



Vestas Selects Adobe to Power Covento, Transforming the Marketplace and Customer Experience for Wind Turbines

- Global sustainable energy leader Vestas chooses Adobe Experience Cloud to power its Covento marketplace for renewable parts, connecting buyers and suppliers of high-end wind turbines
- The Covento marketplace drastically reduces complexity of online spare parts purchasing, cutting average procurement period from weeks to seconds.
- Post-launch, Adobe-powered marketplace saw rapid adoption amongst buyers, with a 247% month-over-month increase in logins

INDIA — June 8, 2023 — Today, at Adobe Summit – the industry’s leading Digital Experience Conference – Adobe (Nasdaq:ADBE) announced that global sustainable energy leader Vestas has selected Adobe Experience Cloud to create a digital platform that aims to create choice, convenience and transparency in order to contribute to the sustainability movement. Covento's B2B marketplace aims to offer the same seamless experience as your favorite B2C e-commerce sites. The vision is for the first time, buyers visiting Covento enjoy real-time access to parts and components for 71 wind turbine models from six manufacturers, enabling them to find and order everything they need instantly.

Using Adobe Commerce and Adobe Analytics, part of Adobe Experience Cloud, Vestas build the Covento's B2B ecommerce marketplace and launched a modernized online procurement process. Covento's Adobe-powered marketplace dramatically reduces the time and complexity involved in purchasing spare parts for wind turbines, cutting the average procurement time from weeks to seconds. The new marketplace has been rapidly adopted amongst buyers, with logins increasing 247% month-over-month.

“We want to make the humans lives behind the green electrons easier so that they can focus on what we need them to focus on: ensuring green electrons continue to flow and that more of those green electrons continue to come online at a scale and pace the world has never known and desperately needs.”, said Jill Ashley Brandt, Chief Executive Officer at Covento by Vestas. “Working with Adobe gives us a complete ecommerce solution that empowers our customers to select the products they want almost instantly, freeing up their time to focus on solving the global climate crisis.”

“We are committed to bringing transformational technologies to market, and enabling customers to drive impact that creates a better world for all,” said Luc Dammann, President of EMEA at Adobe. “Covento's journey with Adobe introduced an entirely new model that is bold, differentiated in the business-to-business category and attuned to the consumer expectations fueling the digital economy today.”

Wind turbines require regular maintenance, making quick and easy identification of spare parts a critical component in minimizing downtime and maintaining cost effectiveness. Due to lengthy research periods and supplier negotiations, the previously quickest time for a customer to procure a new part through Covento was 21 days, with the process typically involving seven people across six departments.

With the wind energy market predicted to double over the next decade, Vestas required a flexible and scalable commerce platform that would digitize the supply chain for renewable parts, and meet the demands of an increasingly competitive industry. Adobe Commerce, as Covento's foundational digital ecommerce platform, is transforming a fragmented procurement process into a simplified and connected digital experience.



