

## Adobe Systems Incorporated (ADBE) - Financial and Strategic SWOT Analysis Review

URL:	<a href="https://marketpublishers.com/r/A0E02BFA7E4EN.html">https://marketpublishers.com/r/A0E02BFA7E4EN.html</a>
Date:	March 7, 2018
Pages:	41
Price:	US\$ 125.00
ID:	A0E02BFA7E4EN

Adobe Systems Incorporated (ADBE) - Financial and Strategic SWOT Analysis Review provides you an in-depth strategic SWOT analysis of the company's businesses and operations. The profile has been compiled by GlobalData to bring to you a clear and an unbiased view of the company's key strengths and weaknesses and the potential opportunities and threats. The profile helps you formulate strategies that augment your business by enabling you to understand your partners, customers and competitors better.

The profile contains critical company information including:

- Business description – A detailed description of the company's operations and business divisions.
- Corporate strategy – Analyst's summarization of the company's business strategy.
- SWOT Analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.
- Company history – Progression of key events associated with the company.
- Major products and services – A list of major products, services and brands of the company.
- Key competitors – A list of key competitors to the company.
- Key employees – A list of the key executives of the company.
- Executive biographies – A brief summary of the executives' employment history.
- Key operational heads – A list of personnel heading key departments/functions.
- Important locations and subsidiaries – A list and contact details of key locations and subsidiaries of the company.
- Detailed financial ratios for the past five years – The latest financial ratios derived from the annual financial statements published by the company with 5 years history.
- Interim ratios for the last five interim periods – The latest financial ratios derived from the quarterly/semi-annual financial statements published by the company for 5 interims history.

### Highlights

Adobe Systems Incorporated (Adobe) offers a wide range of products and services such as Adobe Creative Cloud, Adobe Experience Cloud, Acrobat, Adobe Prime time, Adobe Publishing Suite. Its solutions are used by creative professionals, marketers, knowledge workers, application developers, enterprises and consumers for creating, delivering, measuring and optimizing experiences for customers across multiple operating systems, devices and media. It markets and licenses its products and services directly to enterprise customers through its sales force and end-users through app stores and its own website. The company also distributes its products and services through a network of distributors, value-added resellers (VARs), systems integrators, independent software vendors (ISVs), retailers and original equipment manufacturers (OEMs). The company licenses its technology to hardware manufacturers, software developers and service providers for use in their products and solutions. It has operations in the Americas, Europe, the Middle East, Africa and Asia-Pacific through its subsidiaries and offices. Adobe is headquartered in San Jose, California, the US.

## Adobe Systems Incorporated Key Recent Developments

Jan 23,2018: Adobe announces management changes

Jan 22,2018: Adobe Appoints Damon Scarr to head of Ad Cloud sales for APAC

Dec 15,2017: Adobe delivers record revenue of \$2 billion in Q4

Dec 06,2017: Adobe appoints Scott Belsky as chief product officer and EVP, Creative Cloud

Oct 13,2017: Adobe hires former Experian exec as ANZ MD

Key benefits of buying this profile include:

You get detailed information about the company and its operations to identify potential customers and suppliers.

- The profile analyzes the company's business structure, operations, major products and services, prospects, locations and subsidiaries, key executives and their biographies and key competitors.

Understand and respond to your competitors' business structure and strategies, and capitalize on their weaknesses. Stay up to date on the major developments affecting the company.

- The company's core strengths and weaknesses and areas of development or decline are analyzed and presented in the profile objectively. Recent developments in the company covered in the profile help you track important events.

Equip yourself with information that enables you to sharpen your strategies and transform your operations profitably.

- Opportunities that the company can explore and exploit are sized up and its growth potential assessed in the profile. Competitive and/or technological threats are highlighted.

Scout for potential investments and acquisition targets, with detailed insight into the companies' strategic, financial and operational performance.

- Financial ratio presented for major public companies in the profile include the revenue trends, profitability, growth, margins and returns, liquidity and leverage, financial position and efficiency ratios.

Gain key insights into the company for academic or business research.

- Key elements such as SWOT analysis, corporate strategy and financial ratios and charts are incorporated in the profile to assist your academic or business research needs.

**Note:** Some sections may be missing if data is unavailable for the company

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## **COMPANIES MENTIONED**

Teradata Corporation  
SAS Institute Inc.  
SAP SE  
Salesforce.Com Inc  
Oracle Corporation  
Nuance Communications, Inc.  
Microsoft Corp  
Getty Images Inc  
Corel Corporation  
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ArcSoft Inc  
Apple Inc  
Alphabet Inc

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