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Accenture and Adobe Unlock Content Supply Chain Value to Help Enterprise Brands Cut Costs, Increase Efficiencies and Drive Growth

New Delhi, INDIA - March 21, 2023 – Accenture (NYSE: ACN) and Adobe (Nasdaq: ADBE) are collaborating to help enterprise marketers unlock the value of their content supply chains. The companies have developed new services that help marketers more effectively create and deliver content using Adobe's integrated Content Supply Chain solution, fueling personalized customer experiences at scale.

Launched at [Adobe Summit](#) 2023, the collaboration combines Accenture's experience in process improvement, change management and marketing with Adobe's comprehensive set of creative and experience applications and integrations to assess the content landscape and identify areas ripe for optimization. By embracing data to uncover new efficiencies and ways of working, marketing organizations can cut costs, while driving creative and financial growth.

With rapidly evolving customer preferences and the exploding number of channels, markets and formats, marketers are increasingly challenged to efficiently produce personalized, dynamic and optimized content that brings their brands to life. According to [Accenture research](#), 95% of global leaders believe their customers are changing faster than their businesses. Together, Accenture and Adobe will help marketers transform their approach to content to be more agile amid uncertainty and remain relevant.

"With the growing velocity of content production comes the need to identify the right content, format and channel for each asset to deliver engaging customer experiences that drive real business impact," said Jim LaLonde, Accenture Adobe Business Group lead. "Leveraging Adobe technology and Accenture services, our new services bring together the people, tools and workstreams needed for our clients to effectively plan, create, manage and deliver content across industries and around the globe."

Justin Merickel, vice president, Business Development and Partners, Adobe, said, "Content fuels the digital economy and together Adobe and Accenture are equipping brands to build high-performing content supply chains that deliver the quantity and variety of effective, personalized content customers now expect. With content demand expected to grow five times over the next two years [*Adobe to insert link to research*], Adobe and Accenture will help marketers transform the content supply chain to drive measurable business outcomes."

To better command its content, Accenture is piloting the content supply chain services and technologies as part of a broader marketing transformation. As a result, the Accenture marketing and communications team has gained transparency into campaign performance, increased alignment with business priorities and improved the ability to track budgets and resources. It provided new insights to align content to relevant campaigns and deliver them through the right channels, based on audience preferences.

“As part of our broader marketing transformation, we collaborated with Adobe on a modular approach to content production that saves time and money, enabling our creative teams to focus on doing what they do best,” said Jill Kramer, chief marketing and communications officer, Accenture. “Our transformation is a powerful example of how marketing organizations can unleash the power of creativity by creating and distributing personalized content faster and at scale, while delivering a compelling experience for clients.”

Adobe is also partnering with Accenture to transform its own marketing operations. Accenture is helping Adobe's B2B marketing organization scale the delivery of personalized marketing campaigns through the use of [Adobe Real-Time CDP](#). By unifying data across multiple sources into actionable profiles for use across [Adobe Experience Cloud](#) applications, Adobe expects to amplify its impact and reduce operational complexity in delivering high value experiences to customers.

Accenture and Adobe are showcasing the new services and technologies at [Adobe Summit North America](#) in Las Vegas on March 21-23, 2023 in the Accenture booth, #619. To learn more about content supply chain, attend the speaking session S708 “[Content Velocity](#)” featuring Accenture's Penelope Prett, CIO, Emma McGuigan, global lead, Enterprise & Industry Technologies, and Elise Cornille, Accenture Technology marketing lead, on March 22 at 2:30 p.m. PDT.

As a testament to its longstanding partnership with Adobe to create unrivalled experiences and accelerate growth for clients, Accenture was recognized at Adobe Summit with as the Global Adobe 2023 Digital Experience Partner of the Year. Accenture was also named Adobe 2023 Digital Experience Partner of the Year in Americas, APAC, EMEA and Western Europe.

About Accenture

Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organizations build their digital core, optimize their operations, accelerate revenue growth and enhance citizen services—creating tangible value at speed and scale. We are a talent and innovation led company with 738,000 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology with unmatched industry experience, functional expertise and global delivery capability. We are uniquely able to deliver tangible outcomes because of our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Accenture Song. These capabilities, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients succeed and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners and communities. Visit us at www.accenture.com.

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