Solution Overview: Adobe Experience Manager on Red Hat OpenShift on IBM Cloud for Financial Services
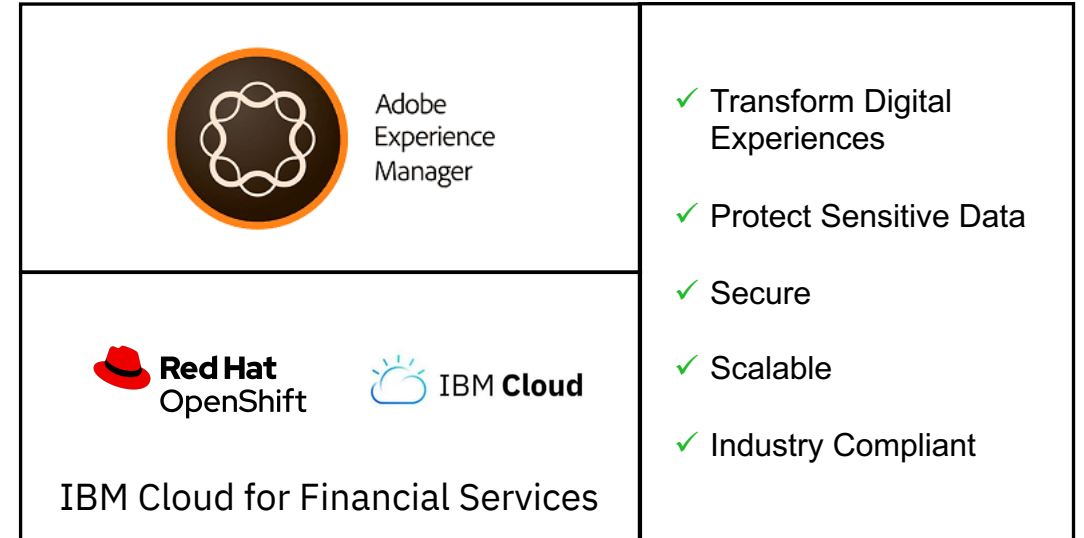
Accredited Partner Solution

The Solution:

- Adobe, IBM® and RedHat® are joining forces to accelerate digital transformation with a new partnership that empowers companies to flexibly deliver customer experiences across the full customer journey, within any hybrid cloud environment.

- Adobe Experience Manager 6.5 will be certified and delivered using Red Hat OpenShift®, the industry's leading enterprise open source container platform, giving clients the flexibility to host, access and leverage customer data in the environment of their choice, including on-premises and across multiple public clouds.

- Using IBM Cloud for Financial Services™, IBM will extend Adobe Experience Manager to professionals in this industry with the aim of helping them meet the highest security and regulatory requirements when delivering personalized experiences to their customers. This solution is also highly relevant to organizations in other regulated industries, such as Government and Healthcare.

Key Benefits:

- Adobe, IBM and Red Hat aim to enable brands to manage and deliver their content and assets within any hybrid cloud environment. By certifying and delivering Adobe Experience Manager 6.5 to run on Red Hat OpenShift, IBM will offer clients the flexibility to host, access and leverage data in the environment of their choice, from multiple public clouds to on-premise data centers.

- Adobe joins IBM's partner ecosystem as a strategic partner providing CX solutions for the IBM Cloud for Financial Services. Using IBM Cloud for Financial Services, IBM will extend Adobe Experience Manager to professionals in this industry with the aim of helping them as they meet their security and regulatory requirements when delivering personalized experiences to their customers.

Adobe Experience Manager

Red Hat OpenShift — IBM Cloud

IBM Cloud for Financial Services

- ✓ Transform Digital Experiences
- ✓ Protect Sensitive Data
- ✓ Secure
- ✓ Scalable
- ✓ Industry Compliant

- Chief Marketing Officers (CMO) and Chief Digital Officers (CDO) are becoming data stewards of critical enterprise and customer information, while the Chief Information Security Officer (CISO) seeks to ensure security and compliance. This solution addresses a key customer need in the market, especially the focus on highly regulated industries such as Financial Services. The cost and effort for mitigating concerns about safety, security and compliance have been fundamental barriers delaying transformation at the same time the entire C-suite is facing a re-framing of their roles to meet customer demands. This also allows CMOs to concentrate more on increasing ROI through right digital experiences and increased content velocity, and worry less about regulatory requirements, security compliance and technical infrastructure knowing that their application is on an industry compliant and secured cloud platform.