

Adobe Support and Services

INTEGRATED SERVICES



Ultimate Success with Integrated Services advances your digital transformation by moving from purely advising, to hands-on-keyboard executing of your key use cases. This "always-on" consulting subscription leverages Adobe experts to work alongside you to transform your vision into measurable outcomes. No statements of work or project scoping—just a faster path to creating meaningful customer experiences with your Adobe solutions.



Future-ready architecture

Integrated Services provides you with an Enterprise Architect who defines a scalable, future-ready architecture that connects these components to support consistent and repeatable agent behavior.



Flexible utilization model

Unbound by a rigid statement of work, your Adobe success team works together with you to adjust your mutual action plan as your priorities shift and you adapt to the ever-changing needs of the AI era.



Faster time-to-value

Integrated Services delivers focused, outcome-driven engagements that rapidly activate use cases and achieve measurable value in 90 days or less.

What you get

Hands-on support and technical leadership from your Enterprise Architect



A designated Enterprise Architect joins your existing Ultimate Success Team to own the technical roadmap, prioritize your most important use cases, and design the future-state architecture that brings them to life. Working closely with your team and coordinating a pooled group of Adobe consultants, the Enterprise Architect stays accountable for execution from planning through launch, so your strategy turns directly into measurable outcomes.



Plan and align



Design & guide



Enable & optimize

Maximize value and adoption through Activations

Activations are rapid, hands-on engagements—typically 4 to 12 weeks—where Adobe experts work alongside you to plan, configure, and launch a specific use case, delivered one at a time for focused execution and measurable impact. Activation types span across planning, adoption, and execution.

Planning

Value framework

Conduct maturity assessments, competitive analysis, plan impactful KPIs, and build frameworks with a focus on business value.

Optimization assessment

Analyze long-standing implementations and identify technical areas of optimization.

People and process evaluation

Assess org readiness and change management strategies to support the successful adoption and sustained impact of new technologies and business capabilities.

Roadmap development

MarTech roadmap development, define, prioritize, and document use cases for activation.

Adoption

Feature configuration

New product initial setup and feature configuration. This includes activating popular native integrations.

Capability deployment

Configure and activate a new use case using existing technology, features, data flows, and skill sets.

Workflow tune-up

Technical validation to optimize workflow, tool training, job aids, and runbook with current technologies.

Agent deployment

Design and implement an agent within Adobe products by connecting relevant data sources, defining inputs and workflows, and tuning outputs to align with business goals and deliver measurable outcomes.

Execution

Development validation

Build technical requirements, architecture, and plan to implement or configure application.

Proof of concept

Fast MVP product setup and configuration for initial launch or proof of concept. Ideal for early test and learn before scaled implementation.

Modernization

Existing technology assessment, data reviews, product upgrades, and migrations preparation.

Targeted fix

Provide hands-on and custom code fixes identified from troubleshooting with the Ultimate Success team.

Measure your momentum with regular Impact Summaries

After every Activation, customers receive an Impact Summary that documents what was delivered, the outcomes achieved or value created, and clear recommendations for next steps

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IMPACT BY THE NUMBERS

\$250K

Increased total marketing spend due to MM outputs and insights

3.3K

incremental orders at 3X marginal ROI

TIME TO VALUE

8 weeks

ADOBE SOLUTIONS

RTCDP
 AJO
 CJA
 AEP
 Workfront
 Wkft Planning

Target
 AEM Sites
 AEM Assets
 Creative Cloud
 Firefly
 Mix Modeler

ENGAGEMENT TYPE

Premium Learning
 Integrated Services

Ultimate Success
 Custom Services

Activation Impact Summary
 Industry: Media & Entertainment | Region: AMER

Proof of Concept

Streamline governance through the creation of a standardized model template and replicate across team sandboxes

Objective

- Develop a standardized model template for all organizations to have access to actionable insights on marketing spend. Then take these insights, optimize, and reallocate spend to create the most effective return

Approach

- To support model growth across 30 organizations, factor tables were restructured to enable streamlined expansion.
- Recognizing governance as a critical component, a comprehensive audit of existing models was conducted to ensure alignment in configuration, taxonomy, and overall consistency.
- Leveraged Adobe Mix Modeler to activate customer's use case with AEP data previously onboard. New views and models were created to supplement customer's use cases.

Value & Impact

- IS team eliminated the need to rebuild models from scratch, reducing operational spend, accelerating time-to-insight, and ensuring consistency.
- AMM implementations have enabled advanced scenario planning, granular touchpoint insights, and multi-touch attribution, driving results of 3,300 incremental orders and a 3x ROI.

What's Next

Quarterly syncs with Mix Modeler product team hosted by Ultimate Success to ensure product and client are in routine communication.

Release notes will also be provided and distributed routinely.

Account Team

Dustin Hogan
Integrated Services
Enterprise Architect

Daniel Mooney
Technical Consultant

Megan Riddick
Technical Account
Director

Additional Information

"The AMM Implementation Activation for all 30 clubs was one of the biggest successes of 2025"

– SVP of Digital Marketing and Media

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Integrated Services and partners

Integrated Services is built to work alongside your trusted partners, not around them. The predefined RACI enables coordinated planning, delivery, and accountability so everyone stays aligned on the same goals.

With Adobe bringing deep product expertise and partners driving implementation and strategy, you get a single, unified team focused on turning your roadmap into real outcomes.



What customers are saying about Integrated Services

“

Partnering with Integrated Services has helped us transition the way we operate, moving to a more focused, outcome-based approach. We have access to experts who help us problem solve so we can bring our ideas to life.



Major professional sports league

“

Working with Integrated Services has been invaluable. My team always has a plethora of ideas, but the question is how we execute on them. They've been a sounding board and a great partner. We bounce ideas off them, and they quickly figure out how to build it.



Global cruise and travel brand

“

When everyone's asking about the return on AI, I can quickly point to Integrated Services and say we have it deployed at scale, and the value is very easy for everyone to see.



Global marketing services holding company

“

I have more capacity now, because they're able to run independently, tackling individual business problems on my behalf while my team stays focused on our North Star.



Global pharmaceutical company

To learn more about Integrated Services or any of Adobe Support and Services, contact your Adobe representative or Customer Success Manager.

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