

Adobe and Microsoft Partnership



Enterprises must evolve to meet customer expectations

CUSTOMER EXPERIENCE NOW



Customer journey is fragmented as profiles exist across disparate sources



Customers expect a highly personalized experience

ENTERPRISE TECHNOLOGY NOW



Inconsistent data and access across teams



Technology infrastructure lacks automation



Adobe



Microsoft



DELIVERING
CUSTOMER EXPERIENCE
MANAGEMENT
through 12 integrated
applications



ELITE
TARGETING & SEGMENTATION
by bridging B2B & ABM best-in-
class solutions



BRINGING TOGETHER
MARKETING & SALES
for personalized experiences



SIMPLIFYING
CRITICAL DECISIONS
with powerful AI & ML
applications



MORE SOLUTIONS WITH
GLOBAL AVAILABILITY
than ever before on Azure



SOLVING THE
DATA ESTATE
PROBLEM
through the Open Data Initiative



ELEVATING WORKFORCE
PRODUCTIVITY
with modern document
management



BUILDING
INNOVATIVE ORGANIZATIONS
through improved collaboration,
creativity, and communication

How do Adobe and Microsoft help customers succeed?

25%

Increase in revenue

AAA boosted revenue
by 25%

\$5M

Yearly savings

The State of Hawaii saved
nearly \$5 million in
two years

30%

Increase in YoY
ticket sales

The Portland Trail Blazers
increased year-over-year
ticket sales by 30%



Open Data Initiative principles

1

Eliminating
data silos

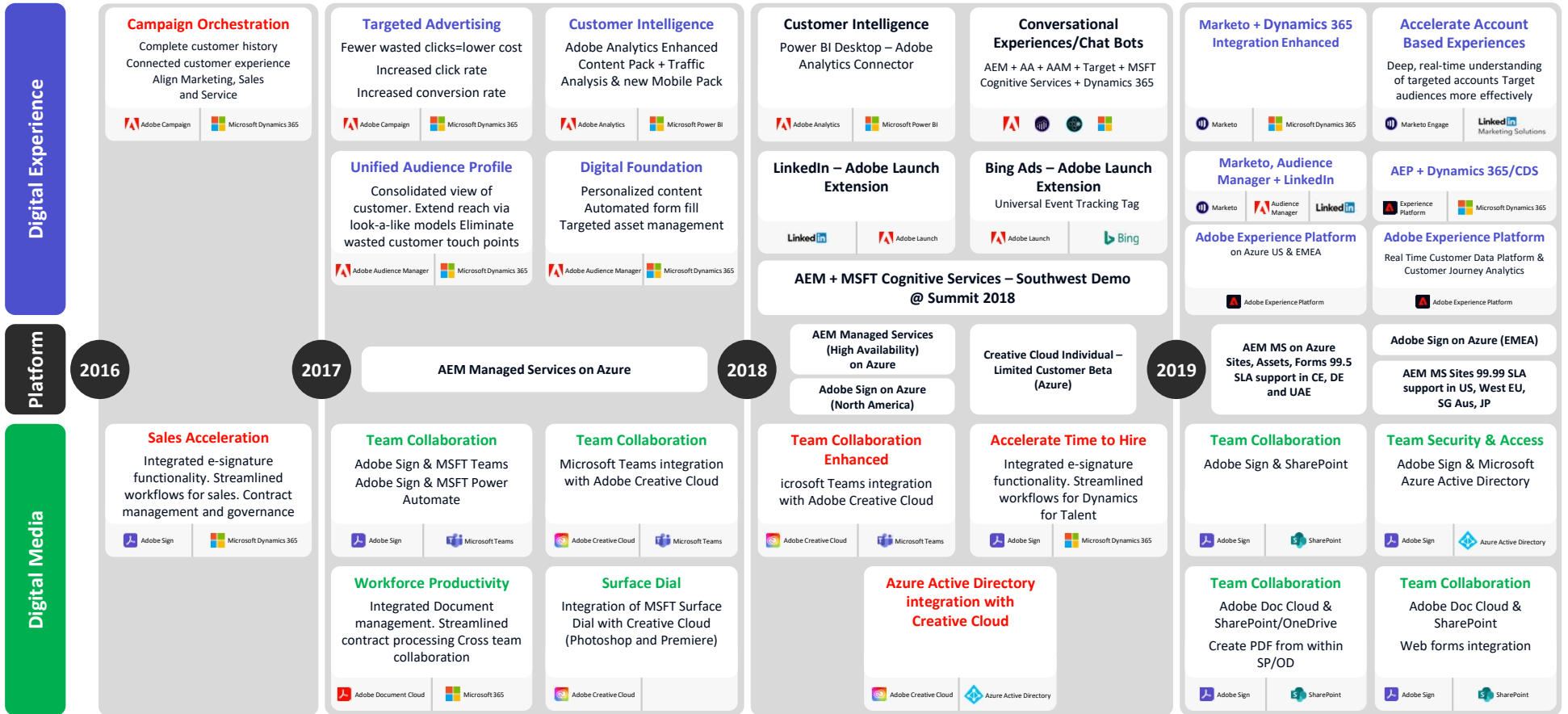
2

AI-Driven
business outcomes

3

Open and
extensible

Adobe and Microsoft: Integrated Solutions



Adobe and Microsoft: Integrated Solutions

Digital Experience

Intelligent Sales and Marketing

Campaign Orchestration

Complete customer history
Connected customer experience. Align Marketing, Sales and Service.



