



Public Relations Contact

Andrew Cha
Adobe
415-531-7764
acha@adobe.com

FOR IMMEDIATE RELEASE

Adobe (Magento) Named a Leader in 2020 Gartner Magic Quadrant for Digital Commerce

Adobe (Magento) Is Recognized as a Leader for Fourth Consecutive Year for Completeness of Vision and Ability to Execute

SAN JOSE, Calif. — Aug. 27, 2020 — Adobe (Nasdaq:ADBE) today announced that it has been positioned by Gartner, Inc. as a Leader in the 2020 “Magic Quadrant for Digital Commerce” research [report](#). This is the fourth year that Adobe (Magento) has been named a Leader, and this year, Adobe achieved the highest placement on the ability to execute axis in the Leader’s quadrant of the 15 participating vendors that were evaluated on their ability to execute and completeness of vision.

Gartner defines a digital commerce platform as “the core technology enabling customers to purchase goods and services through an interactive and self-service experience.” It also notes that a digital commerce platform must “provide necessary information for customers to make their buy decisions, and use rules and data to present fully priced orders for payment.”

“The realities of COVID-19 have catapulted digital commerce technologies to the forefront as brands are looking for ways to engage customers with exceptional, personalized experiences,” said Jason Woosley, vice president, Commerce Product and Platform, Adobe. “To us, being named a Leader speaks to the strengths of our platform to enable brands to deliver the best commerce experiences in today’s digital world.”

[Adobe Commerce Cloud](#), which is powered by [Magento Commerce](#), is the leading ecommerce platform for brands of all sizes and supports B2B, B2C and B2E use cases across more than 20 industries. A strong ecosystem of developers, agencies and solution and technology partners works with Adobe to drive the platform’s development velocity. Adobe Commerce Cloud, part of Adobe Experience Cloud, integrates with Adobe Analytics Cloud, Adobe Marketing Cloud and Adobe Advertising Cloud to provide a highly customizable end-to-end platform. Industry disrupting brands like HP Inc., Unilever, Rite Aid, Tweezerman and Catbird rely on Adobe Commerce Cloud to connect with shoppers and deliver the best commerce experience imaginable.

The evaluation criteria for completeness of vision includes market understanding, marketing strategy, sales strategy, offering (product) strategy, business model, vertical/industry strategy, innovation and geographic strategy. Criteria for a vendor’s ability to execute includes product/service, overall viability, sales execution/pricing, market responsiveness and track record, marketing execution, customer experience and operations.

A complimentary copy of the Gartner, Inc. 2020 “Magic Quadrant for Digital Commerce” research report can be viewed [here](#), in addition to a supporting blog post [here](#).

Adobe (Magento) Named a Leader in 2020 Gartner Magic Quadrant for Digital Commerce

Source: Gartner, "Magic Quadrant for Digital Commerce," Mike Lowndes, Jason Daigler, Sandy Shen, Penny Gillespie, Yanna Dharmasthira, 25 August 2020.

Gartner Disclaimer

Gartner does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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 over 25 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.

###