ULTIMATE SUCCESS

24x7 Support

Strategic business reviews

14
Total Cases

● Closed cases
● Open cases

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 and preparation
- 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	Expert Success plan (Included with license)	Ultimate Success plan (Paid)
Support channels	Online	24x7	Personalized
	Phone	24x7 (P1 issues) Business hours (P2-P4)	Prioritized
	Experience League	✓	✓
	Forums	✓	✓
Success team		Pooled team of support engineers	• Designated Technical Account Manager • Designated Customer Success Manager • Designated Support Services Manager • Pooled team of technical engineers and strategic experts delivering Success Accelerators • Pooled team of support engineers
Technical support	Outage management	Standard	Prioritized
	P1	24x7	24x7
	P2	Business hours	24x5
	P3	Business hours	24x5
	P4	Business hours	Business hours
	Escalation management	Pooled	Designated expert

Feature	Description	Expert Success plan (Included with license)	Ultimate Success plan (Paid)
Proactive business + technical success	Value and adoption activities	✓	✓
	Upgrade & migration reviews	✗	✓
	Environment review	✗	✓
	Release preparation & review	✗	✓
	Key event planning	✗	✓
	Enablement planning	✗	✓
	Aligned multi-layered roadmaps	✗	✓
	Best practices and industry guidance	✗	✓
	Mutual Action Plan	✗	✓
Service level target	Initial response times	Standard	Preferred
Success Accelerators	Use case & KPI development	✗	✓
	Solution learning journey creation	✗	✓
	Mentor Sessions	✗	✓
	Tool & feature governance strategy	✗	✓
	Strategic roadmap development	✗	✓
	Workflow optimization & governance	✗	✓
	Launch advisory	✗	✓
	Upgrade & migration readiness	✗	✓
	Solution troubleshooting	✗	✓
	Solution and adoption review	✗	✓
	Event planning	✗	✓
Add-ons (chargeable)	Technical Account Director	✗	✓
	Event Management	✓	✓
	Advanced Cloud Support	✓	✓
	Mentor Sessions	✓	Included
	Developer Boost	✓	Included
	Priority Queue Bundle	✓	Included

Speed of initial response

Priority	Expert	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.	**1 hr (24x7)**	**15 mins (24x7)**
PRIORITY 2 Customer's business functions have major service degradations or potential data loss, or a major feature is impacted.	**2 hrs (Business hours)**	**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.	**4 hrs (Business hours)**	**1 hr (24x5)**
PRIORITY 4 General question regarding current product functionality or an enhancement request.	**1 day (Business hours)**	**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.

Event Management
End-to-end leadership and support required to manage the entire lifecycle of your key events such as go-lives, campaigns, product launches, rollouts etc.

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.