Marketo + Dynamics 365 Integration Enhanced



Marketo, Audience Manager + LinkedIn



AEP + Dynamics 365/CDS



Adobe Experience Platform Real Time Customer Data Platform



Customer Intelligence

Customer Intelligence

Adobe Analytics Enhanced Content Pack + Traffic Analysis & new Mobile Pack



Customer Intelligence

Power BI Desktop – Adobe Analytics Connector



Accelerate Account Based Experiences

Deep, real-time understanding of targeted accounts Target audiences more effectively



Conversational Experiences/Chat Bots

AEM + AA + AAM + Target + MSFT Cognitive Services + Dynamics 365



Adobe Sign on Azure (North America)
AEM Managed Services on Azure
AEM + MSFT Cognitive Services – Southwest Demo @ Summit 2018
AEM Managed Services (High Availability) on Azure

Targeted Advertising

Targeted Advertising

Save \$\$\$ with less wasted clicks
Increased click rate
Increased conversion rate



Unified Audience Profile

Consolidated view of customer. Extend reach via look-a-like models Eliminate wasted customer touch points



Digital Foundation

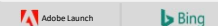
Digital Foundation

Personalized content
Automated form fill
Targeted asset management



Bing Ads – Adobe Launch Extension

Universal Event Tracking Tag



LinkedIn – Adobe Launch Extension



Digital Media

Sales Acceleration

Sales Acceleration

Integrated e-signature functionality. Streamlined workflows for sales. Contract management and governance



Team Collaboration

Team Collaboration

Adobe Sign & MSFT Teams
Adobe Sign & MSFT Flow

Microsoft Teams integration with Adobe Creative Cloud



Team Collaboration

Adobe Sign & SharePoint



Workforce Productivity

Accelerate Time to Hire

Integrated e-signature functionality. Streamlined workflows for Dynamics for Talent



Surface Dial

Integration of MSFT Surface Dial with Creative Cloud (Photoshop and Premiere)

Adobe Sign on Azure (EMEA)

Adobe Experience Manager Sites
99.99 SLA support

Workforce Productivity Integrated Document management. Streamlined contract processing Cross team collaboration



Team Security & Access

Adobe Sign & Microsoft Azure Active Directory



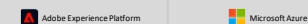
Creative Cloud Individual – Limited Customer Beta (Azure)

Azure Active Directory integration with Creative Cloud

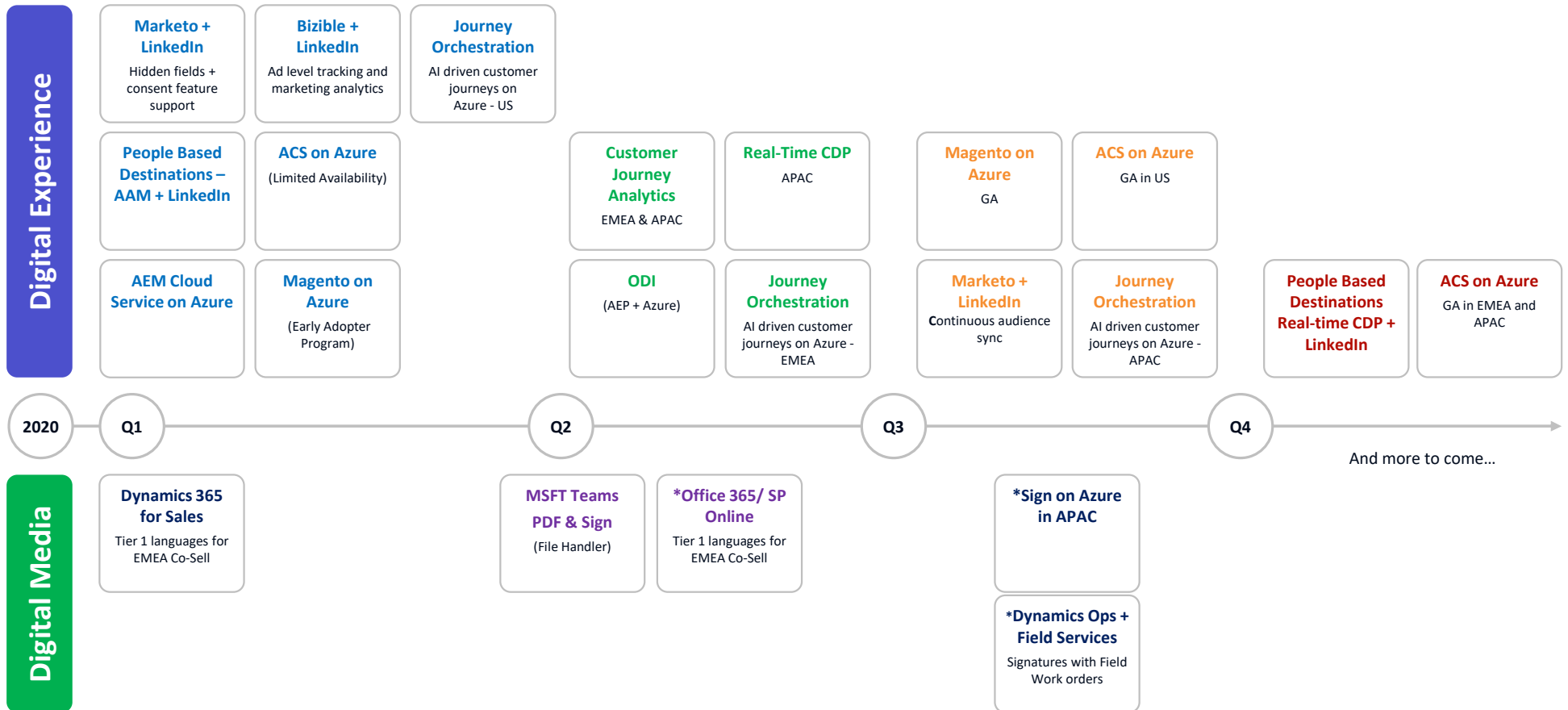


Adobe Experience Platform

Platform on Azure
Open Data Initiative (Adobe + MSFT+ SAP)



Adobe and Microsoft: Looking forward




*Integration and/or timeline not yet committed

Adobe and Microsoft: Key Integrated Solutions

CONTENT & COMMERCE

Hyper personalized enterprise content management, supporting strong enterprise end-to-end data strategy.

