINGAPORE — 3 August 2018** — Adobe (Nasdaq:ADBE) today announced it was recognized as a Leader by Gartner, Inc. in the 2018 "[Magic Quadrant for Web Content Management](#)" research report for the eighth consecutive year. Adobe placed furthest to the right on the completeness of vision axis. The report evaluated 18 vendors based on ability to execute and completeness of vision.

"Brands are committed to building exceptional customer experiences. Yet as touchpoints proliferate, many organizations struggle with delivering content that's customized for each channel," said Loni Stark, head of Adobe Experience Manager and Adobe Target. "No other company can touch Adobe's expertise when it comes to connecting data with content. With decades of experience in content and over seven million customer transactions processed every second, Adobe uniquely helps brands rapidly adapt the right content, in the right context, for the right devices at massive scale."

Gartner defines web content management (WCM) as "the process of controlling content consumed over one or more digital channels through the use of specific management solutions based on a core repository."

[Adobe Experience Manager](#), part of [Adobe Experience Cloud](#), enables marketers and IT professionals to anticipate and deliver rapidly adaptable content experiences. Its intelligent content management platform, [Experience Manager Sites](#), helps organizations intelligently and securely create and manage content across web, mobile, IoT devices and in-venue screens. Brands can seamlessly connect assets from Adobe Creative Cloud into experiences delivered by Experience Manager. As a cloud service with even greater automation capabilities, Experience Manager empowers marketing and IT to quickly and easily deploy changes and customizations. [Adobe Sensei](#)-powered features within Experience Manager help personalize experiences at even greater scale and impact. Experience Manager is leveraged by enterprise and mid-sized brands such as Hyatt, Nissan Motor Co., Informatica, Manulife, Maxim Integrated, Morningstar, Silicon Labs, Synopsys, 24 Hour Fitness and Tourism Australia.

## About Adobe Experience Cloud

Within Adobe Experience Cloud, tightly integrated solutions offer a complete set of cutting-edge technologies that enable brands to deliver data-driven, tailored experiences across all customer touch points. This includes experience management and personalization across all screens and devices, experience delivery through advertising, video as well as other channels and analytics. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels and customer touch points.

The world's most popular brands rely on Adobe Experience Cloud to run their businesses, including Carnival Corporation, Dun & Bradstreet, Nissan Motor Co., Philips, T-Mobile, Tourism Australia and many others. Adobe Experience Cloud helps clients manage more than 233 trillion data transactions annually, including 41 trillion rich media requests, over 150 billion emails and \$3 billion in ad spend.

Source: Gartner Inc., "Magic Quadrant for Web Content Management," Mick MacComascaigh, Jim Murphy, 30 July 2018.

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### **About Adobe**

Adobe is changing the world through digital experiences. For more information, visit <http://www.adobe.com/sea>, and follow the Adobe Southeast Asia official Facebook page <http://www.facebook.com/AdobeSEA> for updates.

### **Helpful Links**

- [Complimentary copy](#) of Gartner Inc.'s "Magic Quadrant for Web Content Management" research report
- [Blog post](#) from Haresh Kumar
- [Content Management](#) powered by Adobe Experience Manager
- Adobe has been [named a leader](#) in other analyst reports that evaluate digital marketing and digital experience technologies more than any other vendor

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