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FOR IMMEDIATE RELEASE

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

Adobe Placed Highest in Ability to Execute

Hong Kong — Oct. 17, 2014 — Adobe (Nasdaq:ADBE) today announced it has been positioned by Gartner, Inc. as a Leader in the 2014 “[Magic Quadrant for Web Content Management](#)”¹ research report. Adobe was positioned highest in ability to execute in the report, and placed strongly in completeness of vision. The evaluation criteria for ability to execute included evaluating the product, overall viability, sales execution and pricing, market responsiveness and record, marketing execution, customer experience and operations. Criteria for a vendor’s completeness of vision included market understanding, marketing strategy, sales strategy, product strategy, business model, vertical and industry strategy, innovation and geographic strategy.

“Great digital experiences should appear like magic to the consumer, where the technology simply does what it’s supposed to and gets out of the way,” said Aseem Chandra, vice president, Adobe Experience Manager and Adobe Target, Adobe. “We believe our strong position as a Leader in the Gartner report once again underscores our ability to deliver the best experience management solution for organisations today, as well as our commitment to innovate and ensure our customers succeed into the future.”

Deeply integrated with other solutions in [Adobe Marketing Cloud](#), [Adobe Experience Manager](#) delivers capabilities for Web experience management, mobile app development, digital asset management, dynamic media delivery, mobile forms and documents, and social 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 organisations to deliver engaging digital experiences that build brand loyalty and drive demand. Experience Manager is used by marketers and IT in leading organisations worldwide.

“There are numerous CMS options available, from freeware to enterprise software, but there are only a few solutions that can work on our scale for 71 global websites in 30 languages,” Masamichi Yamamoto, group manager, digital marketing innovation group, Panasonic. “Not only does Adobe Experience Manager help us unify our brand image, improve production efficiency, and reduce costs, but it also encourages continued improvements to digital marketing so that we can keep pace with other global corporations.”

“With Adobe Experience Manager, we get the best of both worlds: easy-to-use content management features that enable us to convey a consistent Philips brand across websites, and flexible components that enable website staff to customise elements for a product line or market,” said Lonneke Vink, product owner, consumer website, Philips. “Using the integrated Adobe Marketing Cloud solutions, we gain efficiencies and can show what business and IT can accomplish when working towards the same goals.”

“Adobe Experience Manager received unanimous approval from all our stakeholders,” said Jean-Francois Deschênes, chief web officer and director of human resource information systems, Bombardier. “We need to control the overall look

¹ Gartner, Inc. “Magic Quadrant for Web Content Management, 2014” by Mick MacComascaigh, Mark R. Gilbert, Jim Murphy, Gavin Tay, Oct. 9, 2014.

and feel of the brand, but still give local managers the flexibility to adjust content to fit their particular markets. Adobe Experience Manager combines the control and personalisation capabilities that we need to accomplish our goals.”

According to Gartner, “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.”

A complimentary copy of the Gartner, Inc. October 9, 2014 “Magic Quadrant for Web Content Management” research report is available [here](#).

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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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About Adobe Systems Incorporated

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