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FOR IMMEDIATE RELEASE

Adobe and Microsoft Partner to Transform Marketing, Sales and Customer Service

Industry Leaders Join Forces to Enable Superior Customer Experiences across All Touch Points

Hong Kong — April 30, 2015 — At Adobe Summit in London, Adobe’s annual European Digital Marketing conference, Adobe and Microsoft Corporation today announced a strategic partnership that will redefine how enterprises manage their marketing, sales and services to better engage with customers across all touch points. The partnership will include the integration of Adobe’s industry leading Marketing Cloud Solutions with Microsoft’s best-in-class Dynamics CRM and allow brands to deliver experiences that take all customer engagements into account – from reach and acquisition to retention and loyalty. This new integration will help eliminate frustrating customer experiences that result when marketing, sales and service interactions are siloed.

“Helping our customers reinvent productivity and business processes is one of our top priorities. Partnering with Adobe enables us to deliver a comprehensive set of customer engagement processes to enterprise customers to help them be more productive and better engage with their customers,” said Kirill Tatarinov, executive vice president, Microsoft Business Solutions. “The integration of our industry-leading Dynamics CRM solution with Adobe Marketing Cloud will enable business professionals to maximize their investment in technology and deliver breakthroughs in marketing, sales and customer care.”

“Adobe and Microsoft are creating the industry’s first large-scale solution for connecting the customer experience across all touch points,” said Brad Rencher, senior vice president and general manager, Digital Marketing Business at Adobe. “We are making it possible for the long-held promise of the customer-centric enterprise to become a data-driven reality.”

Microsoft Dynamics Marketing, Microsoft’s integrated marketing management solution, includes capabilities like marketing resource management that are complementary to Adobe Marketing Cloud to provide added value to customers. The partnership will bring an integrated CRM-Marketing solution to marketers across many industry segments including financial services, travel and leisure. This partnership offers customers the ability to:

- Align sales and marketing activities by tightly integrating audiences and their behaviors, which can help guide sales or service calls, identify sales opportunities or inform lead scoring.
- Find high-value audience segments and provide them with real-time offers on the website or enable targeted display ads.
- Combine Web behavior data with order history, return history, loyalty status and call center history to not only identify where in the sales lifecycle stage a customer is in, but then also deliver the right content at the

right time, whether that content resides on a landing page, in a service follow-up email, or as an alert in a mobile app.

Both companies are committed to expanding other areas of collaboration and product integration including Adobe Marketing Cloud Solutions running on the Microsoft Azure Cloud platform. Adobe Campaign and Adobe Experience Manager are now certified on Microsoft Azure. Adobe already partners with Microsoft Azure to deliver streaming of major sporting events including the Olympics and Super Bowl through Adobe Primetime. The companies are also working on a connector that would enable data and insights from Adobe Analytics to appear in [Power BI](#), Microsoft's business analytics service that enables people to see all of their data through a single pane of glass, providing a consolidated view across a business.

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, social engagement and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to instantly 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 30.5 trillion transactions a year.

About Microsoft Dynamics

At the heart of every successful business are the people who make things happen. Microsoft Dynamics designs modern business solutions that empower individuals with intuitive tools that allow them to do their best work. Our proactive, easy-to-use business applications adapt to the way people and systems work, enabling businesses to rapidly deploy and be forward-looking in an ever-changing world.

About Adobe Systems Incorporated

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

About Microsoft

Founded in 1975, Microsoft (Nasdaq:MSFT) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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