Adobe Named a Leader in Gartner Magic Quadrant for Web Content Management

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

SAN JOSE, Calif.--(<u>BUSINESS WIRE</u>)--Adobe (NASDAQ:ADBE) today announced that the company has been recognized by Gartner, Inc. as a Leader in the <u>2016 Magic Quadrant for Web Content Management</u> research report for the sixth consecutive year. Adobe is positioned the furthest in completeness of vision. Adobe was one of 18 companies Gartner evaluated in the report, which evaluated marketing software vendors across comprehensive criteria including customer experience, innovation, market understanding, market strategy and offering (product) strategy, among others.

"Brands must move quickly to meet consumer expectations of personalized experiences that are consistent across the customer journey," said Aseem Chandra, vice president, Adobe Experience Manager and Adobe Target. "Adobe Experience Manager provides a leading content platform for both mid-market companies and enterprises to innovate and realize their digital transformation strategies quickly for competitive advantage."

<u>Adobe Experience Manager, part of Adobe Marketing Cloud,</u> delivers capabilities for creation and management of engaging digital experiences across websites, mobile apps and sites, and on-site screens. Experience Manager also enables brands to manage and leverage digital assets, mobile forms and documents, as well as user-generated content from social networks. Workflows spanning <u>Adobe Creative Cloud</u> and the assets management functionality in Experience Manager better connect creative content and data.

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."

"It's our mission to make people's lives better and healthier," Joanne Hewitson, global digital marketing lead of Crop Protection, DuPont. "In order to serve our millions of customers spread across 40 countries, it's essential that our digital experience is consistent regardless of location or device while also personalized enough to fit each region's needs. Adobe Experience Manager enables us to deliver our tailored yet consistent content quickly and efficiently."

A complimentary copy of Gartner Inc.'s™ "2016 Magic Quadrant for Web Content Management" report is available for download <u>here</u> .

Source: Gartner, Inc. *Magic Quadrant for Web Content Management*, **Mick MacComascaigh, Jim Murphy, Sept. 28, 2016**

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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.

About Adobe

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

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