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FOR IMMEDIATE RELEASE

# Adobe and ServiceNow Partner to Advance Customer Experience Management

## Partnership Helps Enterprises Integrate Customer Experience Data and Creates Seamless Digital Workflows to Deliver the Best Outcomes for Their Customers

LONDON — March 26, 2019 — Adobe (Nasdaq: ADBE) and [ServiceNow](https://www.servicenow.com) (NYSE: NOW) today at Adobe Summit announced a partnership to empower brands with an industry-first solution for stitching together Adobe customer experience data and ServiceNow customer data, ultimately providing seamless digital workflows and personalised customer experiences across all touchpoints.

Organisations use customer engagement solutions to better understand and personalise the digital experience for customers. But this data is typically siloed and disconnected from the customer service experience. Customers expect a seamless, personalised experience as well as quick issue resolution. Adobe and ServiceNow will enable integrations between Adobe Experience Platform and the ServiceNow Platform to enhance Adobe's real-time customer profiles with ServiceNow's rich customer data. This will create a more comprehensive view of a customer across its entire digital journey – from acquisition to service.

Additionally, Adobe Experience Cloud solutions will integrate with the ServiceNow Platform, including its Customer Service Management (CSM) solutions. Adobe and ServiceNow will partner to enable their mutual customers to integrate and leverage digital workflows, service catalogues, intelligent content and knowledge management capabilities.

"Customers demand exceptional experiences, and businesses are looking to transform customer service and engagement," said John Donahoe, president and chief executive officer, ServiceNow. "Together, ServiceNow and Adobe will help enable seamless digital workflows that power the experiences customers want and that businesses seek to provide."

"Delivering personalised, real-time customer experiences is at the core of every successful enterprise," said Shantanu Narayen, president and CEO, Adobe. "Adobe and ServiceNow are partnering to provide enterprises with real-time actionable data across the customer journey so they can better manage and grow their digital businesses."

This partnership will enable customers to benefit from a centralised, intelligent CXM tool and, along with the ServiceNow platform, customers will be able to streamline work between teams and ultimately build rich, real-time customer profiles in an instant. For example, our mutual customers will be able seamlessly integrate ServiceNow digital workflows, knowledge management and service catalogues into a personalised engagement layer through Adobe Experience Platform, to create consistent, contextual experiences and services.

#### About Adobe

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](https://www.adobe.com)

#### About ServiceNow

ServiceNow (NYSE: NOW) is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity for employees and the enterprise. For more information, visit: [www.servicenow.com](https://www.servicenow.com).



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