- Complete customer history in one profile
- Connected customer experience across channels
- Aligned Marketing, Sales & Service departments

 Adobe Experience Manager


 Microsoft Azure

 Magento

MARKETING AUTOMATION

Enterprise-level email marketing automation and campaign orchestration.

- Impactful actions for complex buying journeys
- Managed relationships with multiple decision-makers
- Business impact measured across every channel

 Adobe Campaign


 Microsoft Dynamics 365

 Marketo Engage

WORKFORCE PRODUCTIVITY & COLLABORATION

Fully digital processes, including document sharing, and signatures.

- Seamless content collaboration & review
- Streamlined requests for internal approval
- Secure document tracking

 Adobe Sign


 Microsoft Teams

 Microsoft 365

EXPERIENCE INTELLIGENCE & UNIFIED PROFILE

Actionable experiences based on all data in Azure that can be connected to other data sets.

- Real-time customer data platform
- Journey orchestration
- Combined data from every part of the business
- Unified data model


 Adobe Experience Platform

 Microsoft Azure

Adobe and Microsoft: Integrated Solutions

WORKFORCE PRODUCTIVITY

- Integrated document management
- Streamlined contract processing
- Optimized cross-team collaboration

 Adobe Document Cloud


 Microsoft 365

 Microsoft Azure

SHOPPABLE EXPERIENCES

- Holistic customer view
- Process automation for fulfillment, restocking, etc.
- Increased accuracy of availability and pricing information


 Magento

 Adobe Experience Manager

 Microsoft Azure

DIGITAL FOUNDATION

- Managed services on Azure
- Scalability with security
- Personalized content, forms, & sites
- Targeted asset management


 Adobe Experience Manager

 Microsoft Dynamics 365

 Microsoft Azure

SALES ACCELERATION

- Integrated e-Signature functionality
- Streamlined workflows for sales
- Contract management and governance

 Adobe Sign


 Microsoft Dynamics 365

 Microsoft Azure

UNIFIED AUDIENCE PROFILE


- Consolidated view of customer
- Extend reach via look-a-like models
- Eliminate wasted customer touch points

 Adobe Audience Manager

 Microsoft Dynamics 365

CUSTOMER INTELLIGENCE

- Rich business insights
- Advanced analytics functionality
- Streamlined dashboard delivery and access

 Adobe Analytics

 Microsoft Power BI

PEOPLE-BASED DESTINATIONS


- Access to people-based platforms with the only data management platform (DMP) that lets you streamline and scale activations
- Segmentation for targeted messaging

 Adobe Audience Manager

 LinkedIn

TARGETED ADVERTISING

- Lower cost due to less wasted clicks
- Higher click rate
- Higher conversion rate

 Adobe Audience Manager

 Bing

Partner Momentum

Financial Services	Healthcare	Retail	Travel and Hospitality	Government	Hi Tech

The Right Partnership



-  Adobe Marketing Cloud
-  Adobe Experience Cloud
-  Adobe Document Cloud
-  Adobe Analytics Cloud
-  Adobe Creative Cloud
-  Adobe Advertising Cloud

