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Media Alert

TeamViewer Selects Adobe to Deliver Personalized Digital Customer Experiences Globally

- **TeamViewer transforms website experience for customers in nearly all countries around the globe, supporting 18 languages with Adobe Experience Cloud**
- **Adobe technologies enable leading remote support and access software provider to digitally display new products and deliver personalized customer experiences 10x faster**

LONDON — June 8, 2023 — Today, at [Adobe Summit EMEA 2023](#) – the industry’s leading Digital Experience Conference – Adobe (Nasdaq:ADBE) announced that TeamViewer, a world leading provider of remote connectivity and workplace digitalization solutions, has selected Adobe Experience Cloud to deliver consistent, personalized customer experiences across all digital touchpoints spanning all regions worldwide.

Since its inception, TeamViewer has been installed on 2.5 billion devices including laptops, mobile phones and industrial machines globally. Its remote access and support software is used by SMBs, enterprises and non-commercial users and its AR-based workflow solutions are used across industries to digitalize manual frontline tasks. To satisfy increasing customer demand for these services, TeamViewer needs to launch updates on its website quicker than ever – and in 18 languages globally.

By adopting Adobe Experience Manager, part of Adobe Experience Cloud, as its digital asset and content management system, TeamViewer is providing teams with smart tools to rapidly deliver digital content and ensure consistent, personalized experiences across its vast global customer base.

“We place a very high value on providing a seamless experience for our customers,” said Eduardo Bernal, Vice President, Digital Delivery at TeamViewer. “Using the flexible and agile capabilities of Adobe Experience Manager, we can release new product pages in a fraction of the time and with a fraction of the effort, giving our customers and users all the information they need to get the maximum benefit from our products .”



Adobe Experience Manager empowers TeamViewer to globally roll out new products on its website, including the latest release of TeamViewer Remote, and deploy new online services with local language translations – 10x faster than before. TeamViewer can also create over 400 forms to capture and process customer information, such as license purchases or support requests, using just seven master templates.

“As leaders in remote connectivity, TeamViewer understands that customers demand online experiences which leave them satisfied – every time,” said Luc Dammann, President of EMEA, Adobe. “TeamViewer’s expanded relationship with Adobe will enable it to meet the needs of a large, global customer and user base by delivering consistent and personalized digital experiences, no matter their language or location.”

To enable business continuity and minimize customer experience disruption during its website migration, TeamViewer used Adobe Experience Manager to create a streamlined hybrid website, ensuring a consistent experience for visitors browsing between the old and new sites. TeamViewer’s website now instantly recognizes a customer’s location, ensuring they are directed to the correct page in the appropriate language. Powered by Adobe solutions, TeamViewer now ensures every customer enjoys the same global brand experience, personalized to their individual needs and preferences.

About Adobe

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