



ULTIMATE SUCCESS



Adobe Ultimate Success advances your business and technical expertise with a combination of strategic leadership and proactive technical health—helping you deliver high-performing digital experiences. Your Adobe environment will be supported by a team of experts who are familiar with your business and focused on executing a roadmap aligned to your objectives and priorities.



Readiness

Deliver greater business impact with proactive strategic and technical guidance.



Orchestration

Maximize technology ROI with an orchestrated roadmap to success.



Innovation

Develop strategies and efficiencies with industry expertise.

What you get

Ultimate Success offers a suite of highly complementary skills spanning from strategic to technical for a holistic and intentional experience. Your Ultimate Success team will partner with you to define a collaborative and personalized roadmap that fits your business and industry—to help you scale with your Adobe investment.



Strategic leadership

- Industry best practice guidance
- Organizational readiness
- Enablement planning
- Use-case alignment to business outcomes
- Preparation for key revenue events
- Product sessions & feedback reviews
- Advocating with Adobe stakeholders



Technical expertise

- Environment reviews
- Align and advocate with technical teams
- Deskside coaching sessions
- Technical roadmap validation
- Event planning, preparation, & monitoring
- Upgrade & migration planning
- Prioritize technical feedback to product

Accelerate your path to value

Ultimate Success also includes a number of Success Accelerators which are short, impactful engagements from business and technical experts to help you plan for value, enable your teams, and execute against your roadmap.

These Success Accelerator help drive:



Technical readiness

Knowledge and resources to help you overcome technical hurdles and make important decisions related to specific events or milestones.



Organizational readiness

Strategically design operational teams and processes to effectively plan and drive organizational transformation and increase maturity.



Adoption and enablement

Essential knowledge and support to maximize the benefits of your Adobe products, enabling you to use them with greater consistency.

Overview of features

Feature	Description	Ultimate Success plan (Paid)
Support channels	Online	Personalized
	Phone	Prioritized
	Experience League	✓
	Forums	✓
Success team		<ul style="list-style-type: none">▪ Designated Customer Success Manager▪ Designated Technical Account Manager▪ Support Service Management▪ Pooled team of technical engineers and strategic experts delivering Success Accelerators▪ Pooled team of support engineers
Technical support	Outage management	Prioritized
	P1	24x7
	P2	24x5
	P3	24x5
	P4	Business hours
	Escalation management	Designated expert

Feature	Description	Ultimate Success plan (Paid)
Proactive business + technical success	Value and adoption activities	✓
	Upgrade & migration reviews	✓
	Environment review	✓
	Release preparation & review	✓
	Key event management	✓
	Enablement planning	✓
	Aligned multi-layered roadmaps	✓
	Best practices and industry guidance	✓
	Mutual Action Plan	✓
	Service level target	Initial response times
Success Accelerators	AI & agentic readiness	✓
	Use case & KPI development	✓
	Implementation & go-live readiness	✓
	Tool & feature governance strategy	✓
	Strategic roadmap development	✓
	Content supply chain readiness	✓
	Workflow optimization & governance	✓
	Upgrade & migration readiness	✓
	Solution troubleshooting	✓
	Solution optimization review	✓
	Value measurement framework	✓
	Add-ons (chargeable)	Technical Account Director
Advanced Cloud Support		✓
Priority Queue Bundle		Included

Speed of initial response

Priority	Ultimate
PRIORITY 1 Customer's production business functions are down, or have significant data loss, or degradation of services; and immediate attention is required to restore functionality and usability.	15 mins (24x7)
PRIORITY 2 Customer's business functions have major service degradations or potential data loss, or a major feature is impacted.	30 mins (24x5)
PRIORITY 3 Customer's business functions have minor to no degradation of services with a solution/workaround allowing business functions to continue.	1 hr (24x5)
PRIORITY 4 General question regarding current product functionality or an enhancement request.	1 day (Business hours)

Success add-ons

3 success add-ons are available to supplement your Ultimate Success plan. You can choose one or more add-ons to receive enhanced support and maximize value.



Technical Account Director

Your lead technical resource who provides leadership oversight, owns executive engagement, and ensures governance to maximize your business outcomes.



Advanced Cloud Support

Top-tier care and value assurance for Adobe Experience Manager customers to speed up your transition to the cloud.

To learn more about Adobe Success plans, contact your Adobe representative or Customer Success Manager.