-  Microsoft Dynamics 365
-  Microsoft Azure
-  Windows
-  Microsoft 365

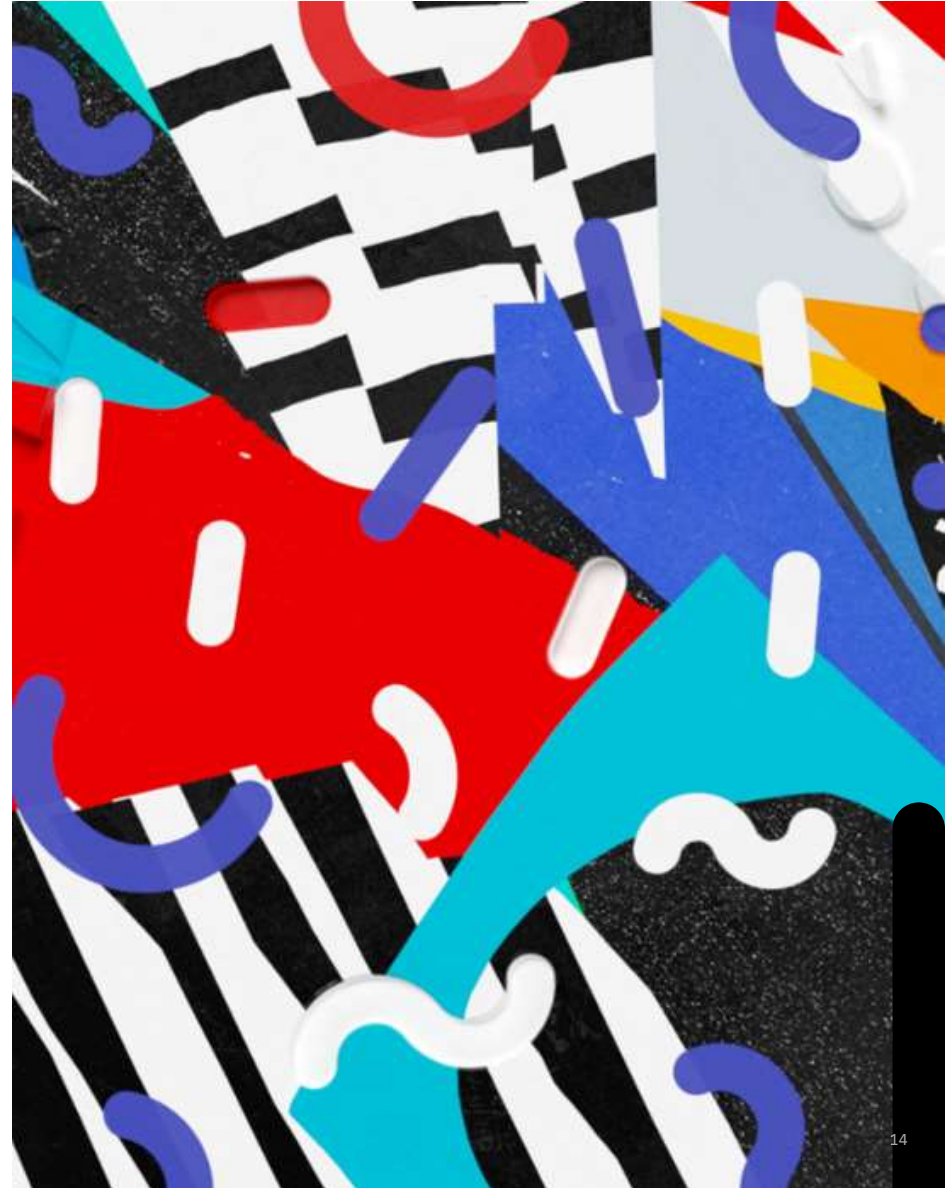


2020 GLOBAL ISV PARTNER OF THE YEAR

Adobe was awarded the 2020 Microsoft Alliance Global ISV Partner of the Year

- This award underscores the depth and breadth of our partnership, and spans all three Adobe business units and all Microsoft cloud platforms.
- We've been working closely with Microsoft for the past four years to help our customers transform their businesses by unifying data, content, and processes to deliver superior experiences to their customers.
- Microsoft and Adobe continue to invest in engineering, development, and marketing resources to further extend global leadership in Customer Experience Management (CXM) solutions across every major industry vertical.

Integrations



Marketing Automation

What does the integration do?

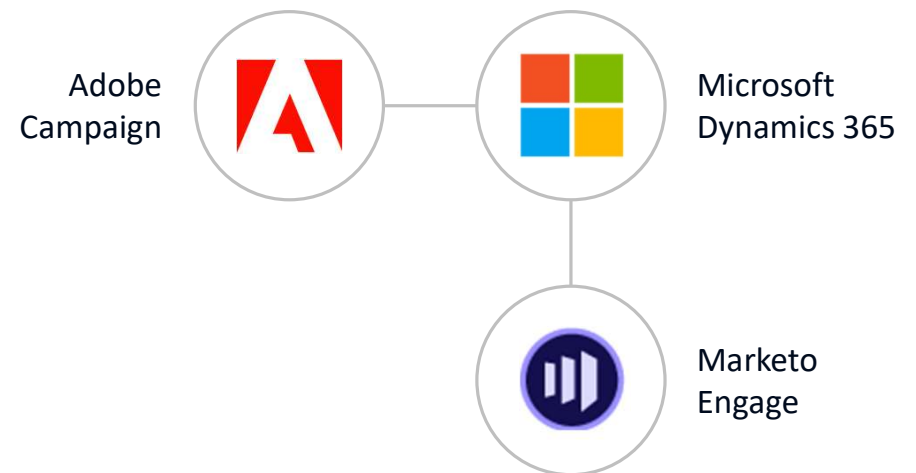
- Creates [one single view](#) of the customer
- [Streamlines campaign orchestration](#) between teams – connecting marketing and sales
- Shares [real-time events for rich profile hydration](#)

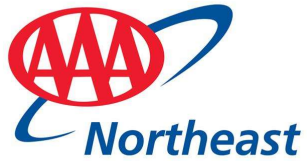
Who benefits and how?

- Marketing, Sales, and Customer Service reps can act based on one [single, unified customer profile](#)
- They can provide [personalized experiences](#) across digital, in-person and all other channels

How does it work?

- Microsoft Dynamics 365 provides CRM account information for [personalized marketing campaigns](#) with Adobe Campaign and Marketo Engage
- Marketo Engage and Adobe Campaign provide behavioral data to Microsoft Dynamics 365 for [tailored sales actions](#)





USE CASES

- Digital Foundation
- Customer Intelligence
- Personalized Experiences
- Content Marketing & Velocity

SOLUTIONS

Adobe Experience Cloud, Adobe Analytics, Cloud, Adobe Experience Manager, Adobe Campaign, Adobe Marketing Cloud
Microsoft Dynamics 365



We needed an environment that offered strong AB testing, personalization, and advanced analytics as part of a broader solution to address our digital marketing goals. Adobe provided the most powerful, integrated platform for delivering digital experiences

Mark Pelletier

Vice President
AAA Northeast

AAA Northeast increases member satisfaction using Adobe Experience Cloud to capture feedback and influence future digital experiences

