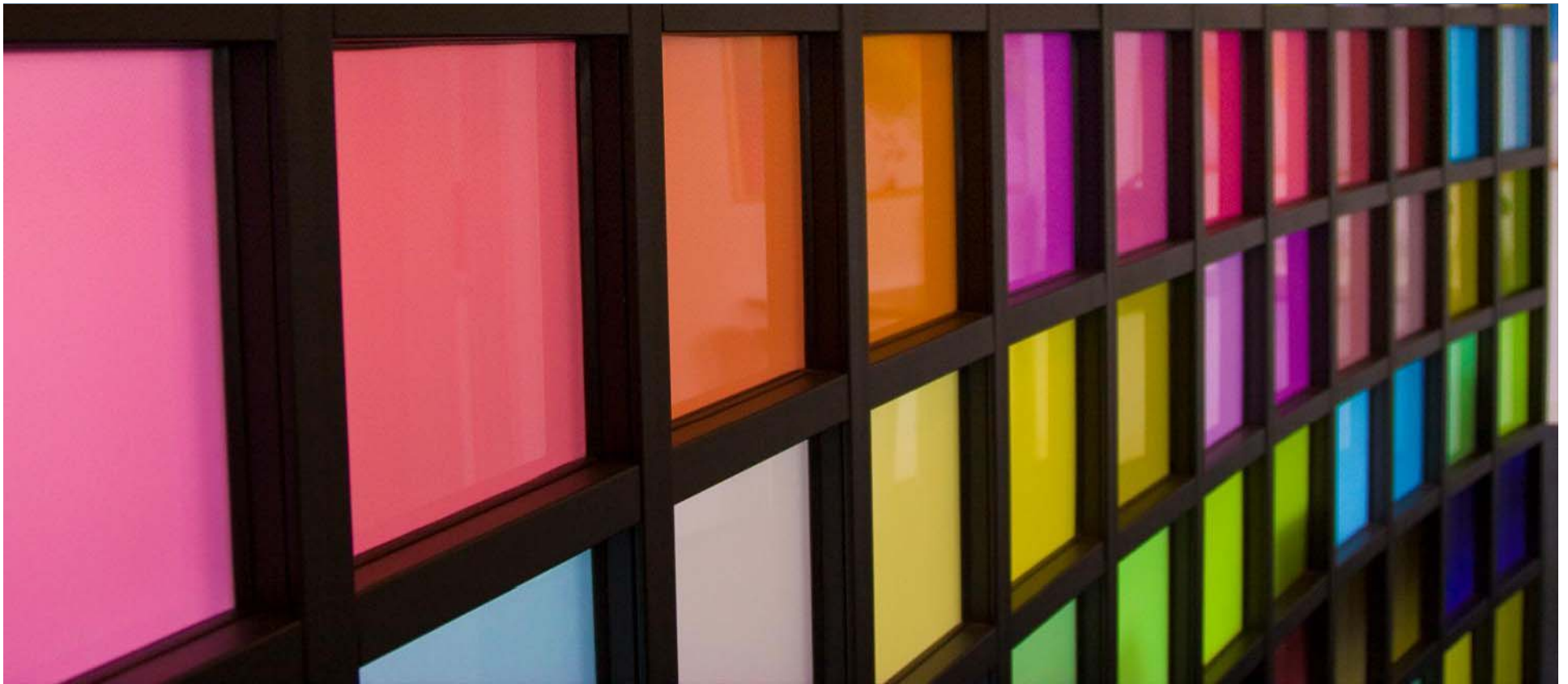




# The User Experience Revolution in the Enterprise

Gerri Martin-Flickinger | SVP & CIO



# About Adobe

- \$858.7 million in revenue in Q1 FY2010
  - A minimum of 1% of net income donated to philanthropy
- Approximately 8,500 employees



