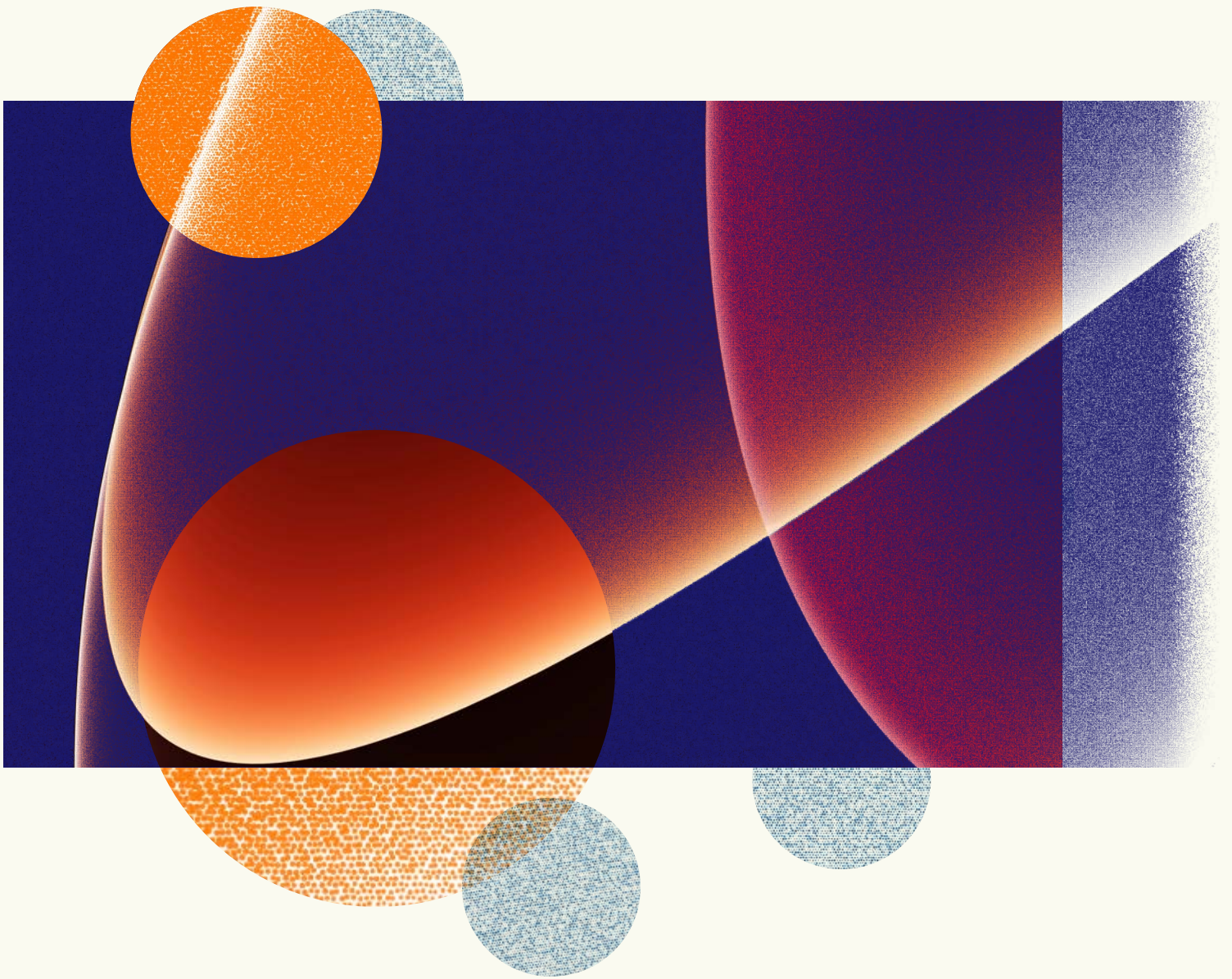


UNLOCK YOUR ADOBE POTENTIAL

# MAXIMISE THE VALUE OF YOUR ADOBE INVESTMENTS



# EXECUTIVE SUMMARY

In today's competitive digital landscape, organizations leveraging Adobe solutions are under constant pressure to extract maximum value from their investments. Despite significant resources spent on Adobe Commerce, Adobe Experience Cloud, and related Adobe technologies, many enterprises still struggle with siloed data, outdated processes, and underutilized capabilities.

