

COMPANY PROFILE TEMPLATE:

MBA NAME: __Luana Tu'ua_____

Date: _10/31/2024_____

COMPANY: __Adobe_____

CEO Name: _Shantanu Narayen_____
_____(per MBA Track)

CXO Name:__ Scott Belsky

Stock Price: _\$512.15_____

Market Cap: _\$246.9 billion_____

P&L – YoY:

Revenue (\$): __\$15.9 billion_____
billion_____

Net Income (\$): __\$1.7

Business Model (Main Product(s):

- 1) Value Proposition: __Adobe enables professionals and businesses to create, manage, and deliver high-quality digital experiences. Its products are known for seamless integration and continuous innovation._____
- 2) Customers Segments: _Creative professionals, enterprises, marketers, and educational institutions._____
- 3) Competitive Advantage(s): _Dominance in the digital creative space, strong brand equity, and cutting-edge innovation in AI through tools like Adobe Firefly_____
- 4) Revenue Streams: __Subscription services from Creative and Document Cloud, along with enterprise software sales and advertising solutions._____

Strategy:

- 1) Markets – Where are they active? _Globally active, with strong market penetration in North America, Europe, and Asia-Pacific._____
- 2) Growth – Where/How are they driving it?_ Expanding AI-driven tools, growing cloud services, and focusing on integration with business operations_____
- 3) Differentiators – How do they win?__ Innovative, user-friendly tools tailored for digital-first workflows, along with strong customer loyalty.

- 4) Economic Logic – How do they make money? Recurring subscription revenues supported by continual product innovation and marketing. _____

Key Competitors (if any):

- 1) __Microsoft_____ 2) __Autodesk_____ 3)
__Salesforce_____

- **Key Risks to Business:** _Challenges in maintaining innovation momentum, potential competition in AI tools, and macroeconomic pressures on customer spending.

News:

- 1) Trends: _Increased adoption of generative AI in creative workflows and cloud-based collaborative tools. _____
- 2) Other: ____Adobe's generative AI tool, Firefly, was highlighted as one of its major innovations in 2024, addressing intellectual property concerns with licensed data and Recognized as one of the most innovative companies of 2024 for its ethical AI strategy _____

Culture/ Values:

- 1) Published Values (“The Talk”)__ Creativity, innovation, and customer focus _____
- 2) Real Values (“The Walk”)__ Commitment to sustainability, diversity, and transparency in AI ethics _____

Alum at the Firm (Name, Email, and Role):

- 1)_____ 2) _____ 3) _____