- Approximately half of Adobe's revenue is generated outside the United States



- Industry-leading technologies with global widespread adoption



# Inside Adobe IT

**SAP enterprise** (ERP, CRM, SFA)

**18,000 desktops** (Mac and Windows)

**9,500 servers** in 88,000 sq. ft of data centers

**~200 million** visitors/month to Adobe.com

**66 percent** of IT workers located outside HQ



# Adobe@Adobe: Engaging Throughout the Product Lifecycle

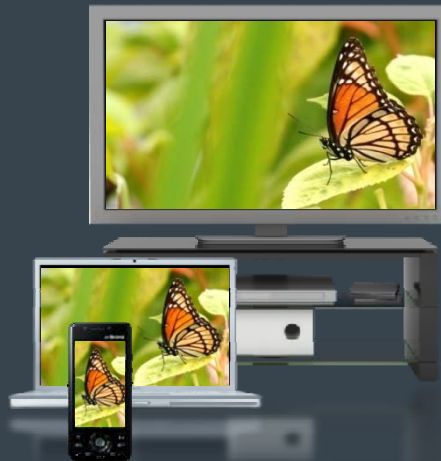


# Vectors of Innovation @ Adobe

## Client + Cloud



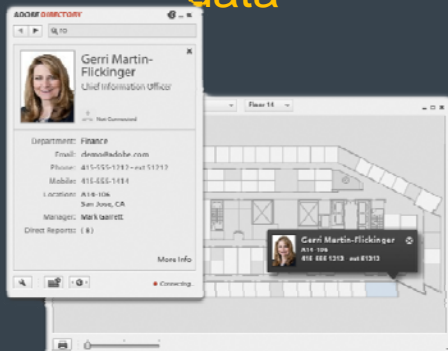
## Multi-screen



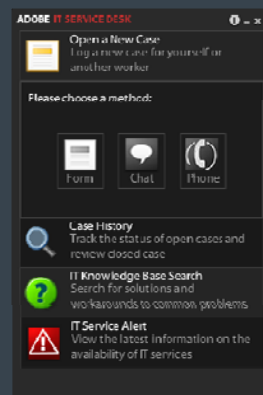
## Social Computing



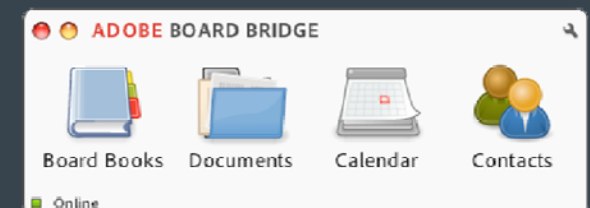
## Leverage enterprise data



## Borderless enterprise



## Rich experience design





# Adobe Directory: Problem Definition

## Before Adobe Directory...

- Many different directories were developed to:
  - Satisfy different end-user needs
  - Deal with multiple data sources
- Directory information was only available online
- There was no self-service model for editing user data

