



EXPERIENCE MAKERS_{ON TOUR}

**Adobe Professional Services:
il punto di connessione tra
imprese e tecnologia Adobe**





Number of Ongoing
Implementations

5400+



Active
Customers

2000+



Global Team of
Adobe Consultants

1700+



Number of Implementations
Completed Since 2019

18K+



Adobe Professional Services – Experience Experts





**FORTUNE
20**

Fortune 20
Customers

80%



Average Tenure of
Adobe Consultants

5 years



Platform
Implementations

112+



**FORTUNE
100**

Fortune 100
Customers

67%



Adobe Professional Services – Experience Experts

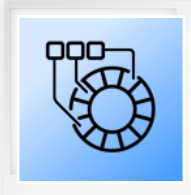


Adobe Professional Services: an E2E partner for pioneering digital enterprises



Consultation, Readiness & Planning

We'll build a **business transformation plan** based on your specific requirements, customers, context, and technology stack.



Architecture

We'll architect a range of solutions to fulfill requirements, integrate with existing technologies, and bring future capabilities to your business.



Implementation & Execution

Our team will help you lay the **foundation right the first time**. With our best practices, you'll get faster results that future proof your technology....or we can **Run & Operate** our Solution on your behalf.

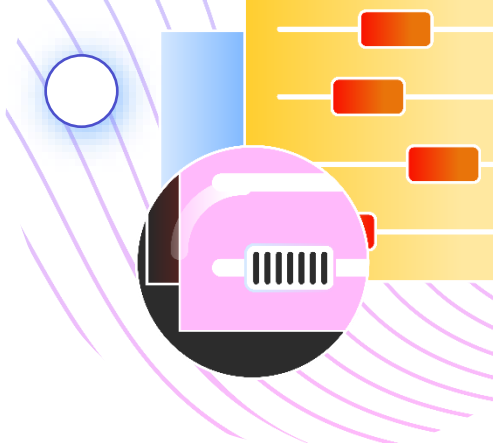


Adoption

We provide **onboarding and transfer of knowledge** to make sure your teams know their new capabilities and exactly how to apply them.

We can meet complex transformation requirements and deliver future-proof improvements to your systems, strategies, and technologies.

Different projects require different levels of Professional Services involvement

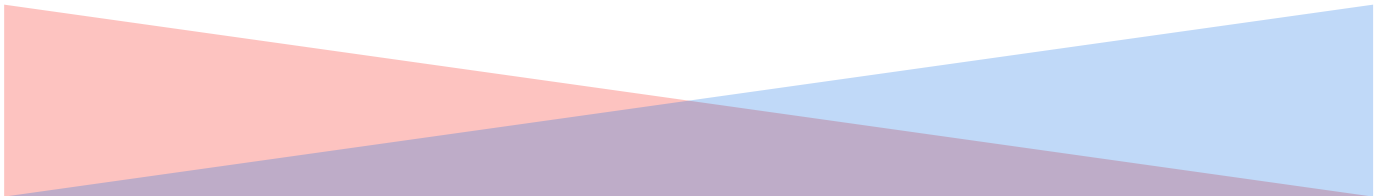


PS involvement:

- Product readiness
- Project complexity - customer environment and Adobe services/apps
- Customer success

Partner involvement:

- Product readiness
- Project Complexity
- Experience with relevant apps & intelligent services
- Regional expertise



← Partner Enablement & Readiness →

Co-Delivery – Professional Services Led

Professional Services leads the engagement effort with the partner providing support while building and enhancing their Adobe Solutions practice.

Partner practice developing

High professional services touch

Adobe Advisory Services

Partner leads the engagement alongside Professional Services advisory services to ensure latest Adobe Solutions best practices are used.

Partner capable

Medium professional services touch

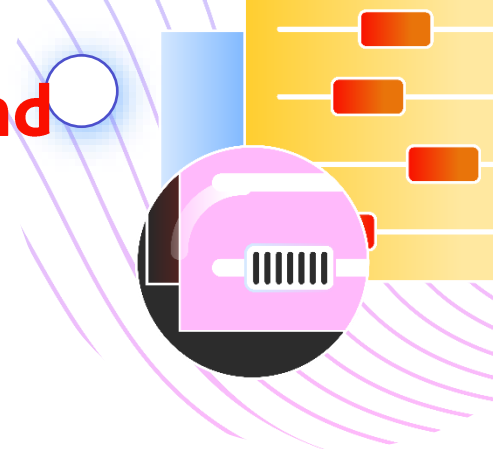
Adobe Expert Services

Partner has requests around small projects, ad-hoc consultancy, implementation support, customer enablement, and Adobe Digital Learning Services..

Partner highly capable

Low professional services touch

We assisted top brand creating long term relationship to expand their business enhancing customer experiences



EUROBET

PRADA

Sisal

LOTTOMATICA



Posteitaliane



ZEGNA



LAVAZZA

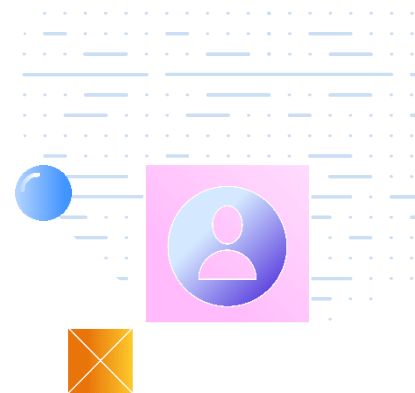
INTESA  SANPAOLO



Jaguar Land Rover leveraged Adobe Experience Cloud to enhance their brand identity by building a consolidated global platform for content and personalization.

