

Adobe Solution to Enable Optimized Shopping Experiences Across Multiple Online Channels

[Adobe Systems Incorporated](#) (NASDAQ:ADBE) today announced it is partnering with [hybris](#), a leading provider of multichannel commerce and communication software, to provide digital marketers comprehensive commerce capabilities as part of Adobe's solution for powering online customer experiences. The integration of hybris technology with Adobe® [Web Experience Management](#) (WEM), part of the [Adobe Digital Marketing Suite](#), is designed to deliver marketers and retailers an enterprise-class offering to manage and optimize the online buying process, from brand engagement to immersive shopping experiences to checkout.

"The ability to rapidly create great online experiences and deliver them across multiple channels is a key competitive advantage for businesses today," said Kevin Cochrane, vice president of Product Strategy and Solution Marketing, Adobe. "And the pressure to differentiate from competition through the buying experience is enormous. From navigating on a desktop, smartphone or tablet to sharing product experiences on social media, e-commerce today is increasingly interactive and content-rich. Adobe WEM will help marketers and retailers rise to the increasing expectations of consumers."

As part of the integrated offering, Adobe WEM, and its core, newly available [Adobe CQ](#) 5.5 software (see separate release), will deliver capabilities for both the front-end shopping experience and back-office merchandising and marketing publishing processes. This includes storefront content delivery capabilities, search and navigational elements, as well as checkout pages, product detail and imagery powered by hybris commerce functionality. Additionally, hybris Product Content Management software will drive product information and options, in addition to order fulfillment. The Adobe solution will also have ready access to online analytics, via the Adobe Digital Marketing Suite, to enable marketers to rapidly optimize content and maximize return on investment.

"Our partnership with Adobe will help close the gap between acquisition and checkout, providing our customers a platform to create consistent brand experiences across channels," said Carsten Thoma, chief operating officer, hybris. "hybris' modular design and use of industry standards enables customers to deploy solutions rapidly with a superior total cost of ownership."

The ease-of-use of the integrated WEM solution will allow marketers to author and publish content, which lowers development costs, increases productivity and shrinks the time to go live. The feature-rich development environment will help IT be more agile, empowering them to rapidly develop and deploy new templates, designs and Web components to business users.

"Our digital strategy required building a robust brand platform engaging a large network of independent salons and professional hair stylists sitting seamlessly with international commerce," said Stuart Spiegel, chief digital officer, ghd, a world leading professional hair styling brand. "We needed a solution that would scale to support our brand innovation requirements, present and future, and the combination of Adobe WEM and hybris provided that foundation. We are proud that key brand advocates, professional hair stylists and salons will now have unique tools to engage their clients."

"Collaborating with ghd, we completed one of the early implementations of the combined Adobe WEM and hybris multi-channel commerce offering," said Chris Andrasick, chief executive officer, Tacit Knowledge, a digital commerce consultancy. "A key differentiator was the pace with which ghd was up and running with a robust commerce site before peak period. The solution we've built will enable global expansion as needed."

Adobe and hybris sales and marketing teams will jointly sell and promote the integrated solution to customers worldwide. The companies plan to work with global agency and system integrator partners, such as Acquity Group, Deloitte, SapientNitro, and Tacit Knowledge, to provide implementation services.

"Through our long-term work with Adobe and hybris, we know the significant strengths both provide for online experiences," said Matt Schmeltz, chief marketing officer, Acquity Group. "The combination will offer customers best-in-class, integrated Web experience management and multi-channel business-to-business and business-to-consumer commerce capabilities unmatched in the marketplace today. The integrated

solution will dramatically speed our ability to bring customers to market.”

Availability

Integrated e-commerce capability as part of Adobe WEM is available now in beta and is targeted for general availability in the second calendar quarter of 2012.

About the Adobe Digital Marketing Suite

The Adobe® Digital Marketing Suite offers an integrated and open platform for online business optimization, a strategy for using customer insight to drive innovation throughout the business and enhance marketing efficiency. The Suite consists of integrated applications to collect and unleash the power of customer insight to optimize customer acquisition, conversion and retention efforts as well as the creation and distribution of content. For example, using the Suite, marketers can identify the most effective marketing strategies and ad placements as well as create relevant, personalized and consistent customer experiences across digital marketing channels, such as onsite, display, e-mail, social, video and mobile. The Suite enables marketers to make quick adjustments, automate certain customer interactions and better maximize marketing ROI, which, ultimately, can positively impact the bottom line.

About Adobe Systems Incorporated

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

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Contact:

Adobe Systems Incorporated
John Cristofano, 408-536-4135
jcristof@adobe.com

or
Edelman for Adobe Digital Marketing
Larry Lettieri, 650-762-2860
larry.lettieri@edelman.com

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