



Adobe Customer Experience Management

Erik Larson

Senior Director Product Management and Strategy

The Customer Experience Management Challenge

The Customer
Context + Experience

Where are we from?

What are we doing?

Where are we going?

Brand + Business Goal
The Company

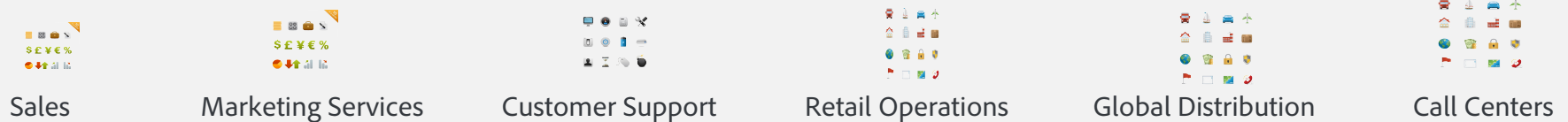
The Customer Experience Management Challenge

The Customer *Context + Experience*



ADOBE CUSTOMER EXPERIENCE MANAGEMENT PLATFORM

LINE OF BUSINESS OWNERS

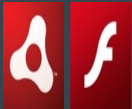


"BACK-END" SYSTEMS OF RECORD (ERP, CRM, ECM, PLM, ...)

Brand + Business Goal
The Company

The Adobe Customer Experience Management Platform

ANY SCREEN



ANY CLIENT

ADOBE CUSTOMER EXPERIENCE MANAGEMENT PLATFORM

SOCIAL



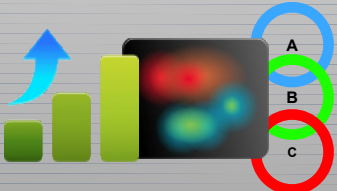
PROCESS



CONTENT & APPLICATIONS



ANALYTICS & OPTIMIZATION



ERP



CRM



ECM



LDAP



RDBMS



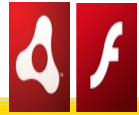
HR



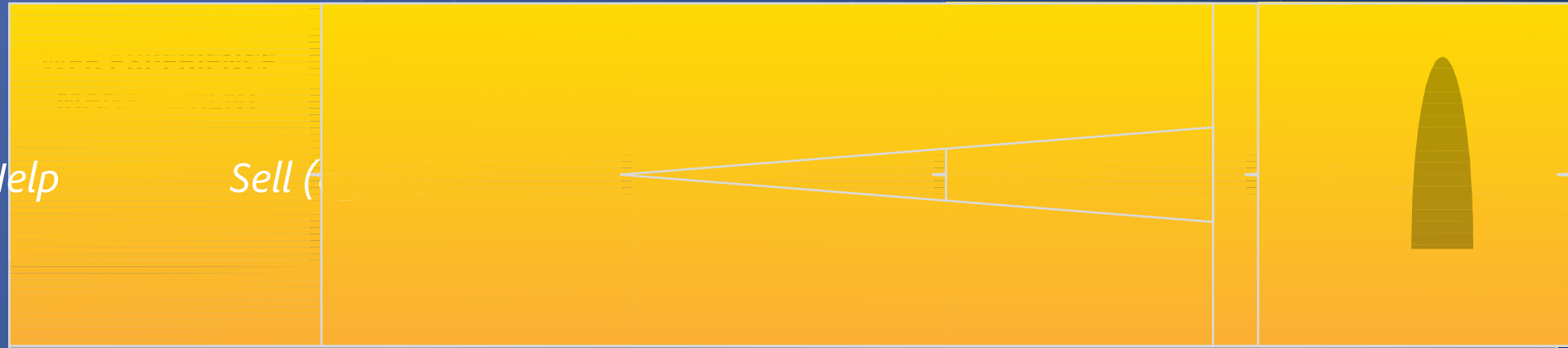
CUSTOM

ENTERPRISE BACKEND

Our CEM Solution Areas Map to the Customer Journey



Multiscreen Solutions Delivered by Adobe Global Services and Our Partners



CUSTOMER EXPERIENCE DASHBOARDS



ERP



CRM



ECM



LDAP



RDBMS



HR



CUSTOM

ENTERPRISE BACKEND



Adobe