CHALLENGES

- Devise a digital strategy fully based on member input
- Improve member satisfaction by enabling easier, more personalized self-service online
- Achieve a higher return on investment for marketing spend through more impactful campaigns
- Capture a higher proportion of revenue through cost-effective digital channels

KEY RESULTS

#1

Nationwide Digital Satisfaction ratings, up from #14 in AAA federation

25%

Boost in revenue, making digital the top channel for new business

45%

Of new memberships initiated online, up from 26%

11x

ROI for every dollar spent on new digital experiences



SOLUTIONS
Adobe Campaign, Adobe Analytics, Adobe Experience Platform Launch
Microsoft Dynamics 365, Microsoft Azure, Microsoft Power BI

“
The integration between Adobe and Microsoft brings enormous opportunity for the Miami Heat as we work to deliver amazing experiences both on and off the court—helping us sell tickets and keep fans engaged.

Matthew Jafarian
Vice President of Digital Strategy and Innovation, Miami Heat AmericanAirlines Arena

Miami Heat drives sales with personalized experiences, working with EY to integrate Adobe Experience Cloud and Microsoft Dynamics 365.

CHALLENGES

- Drive season ticket membership to keep revenue levels high
- Engage fans with relevant mobile experiences
- Gain a 360-degree view of customers across online and offline channels
- Make data actionable to send the right message at the right time
- Create an integrated ecosystem with Microsoft centered on the customer

KEY RESULTS

- Supports the highest mobile sales in the NBA, bringing in \$50K per month
- Enables data-driven marketing conversations with a single view of online revenue sources
- Provides a strong value proposition for corporate sponsorships by providing access to audiences
- Illuminates customer lifetime value by stitching together online and offline interactions
- Saves time by enabling marketers to build personalized sales emails

Account-based Marketing

What does the integration do?

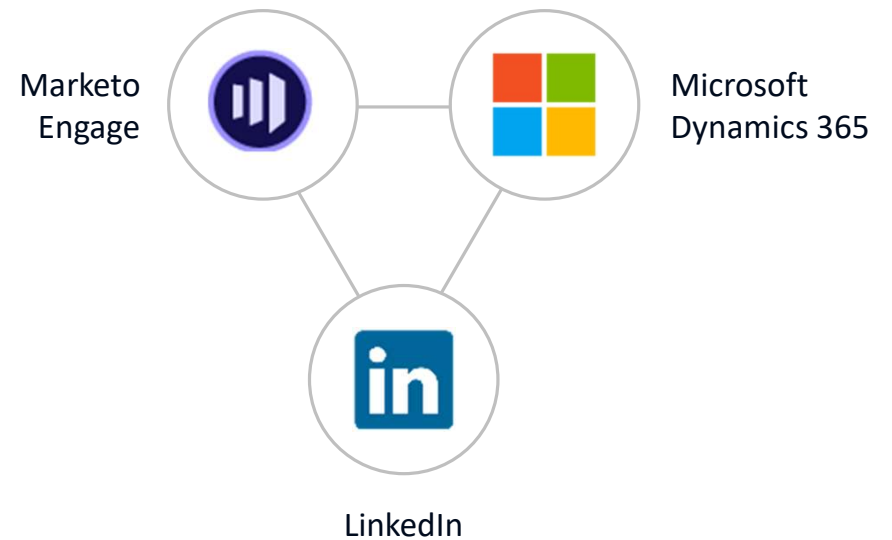
- Creates an [account-based view](#) for complex multi-touchpoint buying journeys
- Enables customers to [measure and analyze](#) business impact across [every channel](#)

Who benefits and how?

- [Marketing and sales](#) teams are aligned on a [single understanding](#) of the account
- Enriched account data directs [more relevant](#) marketing and sales actions

How does it work?

- [Microsoft Dynamics 365 CRM](#) account information is combined with company info on [LinkedIn](#) for targeted marketing automation campaigns within [Marketo Engage](#)



With an assist from **Marketo**, the **Trail Blazers** were able to develop successful marketing campaigns aimed at different demographics across multiple geographic regions.



"We went through an exhaustive process and selected **Marketo** because we were excited about their functionality. Particularly their ability to capture and integrate behavioral information with our **Microsoft CRM** data."

- Senior Vice President of Business Operations, Portland Trail Blazers



90%

Renewal rate for season ticket holders

30%

Increase in year-over-year ticket sales

45%

Email open rate

ColumbiaSoft Integrates Marketo & Microsoft Dynamics CRM for a Seamless Solution



1 hour to integrate
Marketo with their
Dynamics CRM



Increased opportunities
through nurturing



Saved time and improved
marketing productivity
with automation

ColumbiaSoft™

“Marketo’s interface is straightforward and easy to understand, and the native integration with Microsoft Dynamics CRM was critical to enabling us to gain full insight into our existing lead database.”

- Marketing Communications Manager

Digital Foundation

What does the integration do?

