**Public relations contacts**
Cristina Fletcher
Adobe
cfletcher@adobe.com

**MEDIA ALERT FOR IMMEDIATE RELEASE**

# Adelaide University selects Adobe Experience Cloud to deliver best-in-class digital student experience

- **Adelaide University worked with Adobe and Deloitte Digital to develop and launch its new website within six months.**
- **Adobe was selected to help fulfill the vision of becoming a leading university for the future.**

**SYDNEY, Australia — November 13, 2024** — Adobe today announced that it is working with Adelaide University to deliver a best-in-class digital student experience, ahead of its opening in 2026. As part of its vision to be a leading university for the future, the institution is implementing a suite of Adobe solutions to create a more personalised, seamless and connected student journey, both virtually and on campus.

The new university – created by combining the University of Adelaide and the University of South Australia – aims to deliver Australia's most accessible, contemporary and future-focused education, with a strong digital underpinning.

To achieve this, Adelaide University selected Adobe's end-to-end offering for personalisation at scale, starting with Adobe Experience Manager (AEM) Cloud Service, providing a scalable, secure, and agile foundation for digital customer experience. Adobe Experience Platform (AEP) is being used to unify all audience data, which will then provide meaningful insights to tailor engagement. Specifically, Adelaide University has implemented Adobe Real-Time Customer Data Platform, Adobe Customer Journey Analytics, Adobe Journey Optimizer, Adobe Target and Adobe Advertising.

"Our goal is to create a digital platform that seamlessly integrates the best technologies to shape our future enrolment growth," said Professor Jessica Gallagher, Deputy Vice Chancellor International and External Engagement, Adelaide University. "By investing in Adobe's suite of products, we are building a robust digital infrastructure that supports our vision to become a

future-forward, globally renowned institution. Further, our audience and data-led approach will allow us to experiment and make data-driven decisions in the future."

Adelaide University has also engaged Deloitte Digital to help the team build and implement Adobe's solutions. The partnership led to the successful launch of the institution's new website, a collaborative effort over six months, which will go on to shape its internal and external digital experience. The new website is currently being used to reach and engage prospective students, which will continue to evolve in the lead up to opening day. Deloitte is also implementing Adobe Real-Time Customer Data Platform and setting up the various audience profiles for the University.

Katrina Troughton, Vice President and Managing Director at Adobe Australia and New Zealand said, "Adelaide University has a bold vision that will redefine higher education. By working to connect its data, content and journeys, it will be able to deliver a modern, intuitive and personalised experience that resonates with students of today and tomorrow."

According to Adobe's *Digital Student Experience (DSX) Benchmark* *2024*– which measures website performance across the university student lifecycle – Australian universities have some hurdles to overcome to improve their digital student experience, especially in the areas of enrolment and engagement. While the sector as a whole achieved a robust score of 82 out of 100, the study showed a wide variation in performance between universities. Scores indicate a number of universities still only have a basic level of digital maturity, and no institution is outperforming on all measures. Adelaide University is committed to leading in the digital space to ensure its competitive edge.

**About Adobe**

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