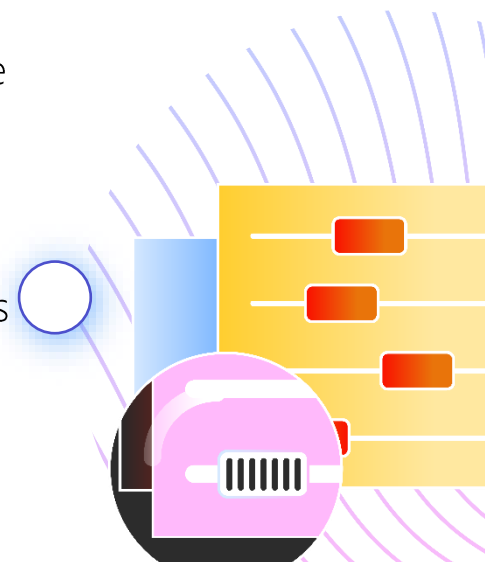


“We have all the ingredients to define what Modern Luxury means in the world of tomorrow. We will be the effortless convenience, afforded by our connected services, the software capabilities of our vehicles, our data-driven technologies, and a **radical digitalization of the entire customer journey and ownership experience.**” - Thierry Bolloré, CEO



HOW WE MADE AN IMPACT

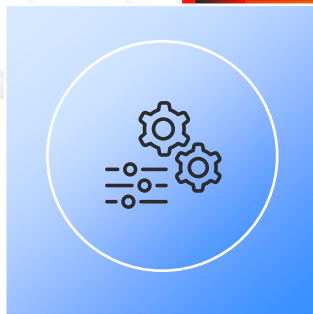
- Adobe Professional Services started with a pilot in their key markets to showcase what personalization with Adobe could do
- Based on the pilot, JLR choose Adobe Professional Services as main partner for the Blueprint implementation across all the solutions (AEM Sites, Assets and Forms, Target, Analytics)
- Support go-live of JLR's websites across geographies based on pilot architecture and code base in a phased manner
- Migrate all 56 websites from the current platform to Adobe Experience Manager over the course of 1 year working together with Partners
- Migrate all markets on to a common forms platform—Adobe Experience Manager Forms





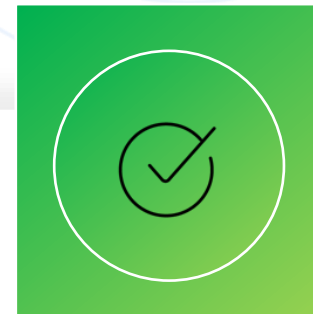
Solutions

- Adobe Experience Manager Sites, Assets and Forms
- Adobe Analytics
- Adobe Target



Services

- Consultation, Readiness & Planning
- Architecture
- Implementation
- Adoption



Main Benefits

- Increase prospect engagement & lead value with personalized experiences & better car discovery and configuration
- Optimize paid media spend using data insights
- Optimize content, marketing and digital workflows

Average time for page builds

-80%

QA to publish a page

-70%

Asset upload & processing time

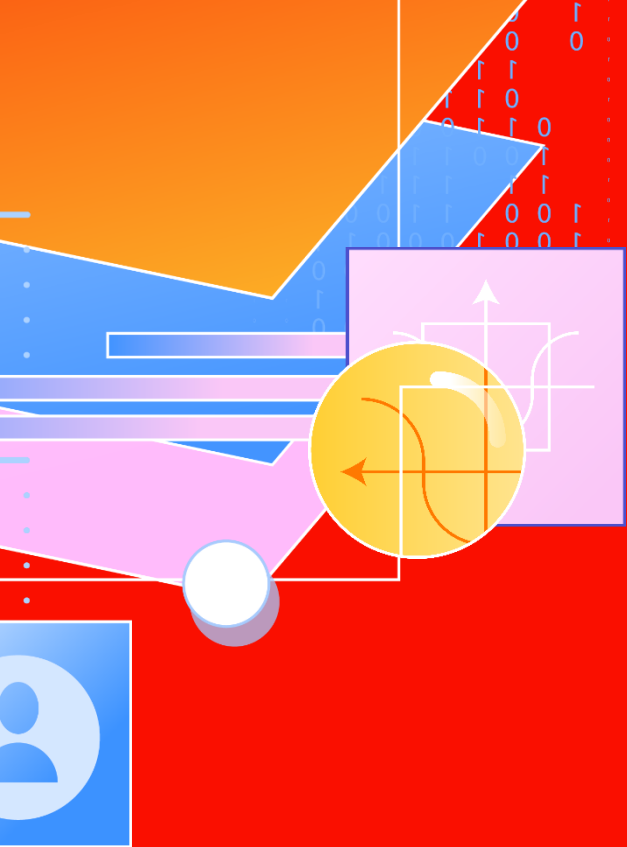
-44%

Conversion Rate

+10%

Operational Efficiency

+20%



EXPERIENCE
MAKERS ON TOUR

