Forging the Path to an Era of Hyper-personalization: Adobe Services State of the Market 2024

November 2024: Complimentary Abstract

State of the Market Report

Interactive Experience (IX) Services

Everest Group®

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- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Payment Integrity Solutions
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
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Introduction

In today's hyper-competitive business landscape, delivering exceptional Customer Experience (CX) has transitioned from a strategic advantage to an absolute necessity. The focus has shifted from customer-centricity to a holistic experience-centric approach, extending beyond customers to encompass employees, partners, and society. By leveraging technology as a catalyst for innovation and differentiation, organizations seek to deliver seamless, hyper-personalized experiences that resonate deeply with their stakeholders.

Among the myriad technology vendors facilitating this journey, Adobe emerges as a preeminent leader, offering a comprehensive suite of solutions spanning creative, experience, and document cloud domains. Emerging growth drivers such as generative AI for content creation, hyper-personalization at scale, and automated marketing workflows are revolutionizing the Adobe experience landscape today.

To accelerate the adoption of Adobe services across complex portfolios, service providers are heavily investing in talent development and building robust accelerators to support enterprises in their digital transformation journeys.

This research delves into the current state of the Adobe services market, detailing typical deal characteristics, enterprise expectations and challenges, best practices for enterprises, and the implications for service providers run and operate and support services value chain.

This report focuses on:

- Adobe services market overview with market size segmentation by geography, industry, service type, and buyer size

- Evolution of the Adobe services market and its transformation over the years

- Characteristics of Adobe services deals including top enterprise priorities, key challenges, and a matrix for assessing service providers for Adobe engagements

- Enterprise demand trends, covering key Adobe services demand areas, cross-industry use cases, and generative AI trends, with a focus on key areas, approaches, and transformation strategies illustrated by enterprise examples

- Key takeaways for enterprises and implications for IT service providers to strategically navigate the future

Scope of this report

Geography: Global

Industry: Market activity and investments of leading Adobe services providers and enterprise clients

Services: Adobe services

Summary of key messages

Enterprises are increasingly seeking strategic partnerships with Adobe service providers to co-innovate and deliver tailored, high-impact solutions that accelerate digital transformation and unlock industry-specific value

Adobe is heavily investing in generative AI technologies, which is poised to revolutionize creative processes and drive innovation in content creation and personalization at scale

Enterprises prioritize a comprehensive evaluation of service providers that extends beyond core competencies to include a strategic vision aligned with their digital transformation goals. This ensures a synergistic partnership that drives business growth

Adobe's evolving product portfolio and strategic bundling approach are resulting in more intricate adoption of dynamics among enterprises. Notably, new offerings such as Workfront and Real-time Customer Data Platforms (RT-CDP) are experiencing growth, highlighting their rising importance in the market
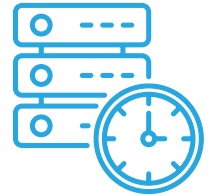
The formula **hyper-personalization + gen AI + unified data = transformative customer experiences** represents the golden key to unlock unparallel customer engagement and driving substantial market share

While implementation services continue to dominate Adobe services spending, enterprises are now seeking end-to-end strategic and managed services for long-term value
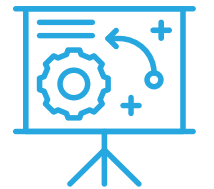
This study offers six distinct chapters providing a deep dive into key aspects of Adobe services market; below are four charts to illustrate the depth of the report