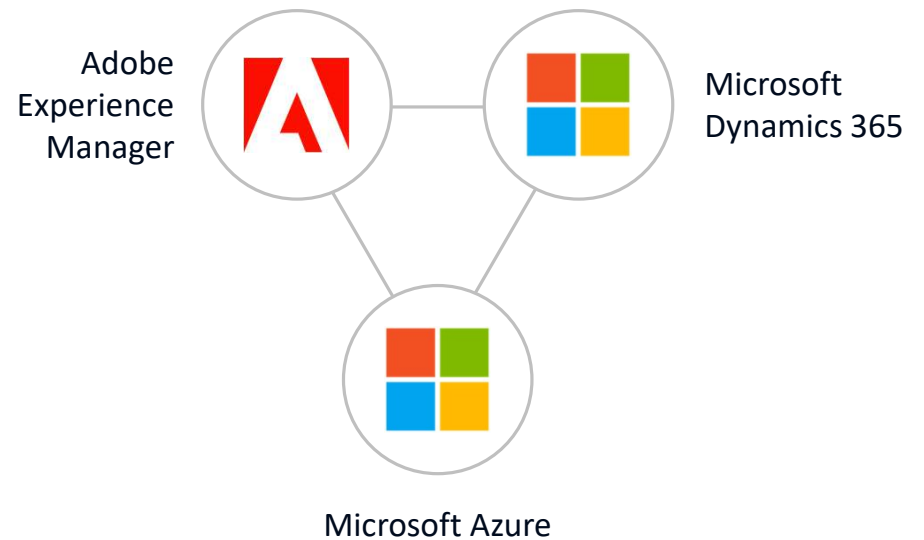
- Provides [Managed Services](#) on [Azure](#) that scale in response to [demand and growth](#)
- [Automated](#) forms fill
- [Personalized](#) and [targeted](#) content for sites
- Customer data [informing asset delivery](#)
- [Targeted](#) asset management

Who benefits and how?

- [IT professionals](#) who manage the marketing tech stack can count on [security, performance, and high availability](#)
- [Business practitioners](#) can get [personalized assets](#) to market faster
- [Marketers and sales reps](#) build assets once and [automatically format](#) across any customer interface – web, mobile, kiosk, etc.

How does it work?

- [Microsoft Dynamics 365](#) provides CRM account information to [Adobe Experience Manager](#) to build targeted content in a centralized hub, all hosted on Microsoft Azure



MICROSOFT SOLUTIONS

Microsoft Dynamics 365,
Microsoft Azure

ADOBE SOLUTIONS

Adobe Experience Manager



“By using Adobe Experience Manager to deliver a hybrid CMS model, [a large beverage company] is empowering both marketers and IT to deliver omni-channel experiences faster and with greater flexibility

Steven Chen

CSE
Adobe

A large beverage company leverages hybrid cloud CMS to deliver microservices to global internal stakeholders

CHALLENGES

- Improve efficiency by leveraging content across hundreds of microsites
- Deliver flexible microservices to stakeholders while maintaining IT control
- Improve uptime and stability of multiple websites

KEY RESULTS

- Fluid experiences enable content creators to tailor content presentation to meet the needs of their audiences
- The IT team can scale services and enable marketers to manage content centrally
- With greater stability through Managed Services, a large beverage company requires fewer servers to maintain SLA uptime, leading to lower costs

Sales Acceleration

What does the integration do?

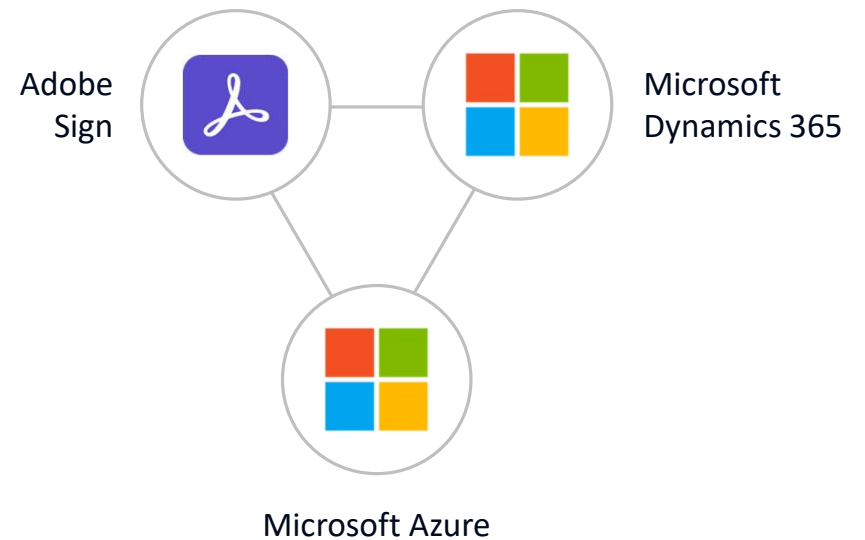
- Makes [e-signature](#) and [digital documentation](#) available directly within applications
- Enhances [contract management and governance](#)
- [Protects](#) documents and data with the highest level of [authentication, security and compliance](#)

Who benefits and how?

- [Streamlines and accelerates](#) sales cycle from prospects to renewals
- Increases [pipeline visibility](#) for sales and marketing with [real-time tracking](#) of contract status

How does it work?

- [Adobe Sign](#) is available directly within [Microsoft Dynamics 365](#) to send documents for secure e-signatures





MICROSOFT SOLUTIONS

Microsoft Dynamics 365

ADOBE SOLUTIONS

Adobe Document Cloud including
Adobe Sign



The integration between Adobe Sign and Microsoft Dynamics 365 ultimately benefits our bottom line by allowing us to complete contracts faster so staff can start working on client projects sooner

Simon Drake

*Senior Vice President and UK General Manager
Hitachi Solutions Europe, Ltd.*

Hitachi Solutions accelerates contract turnaround time and improves compliance with an integrated e-signature and document management solution

CHALLENGES

- Provide better, faster customer service with smoother transitions
- Improve compliance with GDPR and other regulations
- Reduce the time and labor involved in creating and managing customer agreements
- Strengthen reputation as technology leader

KEY RESULTS

- Fluid experiences enable content creators to tailor content Reduces contract turnaround time by 80%, getting projects started faster
- Central repository of electronic documents and signatures established an audit trail of transactions to support compliance
- Delivers more billable hours to drive revenue and improve the bottom line
- New technology solutions applied to internal processes improve customer satisfaction and demonstrate the company's leadership

Workforce Productivity

What does the integration do?

