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FOR IMMEDIATE RELEASE

Adobe Named a Leader in Enterprise Marketing Software Suites by Independent Research Firm

Adobe Marketing Cloud Recognised as a Leader with Highest Overall Scores in Current Offering, Strategy and Market Presence

Hong Kong — Oct. 27, 2014 — [Adobe](#) (Nasdaq:ADBE) today announced the company has been recognised as a leader in “The Forrester Wave™: Enterprise Marketing Software Suites, Q4 -2014.” Adobe was among a group of select vendors that Forrester Research, Inc. invited to participate in the independent report that evaluated the most significant marketing cloud vendors. [Adobe Marketing Cloud](#) was positioned highest in current offering, strategy and market presence and achieved the highest scores possible in 21 out of 46 criteria overall.

“Adobe distanced itself from the pack with a combination of an innovative, detailed vision and in-market functionality designed solely to provide marketers with a clear incentive to use multiple solutions with the Adobe Marketing Cloud,” stated Forrester in the report, which also stated, “Adobe distinguishes itself with its core services capabilities – functionality introduced in early 2014 specifically to integrate the six products that constitute the Adobe Marketing Cloud. The product road map and overall vision for the EMSS build on that success. In addition, Adobe’s customer references are the only ones who have experience using the majority of Adobe’s products together, validating the vendor’s messaging and product strategy.”

“We are proud to be recognised as a leader with the highest scores in Current Offering, Market Presence and Strategy, in this Forrester Wave™ report on Enterprise Marketing Software Suites,” said Brad Rencher, senior vice president and general manager, Digital Marketing, Adobe. “We believe our top scores across a number of criteria is a testament to the completeness of our offer and to our unique ability to help marketers across all aspects of their workflow - from their use of Adobe Creative Cloud for content creation through the management, delivery and optimisation of that content through Adobe Marketing Cloud.”

Adobe Marketing Cloud is used by the world’s leading digital marketers from companies including Alex & Ani, AOL, Audi, BET Networks, Condé Nast, Dun & Bradstreet, Kate Spade Saturday, Lenovo, MGM Resorts, Philips, Rakuten, Starwood Hotels and Resorts, Time Warner Cable, University of Phoenix, Verizon Wireless and thousands more.

A complimentary copy of the “The Forrester Wave™: Enterprise Marketing Software Suites Q4, 2014 Report” is available for download [here](#).

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.

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