**"Sweat Your Adobe Assets"** is a proven service by WPP Enterprise Solutions designed to help organizations:

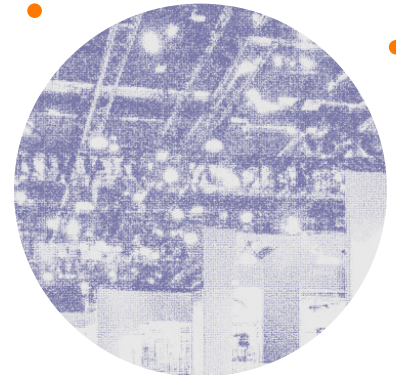
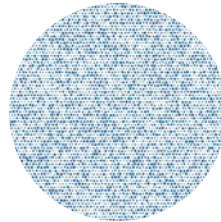
- Identify hidden value within existing Adobe investments.
- Optimize digital operations through targeted process refinement and role-specific training.
- Increase overall return on investment (ROI) by ensuring every Adobe tool and feature is fully leveraged.

This guide outlines the challenges some organizations face, explains our unique three-phase methodology, and demonstrates the impact we've made through real-world case studies.

# THE BUSINESS CHALLENGE

Organizations using Adobe's digital ecosystem encounter several common challenges:

- **Fit-for-Purpose Concerns:** Adobe solutions may not always align perfectly with rapidly evolving business needs.
- **Agility Issues:** Legacy implementations and integrations within the Adobe ecosystem can limit flexibility in a dynamic market.
- **Knowledge Gaps:** Insufficient training or unclear handovers leave teams without a full understanding of Adobe's powerful features.
- **Delayed Implementations:** Implementations can stall, leaving many features underutilized.
- **Underperforming Technology:** Without regular optimization, Adobe systems may fail to deliver on their full potential.
- **ROI Discrepancies:** Inadequate utilization of Adobe's capabilities can lead to significant gaps between technology costs and business returns.
- For Adobe-centric organizations facing lean teams and mounting commercial pressures, now is the time to harness the full power of your Adobe tools.





## ● Key Client Challenges and Outcomes

Our Adobe-focused methodology directly addresses typical challenges encountered by technology leaders:

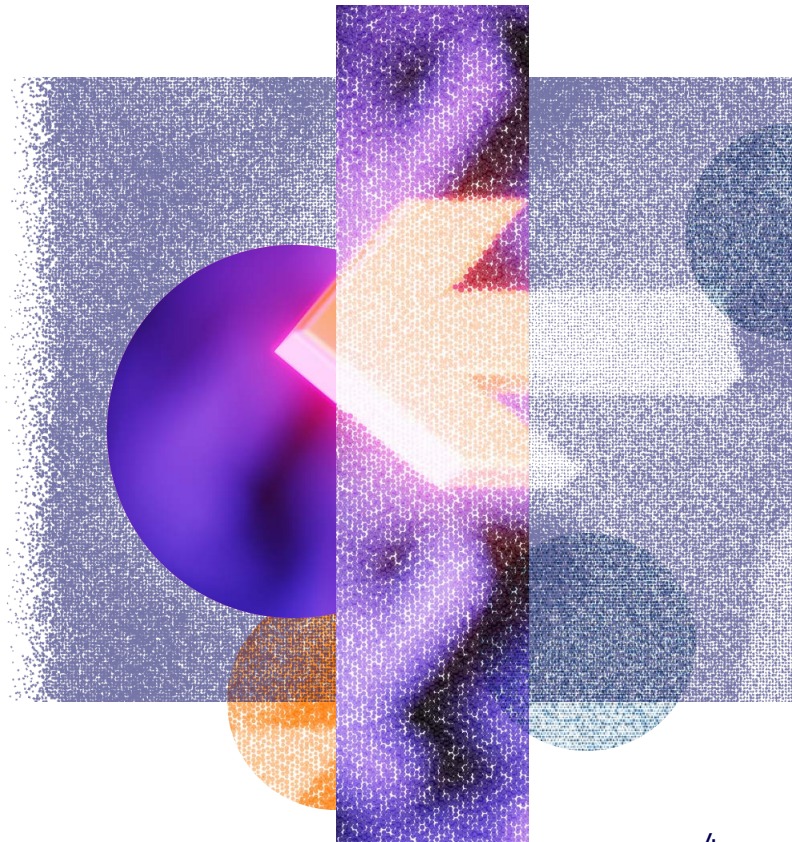
- **Underperforming Systems:** Fine-tuning Adobe configurations to align with current business strategies.
- **Low User Adoption:** Improving training and enablement to drive widespread and confident use of Adobe tools.
- **Delayed Feature Rollouts:** Creating prioritized pipeline and backlog to unlock more of Adobe's capabilities and features.
- **Inefficient Processes:** Re-engineering workflows to integrate Adobe best practices seamlessly across all teams.
- **ROI Improvement:** Deploying targeted strategies that ensure every dollar invested in Adobe technology delivers maximum impact.

