

#### Press Contacts

Holly Little  
Adobe  
415-832-6833  
[hlittle@adobe.com](mailto:hlittle@adobe.com)

Melissa Chanslor Mylek  
Adobe  
415-832-5489  
[chanslor@adobe.com](mailto:chanslor@adobe.com)

FOR IMMEDIATE RELEASE

# Media Alert: Adobe Named a Leader in Web Content Management Systems by Independent Research Firm

## Adobe Received Highest Scores in Current Offering and Market Presence Categories

**SAN JOSE, Calif. — Nov. 15, 2018** — Adobe (Nasdaq:ADBE) today announced it was recognized as a Leader in "[The Forrester Wave™: Web Content Management Systems, Q4 2018](#)" report<sup>1</sup> by Forrester Research, Inc. Adobe received the highest scores in the current offering and market presence categories. [Forrester](#) included 15 vendors in the report, evaluating each vendor across 26 criteria, including content, operations, extensions, vision and practitioner program.

In its report, Forrester states: "[Adobe Experience Manager] Sites remains a top choice for enterprise marketing buyers demanding sophisticated tools, but increasingly, Adobe is also a good fit for experience-led, mid-market organizations of all industries, even government, given its well-rounded compliance certifications."

"Brands must put engaging content at the core of experience or risk losing customers to competitors," said Loni Stark, head of Adobe Experience Manager and Adobe Target. "Adobe is the only company that gives brands everything they need to create and deliver engaging, personalized content across channels at massive scale and drive business value."

[Adobe Experience Manager](#), part of [Adobe Experience Cloud](#), enables marketers and IT professionals to design and deliver rapidly adaptable experiences across any end-point in the customer journey including web, mobile, IoT devices and more. Its intelligent content management platform, [Experience Manager Sites](#), helps organizations of all sizes manage experiences securely in the cloud for a wide-range of use cases, including marketing, headless, Single Page Applications, Progressive Web Apps and digital signage. Brands, including Hyatt, Informatica, Manulife, Microsoft, Palo Alto Networks, Silicon Labs, T-Mobile and Wegmans Food Markets, Inc., are leveraging Experience Manager to quickly deliver personalized and consistent customer experiences across all channels, reimagine customer experience management and drive business value for their organizations.

### About Adobe Experience Cloud

Adobe offers the industry's only end-to-end solution for content creation, marketing, advertising, analytics and commerce. Unlike legacy enterprise platforms with static, siloed customer profiles, Adobe Experience Cloud helps companies deliver consistent, continuous and compelling experiences across customer touchpoints and channels – all while accelerating business growth.

Adobe Experience Cloud manages trillions of data transactions and \$141 billion in online sales transactions annually. Industry analysts have named Adobe a clear leader in over 20 major reports focused on experience – more than any other technology company.

### About Adobe

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](http://www.adobe.com).

Source: <sup>1</sup>Forrester Research, "The Forrester Wave™: Web Content Management Systems, Q4 2018". Mark Grannan with Allen Bonde and Madeline King, 15 November 2018.

## Media Alert: Adobe Named a Leader in Web Content Management Systems by Independent Research Firm

### Helpful Links

- [Complimentary copy](#) of Forrester Research, Inc.'s "The Forrester Wave™: Web Content Management Systems, Q4 2018" research report
- [Blog post](#) from Josh van Tonder
- [Background on Content Management](#) powered by Adobe Experience Manager

###