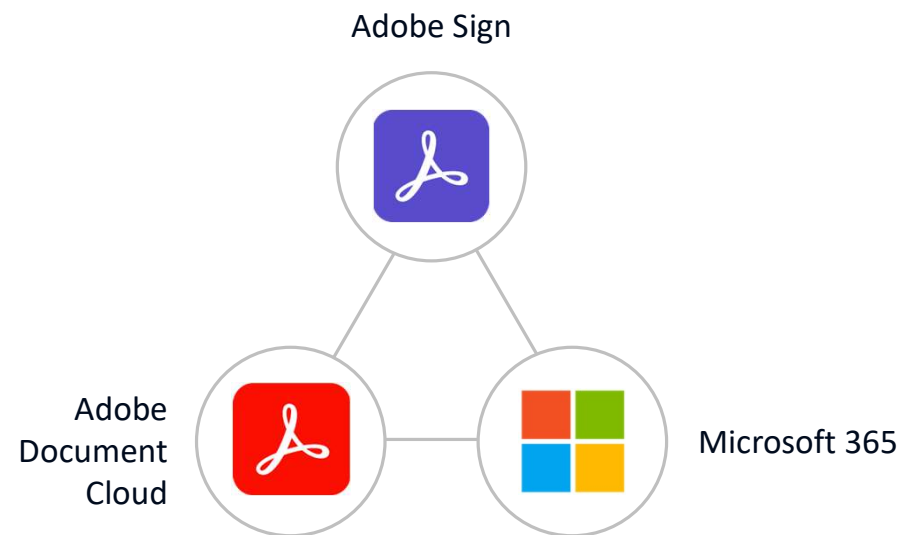
- [Streamlines and digitizes](#) contracting and approval processes
- Creates, sends, and archives documents with industry-leading [security and compliance](#) standards
- Integrating [Adobe Sign](#) with [Microsoft 365](#) ensures that teams can efficiently collaborate and drive decision making

Who benefits and how?

- Teams across the organization [gain more agility](#) and [speed](#) in cross-team collaboration
- Every department [mitigates risk](#) by ensuring that PDF documents are handled securely

How does it work?

- [Microsoft 365](#) leverages [Adobe Document Cloud](#) for enterprise PDF authoring tools built into [SharePoint Online](#) and [OneDrive](#)





MICROSOFT SOLUTIONS

Microsoft Outlook, Microsoft SharePoint as part of Microsoft 365

ADOBE SOLUTIONS

Adobe Sign, Adobe Acrobat Pro DC within Adobe Document Cloud



Through our strong partnership with Adobe, we're transforming how government works to provide citizens with faster, more effective services

Todd Nacapuv

Chief Information Officer
State of Hawaii

State of Hawaii saves millions of dollars, reduces carbon footprint, and enhances citizen satisfaction with paperless initiatives that improve internal and external processes

CHALLENGES

- Reduce the cost of printing and labor involved in signing documents
- Cater to highly mobile and digital workforce within state government
- Speed up approval and delivery of new government services
- Make internal processes easier for employees using versatile solutions

KEY RESULTS

- Saves almost \$5 million in two years on paper, printing, and labor costs
- Improves document security, transparency, and traceability with digitization
- Documents are automatically routed and e-signatures are secured within hours versus weeks, enabling quicker delivery of citizen services
- Integrations between Microsoft and Adobe products allows more efficient creation, sending, and storage forms

Teams Collaboration

What does the integration do?

- Shares [Creative Cloud](#) assets in your conversations using message extensions
- [Streamlines feedback](#) and sign-offs from colleagues or clients
- Keeps you [up-to-date](#) on the actions taken on your assets

Who benefits and how?

- Increase overall [employee productivity](#) through enhanced communication and collaboration
- Marketers can [decrease time-to-market](#) for creative assets

How does it work?

- [Adobe Creative Cloud](#) and [Adobe Sign](#) share assets and e-signatures to [Microsoft Teams](#) for instant team access and collaboration





IOWA STATE UNIVERSITY
FOUNDATION

MICROSOFT SOLUTIONS

Microsoft SharePoint, Microsoft Teams, Microsoft Power Automate

ADOBE SOLUTIONS

Adobe Pro DC, Adobe Sign within Adobe Document Cloud and Adobe Creative Cloud including Adobe Illustrator CC and Adobe InDesign CC



Adobe Sign is the linchpin of our new digital workflow. With its strong integrations with existing Microsoft tools and processes, we're maximizing investments and seeing returns very quickly

Dave Thacker, Ph.D.

*Senior Director of IT Operations and Network Security
Iowa State University Foundation*

Iowa State Foundation modernizes the donor experience and increases administrative efficiency with an integrated digital workflow and e-signature solution

CHALLENGES

- Encourage larger giving amounts by improving the donation experience for donors
- Minimize delays in getting donations approved to distribute funds more quickly
- Reduce manual tasks and paperwork so staff can focus on donors
- Simplify review and approval process for creative content

KEY RESULTS

- Get funds to recipients 13 days faster by shortening complex donation approval cycle
- Adobe Creative Cloud and Adobe Acrobat Pro DC enable teams to create and review content in a universal format
- Decreases cost and waste associated with printing by 30%
- Integration with Microsoft SharePoint, Microsoft Teams, and Microsoft Flow streamlines and automates donation workflows

Experience Intelligence and Unified Profile

What does the integration do?