## ● The Opportunity

Our goal is to help you maximize the return on your existing digital technology investments across the digital ecosystem to help you achieve your business objectives.

We'll work with you to identify opportunities for adding value, optimizing operations and leveraging technology to meet specific goals. Some of the ways we can achieve this is by:

- **Proactively adding value to your existing solutions**
- **Optimizing your technology and data**
- **Re-engineering your business processes**
- **Delivering education, training and enablement**



Our

# PROVEN 3-PHASE APPROACH

Our tailored service is built on a structured three-phase methodology that uncovers, customizes, and implements solutions for enhanced Adobe technology performance.

## ● PHASE ONE DISCOVER

**OBJECTIVE:** Identify the root causes and opportunities within your current Adobe investments.

### DEEP-DIVE ANALYSIS:

- **Conduct** an exhaustive review of your Adobe solutions and any integrated assets.
- **Analyze** documentation, performance reports, and stakeholder feedback specific to Adobe implementations.

### KEY DELIVERABLES:

- **Identification of high-level Adobe use cases.**
- **A comprehensive report detailing optimization opportunities within your Adobe ecosystem.**
- **Initial planning and strategic recommendations, next steps.**

## ● PHASE TWO DEFINE

**OBJECTIVE:** Tailor solution pathways that address the identified shortcomings while fully leveraging your Adobe capabilities.

### TAILORED RECOMMENDATIONS:

- **Develop** a change management plan that aligns Adobe best practices with your business processes.
- **Create** custom, role-based training materials and enablement guides focused on Adobe.
- **Propose** both quick wins (configuration adjustments and enhanced data management) and long-term strategic enhancements.

### KEY DELIVERABLES:

- **A detailed action plan with prioritized recommendations for your Adobe setup.**
- **Documentation outlining revised business processes and best practices for Adobe usage.**

## ● PHASE THREE DELIVER (OPTIONAL)

**OBJECTIVE:** Support the implementation and rollout of agreed changes, ensuring measurable success within your Adobe ecosystem.

### FLEXIBLE IMPLEMENTATION MODELS:

- Your team can lead the implementation using our tailored Adobe roadmap.
- A collaborative "do it together" approach where our Adobe experts guide your internal teams.
- Fully-managed, end-to-end implementation by our specialist team.

### MEASUREMENT & FEEDBACK:

- **Establish baseline Adobe KPI metrics and define post-implementation targets.**
- **Continuous monitoring to capture improvements in user adoption, conversion rates, and overall ROI.**

REAL-WORLD CASE STUDIES

# Consultancy-Led Approach to Driving E-commerce Improvements Across Channels

● **Premium Chocolatier and Confectionery Brand Enhances E-commerce Performance with WPP Enterprise Solutions**

WPP Enterprise Solutions is partnering with a premium chocolatier and confectionery brand who was experiencing inefficiencies across its channels, hindering its ability to connect effectively with customers and achieve growth. They sought a partner to help them succeed on their omnichannel journey and maximise opportunities by optimizing its e-commerce channels and leveraging its existing Adobe and related technology investments.

WPP Enterprise Solutions provided a strategic e-commerce assessment framework, auditing all of the brand's routes to market and identifying areas of opportunity and improvement. WPP Enterprise Solutions is currently focusing on D2C, with plans to address B2B in the future.

Following the go-ahead from the brand, as part of a 4-year programme, WPP Enterprise Solutions is working to introduce efficiency to the brand's legacy tech stack (Adobe / Magento), create architecture documentation, implement best practices across key areas, migrate all of the brand's Confluence data, and set up all development pipelines. Meaningful KPIs are also being established to track progress.

So far, key achievements include a successful transition period and the establishment of a strong foundation for future growth. The partnership is at an early stage of an exciting journey.



● **Premium Coffee Brand Brews Growth With Customer-Centricity From WPP Enterprise Solutions and Adobe**

WPP Enterprise Solutions and Adobe are partnering with a premium coffee brand to unlock growth and solidify its market leadership by embracing a customer-centric approach and leveraging the Adobe Experience Cloud.

The premium coffee brand, a leader in its market, sought to enhance customer relationships and drive growth by elevating its customer experience and adapting to evolving market dynamics. They needed to increase net acquisition and empower local markets to maximize their Adobe tech stack investment.

