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FOR IMMEDIATE RELEASE

Adobe Announces Availability of Adobe Experience Manager as a Cloud Service

SAN JOSE, Calif. — Jan. 13, 2020 — Adobe (Nasdaq:ADBE) today unveiled Adobe Experience Manager as a Cloud Service, part of Adobe Experience Cloud. The industry's most advanced cloud-native solution for digital experience management brings together rich out-of-box capabilities and content customization options that marketers and developers demand, combined with SaaS-like agility. Brands can onboard and access the application in minutes—and go live with dynamic and personalized content and experiences in just a few weeks, not months as is industry standard today.

In the experience economy, every business must be a digital business. With solutions for data and insights, content and personalization, customer journey management and commerce and advertising, Adobe Experience Cloud is driving Customer Experience Management (CXM) across both B2B and B2C for companies of every size.

"Adobe Experience Manager as a Cloud Service supercharges organizations' abilities to create, manage and deliver more campaigns, digital assets and experiences faster than ever before," said Loni Stark, senior director of strategy and product marketing at Adobe. "It creates a compelling offer for mid-size companies and enterprises that are increasingly transforming to adopt advanced digital tools but need more simplicity and flexibility to support their changing business models."

"When the opportunity arose to become an early adopter of Adobe Experience Manager as a Cloud Service, we jumped at the chance due to the scalability of the offering," said Ben Snyder, IT Product Owner at Under Armour. "Integration has been seamless. Already our digital asset manager is running on cloud service and the time to upload our new season assets has been massively reduced."

"Becoming an early adopter of Adobe Experience Manager as a Cloud Service was incredibly attractive to us," added Steve Schultz, Head of Marketing Technology at Esri. "Instead of dealing with large-scale deployments of software updates to our site, Adobe Experience Manager as a Cloud Service is constantly updating. We think this process of continuous integration offers huge benefits as the risk of errors occurring during deployments is far reduced."

Managing large volumes of content across disparate teams, tailoring it for multiple touchpoints and personalizing content based on real-time data and insights are challenges brands face every day. Adobe Experience Manager as a Cloud Service is a modern, purpose-built application for experience management that integrates scalable, secure and agile content management (CMS), digital asset management (DAM), digital signage management and customer communication (CCM) applications. Adobe offers the only application with SaaS-like speed to value while being extensible and customizable to meet business needs.

Product Details and Benefits

Early results from mid-market to large enterprise companies using the application show a 50% faster ingestion time, a 40% increase in administrative efficiency, zero downtime resulting from regularly scheduled updates and an over 20% surge in author productivity. Moving to the cloud-native service provides marketing and IT multiple benefits including:

- **Faster time to value:** Achieve a boost to content development as brands no longer have to develop bespoke customization for site experiences. Adobe Experience Manager as a Cloud Service delivers production-quality CMS and

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DAM environments in minutes. For example, new site experiences can be launched quickly and act as the foundation for future customer experience innovations.

- **Cloud agility:** With a current, scalable and accessible application, CIOs don't have to worry about building in downtime to accommodate version upgrades and can rely on a production environment that is configured and constantly maintained to be consistent with Adobe's standard security practices and controls.
- **Experience optimization:** Drive higher ROI by taking action based on real-time knowledge of the customer, while honoring users' choices. For example, if previous purchases have shown a love for all things colored red and the customer has shown interest in an e-mail featuring coats, with Adobe Sensei, Adobe's AI and machine learning framework, a brand can combine those insights to recommend red coats in order to help convert the sale. Additionally, Adobe Sensei enables brands to automatically tag images and videos so teams can focus on creative work—not manual tasks.
- **Omnichannel experiences:** Create and deliver experiences across any channel, device or app. Brands can focus on content that will resonate with key audiences and preferences, and use built-in Adobe Sensei capabilities to better ensure mundane tasks of adapting that content for different channels are automated. Teams can work simultaneously on multiple assets for multiple channels, saving valuable time on project management and device optimization.

About Adobe

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

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