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MEDIA ALERT

Capgemini and Anchora recognised as standout partners at 2025 Adobe ANZ Partner Awards

- **Capgemini named ANZ Partner of the Year**
- **Anchora awarded Emerging Partner of the Year**

SYDNEY, Australia — 17th July, 2025: Adobe has announced the winners of the 2025 ANZ Adobe Partner Awards, recognising outstanding achievements by partners in delivering customer success and innovation across Australia and New Zealand. Working with Adobe, these partners are powering Customer Experience Orchestration (CXO) by fusing creativity, marketing and AI to deliver intelligent, scalable and connected customer experiences. The awards were presented at this year's Adobe Summit Sydney.

"Our partners play a vital role in helping customers unlock the full potential of Adobe Experience Cloud solutions," said Randall Wood, Head of Partner Organisation, Adobe Australia and New Zealand. "This year's winners exemplify the spirit of innovation, collaboration, and impact we strive for in our ecosystem. Congratulations to all our partners on their exceptional performance."

The winners of the 2025 Adobe ANZ Partner Awards are:

- **ANZ Partner of the Year – Capgemini**
Capgemini is awarded ANZ Partner of the Year for FY25 in recognition of their exceptional performance across all pillars of partnership. The team has demonstrated deep alignment with Adobe's go-to-market strategy, fostered strong collaboration with Adobe sales teams, and made a significant impact on licensed sales. Through ongoing investment in enablement and co-marketing, Capgemini continues to accelerate its Adobe practice and deliver market-leading outcomes for clients.
- **ANZ Emerging Partner of the Year – Anchora**
Anchora is recognised as the FY25 Emerging Partner of the Year for its rapid growth and increasing influence in the Adobe ecosystem. Over the past 24 months, Anchora has built strong momentum with top-tier clients through a consistent, solution-led sales approach, establishing itself as a key player in the ANZ market. In FY24 Anchora was awarded Strategic Partner of the Year.

Adobe also celebrated standout achievements across four specific categories:

- **Deloitte Digital** was named **Content Partner of the Year**, recognised for its creative excellence and strategic use of Adobe Experience Cloud.
- **I Am Helium** earned the **Data Partner of the Year** title for its innovative approach to harnessing data to drive meaningful customer outcomes.
- **Craft CXM** was awarded **Journeys Partner of the Year** for its ability to deliver seamless, personalised customer experiences.
- **Aligent** took home **Commerce Partner of the Year**, acknowledged for its expertise in delivering high-impact digital commerce solutions.

These awards honour the depth of capability and customer-first mindset demonstrated by Adobe's solution partners, who continue to drive exceptional results across the region.

About Adobe

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