

Press Contacts

Emma Wilkinson
Adobe
Emmaw@adobe.com

FOR IMMEDIATE RELEASE

Adobe (Magento) Named a Leader in 2019 Gartner Magic Quadrant for Digital Commerce Platforms

Adobe (Magento) Named a Leader for Third Consecutive Year for Completeness of Vision and Ability to Execute

LONDON, UK. — Aug. 27, 2019 — Adobe (Nasdaq:ADBE) today announced that it has been positioned by Gartner, Inc. as a Leader in the 2019 "Magic Quadrant for Digital Commerce Platforms" [research report](#). Adobe (Magento) has been evaluated as a Leader in the report following its acquisition of the Magento platform in June 2018. This is the third consecutive year that Magento Commerce has been named a Leader. The report evaluated 13 vendors based on their ability to execute and completeness of vision.

"Commerce has taken a defining role in the overall brand experience in virtually every industry today. As consumer expectations evolve, it's imperative for merchants to successfully leverage business and customer insights to deliver shopping experiences that truly feel effortless," said Jason Woosley, vice president, Commerce Product and Platform, Adobe. "To us, being named a Leader is an unequivocal acknowledgement of the strength of our commerce platform to help brands realise their experience-driven commerce visions."

Magento Commerce, which powers Adobe Commerce Cloud, is the leading ecommerce platform for brands of all sizes that support B2B, B2C and B2E use cases. It is enhanced by a burgeoning ecosystem of developers, technology partners and system integrators that work cohesively to empower companies of all sizes to effectively innovate and scale their commerce experience. Adobe Commerce Cloud, part of Adobe Experience Cloud, deeply integrates with Adobe Analytics Cloud, Adobe Marketing Cloud and Adobe Advertising Cloud to provide a highly customisable end-to-end platform that enables brands to manage, personalise and optimise the commerce experience across every touch point. Industry-disrupting brands like HP Inc., AB InBev, Watsco, Easy Spirit and many more rely on Magento Commerce and Adobe Commerce Cloud to connect with their shoppers and deliver the best commerce experience possible.

"With customers ranging from consumers shopping for the perfect home printer, to businesses looking to conquer their IT challenges, we needed an agile and flexible ecommerce solution that would get us to market rapidly across multiple geographies and customer touch points," said Gillian Campbell, Head of Omni-channel Strategy and Operations, HP Inc. "With Adobe Commerce Cloud, we were able to effortlessly support multiple stores across regions, while personalising the experience based on the customer's ecommerce culture."

A complimentary copy of the Gartner, Inc. 2019 "Magic Quadrant for Digital Commerce Platforms" research report can be downloaded [here](#).

Source

Gartner, Magic Quadrant for Digital Commerce, Penny Gillespie, Christina Klock, et al., 22 August 2019. *In previous reports, Adobe (Magento) was listed simply as Magento prior to the acquisition.

Gartner Disclaimer

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organisation and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

About Adobe Commerce Cloud

Adobe Commerce Cloud, part of Adobe Experience Cloud, makes every brand interaction personal and every experience shoppable. Built on Magento Commerce, Adobe Commerce Cloud deeply integrates with Adobe Analytics Cloud, Adobe Marketing Cloud and Adobe Advertising Cloud. Tailored to the needs of global B2C and B2B companies to support multiple brands, sites and countries and to orchestrate commerce across every channel, Adobe Commerce Cloud provides a highly

Adobe (Magento) Named a Leader in 2019 Gartner Magic Quadrant for Digital Commerce Platforms

customisable and scalable end-to-end platform to manage, personalise and optimise the commerce experience across every touchpoint. More information can be found here: <https://www.adobe.com/commerce/magento.html>.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

###

© 2019 Adobe Inc. All rights reserved. Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe in the United States and/or other countries. All other trademarks are the property of their respective owners.