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FOR IMMEDIATE RELEASE

Adobe Expands Partner Ecosystem to Deliver Frictionless Workflows for Customer Experience Orchestration

- Adobe is partnering with technology companies, agencies and system integrators to become the platform-of-choice for effective multi-agent collaboration, enabling better customer experiences and business outcomes.
- Adobe is expanding collaborations with AI platforms including Amazon Web Services (AWS), Anthropic, Google Cloud, IBM, Microsoft, NVIDIA, OpenAI and others, enabling businesses to scale agent-powered workflows across any surface.
- Agencies (dentsu, Havas, Omnicom, Publicis, Stagwell, WPP) and system integrators (Accenture, Capgemini, Cognizant, Deloitte Digital, EY, IBM, Infosys, PwC, TCS) are leveraging Adobe's AI capabilities to deliver customized offerings in areas such as customer engagement, content supply chain and brand visibility.

LAS VEGAS — April 20, 2026 — Today, at Adobe Summit—the flagship customer experience conference—Adobe (Nasdaq:ADBE), the global technology leader that unleashes creativity, productivity and customer experiences through innovative tools and platforms, announced a major expansion of its agentic ecosystem across leading technology companies, agencies and system integrators to scale agentic workflows across the enterprise. This will empower creatives and marketers with AI-driven insights and automation to deliver personalized customer experiences at scale.

These partner integrations are part of [Adobe CX Enterprise](#), a new end-to-end agentic AI system that will simplify how businesses manage their entire customer lifecycle. Over 20,000 global brands have built their businesses on Adobe, and CX Enterprise is grounded in decades of domain expertise in data, content and customer journeys—an anchor for agents that are reliable, auditable and can understand context. This includes the new [Adobe CX Enterprise Coworker](#), which will be designed to execute tasks based on defined business goals. As businesses embrace agentic AI to reshape Customer Experience Orchestration (CXO), there is increasing fragmentation across models, platforms and workflows. To realize value, businesses need ecosystems that are open, interoperable and designed around real workflows rather than isolated tools or closed systems.

“Marketers shouldn’t have to choose between their organization’s AI tools and the marketing capabilities required to drive impactful outcomes, a gap we are bridging by expanding our partner ecosystem and creating highly customized integrations for Adobe CX Enterprise,” said Amit Ahuja, SVP of product, Customer Experience Orchestration, Adobe. “We are providing businesses flexibility and choice, empowering teams to make smarter, faster decisions while maintaining enterprise-scale context, trust and governance.”

Adobe redefines the future of CXO in the agentic AI era with comprehensive solutions that span customer engagement, content supply chain and brand visibility workflows. By automating repetitive tasks and



surfacing AI-driven insights, Adobe's multi-agent orchestration solution overcomes limited interoperability. Adobe connects CX Enterprise with partners across agents, skills and Model Context Protocol (MCP) servers, so teams can move faster and act with precision while maintaining brand integrity and governance.

Streamlining marketing workflows

Adobe delivers customer experience intelligence (performance insights, target audiences and journeys) into surfaces that businesses are deploying—naturally in the flow of work—to streamline critical tasks such as journey optimization and campaign performance analysis. Adobe Marketing Agent is now [generally available](#) in Microsoft 365 Copilot and in beta across Amazon Quick, Anthropic Claude Enterprise, ChatGPT Enterprise, Gemini Enterprise and IBM watsonx Orchestrate, extending Adobe's customer experience intelligence to teams wherever they work. Grounded in trusted first-party data and content from Adobe Experience Platform—a widely adopted platform for digital customer engagement—the agent can surface actionable insights or flag critical issues for human oversight, ensuring every decision is data-driven and aligned with goals.

Integrating seamlessly across enterprise platforms

Adobe's approach to agentic AI prioritizes execution and extensibility, fitting naturally into the platforms teams rely on daily. By connecting agent skills and developer tools, Adobe powers multi-step agentic workflows that are extensible across interfaces, giving organizations access to Adobe intelligence within their existing tools and technology stack:

- AI agents, skills and developer tools from Adobe will be available within offerings from Amazon Web Services, Anthropic, Google Cloud, Microsoft and OpenAI, enabling seamless connection to Adobe's CXO capabilities directly in the tools used daily by marketing and creative teams, accelerating value realization from agentic AI.
- Adobe is partnering with NVIDIA to build CX Enterprise Coworker using NVIDIA Agent Toolkit software, enabling brands to deploy Adobe's customer experience intelligence on a secure and policy-governed runtime, NVIDIA OpenShell, available on-premises or in the cloud.
- Within Adobe applications, new integrations with Acxiom, Demandbase, Genesys, RainFocus, and SAP will enable teams to analyze data, resolve workflow issues and take action in a single continuous flow, with no tool-switching required.
- Adobe is expanding its partner ecosystem for Brand Concierge (an AI-powered conversational solution) to unify touchpoints across product discovery, search, support and loyalty. Partnerships with [24]7.ai, Algolia and Netomi will deliver governed agentic AI that connects Adobe and partner agents, enabling consistent, personalized customer interactions that build trust, drive engagement and foster long-term loyalty.
- As Adobe brings transaction capabilities into agent-powered interactions, partnerships with Adyen, PayPal and Stripe will help ensure seamless checkout experiences.

Transforming agency and system integrator partnerships for the agentic era

Adobe is expanding its go-to-market model for agentic AI. Leading global agencies including dentsu, Havas, Omnicom, Publicis, Stagwell and WPP are standardizing on CX Enterprise, leveraging its AI-powered capabilities with their unique IP and industry expertise to co-develop innovative, differentiated



solutions for joint clients—setting new benchmarks for outcome-driven customer experience at scale. These partnerships raise the bar for what businesses can achieve across customer engagement, content supply chain and brand visibility use cases, delivering new levels of creativity, on-brand content and experience orchestration.

Additionally, leading system integrators including Accenture, Capgemini, Cognizant, Deloitte Digital, EY, IBM, Infosys, PwC and TCS are leveraging Adobe’s agentic capabilities to package agentic solutions for key industry verticals, enabling customers to modernize their technology stack and shorten time to value.

Adobe Summit 2026

Summit 2026 is the largest conference focused on Customer Experience Orchestration, held in Las Vegas and streamed to millions of people globally online. Luminary speakers and industry leaders presenting at Summit include NVIDIA founder and CEO Jensen Huang, Procter & Gamble President and CEO Shailesh Jejurikar, DICK’S Sporting Goods SVP and Chief Marketing, eCommerce and Athlete Experience Officer Emily Silver, DICK’S Sporting Goods EVP and CTO Vlad Rak, Comcast/Xfinity Chief Growth Officer Jon Gieselman and NBCUniversal EVP of AI and Enterprise Innovation Ashish Desai. Comedian, actress, writer and producer Iliza Shlesinger will host Summit Sneaks, where Adobe unveils its latest research and development innovations.

To watch the Adobe Summit keynotes online, as well as explore hundreds of sessions and hands-on labs across 13 tracks, network with peers or speak live with an Adobe expert, visit the [Summit web experience](#).

Forward-looking statements

This press release contains “forward-looking statements” within the meaning of applicable securities laws, including those related to Adobe’s new, enhanced or future AI and product capabilities, innovations and solutions and the expected benefits to Adobe. Each of the forward-looking statements we make in this press release involves risks, uncertainties and assumptions based on information available to us as of the date of this press release. Such risks and uncertainties, many of which relate to matters beyond our control, could cause actual results to differ materially from these forward-looking statements. Factors that might cause or contribute to such differences include, but are not limited to: failure to innovate effectively and meet customer needs; failure to compete effectively; issues relating to development and use of AI; damage to our reputation or brands; failure to realize the anticipated benefits of acquisitions, investments or other strategic transactions; failure to recruit and retain key personnel; service interruptions or failures in information technology systems by us or third parties; security incidents; failure to effectively develop, manage and maintain our sales channels or critical third-party business relationships; risks associated with being a multinational corporation and adverse macroeconomic and geopolitical conditions; complex sales cycles; litigation, regulatory inquiries, investigations and other actions; changes in, and compliance with, global laws and regulations, including those related to information security and privacy; failure to protect our intellectual property; changes in tax regulations; complex government procurement processes; risks related to fluctuations in or the timing of revenue recognition from our subscription offerings; fluctuations in foreign currency exchange rates; impairment charges; our existing and future debt obligations; catastrophic events; and fluctuations in our stock price. Further information on these and other factors are discussed in the section titled “Risk Factors” in Adobe’s most recently filed Annual Report on Form 10-K and Adobe’s most recently filed Quarterly Reports on Form 10-Q. The risks described in this press release and in Adobe’s filings with the U.S. Securities and Exchange Commission should be carefully reviewed. Adobe undertakes no obligation, and does not intend, to update the forward-looking statements, except as required by law.

About Adobe



Adobe's mission is to empower everyone to create by building innovative platforms and tools that unleash creativity, productivity and personalized customer experiences. For more visit www.adobe.com.

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