

# IBM and Adobe

Delivering personalized experiences at scale

As a brand, every interaction your customers have with your products and services can either enhance or detract from their perception of your organization. In today's ever-changing digital landscape, the bar for user experience is constantly being raised; your last best experience is now the new standard for your customers.

Enter IBM and Adobe. Together, we can help you deliver delightful and personalized omnichannel customer experiences at scale. IBM and Adobe have over 20 years of partnership experience and a deep understanding of how to navigate digital transformation and improve customer experiences. Through an industry-first approach, using cutting-edge technology solutions from Red Hat®, The Weather Company®, IBM Sterling® and IBM Cloud®, IBM has become renowned for handling some of the most complex projects in the Adobe customer ecosystem.

#### Awards and accolades

- IBM named a Leader in [2022 IDC MarketScape Report](#)
- Adobe honored IBM with [2023 Adobe Digital Experience Partner of the Year](#)

#### Consulting certifications and competencies

- 768 certified practitioners globally
- 8 Adobe solution specializations
- Adobe-preferred delivery partner for Workfront



“We are able to... show what we've delivered. It's a testament to the way that we've been working with IBM. We are not just talking agile; we are proving it through delivery.”

#### Jay Sadier

Head of Digital Product & Transformation  
Audi UK

[Learn more →](#)



## Our solutions

From personalization initiatives to work management and commerce strategies, IBM uses premier partnerships with leading platforms that integrate with Adobe to meet the unique needs of organizations across industries.

### Personalization at scale

Personalized experiences are the new enterprise mandate. With Adobe Experience Cloud and the Adobe Experience Platform, IBM unlocks the value of your data to design and deliver personalized experiences at scale. From curating personalized content journeys to supercharging Adobe Experience Platform with IBM solutions, we provide a wide range of capabilities to help you reduce time to market, mitigate risk and drive measurable ROI. We use AI-driven data from The Weather Company, the world's most accurate weather forecaster, to build distinctive and robust marketing segments and gain a deeper understanding of how weather changes lead to changes in online behaviors and e-commerce activity.<sup>1</sup> This data-led approach helps us deliver unmatched customer experiences.

### Intelligent commerce

Commerce can be complicated, but IBM and Adobe help you transform commerce experiences with Adobe Commerce, IBM Sterling Order Management and IBM iX<sup>®</sup> Experience Orchestrator. By combining the power of data and AI with deep industry expertise, we deliver insight-led, outcomes-driven commerce experiences that build trust and loyalty. We help you invest significantly in personalized experiences, merchandising strategies, and optimized fulfillment and execution. We also use digital technology, such as IBM Sterling Order Management, to innovate through AI and machine learning (ML), providing real-time, quantifiable ROI benefits for customer transformation initiatives.

Together, IBM and Adobe apply intelligent commerce to generate value for both customers and companies. At some point, experiences need to be converted into purchases—it's this point at which your business monetizes the customer journey. Intelligent commerce makes the conversions more efficient by making every experience shoppable.

### Enterprise work management and the content supply chain

As customer expectations change in a digital-first economy, marketing leaders need to create more captivating and relevant content and deliver it with speed and scale across multiple channels and geographies. This process is called the content supply chain. It brings together people, tools, insights and ways of working into a single workflow—providing end-to-end visibility for your stakeholders. But working efficiently and effectively across teams is essential for success. That's why an enterprise work management strategy and tools like Adobe Workfront are the foundation layer of a content supply chain. Using Workfront, you can connect the siloed teams and stakeholders who need to be involved in the end-to-end process of planning, creating, distributing and measuring the impact of content. The result is a single, optimized and automated workflow for all content.

IBM Consulting™ has been named Adobe Workfront Partner of the Year for its expertise in helping clients transform marketing operations while fostering collaboration with transparency and agility.

The IBM and Adobe partnership can help you transform your customers' experience with personalized, omni channel experiences at scale. With our unmatched expertise and innovative technology solutions, we help you deliver experiences that your customers actually want to experience.

### Next steps

Learn more about IBM and Adobe solutions:

- [The 5 Pillars of personalization at scale report](#) →
- [IBM and Adobe partnership: Advancing customer experience transformation](#) →
- [Weather insights provide new opportunities for brands](#) →
- [Adobe Workfront Consulting Services](#) →
- [Adobe Commerce and IBM Sterling Order Management](#) →
- [Adobe Experience Manager \(AEM\) on IBM Cloud for Financial Services](#) →
- [Get in touch with IBM experts now](#) →

1. IBM's The Weather Company Continues to Be the World's Most Accurate Forecaster Overall, Despite Growing Competition and Amid Weather's Increased Impact, IBM, 15 May 2023.

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