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Adobe Collaborates With Amazon To Accelerate Growth for Third-Party Merchants

Branded Stores for Amazon Sellers, Built on Magento Commerce, Becomes Merchant Solution for Standalone Storefronts

LONDON, UK — May 14, 2019 — Today, Adobe (Nasdaq: ADBE) announced Branded Stores for Amazon Sellers, a new offering available through Magento Commerce, part of Adobe Experience Cloud, that runs on Amazon Web Services (AWS). The solution is designed to give sellers a seamless way to grow their business and manage their online presence across Amazon.com and their own storefront. Native integration with Amazon.com merchant tools like Amazon Pay and Fulfillment by Amazon, provide the added convenience of secure payments and fast shipping services for shoppers.

With Magento Commerce, the new offering is built to deliver faster page load times and better conversions, as well as the ability to scale for peak shopping periods such as Cyber Monday. Server-less operations means new features such as one-click checkout and dynamic media, can be quickly deployed. Functionality from Amazon Pay provides the same secure payment experience as Amazon.com, with security and compliance baked in. Fulfillment by Amazon gives customers trusted shipping options that are fast and reliable via Amazon's proven logistics operation.

"Small and mid-market businesses are taking direct ownership over how they manage customer experiences to differentiate, grow, and build loyalty," said Jason Woosley, Vice President of Commerce Product and Platform, Adobe. "Our work with Amazon empowers this large community of sellers to get closer to their customers while saving them time and money on development."

"We are excited to support the Branded Stores for Amazon Sellers offering from Magento, which builds on our long running collaboration with Adobe," said Terry Wise, Vice President, Channels and Alliances, Amazon Web Services, Inc. "Powered by AWS, this launch will provide sellers a seamless way to grow their business and scale for peak shopping periods."

"We are a top seller on Amazon.com for GPS trackers, helping customers keep an eye on things that matter most," said Fernando Alegria, CEO of Optimus GPS Tracker. "A standalone storefront will fuel our growth and help build closer relationships with customers. With our implementation partner Bear Group, powered by Magento Commerce, we were open for business in just a few weeks."

The new offering gives sellers a fully operational storefront in record time, as well as access to an ecosystem of over 300,000 Magento developers and over 4,600 commerce extensions on the Magento Marketplace. Native integrations automatically sync product specs and attributes stored in Amazon Marketplace. Amazon.com merchant tools such as payments processing from Amazon Pay, hosting by AWS, and more, can eliminate the need for custom development and integration work, saving sellers time and money. With Magento Business Intelligence, merchants can also measure success from the start and take action on data insights.

Availability

Branded Stores for Amazon Sellers, Built on Magento Commerce, is available now in North America and will extend to customers in Europe in the coming months. This offering complements the Amazon Sales Channel in Magento Commerce, which allows Magento customers looking to expand their footprint in the Amazon Marketplace to quickly integrate their catalog and start managing listings directly from their Magento admin panel. It is available today for free download on the Magento Marketplace for Magento Commerce Pro and Magento Open Source 2.2.4 (and later) customers.

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