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FOR IMMEDIATE RELEASE

# Media Alert: Adobe Announces General Availability of CX Enterprise Coworker to Redefine Customer Experience Orchestration with Agentic AI

**SAN JOSE, Calif. — June 10, 2026** — Adobe (Nasdaq: ADBE) — the global technology leader that unleashes creativity, productivity and customer experiences through innovative tools and platforms — today announced the general availability of Adobe CX Enterprise Coworker, an outcomes-based agentic AI solution that will empower businesses to move beyond AI experimentation into value realization.

This new offering activates a suite of Adobe enterprise applications that over 20,000 global brands rely on to unify data, create on-brand content and drive Customer Experience Orchestration (CXO). CX Enterprise Coworker synthesizes insights from Adobe and third-party applications, while coordinating AI agents and workflows across analytics, content creation, journey orchestration, and more. It acts as the central intelligence layer for teams, helping them execute initiatives ranging from marketing campaign launches to customer retention programs.

“Many organizations are struggling to translate AI adoption into measurable business results,” said Anjul Bhambhri, SVP of engineering, Customer Experience Orchestration, Adobe. “CX Enterprise Coworker was built to help teams deliver better outcomes, reshaping workflows with agentic AI that is grounded in brand, customer and channel intelligence.”

Businesses can leverage CX Enterprise Coworker to reshape how they attract and retain customers. Adobe provides a custom interface for every brand, based on the nuances of their industry and overall objectives. The new offering is flexible and customizable, architected on open standards such as Model Context Protocol (MCP) and Agent2Agent (A2A), to deliver a composable agentic AI solution that automates business workflows. Adobe enables seamless interoperability regardless of an organization’s technology stack, and CX Enterprise Coworker can operate across Adobe applications as well as third-party AI platforms from Amazon Web Services, Anthropic, Google Cloud, Microsoft, OpenAI and others.

CX Enterprise Coworker can be leveraged for workflows across:

- **Marketing campaigns:** From ideation to approvals to execution, the lengthy process of launching new campaigns often inhibits teams from experimenting with new ideas. This remains a bottleneck for businesses looking to personalize experiences at scale. With CX Enterprise Coworker, organizations can simplify the complexity. If a retailer is looking to drive a seasonal promotional campaign, CX Enterprise Coworker can orchestrate the work of pulling relevant audiences, creating on-brand creative and building cross-channel customer journeys—all based on defined goals around engagement or conversion. Teams are in full control, approving plans, adjusting strategies and launching campaigns into market with greater speed.
- **Customer engagement:** On any given day, businesses have millions of customer interactions that are happening across channels from the website to social media. Teams often miss opportunities to convert individuals (such as surfacing highly personalized offers) or to retain customers that are at risk of falling out. CX Enterprise Coworker can address this by constantly monitoring performance signals, evaluating activities against defined objectives, and adjusting workflows to deliver impactful results—all in a timely fashion. This moves AI agents beyond simply completing tasks, helping teams reach their goals with greater precision.
- **Marketing operations:** CX Enterprise Coworker can also streamline internal processes that often slow down campaign execution. This includes brand governance, for instance, where all marketing content can be automatically reviewed to ensure adherence to brand guidelines. CX Enterprise Coworker also inherits data policies, consent rules and permissions, providing guardrails that are automatically built into existing workflows. As teams begin work on campaigns or customer engagement programs, the agent can also manage cross-team collaboration by simplifying review cycles and coordinating cross-functional workflows.

Adobe CX Enterprise Coworker is the latest offering within Adobe CX Enterprise, a new end-to-end agentic AI system that will simplify how businesses manage their entire customer lifecycle, from acquiring and engaging prospects to driving conversion and lasting loyalty. Adobe Experience Platform (leveraged by global businesses to bring all customer data sources together) now powers over 1 trillion experiences annually and serves as the contextual layer in CX Enterprise, enabling agents with the right intelligence to support better business outcomes.

## Pricing

CX Enterprise Coworker will be offered as a standalone solution or add-on for new and existing Adobe customers. Businesses can get access right away at an introductory price and usage can be scaled accordingly based on the value that organizations are seeing. Teams can get started with ease and begin to reshape customer experiences immediately with agentic workflows. The offering introduces a new opportunity within Adobe's installed base, enabling businesses to layer AI-powered workflow orchestration and automation on top of their existing CX Enterprise investments, while creating opportunities for broader adoption and increased spend over time.

For smaller marketing teams, the offering is also designed to be self-service, simplifying the process around launching campaigns from identifying the right target audiences to creating personalized journeys and content. Built on Adobe's enterprise grade architecture, it leverages business context (such as marketing briefs and prior campaign performance) to generate campaigns quickly and confidently. Through natural language prompts, marketers can describe their goal, and CX Enterprise Coworker will build a campaign plan, create on-brand content and design a customer journey flow for a designated audience—all in a single workflow. Embedded analytics and data queries will then allow marketers to easily evaluate the impact of their campaigns.

## **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](http://www.adobe.com).