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FOR IMMEDIATE RELEASE

Adobe Named a Leader in Web Content Management for Digital Experiences by Independent Research Firm

Adobe Received Highest Scores in Current Offering, Strategy and Market Presence

Hong Kong — Feb 10, 2015 — Adobe (Nasdaq:ADBE) today announced that [Adobe Experience Manager](#), a key solution in [Adobe Marketing Cloud](#), was recognized as a Leader in “[The Forrester Wave™: Web Content Management Systems, Q1, 2015](#)” report by Forrester Research. Adobe received the highest scores in current offering, strategy and market presence in the report. The company was among the select vendors Forrester invited to participate in the independent report, which evaluated 10 Web content management products across 36 comprehensive criteria for current offering, strategy and market presence.

“Adobe has built the best portfolio for companies with the greatest marketing need,” stated the Forrester report. The report also said that Adobe offers a “rapidly-growing managed single-tenant cloud service,” and “standout features [which] include the practitioner toolkit, partner support, and mobile support.” The report added that, “Strategically, Adobe is well placed to continue its run, particularly as it and its partners gain mobile and cloud experience.”

“Forrester’s latest Wave report, in our opinion, underscores the rapid evolution in Web content management,” said Aseem Chandra, vice president, Adobe Experience Manager and Adobe Target, Adobe. “We believe our ranking as a Leader validates that Adobe Experience Manager makes it incredibly easy to deliver content consistently and with speed across all channels and connected screens. The innovations we are working on will continue to position our customers well ahead of the competition.”

Adobe Experience Manager delivers capabilities for [Web experience management](#), [mobile app development](#), [digital asset management](#), [dynamic media delivery](#), [mobile forms and documents](#), and [communities](#) across digital channels. The solution provides marketing and IT with modern, unified applications that can be deployed in the cloud or on premise, enabling organizations to deliver engaging digital experiences that build brand loyalty and drive demand. Experience Manager is used by marketing and IT in leading brands worldwide, including Air Canada, Audi, Conde Nast International, Hyatt, Lenovo, National Australia Bank, Panasonic, Philips, Verizon, Wyndham Hotel Group, and more.

A complimentary copy of “[The Forrester Wave™: Web Content Management Systems, Q1 2015](#)” report is available [here](#).

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. Six 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 and campaign. 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.

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About Adobe Systems Incorporated

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

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