- Integrates [customer data](#) from every part of the business
- Organizes data into a [unified data model](#)
- Enables [customer journey orchestration](#) based on [real-time](#) inputs

Who benefits and how?

- Marketing and Sales teams can [personalize experiences](#) with [Real-Time Customer Profiles](#)
- Data scientists [quickly reconcile data](#) between analytical, behavioral, and ops systems
- Data analysts can [visualize data](#) in one single, all-up view

How does it work?

- [Adobe Experience Platform](#) is hosted on [Microsoft Azure](#)



Customer Intelligence

What does the integration do?

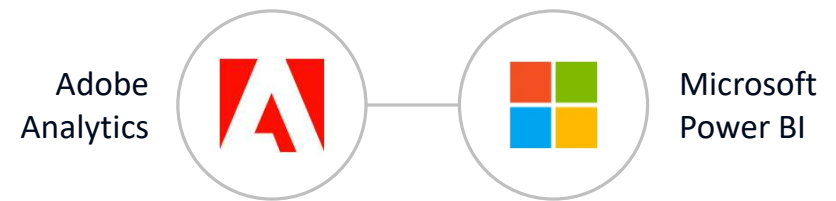
- Aligns diverse [data sources](#) into one [single view](#)
- Democratizes [advanced analytics capabilities](#) across the organization
- [Shares reports](#) and dashboards [on web or mobile](#)

Who benefits and how?

- Marketing professionals can [access and share](#) intuitive analytics and data visualization reports
- Data analysts can [easily leverage](#) more data sources for [business intelligence](#)

How does it work?

- Data sources [from Adobe Analytics](#) are visualized and reported within [Microsoft Power BI](#)





USE CASES

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SOLUTIONS

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Microsoft Dynamics 365, Power BI



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Boost in REVENUE, making digital the top channel for new business

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Of NEW MEMBERSHIPS initiated online, up from 26%

11x

ROI for every dollar spent on new digital experiences

Modern Online Commerce

What does the integration do?

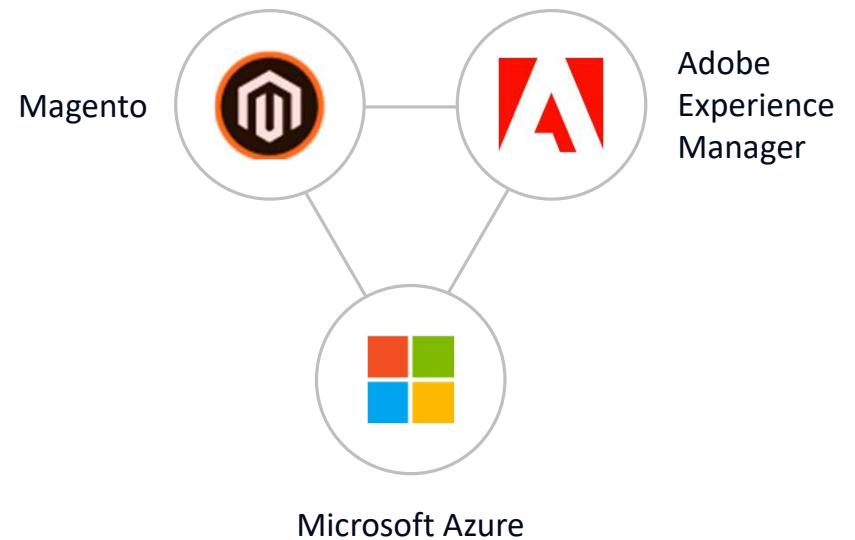
- [Personalizes assets](#) for buying experiences
- [Automates processes](#) for fulfillment, restocking, etc.

Who benefits and how?

- Enables organizations to [combine experience management](#) with [rich multi-channel e-commerce](#)
- Marketers and sales reps can [personalize](#) every buying experience

How does it work?

- [Magento](#) provides real-time omni-channel commerce and fulfillment for [Adobe Experience Manager](#)
- [Adobe Experience Manager](#) provides personalized creative assets to commerce channels



People – Based Destinations

What does the integration do?

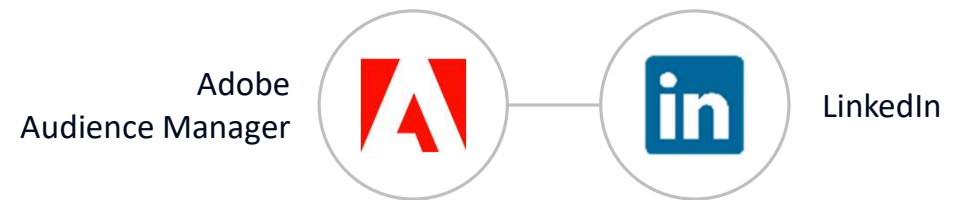
- [Targets](#) customers on LinkedIn based on CRM attributes
- [Combines offline](#) and [online data](#) in a single segment for more advanced, targeted personalization

Who benefits and how?

- Marketers [save time and effort](#) of manually segmenting and uploading emails into individual activation platforms
- Marketers [view centralized audiences](#) for [consistent segmentation](#) and [targeting](#) across all DMP activation channels

How does it work?

- Users generate segments in [Audience Manager](#) using both offline and online data and send these segments to [LinkedIn](#) to target users with relevant messaging



Thank you



Lorem ipsum

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Email \ jsmith@adobe.com