

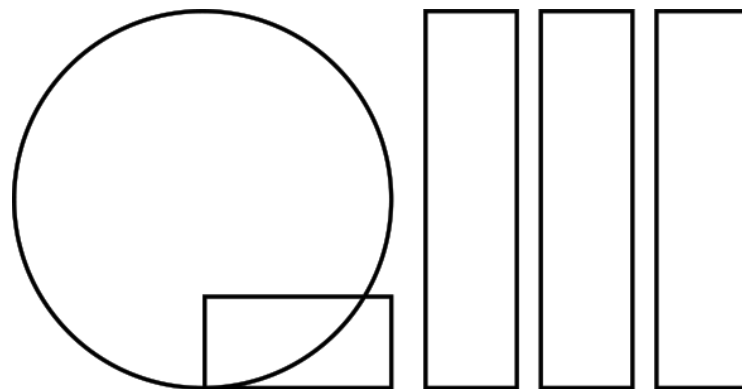
Sep. 7, 2016

Dentsu Isobar to Start Offering *Quick Win for Digital Experience*, a Service that Enables Successful Implementation and Utilization of Adobe Experience Manager

Set up a PoC period for Adobe Experience Manager to enable optimal management

Dentsu Isobar Inc. (head office in Tsukiji, Chuo-ku in Tokyo; President & CEO: Hidetoshi Tokumaru) will start offering *Quick Win for Digital Experience*, a service that provides support for everything from the implementation to post-implementation utilization of Adobe Experience Manager, experience management platform of Adobe's digital marketing solution, Adobe Marketing Cloud.

Establishing a PoC (proof of concept) period that enables the use of Adobe Experience Manager to verify desired objectives, Dentsu Isobar makes it possible with *Quick Win for Digital Experience* to optimally implement and utilize Adobe Experience Manager by identifying and addressing in advance challenges and tasks that will be confronted in actual operations. The service offers necessary tools in implementation stage (e.g. templates, components, widgets, documents, etc.) and also the consulting methods that Dentsu Isobar has accumulated throughout a track record of Adobe Experience Manager project experiences and other marketing platform implementation handled thus far. This is how the service will offer support in facilitating the utilization of Adobe Experience Manager for ongoing digital marketing work.