Global Adobe services market size, growth, and key growth drivers

Global Adobe services market size and growth[1]
US$ billion

XX CAGR
E = Estimate

XX%

XX
XX

2023   2027E
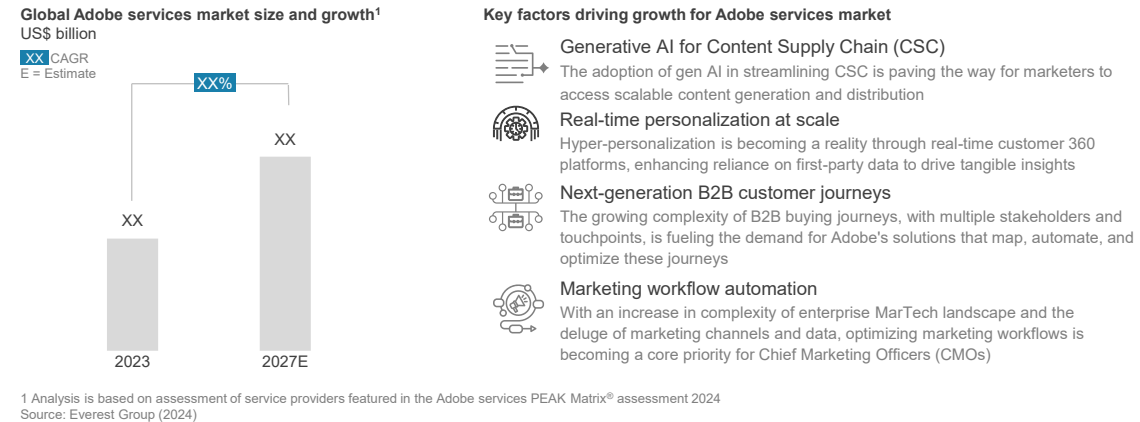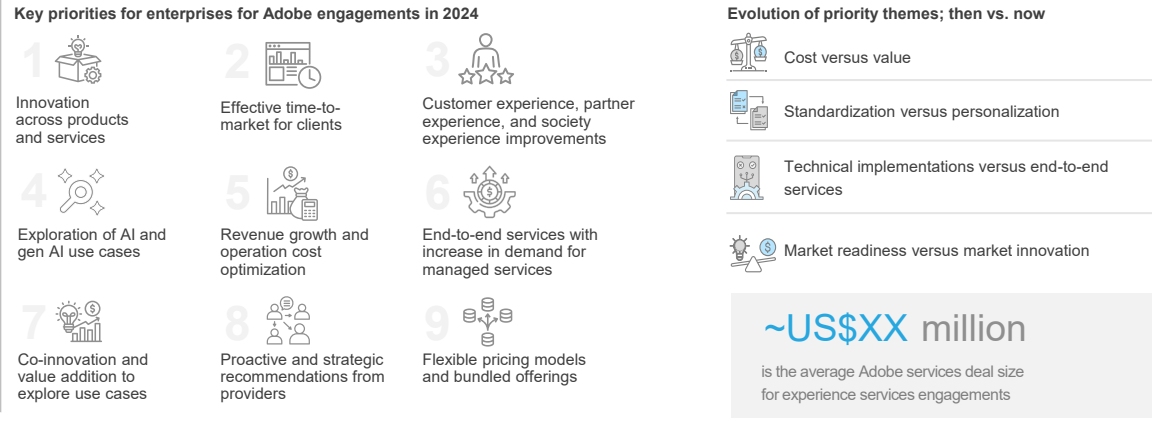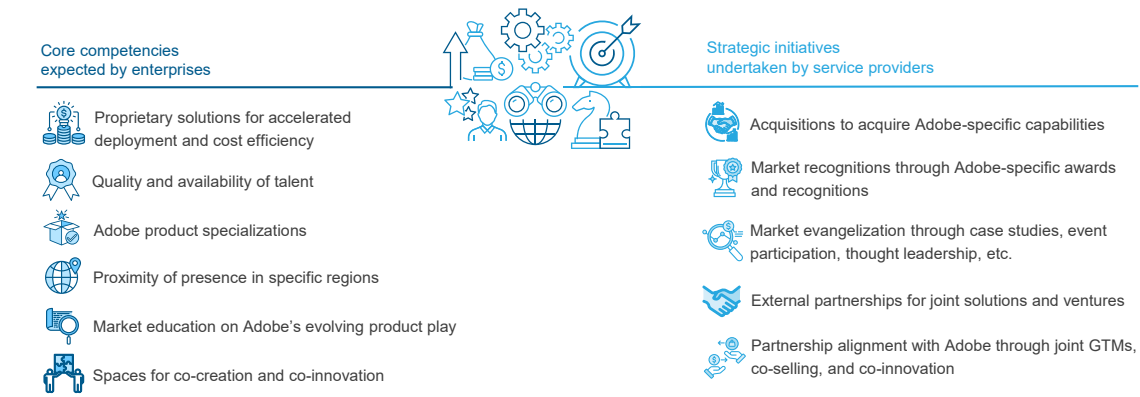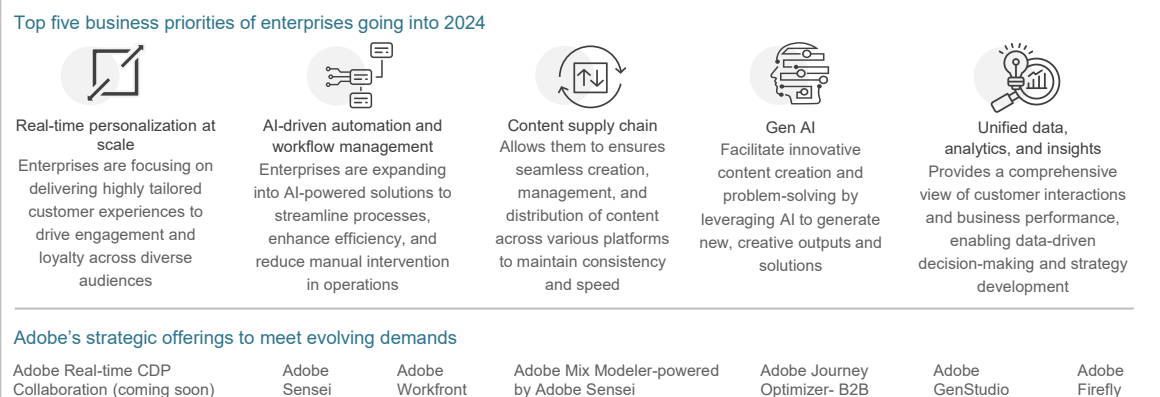
Key factors driving growth for Adobe services market