The brand needed a strategic partner to navigate modern customer experience complexities. WPP Enterprise Solutions provided expertise in strategic assessment, experience design, and change management to facilitate Adobe Experience Platform (AEP) adoption across markets. WPP Enterprise Solutions optimized AEP for personalized cross-channel campaigns and unified customer data. They developed 24 prioritized use cases with value metrics, enabling quick-win implementations like abandoned cart emails.

The premium coffee brand is now leveraging AEP for unified customer data, Adobe Journey Optimizer for personalized journeys, and Adobe Target for tailored experiences. Snowflake provides data modeling and advanced analytics.

So far, key achievements include the development of 24 prioritized use cases, a comprehensive measurement framework, a greenlight for Customer Experience Design, a Market Strategic Committee, and a data readiness assessment for global audience targeting. Operating model optimization is underway.



● UNLOCK YOUR ADOBE POTENTIAL: Maximise the Value of Your Adobe Investments

● **Omni-Channel Retailer – Adobe Commerce Onsite Search Optimization**

A leading UK omni-channel retailer using Adobe Commerce was struggling with an underperforming onsite search tool. This was significantly hindering product discoverability and impacting the overall customer experience.

To address this challenge, WPP Enterprise Solutions embarked on a strategic approach. This involved conducting in-depth stakeholder interviews to understand the specific pain points and a comprehensive review of the existing Adobe Commerce environment. WPP Enterprise Solutions then benchmarked the retailer's search performance against industry-leading Adobe implementations to identify areas for improvement. Based on these findings, WPP Enterprise Solutions recommended specific configuration optimizations and developed enhanced training modules to empower the retailer's team.

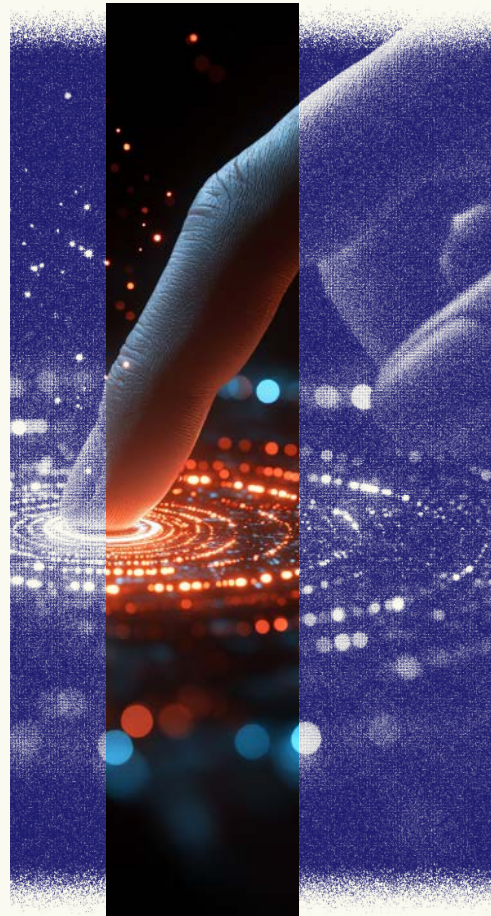
The implementation of these recommendations yielded significant positive outcomes. The retailer experienced a marked improvement in search accuracy, leading to higher conversion rates. Furthermore, the refined search process resulted in increased customer engagement and a noticeable boost in overall customer satisfaction.

● **Health & Beauty Retailer – Trading Team Enablement**

A prominent Health & Beauty brand needed to empower its Trading team to fully capitalize on its new Adobe search and merchandising tools.

To address this, WPP Enterprise Solutions launched an Adobe-focused "Trading Workshop" designed to reimagine operational workflows. This workshop was complemented by the development of an in-depth playbook, providing a comprehensive guide to the new tools and processes. To ensure effective adoption, WPP Enterprise Solutions also delivered hands-on, face-to-face training sessions.

As a result of WPP Enterprise Solutions's intervention, the Trading team was empowered to make more data-driven decisions. The success of the initial initiative led to its expansion to additional product categories across the Adobe platform, demonstrating the value and impact of the training and support provided.



● **Additional Case Examples:**

Our methodologies have also successfully driven improvements such as:

- **Enhancing Adobe-powered product recommendation engines to reduce cart abandonment rates.**
- **Optimizing Adobe-based inventory and content management systems for greater efficiency.**
- **Streamlining cross-departmental adoption of advanced Adobe features.**

WHY CHOOSE

WPP  
ENTERPRISE  
SOLUTIONS  
AS YOUR  
PARTNER  
FOR ADOBE?

