



How retailers can see customers clearly

Access leading Adobe solutions faster through the Microsoft Commercial Marketplace

From relevant recommendations to customized support, today's retail customers want to feel like the businesses they buy from see them for who they really are. That's why your business needs technology that can help you deliver deeply personalized experiences as quickly as possible.

That's why Adobe and Microsoft have teamed up: to help retailers offer best-in-class services, whether customers engage with you online or in store. By taking a Marketplace-first approach to purchasing, your business gets fast, frictionless access to technology to help you accelerate innovation, drive transformation, and deliver exceptional digital experiences—so you can edge out your competition and earn long-term customer loyalty.

Here's a quick look at how purchasing Adobe solutions on the Microsoft Commercial Marketplace can help you get the right outcomes for your business, faster.

Accelerate transformation with efficient purchasing

Your teams can access leading technology and put its benefits into practice sooner—with no added administrative effort. Less hassle, more benefit.

- **Easily manage** standardized contracts, billing, and invoicing from a central location
- **Shop confidently** knowing that Adobe is a pre-approved Marketplace vendor and we're ready to work with you
- **Stay within budget and lower TCO** by monitoring spend in a flexible, cloud-based model



Modernize your infrastructure with a comprehensive digital ecosystem

Take advantage of more resources and tools to help you get the right solutions for your business faster, so you can accelerate innovation and make the most out of every cloud dollar spent.

- **Keep your business and customer data secure** with privacy regulations, contracts, and policies built into every Marketplace purchase
- **See every customer more clearly by using the Microsoft Cloud** to collect data from Adobe and non-Adobe solutions
- **Deliver more relevant, personalized experiences** to every customer with cross-channel insights, all held in a single profile

Connect the dots with connected clouds

Use cutting-edge digital experience technology to help you build agility into your business, however the retail industry evolves.

- **Meet the challenges of an always-evolving landscape** with the power to buy and deploy Adobe solutions fast
- **Use AI to build customized, human experiences with personalized content** for each customer, all from a single flexible, extensible platform
- **Build the digital experience ecosystem** you need by complementing your Adobe suite with a range of vetted services

Shopping for Adobe solutions on the Marketplace is easy.

Follow these simple steps:

1. Ask your procurement team if you have a Microsoft Azure Commitment
2. Find Adobe solutions on the Microsoft Commercial Marketplace
3. Engage Adobe in a Private Offer to negotiate pricing

Ready for the next step?

If you'd like to learn more about how to shorten your procurement cycle and access leading technology faster, check out our complete guide to purchasing Adobe solutions on the Microsoft Commercial Marketplace.

