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Make Experience your Business – Adobe's Call to Action at Summit EMEA 2018

Adobe kicks off Europe's largest Digital Business Conference; Showcases AI-powered Innovation Across Adobe Cloud Platform and Adobe Experience Cloud; Rolls Out Customer Enablement Programme for the Region

LONDON – May 3, 2018 – Adobe today kicked off Adobe Summit EMEA 2018, its annual digital business conference that attracts more than 5,000 business, marketing and IT professionals from across the region.

Summit will feature some of the industry's leading "Experience Makers" who have led digital transformations, as well as demonstrations of the latest innovations across the Adobe Cloud Platform and Adobe Experience Cloud, the company's comprehensive set of Cloud services designed to give businesses everything they need to deliver exceptional customer experiences.

In addition to showcasing Adobe's latest technology advances, the conference will feature keynotes from leaders who have used powerful experiences to transform their businesses, including Virgin Atlantic CMO Claire Cronin, Ford's head of customer engagement Claire Hepworth, and senior executives from SKY, LEGO and Amazon.

Also headlining the event will be business and sports personalities who have used social and digital marketing to build brands and personas, including fashion designer and global business leader Victoria Beckham, and world heavyweight boxing champion Anthony Joshua.

British actor and comedian Rob Brydon will host the Adobe Sneaks, the company's annual showcase of cutting-edge technology from the Adobe Research labs.

Experience is Everything
In a world where digital has disrupted every industry, enterprises face a new reality in which customers are demanding rich, personalized experiences in real-time and across a variety of touchpoints—not just web and mobile, but increasingly new devices, formats and interaction models such as voice and immersive media. Delivering this at scale requires rearchitecting the modern enterprise around customer intelligence, with a capacity to manage and make sense of high volumes—and high velocity—of data as well as content.

Today the audience will be hearing from global brands who are transforming their businesses and taking first-mover advantage around the imperative of customer experience; and Adobe will be showcasing new innovations across Adobe Experience Cloud and the Adobe Cloud Platform to help brands meet some of the challenges associated with this transformation and shifts in consumer behaviour:

- **Unifying customer intelligence in the enterprise**: As the universe of what is 'knowable' about customers continues to expand, the modern enterprise needs a new system of record—one that can ensure that customer data is unified and standardized—but also properly governed—to deliver personalized experiences at scale. In response, Adobe today will be showcasing enhancements to the Adobe Cloud Platform that will make it easier to unify customer data from across the enterprise into an industry-first Unified Customer Profile, creating a real-time view of customers along their journey to help deliver experiences that are relevant to them.

- **Breaking silos in advertising:** Marketers continue to be challenged by siloed creative and media processes, and many still struggle to deliver relevant advertising to their customers. The opening keynote at Summit today will feature a demonstration of Adobe's Advertising Cloud Creative, the industry's first advertising platform which allows marketers to dynamically adjust design elements of a campaign—including advertising copy and assets used in display ads—for the

rapid rollout of new messaging and design without the expensive steps of re-trafficking or restarting the design process—and enabling brands to advance the quality and targeting of digital ads through greater personalization.

- **Delivering experiences in a multichannel world:** Brands face a growing number of touchpoints on which they can reach their audiences, with exponentially growing data complexity. Today Adobe is showcasing new features in Adobe Analytics—the insights engine of Adobe Experience Cloud—that help businesses better understand customer journeys across these channels. This includes **recently-unveiled capabilities for streaming audio** that for the first time enable brands to understand how consumers interact with online and offline audio, including understanding listening behaviors, streaming quality and monetization opportunities.

- **Accelerating content velocity:** Great experiences start with content, and today's brands need to create, orchestrate and personalize mass volumes of content quickly and at scale. In London today Adobe will demonstrate new AI-powered capabilities in Adobe Experience Manager including intelligent image discovery, allowing tailoring of images for different screens and automated personalization of content. Additionally, native support of Experience Manager from within Creative Cloud applications—allowing designers to access experience design tools directly from tools such as Photoshop, for example—will unify creative and marketer workflows for the first time.

- **Simplifying how marketers work:** Closing today's Summit keynote, Adobe's Chief Technology Officer Abhay Parasnis will discuss new developments in Sensei, Adobe's AI and machine-learning engine, that are reshaping the delivery of customer experience through data analytics as well as through content and design understanding. The audience will also take a glimpse into the future with a demonstration of the new Sensei Agent & Graph, a game-changing tool that enables natural interaction with language and voice to radically empower and simplify how marketers work.

Introducing Adobe Experience League

Great technology alone is not enough to transform a business. Today, Adobe is announcing the European rollout of the Adobe Experience League, a new customer enablement program that provides guided learning to help customers get the most out of their Adobe Experience Cloud investment. Experience League provides training materials, one-to-one support from experts, as well as the ability to connect with a community of fellow professionals.

As part of its Experience League offering, Adobe today also introduced the **Adobe Experience Index** for Europe, a benchmark study that helps brands determine how they are doing at creating Experience-led businesses. In its first instalment, the Index will help brands understand current consumer expectations in Europe, how these are evolving, and what to anticipate. Read initial results of the study [here](#).

Technology Previews

This week Adobe will also preview technology coming out of its R&D labs, including a number of Sensei-powered innovations, at its annual Adobe Sneaks. Hosted by British comedian Rob Brydon, Sneaks offers the Summit audience an exciting—and entertaining—look into the future. Sneaks is a perennial highlight of Summit, and audience favourites often become part of future Adobe product offerings.

For additional announcements and news about Adobe Summit EMEA, visit https://blogs.adobe.com/digitaleurope and follow the conversation with #AdobeSummit.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

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