At **WPP Enterprise Solutions**, we transform technology challenges into strategic business advantages. With a deep bench of Adobe and digital experts, we help you maximize ROI from your existing Adobe ecosystem—empowering teams and driving sustained growth. WPP Enterprise Solutions is proud to be an Adobe Platinum Partner. We have worked with Adobe to build digital platforms across all its Experience Cloud solutions for some of the world's biggest brands.

Our knowledge and experience are second-to-none and we hold the highest possible accreditation as an Adobe Platinum Partner, as part of the WPP Adobe Alliance. We work with clients such as The Coca-Cola Company, Ford, EY, Sherwin Williams, KFC and Colgate Palmolive, enabling them to craft world-class experiences.

Our end-to-end capabilities support the Adobe product suite across the Experience Cloud. With deep expertise in commerce, experience, content supply chain, workflow management and data, we drive engagement and transactions throughout the entire buying journey. And we don't just implement the technology, we help organizations get the most out of it, transforming their processes and upskilling their people along the way.

We house 9,000 technology experts, across 71 technology centers, in 37 countries around the world and, as part of WPP, were named Adobe Experience Cloud Solution Partner of the Year for four consecutive years.

WPP Enterprise Solutions offers a unique blend of expertise and hands-on experience with Adobe technologies:

- **Adobe Expertise:** Our broad digital expertise, combined with deep knowledge of the Adobe ecosystem, ensures unbiased, best-fit solutions.
- **Practical, Outcome-Driven Approach:** We're not just theorists—we implement strategies that deliver measurable business impact using digital best practices.
- **Proven Track Record:** With success stories in sectors ranging from FMCG to luxury retail, our approach has repeatedly delivered value.
- **Holistic Engagement:** From the initial discovery phase to final delivery (with flexible implementation options), our process ensures sustainable, long-term success across your Adobe investments.

# ANALYST RECOGNITION:

Industry analysts recognize **WPP Enterprise Solutions** as a standout among Adobe Service providers. As part of WPP, we are proud to have contributed to the following:

- **IDC MarketScape: Adobe Experience Cloud Professional Services** – WPP is named a Leader in the IDC MarketScape for Worldwide Adobe Experience Cloud Professional Services, with its marketing-centric approach and commitment to client empowerment highlighted.
- **The Forrester Wave™: Adobe Services Q3 2024** – WPP is included among the 12 most significant Adobe service providers globally, with top scores in Adobe Commerce, B2B Automation, and Customer Data Management.
- **The Forrester Wave™: Commerce Services, Q2 2024** – WPP is named a Leader in The Forrester Wave™ for Commerce Services, and is recognized for its flexible and creative strategies



# NEXT STEPS AND CONTACT INFORMATION

If your organization is ready to unlock the full potential of your Adobe investments and maximize operational efficiencies, our **"Sweat Your Adobe Assets"** service is for you.

## Contact WPP Enterprise Solutions:



Scott  
Wellwood

Executive Director Global  
Adobe Alliance Lead,  
WPP Enterprise Solutions

[scott.wellwood@es.wpp.com](mailto:scott.wellwood@es.wpp.com)



Dale  
Archer

Adobe Alliance Lead EMEA,  
WPP Enterprise Solutions

[dale.archer@es.wpp.com](mailto:dale.archer@es.wpp.com)

# ABOUT WPP ENTERPRISE SOLUTIONS

## About WPP Enterprise Solutions

WPP Enterprise Solutions designs, builds, and operates the growth systems that competitive businesses rely on. In a world where AI is reshaping how companies drive growth, we lead clients in business transformation and marketing modernization, connecting strategy directly to execution. Our 12,000 experts in engineering and platforms, commerce, consulting, content transformation, CRM, and CX, work within a unified global operating unit across 40+ markets. WPP Enterprise Solutions works alongside best-in-class partners including Adobe, AWS, Braze, Google, Microsoft, Salesforce, and Shopify, as well as innovators in AI, to deliver growth solutions tailored to the needs of our clients' businesses. We have received distinction as a leader in Commerce Services and CX Strategy Consulting by the Forrester Wave™ reports and are designated by Gartner's Magic Quadrant™ as a Visionary in Digital Experience Services.

## About WPP

WPP is the trusted growth partner for the world's leading brands. WPP combines cutting-edge media intelligence, world-class creativity, next-generation production, and transformative enterprise solutions to drive growth at scale. WPP is a publicly listed company (NYSE: WPP).

## For more information:

Visit: [enterprisesolutions.wpp.com](https://enterprisesolutions.wpp.com)

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Contact: [contact@es.wpp.com](mailto:contact@es.wpp.com)

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