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Adobe Named a Leader in 2020 Gartner Magic Quadrant for Digital Experience Platforms

Singapore — 6 February 2020 — Adobe (Nasdaq:ADBE) today announced it has been positioned by Gartner, Inc. as a Leader in the 2020 "Magic Quadrant for Digital Experience Platforms" research report. Adobe was one of 14 vendors evaluated in the report. For the third consecutive year, Adobe placed furthest in the Leaders quadrant for completeness of vision.

According to Gartner, "a digital experience platform (DXP) is an integrated and cohesive piece of technology designed to enable the composition, management, delivery and optimization of contextualized digital experiences across multiexperience customer journeys." A complimentary copy of Gartner, Inc. Jan. 29, 2020 "Magic Quadrant for Digital Experience Platforms" research report is available here, and a blog post can be viewed here.

"In order for brands to offer exceptional experiences, they need to engage with their customers at a personal level across every touchpoint," said Suresh Vittal, vice president, Adobe Experience Cloud. "Adobe Experience Platform is the only enterprise platform available today that helps brands create a single, real-time view of each customer to deliver the best experience using Adobe Sensei, Adobe's AI and machine learning framework."

In the experience economy, every business must be a digital business and Adobe Experience Cloud is the global leader for powering digital businesses. With solutions for data and insights, content and personalization, customer journey management, commerce and advertising, Adobe Experience Cloud is driving Customer Experience Management (CXM) across both B2B and B2C for companies of every size. Adobe Experience Platform – the foundation of Adobe Experience Cloud – is the industry's first purpose-built CXM platform, enabling personalized customer experiences in real-time at scale.

The evaluation criteria for completeness of vision includes market understanding, marketing strategy, sales strategy, offering (product) strategy, business model, vertical/industry strategy, innovation and geographic strategy. Criteria for a vendor's ability to execute includes evaluating the product or service, overall viability, sales execution/pricing, market responsiveness/record, marketing execution, customer experience and operations.

Source: Gartner Magic Quadrant for Digital Experience Platforms, Irina Guseva, Gene Phifer, Mike Lowndes, 29 January 2020

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