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## Adobe and SAP Team Up to Deliver Insight-Driven Marketing for Enterprise Customers

*Partnership Optimizes Customer Experience by Integrating Adobe Marketing Cloud With SAP HANA® and hybris Commerce Suite*

**WALLDORF, Germany and SALT LAKE CITY, Adobe Summit, The Digital Marketing Conference — March 25, 2014** — [SAP AG](#) (NYSE: SAP) and Adobe (Nasdaq: ADBE) today announced a global reseller agreement targeted at digital marketing and omni-channel commerce for enterprise customers. As part of the global partnership, SAP plans to resell Adobe Marketing Cloud with the SAP HANA® platform and the hybris Commerce Suite. Adobe and SAP will both invest marketing, sales and development resources in the partnership. The combination of digital marketing and commerce solutions from SAP and Adobe will be designed to help enable businesses analyze data across marketing channels and customer touch points, deliver more relevant, contextual customer experiences and ultimately to move one step closer to real-time customer engagement and drive better business results.

“The extraordinary power of SAP HANA gives us an opportunity to rethink entire industries and ultimately help amplify the potential of users from CIOs to CMOs,” said Dr. Vishal Sikka, member of the Executive Board of SAP AG, Products & Innovation. “Adobe has been an amazing partner on the SAP HANA innovation journey. Together, the Adobe Marketing Cloud and the SAP HANA platform will enable companies to analyze massive data sets across various marketing channels and help engage customers in real time, unearthing opportunities like never before.”

“Today’s most successful brands use digital marketing to drive their businesses. In this new world, a strong bridge connecting the worlds of the CMO and CIO is a strategic imperative,” said Brad Rencher, senior vice president and general manager of Adobe’s Digital Marketing Business. “Adobe and SAP, two powerhouses in marketing and commerce technology, are taking a groundbreaking step toward delivering solutions that marketers can use to succeed in today’s business environment.”

Customers are expected to benefit from the partnership in the following ways:

- **Omni-channel commerce:** Integration between the hybris Commerce Suite and the Adobe Marketing Cloud will be designed to enable marketers to personalize consumers’ shopping experience from brand engagement and marketing to immersive omni-channel shopping experiences.
- **Data-driven insights:** By uniting the power of the SAP® Customer Engagement Intelligence solution powered by SAP HANA with digital marketing capabilities from Adobe Marketing Cloud, marketers will be able to uncover a 360-degree view of the customer and relevant transactions across paid, earned and owned channels.
- **Engaging customer experiences:** Integration among SAP HANA, the hybris Commerce Suite and the Adobe Marketing Cloud is expected to enable marketers to engage and deepen customer relationships and help drive revenue across touch points like the web, social and communities.
- **Market with speed and precision:** By using SAP HANA to help unify, explore and identify high-value opportunities and Adobe Marketing Cloud to drive digital marketing execution, it is planned that marketers will move from data to insight to action faster than before.

For more information, visit the [SAP Newsroom](#).

### About Adobe Marketing Cloud

Now there’s a place that puts everything digital marketers need in one spot. It’s called the Adobe Marketing Cloud. It includes a complete set of analytics, social, advertising, targeting, Web and app experience management and cross-channel campaign management solutions as well as core services and mobile capabilities that bring together everything marketers need to know about their campaigns. So marketers can get from data to insights to action, faster and smarter than ever.

### About Adobe

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

### **About hybris software**

hybris software, an SAP company, helps businesses around the globe sell more goods, services and digital content through every touch point, channel and device. hybris delivers OmniCommerce™: state-of-the-art master data management for commerce and unified commerce processes that give a business a single view of its customers, products and orders, and its customers a single view of the business. hybris' omni-channel software is built on a single platform, based on open standards, that is agile to support limitless innovation, efficient to drive the best TCO, and scalable and extensible to be the last commerce platform companies will ever need. Both principal industry analyst firms rank hybris as a "leader" and list its commerce platform among the top two or three in the market. The same software is available on-premise, on-demand and managed hosted, giving merchants of all sizes maximum flexibility. Over 500 companies have chosen hybris, including global B2B sites W.W.Grainger, Rexel, General Electric, Thomson Reuters and 3M as well as consumer brands Toys"R"Us UK, Metro, Bridgestone, Levi's, Nikon, Galeries Lafayette, Migros, Nespresso and Lufthansa. hybris is the future of commerce™. For more information, visit [www.hybris.com](http://www.hybris.com)

### **About SAP**

As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 253,500 customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit [www.sap.com](http://www.sap.com).

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