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Adobe and ServiceNow Announce Global Availability of Integration

Connecting Marketing and Customer Service through Data and Digital Workflows

LONDON, U.K., — 5th May, 2020 — Adobe (Nasdaq:ADBE) and [ServiceNow](#) (NYSE:NOW) announced the availability of its partnership integration, delivering an industry-first solution connecting data from Adobe Experience Platform and ServiceNow’s Customer Service Management product to enable more seamless, connected customer experiences, at ServiceNow’s annual conference, Knowledge 2020 Digital Experience. In today’s experience economy, where digital-only is our reality, marketing and customer service organizations must be aligned around a data-driven, customer-first approach. Connecting Adobe Experience Platform, the industry’s first purpose-built Customer Experience Management (CXM) platform, and ServiceNow’s Customer Service Management product, empowers brands with a more complete view of the customer.

The integration leads to seamless workflows between Adobe Experience Platform and ServiceNow, enhancing Adobe’s Real-time Customer Profiles with rich customer data and improving personalization of customer experiences across all touchpoints. Additionally, through a ServiceNow and [Adobe Experience Manager](#) integration, brands can now deliver enhanced customer service capabilities.

“Today’s customer service teams are faced with unprecedented levels of customer inquiries, which has created urgency for omnichannel, end-to-end customer service solutions that provide a complete view of every customer,” said Farrell Hope, Senior Vice President of Customer Workflows at ServiceNow. “Together with Adobe, ServiceNow is enabling organizations to have greater access to important customer information and build deeper loyalty with their customers.”

“As the leader in intelligent transformation, Lenovo understands that it needs to be a cross-organizational effort,” said Paul Walsh, global chief digital officer, Lenovo. “Leveraging Adobe and ServiceNow, we are looking forward to aligning our marketing and customer service organizations even more closely to engage customers with more intelligent, data-driven and contextual interactions.”

“Adobe’s mission to change the world through digital experiences has never been more relevant or powerful,” said Amit Ahuja, vice president, ecosystem development, Adobe. “Adobe and ServiceNow are partnering to empower enterprises with a more complete view of each customer, so they can provide an experience that will drive better engagement and ultimately business success.”

The ways that businesses support their customers now will define their brand and relationships for years to come. Customers today expect great experiences, but many fall short of them by relying on outdated and siloed systems that fail to deliver relevant data to customers. Through this integration, Adobe and ServiceNow joint customers can:

- **Establish Context to Drive Brand Loyalty:** Enterprises are often challenged by navigating internal silos of data pertaining to interactions with their customers. This integration creates seamless data workflows that removes those barriers and connect marketing and customer service organizations. Now, when a customer reached out with a concern or inquiry, the organization can see the full view of the customer’s engagement with the brand - from the products or services the customer has purchased to the last interaction it has had with the company— which leads to a more personalized and connected experience.
- **Gain Deeper Insights for Personalization:** Great experiences are built on the understanding of a customer’s journey. Through Adobe Experience Platform and the ServiceNow Customer Service Management solution, customers can streamline work between teams by aggregating data during the “evaluate” and “purchase” touchpoints and capture service interactions to ultimately build rich, real-time customer profiles in Adobe Experience Platform.
- **Improve Customer Experiences:** A seamless customer experience equates to anticipating needs before they arise. With ServiceNow, organizations will understand which products or services the customer owns and uses, allowing organizations

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to drive towards greater personalization. By integrating Adobe Experience Manager and ServiceNow Customer Service Management, end-customers receive a web experience and content that is truly tailored and relevant to their stage in the journey.

About Adobe

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

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