

Razorfish Transforms Business-to-Business Commerce Experiences with Launch of Razorshop B2B™, Powered by Adobe Marketing Cloud

LAS VEGAS, March 23, 2016 – Razorfish, the world leader in helping global brands drive [customer obsessed business transformation](#) and part of the Publicis.Sapient platform, today unveiled a groundbreaking business-to-business (B2B) commerce experience at Adobe Summit: Razorshop B2B powered by Adobe Marketing Cloud. The new experience builds on Razorshop's business-to-consumer offering by incorporating enterprise resource planning (ERP), CRM, system integration capabilities, and predictive inventory to vastly improve customer satisfaction and organizational efficiencies. Attendees of Adobe Summit, held March 20-24 in Las Vegas, Nevada, can view the experience live by visiting the Razorfish Booth #425.

Designed by Razorfish Commerce, Razorshop B2B leverages Adobe Experience Manager and Adobe Experience Manager Screens. It was built to offer rich digital buying experiences and support complex B2B buying processes by empowering sales teams with mobile apps that offer real-time access to sales collateral, automated sales processes, and key sales systems to streamline purchasing and fulfillment.

"Digital disruption has fundamentally changed how buyers make purchase decisions in every business vertical. B2B buyers now expect personalized, contextually relevant commerce experiences at every touch point. Razorfish and Adobe are perfectly situated to help organizations break down traditional silos to deliver engaging experiences that meet these elevated expectations," said Jason Goldberg, senior vice president of content and commerce at Razorfish.

Razorfish also previewed an enhanced version of its physical retail experience Razorshop 2.0 at this year's event. The first iteration of Razorshop was launched in partnership with Adobe at its 2015 Summit, and is an innovative connected retail experience that pairs Adobe solutions with the agency's proprietary Bluetooth low energy (BLE)-powered

customer loyalty application and a connected ecosystem of marketing, live data, commerce and analytics. Razorshop 2.0 offers retailers even more tools to interact with customers and further blur the barriers between offline and online shopping while continuing to improve omni-channel attribution for customer behavior and sales data.

With the launch of Razorshop B2B, Razorfish is now further expanding the breadth of its omni-channel commerce expertise to help organizations solve unique B2B challenges in procurement, field sales, supply chain redundancies and ERP requirements. Razorshop B2B provides segmentation and personalization; complex buying process support; direct, field, and partner sales empowerment; and back-end system integration.

“We are proud to pioneer the future of commerce and retail, and joining forces with a visionary partner like Razorfish has allowed us to help our joint clients drive incremental growth of their businesses by transforming the customer journey,” said Errol Denger, director of commerce at Adobe. “Razorshop B2B now gives the power to meet and exceed the customers’ ever-growing digital expectations with digital capabilities that drive differentiated commerce experiences for business.”

About Adobe Marketing Cloud

Adobe Marketing Cloud empowers companies to use big data to effectively reach and engage customers and prospects with highly personalized marketing content across devices and digital touch points. Eight tightly integrated Solutions offer marketers a complete set of marketing technologies that focus on analytics, web and app experience management, testing and targeting, advertising, audience management, video, social engagement and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels. Thousands of brands worldwide including two thirds of Fortune 50 companies rely on Adobe Marketing Cloud.

About Razorfish

Motivated and inspired by what's next, Razorfish helps its clients navigate the unknown, drive change and transform business. One of the pioneers of marketing in the digital age, Razorfish has a unique blend of technology, creativity and media at its core. The agency's world class capabilities in strategic consulting, experience design, brand building, technology platforms, data services, retail/commerce and media services enable transformational work for clients including Citigroup, McDonald's, Mercedes-Benz USA, Microsoft, Nike China, Unilever and Uniqlo. Razorfish's team of 3000+ experts span 25 regions, including Australia, Canada, China, France, Germany, Hong Kong, India, Italy, Singapore,

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the United Kingdom and the United States.

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