# Creating Connected Customer Experiences:

Adobe Experience Platform Powered by webMethods.io

Fact Sheet

Adobe Experience Platform (AEP) delivers powerful new data-driven experiences for your customers. The success of your AEP implementation hinges on your ability to "get data in" and "get data out" of AEP from data that lives everywhere.

Connect your data sources to AEP through Software AG's webMethods.io and dramatically enhance your insights into customer buying behaviors.

## Data-driven insights made possible with integration

Delivering exceptional customer experiences is key to staying competitive and relevant. Customers want you to anticipate their needs and provide a seamless experience across every channel when interacting with your brand. The key to delivering that experience is integrating the consumer data stored in silos across your organization.

Consumer data is the new currency and your company is depending on you to integrate data silos for richer, truly integrated customer experiences. How will you successfully connect data across systems so that your company thrives?

## Choose the right data integration strategy for your company

Stitching your data together is a significant undertaking, especially with your data isolated in separate systems or silos. As you evaluate your integration options, consider the following:

Even if your own IT department knows your systems well, building integration for AEP may not be their core competency nor the best use of their time. If you redirect your IT team, your company could lose its ability to innovate and fall behind the competition.

If you rely on existing integrators you've used for other projects, do they have the AEP expertise and the close relationship with Adobe that's needed for a seamless implementation and long-term partnership?

Remember that your company is relying on you to choose the best path to obtain the valuable customer data that will fuel business growth.

"Our partnership with Adobe will unlock even greater value by connecting the customer journey to core enterprise data."

— **Sanjay Brahmawar** | CEO, Software AG

> "Adobe and Software AG are coming together to deliver a solution that will enable enterprises to harness and action large volumes of customer data to deliver personalized, real-time customer experiences at scale."
>
> **— Shantanu Narayen** | President and CEO, Adobe

## Your new approach: AEP powered by Software AG's webMethods.io

What if you could create a 360° customer profile that brings together customer data from various enterprise systems in real-time? When you use AEP powered by Software AG's webMethods.io you get enterprise-wide connectivity between CRMs and applications, as well as multiple backend systems, giving you the most complete view of the customer journey and more relevant customer experiences.

webMethods.io from Software AG, the only Integration vendor that is part of the Open Data Initiative (ODI) Partner Advisory Council, gives you:

- A purpose-built integration solution for AEP developed in close collaboration with Adobe
- Out-of-the-box, pre-built connectors and recipes for template-driven integration
- The ability to convert non-Adobe data formats into the new ODI schemas which seamlessly connect to AEP
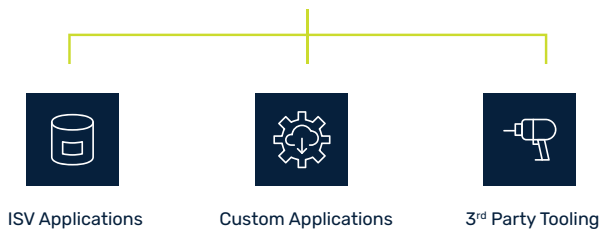
All this will allow you to build richer customer experiences in a matter of days instead of weeks or months, driving conversion rates and revenue.



webMethods.io enables seamless data ingestion and data egress for optimal customer experiences.
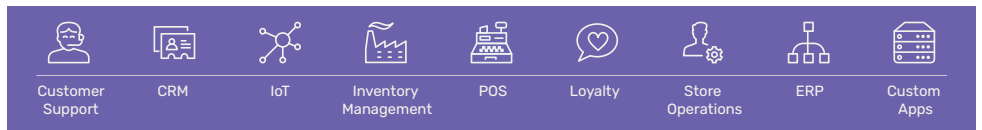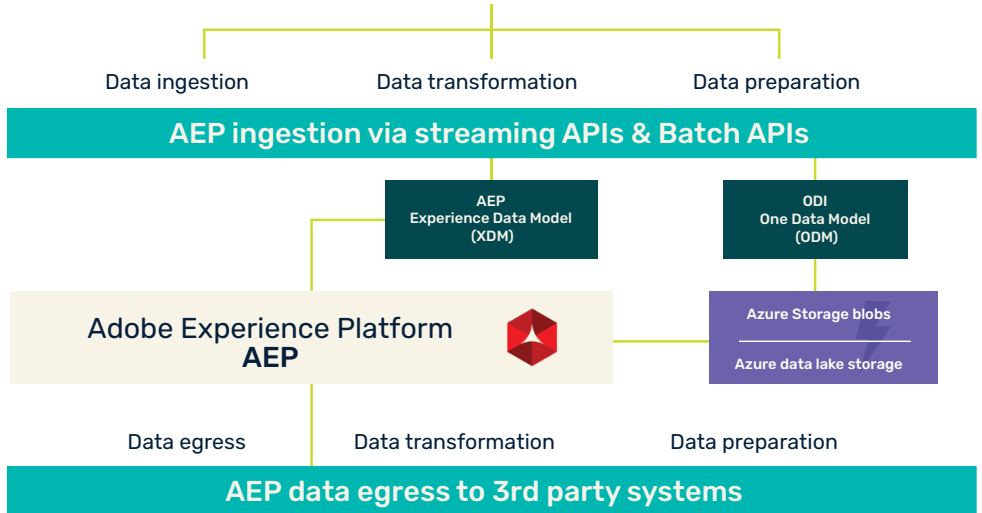
Beyond implementation, Software AG's webMethods.io meets the changing needs of your business with:

- Scalability: As your integration workloads continue to grow, webMethods.io scales with your needs by providing a flexible, future-proof infrastructure. You won't require costly rewrites to handle larger loads.

- Agility: As data sources evolve, Software AG provides the tools to facilitate your integrations, so the data keeps flowing and your business operates effectively.

- New Releases: Being part of the ODI Partner Advisory Council, Software AG is part of a select group that drives this standard and its adoption, allowing us to bring new releases to you in a timely fashion. This, minimizes the impact to your business so you can focus on what really matters—your customer.

## A smarter way to deliver seamless customer experiences

You control the data that fuels the customer experience, so make the right choice when it comes to data integration. Make your AEP implementation a success for the entire company by integrating your disparate data with Software AG's webMethods.io and do it all much faster than otherwise possible.

---

**ABOUT SOFTWARE AG**

2020-06_FS_webMethods-Integration_Adobe_EN

**๑ software** ᴬᴳ