Quick Win
for digital experience

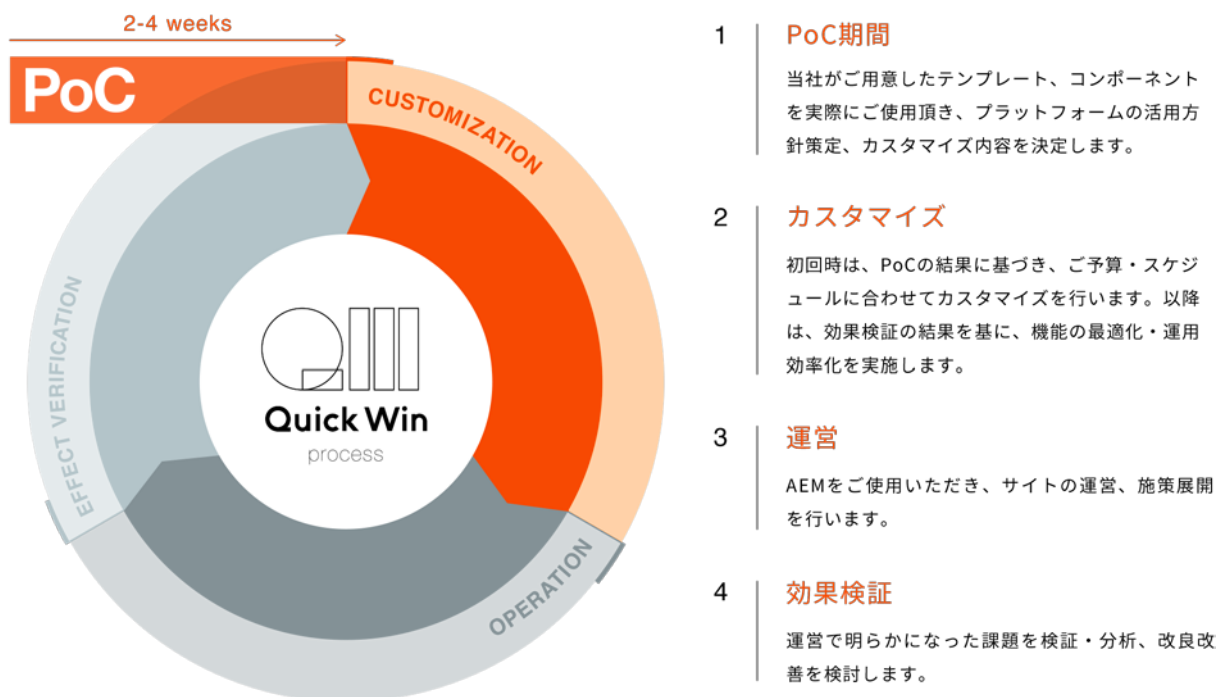
1. Background

More and more companies are now utilizing platforms for the ongoing streamlining, optimizing, and improvement of their digital marketing work. This means optimizing and personalizing the content disseminated, working in multiple languages, providing mobile applications, and implementing data analysis.

Within various platforms available, Adobe Experience Manager has proven to be a digital experience management solution that has been earning high accolades according to surveys by US research firms Forrester Research and Gartner.

Furthermore, companies that make the decision to go ahead with the process of implementing a platform, developing components, templates, and the other extras that entails, as well as becoming capable of editing content, need to accomplish a certain level of skills pertaining to that technology and project facilitation. *Quick Win for Digital Experience* by Dentsu Isobar has put together the know-how and unique components as a set. This improves both the speed of the process spanning from implementation to the launch of operations as well as efficiency in implementation so that companies can reduce the period of installation and costs involved. The result is that companies are able to implement the platform step by step and utilize that platform on an ongoing basis.

2. Service profile (the solutions it provides)



With a toolbox of extensions such as components, templates, widgets, and plug-ins as well as the backup provided by our own consulting methods, *Quick Win for Digital Experience* will provide you with the support to implement and subsequently utilize Adobe Experience Manager to fit your workflow and intended objectives.

By utilizing *Quick Win for Digital Experience*, you can tap into the tools that Dentsu Isobar has accumulated throughout our experiences thus far so that you feel a tangible sense of control over operations from the outset. At the same time, operations can be customized to meet your needs. And because the areas for improvement and customization are clearly defined, customers are empowered to begin web mastering without any time lag due to implementation, which precludes the risk of customers sensing that the platform has turned out to be a mismatch for their needs.

In addition, design and development process is shortened which will reduce the cost of implementation. This allows users to add more funds in post-implementation improvements and optimizing as well as the installation of products other than Adobe Marketing Cloud. This enables the customer to continue to engage in ongoing utilization of the service.

It also bears noting that Dentsu Isobar's *Quick Win for Digital Experience* is a service for which development is underway on a joint basis with our partner Sutrix Solutions. Customizing at the time of implementation and other work in development is also done collaboratively with Sutrix Solutions.

For details about the service: <http://www.dentsuisobar.com/en/works/quickwin/>

3. Comments from Adobe

- Hisamichi Kinomoto , Vice President of Marketing, Japan, Adobe

We are pleased to see the launch of Quick Win for Digital Experience by Dentsu Isobar. As this is an installation support service that taps into the extensive track record that Dentsu Isobar has in installing Adobe Marketing Cloud solutions, we look forward to seeing them provide the optimal experience at the diversity of touch-points with customers.

Profile of Dentsu Isobar:

- Name of company / Dentsu Isobar Inc.
- Location of head office / Tsukiji Shochiku Bldg. 1-13-1 Tsukiji, Chuo-ku, Tokyo
- Established / Jan. 1, 2016
Predecessor Digital Palette Inc. was established in Apr. 2001
- Capital / 400 million JPY
- No. of employees / 332
- What we do / Digital solution services
- President & CEO / Hidetoshi Tokumaru

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