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University of Sydney Embraces Digital Content Creation and Management with Adobe

SYDNEY, Australia. — 9 September 2014 — The University of Sydney has selected Adobe to deliver an integrated digital content creation and management solution to enhance the University's ability to foster positive and strong connections across its community of students and staff.

The University will re-platform and manage its web content and digital assets on Adobe Marketing Cloud to create an engaging and personalised digital experience for prospective students, current students, staff and alumni. The University has also enabled access to Adobe's Creative Cloud for digital content creation to its students and staff.

The University of Sydney wanted to upgrade its content management system and after an extensive evaluation process, Adobe Marketing Cloud was selected for its robustness, agility, ease of use and full functionality across any device. Solutions to be implemented include Adobe Experience Manager, Adobe Target and Adobe Analytics.

"Our website is now as fundamental to our operations as our lecture theatres and laboratories," the University's Director of Marketing and Communications, Marian Theobald, said. "If we are to continuously develop a website that is both engaging and usable for our wide range of stakeholders, we need a CMS that is robust, flexible and clever. We tested the market extensively and Adobe delivered on this, particularly in terms of its superior user experience for our staff."

"Our move to Adobe Marketing Cloud strongly aligns with the University's Digital Strategy to facilitate a connected and more engaged University community through the introduction of leading-edge technology and services" the University's IT Director Mat Myers said.

Adobe's Director of Public Sector and Education for Asia Pacific Tony Katsabaris said more universities are thinking about how they can better engage with people using their digital technologies.

"Customers have high expectations for the experience they get online and this is no different for a university," said Mr Katsabaris.

"Staying ahead requires a platform that offers a personalised, digitally-rich experience, across web and mobile devices. Adobe Experience Manager helps universities deliver this experience and capture the attention of their learning and teaching community by constantly adapting and innovating as the web landscape changes and evolves."

The University of Sydney's shift to the cloud includes Adobe's creative software - Adobe Creative Cloud. Creative Cloud has been rolled out to more than 7,500 staff and lab machines; a pilot program offering Sydney College of the Arts students access to Creative Cloud on their own devices is also being rolled out further in 2014.

"Technology is increasingly fundamental to the experience of our researchers, educators and students, underpinning how they research, teach, learn and connect with their peers and the wider community" said Nick Gilbert, Director Service Management, University of Sydney.

"Providing our staff and students with cutting edge, best in class technology is fundamental to what we do. Our strong partnership with Adobe has allowed us to make innovative and powerful creative tools available across the University of Sydney. The shift to Adobe Creative Cloud was an obvious one for us that has opened up a range of new and exciting possibilities" he added.

Adobe Creative Cloud provides access to all of Adobe's flagship creative products including Photoshop and Illustrator, as well as the ability to sync, share and publish across devices.

"Creativity isn't something that happens in the classroom alone," said Tony Katsabaris. "The University of Sydney's pilot has recognised this by allowing students access to Creative Cloud so they can create anytime, anywhere, on their preferred device."

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