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FOR IMMEDIATE RELEASE

Adobe Named a Leader in Adobe Implementation Services by Independent Research Firm

Adobe Received the Top Scores in the Current Offering (Tied) and Market Presence Categories

SAN JOSE, Calif. — **June 25, 2020** — Adobe (Nasdaq:ADBE) today announced it was recognized as a leader in "The Forrester Wave™: Adobe Implementation Services, Q2 2020" report. The report evaluates companies that provide consulting, implementation and operations services to help brands maximize their investment in Adobe technology and accelerate experience-led business transformation.

"If your customer experience management (CXM) strategy does not center on realizing actual value, your ability to meet their needs is limited," said Max Long, senior vice president of Adobe Customer Solutions. "The most effective CXM programs today dedicate their efforts to uncovering how they deliver value to their customers and driving that in the most effective way possible."

Adobe is one of six out of the total 12 vendors named a leader that were evaluated on 24 criteria. Adobe received the highest possible score across 16 criteria including partner ecosystem and market presence. The report also noted that Adobe consulting clients "like its commitment to understanding their businesses and customers and easy access to Adobe product teams."

Adobe's consulting services are designed to help brands unlock the full potential of Adobe applications. With targeted approaches that deliver the right support for customer success, Adobe's consulting services empower brands to take their CXM strategy to the next level. Adobe's services include technology integration, learning and customer success management services that help customers maximize their investment, become best-in-class in delivering exceptional customer experiences and become industry leaders through innovation.

A complimentary copy of the "The Forrester Wave™: Adobe Implementation Services, Q2 2020" research report is available here.

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About Adobe Experience Cloud

In the experience economy, every business must be a digital business and Adobe Experience Cloud is the global leader for powering digital businesses. With solutions for data and insights, content and personalization, customer journey management, commerce and advertising, Adobe Experience Cloud is driving Customer Experience Management (CXM) across both B2B and B2C for companies of every size. Adobe Experience Platform – the foundation of Adobe Experience Cloud – is the industry's first purpose-built CXM platform, enabling personalized customer experiences in real-time at scale.

About Adobe

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

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