Generative AI for Content Supply Chain (CSC)
The adoption of gen AI in streamlining CSC is paving the way for marketers to access scalable content generation and distribution

Real-time personalization at scale
Hyper-personalization is becoming a reality through real-time customer 360 platforms, enhancing reliance on first-party data to drive tangible insights

Next-generation B2B customer journeys
The growing complexity of B2B buying journeys, with multiple stakeholders and touchpoints, is fueling the demand for Adobe's solutions that map, automate, and optimize these journeys

Marketing workflow automation
With an increase in complexity of enterprise MarTech landscape and the deluge of marketing channels and data, optimizing marketing workflows is becoming a core priority for Chief Marketing Officers (CMOs)

1 Analysis is based on assessment of service providers featured in the Adobe services PEAK Matrix® assessment 2024
Source: Everest Group (2024)

Key enterprise priorities for Adobe engagements in 2024

Key priorities for enterprises for Adobe engagements in 2024

1 Innovation across products and services

2 Effective time-to-market for clients

3 Customer experience, partner experience, and society experience improvements

4 Exploration of AI and gen AI use cases

5 Revenue growth and operation cost optimization

6 End-to-end services with increase in demand for managed services

7 Co-innovation and value addition to explore use cases

8 Proactive and strategic recommendations from providers

9 Flexible pricing models and bundled offerings

Evolution of priority themes; then vs. now

Cost versus value

Standardization versus personalization

Technical implementations versus end-to-end services

Market readiness versus market innovation

~US$XX million
is the average Adobe services deal size for experience services engagements

Adobe service provider evaluation matrix: synergy of competency and strategy

Core competencies expected by enterprises

- Proprietary solutions for accelerated deployment and cost efficiency
- Quality and availability of talent
- Adobe product specializations
- Proximity of presence in specific regions
- Market education on Adobe's evolving product play
- Spaces for co-creation and co-innovation

Strategic initiatives undertaken by service providers

- Acquisitions to acquire Adobe-specific capabilities
- Market recognitions through Adobe-specific awards and recognitions
- Market evangelization through case studies, event participation, thought leadership, etc.
- External partnerships for joint solutions and ventures
- Partnership alignment with Adobe through joint GTMs, co-selling, and co-innovation

Top five enterprise demand themes driving Adobe services adoption

Top five business priorities of enterprises going into 2024

Real-time personalization at scale
Enterprises are focusing on delivering highly tailored customer experiences to drive engagement and loyalty across diverse audiences

AI-driven automation and workflow management
Enterprises are expanding into AI-powered solutions to streamline processes, enhance efficiency, and reduce manual intervention in operations

Content supply chain
Allows them to ensures seamless creation, management, and distribution of content across various platforms to maintain consistency and speed

Gen AI
Facilitate innovative content creation and problem-solving by leveraging AI to generate new, creative outputs and solutions

Unified data, analytics, and insights
Provides a comprehensive view of customer interactions and business performance, enabling data-driven decision-making and strategy development

Adobe's strategic offerings to meet evolving demands

Adobe Real-time CDP Collaboration (coming soon) | Adobe Sensei | Adobe Workfront | Adobe Mix Modeler-powered by Adobe Sensei | Adobe Journey Optimizer- B2B | Adobe GenStudio | Adobe Firefly

Research calendar
Interactive Experience (IX) Services

Published   Current release   Planned

Reports title	Release date
Customer Data Platform (CDP) State of the Market 2024	January 2024
Decoding the Customer: Navigating the Voice of the Customer (VoC) Landscape to Truly Understand Your Customers	March 2024
Demystifying the Rapidly Evolving MarTech Landscape	March 2024
Generative AI – Review of Adobe Summit 2024	May 2024
Adobe Services PEAK Matrix® Assessment 2024	May 2024
CMO 2.0: The AI-powered Marketing Maestro & Growth Orchestrator	July 2024
Cannes Lions 2024: How Technology is Driving Creativity to New Heights	July 2024
AI for CX: Unleashing the power of algorithms for exceptional experiences	July 2024
AdTech Revolution: Decoding the Code of Data-Driven Advertising	August 2024
Digital Commerce Services PEAK Matrix® Assessment 2024	September 2024
Digital Commerce Services – Provider Compendium 2024	October 2024
Digital Commerce Platform PEAK Matrix® Assessment 2024	October 2024
Forging the Path to an Era of Hyper-personalization: Adobe Services State of the Market 2024	November 2024
Adobe services – Provider Compendium 2024	Q4 2024
Digital Commerce Platform – Provider Compendium 2024	Q4 2024
Customer Data Platforms (CDP) Products PEAK Matrix® Assessment 2025	Q1 2025

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