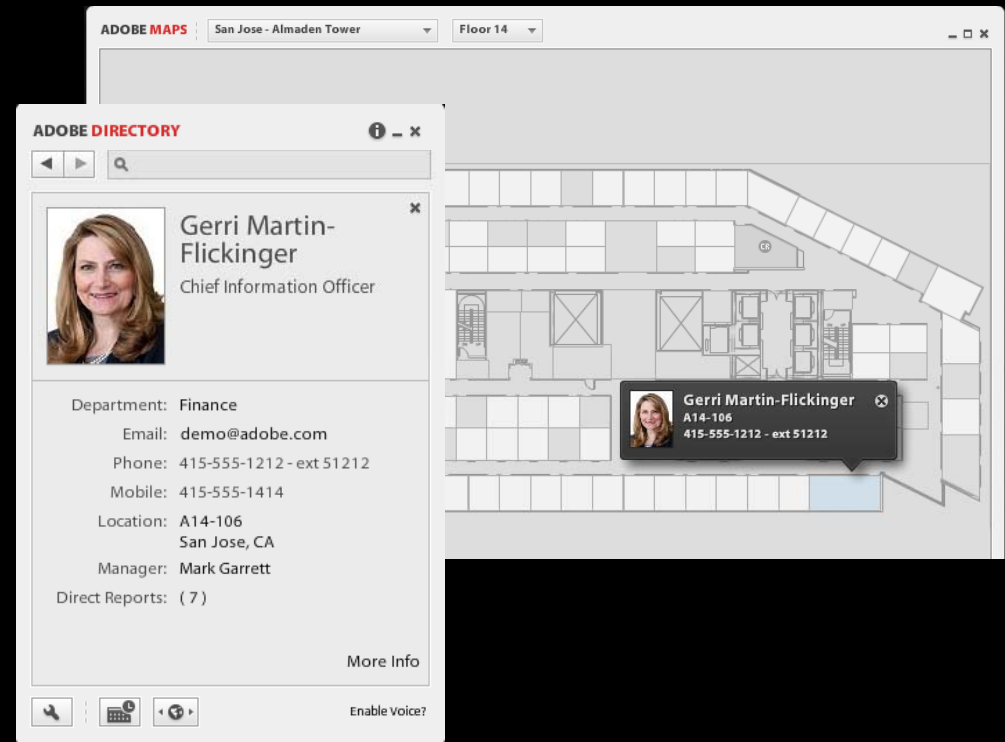
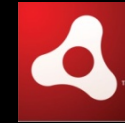


# Adobe Directory: On Mobile Devices



# Adobe Directory: Solution

- Adobe technologies used:
  - AIR
  - Flex
  - ColdFusion
- Leverages enterprise data from:
  - Active Directory
  - SAP
  - Microsoft Exchange
  - Picture Perfect security system
  - AutoCAD
- Developer effort and skill sets:
  - 9 man/months of effort
  - Flex, ColdFusion & LiveCycle Developers
  - Flex QE
  - Experience Designer

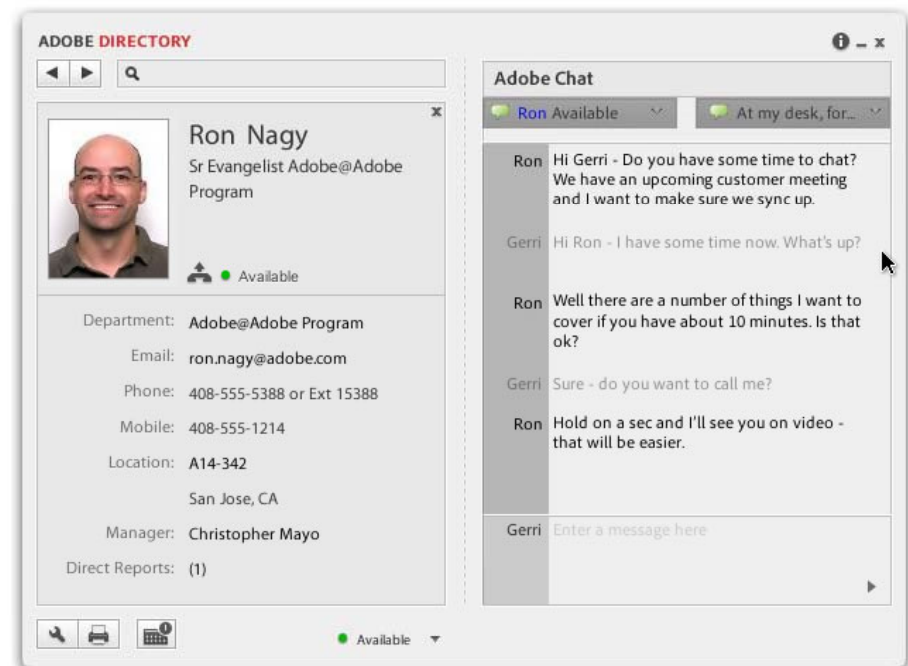




# Adobe Directory: Extending into Social Networking

## Considerations...

- New workforce expects different kinds of communication tools
- Enterprise employee data is a good leverage point to help employees connect
- Consistent user experience allows enterprise to be flexible with back-end applications





**Adobe**