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## Accenture and Adobe Expand Alliance to Advance Digital Transformation for Life Science, Healthcare, and Financial Services Organisations

Solutions and services based on Adobe Marketing Cloud to accelerate digital marketing transformation for clients in Europe and North America

**London, UK;** 10<sup>th</sup> December, 2015—Accenture (NYSE: ACN) and Adobe (NASDAQ: ADBE) today announced the expansion of their global alliance to create and deliver digital marketing solutions for life science, healthcare, and financial services organisations in Europe and North America. Under a new three-year agreement, Accenture and Adobe will develop technology services and solutions designed to help customers in these particular industries drive greater marketing performance and efficiency.

Accenture and Adobe will create a dedicated team with industry and digital marketing experience, sales personnel, and developers to integrate Adobe Marketing Cloud solutions with digital marketing services from [Accenture Interactive](#), part of Accenture Digital, and apply Accenture's knowledge of the life science, healthcare, and financial services industries. Accenture will also invest in growing its Adobe practice to deliver digital marketing solutions to clients at scale.

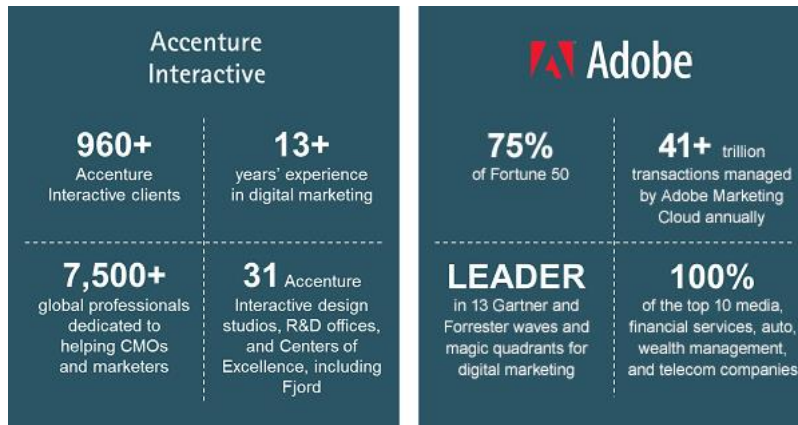
The joint effort will seek to develop, sell, and deliver solutions that are:

- Focused on large-scale content and campaign management
- Built to help drive business outcomes primarily for life science companies, healthcare providers, retail banks, and insurance companies
- Designed for industry-specific digital marketing performance metrics and to help support compliance with industry regulations
- Ready-to-use, scalable, support fast implementation, and provide integration with clients' existing solutions
- Initially available in the United Kingdom, United States, Canada, Germany, and France

[Glen Hartman](#), senior managing director for Accenture Interactive North America, said, "Accenture and Adobe are building on our already strong alliance to establish a landmark in the digital marketing industry. Organisations demand digital marketing solutions that support their markets, can be rolled out quickly, and help drive specific business outcomes. This requires true collaboration and innovation between services and technology providers—the kind of which Accenture and Adobe can provide."

Matt Thompson, executive vice president, Worldwide Field Operations at Adobe, said, "Working with Accenture at this level is a significant step toward providing tailored versions of Adobe Marketing Cloud solutions that address the unique requirements of specific vertical industries. This is a logical next step in the evolution of Adobe Marketing Cloud as an enterprise software platform to help industries successfully transition to digital."

Accenture and Adobe are two recognised industry leaders. In November, Forrester Research named [Accenture Interactive a leader](#) among global digital experience service providers. Forrester wrote, "Accenture Interactive's strategy, design, and implementation work is some of the most complex and successful we saw in this evaluation."<sup>1</sup> In October, Forrester Research named [Adobe the leader](#) in digital experience platforms stating that "Adobe has established a platform of best-of-breed technologies that support marketing activities."<sup>2</sup>



*Accenture Interactive and Adobe – two digital marketing industry leaders*

Earlier this year, the two companies provided an example of their capabilities with the introduction of "[Accenture Customer Engagement](#)" (ACE), a pay-per-use, cloud-based managed digital marketing service. The digital marketing services and underlying Adobe Marketing Cloud solutions are managed by Accenture Interactive, freeing marketers from integrating and customising technology and services and employing personnel trained in the solutions.

<sup>1</sup> *The Forrester Wave™: Digital Experience Service Providers, Q4 2015*, by Anjali Yakkundi, Sarah Sikowitz, November 4, 2015

<sup>2</sup> *The Forrester Wave™: Digital Experience Platforms, Q4 2015*, by Mark Grannan, Ted Schadler, Stephen Powers, October 22, 2015

#### **About Accenture**

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialised skills across more than 40 industries and all business functions – underpinned by the world's largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 358,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at [www.accenture.com](http://www.accenture.com).

[Accenture Interactive](#), part of [Accenture Digital](#), helps the world's leading brands drive superior marketing performance across the full multichannel customer experience. Accenture Interactive offers integrated, industrialised and industry-driven digital transformation and marketing solutions. To learn more follow us [@Accenture Social](#) and visit [www.accenture.com/interactive](http://www.accenture.com/interactive).

#### **About Adobe Marketing Cloud**

Adobe Marketing Cloud empowers companies to use big data to effectively reach and engage customers and prospects with highly personalised 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, audience management, video, 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.co.uk](http://www.adobe.co.uk)