



Press Contacts

Frances Peng
Adobe Systems Incorporated
(886) 937 212 280
fpeng@adobe.com

Tiffany Tsang / Julia Wong
Newell Public Relations
(852) 2117 5026 / 2117 5011
tiffanyt@newell.com / juliaw@newell.com

FOR IMMEDIATE RELEASE

Adobe Positioned as a Leader in Gartner Magic Quadrant for Web Content Management

Adobe Placed Furthest in Completeness of Vision; Named a Leader Fifth Year in a Row

Hong Kong — August 12, 2015 — Adobe today announced that the company has been recognized by Gartner, Inc., as a Leader in the [2015 Magic Quadrant for Web Content Management](#) research report, for the fifth year in a row. Adobe was ranked furthest in completeness of vision. The evaluation criteria for completeness of vision were evaluated by market understanding, marketing strategy, sales strategy, offering (product strategy), business model, vertical/industry strategy, innovation and geographic strategy.

"As brands look to connect experiences for customers across the web, mobile, and physical locations, technology can simplify this process," said Aseem Chandra, vice president, Adobe Experience Manager and Adobe Target. "We believe that our position as a leader in Gartner's WCM report shows that both [global brands and mid-sized companies](#) look to Adobe to help them deliver highly personalized experiences to customers and compete worldwide."

As part of [Adobe Marketing Cloud](#), [Adobe Experience Manager](#) delivers capabilities for web experience management, mobile app development, digital asset management, dynamic media delivery, mobile forums and documents, and social communities across digital channels. The latest [Adobe Creative Cloud](#) update automatically synchronizes with the assets management foundation of Experience Manager to better connect digital marketers and creative professionals. Creatives, marketers, and IT professionals from mid-size to enterprise organizations use the solution to build brand loyalty and drive demand.

Experience Manager can be deployed in the cloud, as a managed service, or on premise for delivering compelling digital experiences that happen anytime and anywhere. Today, Experience Manager manages millions of assets in the cloud and receives 342 billion requests of rich-media delivery traffic on average every month. [Market-leading analytics](#) and [performance targeting](#) from Adobe Marketing Cloud are now available within Experience Manager, offering a single user experience for digital experience delivery.

Gartner notes, "Leaders should drive market transformation. Leaders have the highest combined scores for Ability to Execute and Completeness of Vision. They are doing well and are prepared for the future with a clear vision and a thorough appreciation of the broader context of digital business. They have strong channel partners, a presence in multiple regions, consistent financial performance, broad platform support and good customer support. In addition, they dominate in one or more technologies or vertical markets. Leaders are aware of the ecosystem in which their offerings need to fit."

Customer/Partner Quotes

"We needed a CMS with global consistency in order to construct new websites. In addition to meeting this requirement, Adobe Experience Manager earned good reviews for its ability to provide full support for the various customer

experiences we want to achieve, which it does by smoothly coordinating between solutions," said Kaori Nakagawa, manager, Digital Strategy Department, Nissan Motors' Global Marketing Strategy Division.

"Adobe Experience Manager supports our performance needs, handles a massive amount of content, and excels at segmentation and personalization," said Daniel Hart, executive vice president for YourCareEverywhere, MEDHOST, a leading healthcare technology provider servicing 261,000 hospitals worldwide. "Managing the content alone, including pulling in data from personal consumer health devices, is complex enough, but then we have to ultimately handle millions of users—some authenticated and some unauthenticated. Adobe Experience Manager enables superb user experiences."

"Marketers can now, without placing additional burden on IT, make website updates 42 percent faster with Adobe Experience Manager managed services compared to the .NET environment," says Giles Richardson, head of analytics, RBS. "We can quickly develop landing pages that coordinate campaigns or update information as new regulations are introduced."

"We believe that it's important as an agency that we align and work with a Magic Quadrant Leader solution like AEM. We have seen continued adoption of this platform across mid-sized and enterprise organizations that are seeking to advance their marketing maturity," says Nick Christy, senior vice president, Enterprise Technology, r2i, an Adobe Enterprise Business Solution Partner. "As a full-service agency, we help those companies not only implement and integrate AEM but optimize it across marketing programs so that features such as mobile, personalization, asset management, advanced forms and social communities are tied to multi-channel marketing KPIs."

Source: Gartner, Inc. *Magic Quadrant for Web Content Management*, Mick MacComascaigh and Jim Murphy, 29 July 2015

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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, video, audience management, 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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