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FOR IMMEDIATE RELEASE

Adobe Named a Leader in Digital Experience Platforms by Independent Research Firm

Adobe Received Highest Possible Scores in 17 Criteria

SAN JOSE, Calif. — July 12, 2019 — Adobe (Nasdaq:ADBE) today announced that the company has been recognized as a leader in “[The Forrester Wave™: Digital Experience Platforms, Q3 2019](#)” report by Forrester Research, Inc. Forrester included 10 vendors in the report, and Adobe received the highest possible scores in 17 criteria including Web Experience Management, Customer Profile and Segmentation, AI/Machine Learning, Customer Analytics, Vision, Execution Roadmap, Partner Ecosystem and Supporting Products and Services. Each vendor was positioned according to their scores for their current offering, strategy and market presence.

“Compared with other vendors we evaluated, Adobe stands out in experience management and platform services, including content, marketing, and analytics,” stated Forrester in its report. “We like Adobe’s continued investment in customer data models, as well as its new ‘experience platform’ which focuses on enterprise-scale dynamic customer profiles and event-based integration and workflow.”

“Enterprises today are challenged with managing a massive volume of customer data, coupled with rising expectations for delivering personalized experiences,” said Suresh Vittal, Vice President, Adobe Experience Cloud. “As the leader in Customer Experience Management (CXM), Adobe enables brands of all sizes to understand their customers and deliver impactful digital experiences in real-time, and at scale.”

Adobe is reimagining CXM with [Adobe Experience Cloud](#), the industry’s only end-to-end solution for experience creation, marketing, advertising, analytics and commerce. Adobe Experience Cloud helps brands deliver consistent, continuous and compelling B2C, B2B and B2E experiences across customer touchpoints and channels, all while empowering brands to build a unified, secure and scalable digital foundation. Industry analysts have named Adobe a leader in over 24 major reports focused on experience—more than any other technology company.

As part of Adobe Experience Cloud, [Adobe Experience Platform](#) is the first real-time platform for CXM. Open and extensible, Adobe Experience Platform stitches together data from across the enterprise, enabling real-time customer profiles. Leveraging Adobe Sensei, Adobe’s AI and machine learning framework, Adobe Experience Platform activates content to help brands provide exceptional customer experiences. Some of the world’s largest brands use Adobe Experience Platform today, including Best Buy, The Home Depot, DXC Technology, Verizon Wireless and Sony Interactive Entertainment.

A complimentary copy of “The Forrester Wave™: Digital Experience Platforms, Q3 2019” report is available [here](#).

About Adobe Experience Cloud

Adobe is reimagining Customer Experience Management (CXM) with Adobe Experience Cloud, the industry’s only end-to-end solution for experience creation, marketing, advertising, analytics and commerce. Adobe Experience Cloud helps brands deliver consistent, continuous and compelling B2C, B2B and B2E experiences across customer touchpoints and channels—all while accelerating business growth. Unlike legacy enterprise platforms with static, siloed customer profiles, Adobe Experience Platform empowers companies to fully understand customers and make data actionable through Adobe Sensei, the company’s AI and machine learning technology. Industry analysts have named Adobe a leader in 24 major reports focused on experience—more than any other technology company.

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About Adobe

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

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