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FOR IMMEDIATE RELEASE

Adobe and IBM Interactive Experience Announce Global Partnership

Hong Kong — Mar. 17, 2015 — At Adobe Summit, Adobe's annual Digital Marketing conference in the U.S., Adobe and IBM today announced IBM Interactive Experience will build specialized enterprise consulting capabilities for Adobe Marketing Cloud.

Combining the capabilities of Adobe Marketing Cloud with the design, digital and technology expertise of IBM Interactive Experience, enterprises can comprehensively integrate all the touch points of a consumer's journey. That seamless experience spans idea generation, transactions, loyalty programs, special promotions or offers, consumer relationship history and the totality of the individual experience.

"We continue to partner with the world's largest and most innovative agencies and systems integrators such as IBM Interactive Experience," said Brad Rencher, senior vice president and general manager, Digital Marketing at Adobe. "Mutual clients will benefit greatly from solutions that Adobe and IBM jointly develop to help them create differentiated customer experiences, whether those experiences are in a mobile app, an integrated shopping cart or on a digital screen in a retail store."

"A [recent IBM Institute for Business Value study](#) indicates that there is a disconnect between what consumers say they want from digital experiences and how they actually behave," said Paul Papas, Global Leader, IBM Interactive Experience. "Today's announcement will help marketers close the gap between expectations and experience using a combinations of Adobe Marketing Cloud and the services of IBM Interactive Experience, a unique digital agency that brings together experience design, systems integration and strategy consulting."

IBM's expertise with designing and developing unique customer experiences backed by insights from big data and analytics will improve the integrated, personalized content and offers companies provide to individuals. For example, when a consumer visits a company's website or digital app, the site could tap an integrated view of the

consumer to determine where they are in their buying journey and decide how to best interact with them in that moment to close the sale. The partnership will include training and certification of IBM consultants on Adobe Marketing Cloud as well as creation of joint IBM and Adobe client teams in key regions.

About IBM Interactive Experience

For more information on IBM Interactive Experience please visit www.ibm.com/gbs/interactive. To join the social discussion about IBM Interactive Experience, please follow [@ibminteractive](https://twitter.com/ibminteractive) on Twitter.

About Adobe Marketing Cloud

Adobe Marketing Cloud empowers companies to use big data to effectively reach and engage customers and prospects with highly personalized marketing content across devices and digital touch points. Eight tightly integrated Solutions offer marketers a complete set of marketing technologies that focus on analytics, web and app experience management, testing and targeting, advertising, audience management, video, social engagement and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels. Thousands of brands worldwide including two thirds of Fortune 50 companies rely on Adobe Marketing Cloud with over 30.4 trillion transactions a year.

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