

Empowering Digital Experiences with



Delivering personalized, scalable, and memorable customer journeys with Adobe Experience Cloud

TO THE NEW and Adobe share a common vision: to empower marketers with the tools to deliver personalized, seamless, and scalable customer experiences. As an Adobe Partner, we bring together Adobe Experience Cloud's capabilities and our deep expertise in design, development, and digital engineering.

We help brands unlock the full potential of Adobe's suite to boost engagement, drive innovation, and scale efficiently. From strategy and implementation to optimization and managed services, we deliver platforms built for performance and growth.

Why TO THE NEW + Adobe?

50+

Implementations on AEC

Adobe certified

Developers & Architects

100+

Cross functional team

30+

Experience design team

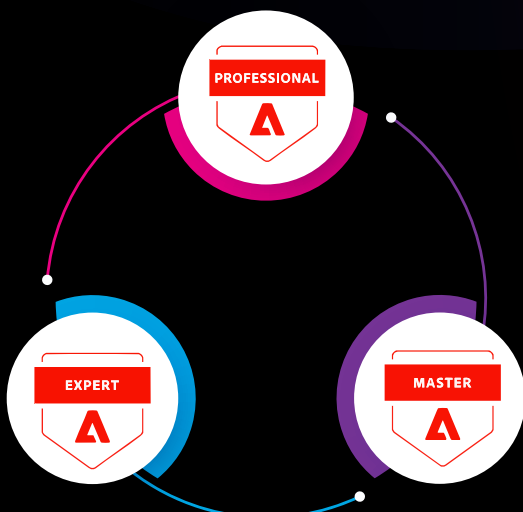
20+

Upgrades & Migrations

10+

Years of experience on Adobe Experience Cloud

Our Adobe certifications



- Adobe Experience Manager (AEM)
- Adobe Target (AT)
- Adobe Analytics (AA)
- Adobe Campaigns (ACS)
- Adobe Real-Time Customer Data Platform (RTCDP)
- Adobe Journey Optimizer (AJO)
- Adobe Analytics
- Adobe Experience Manager

Our Adobe Capabilities

We deliver end-to-end solutions leveraging the full Adobe Experience Cloud suite.

Data Insights

 Adobe Experience Manager
AEM Sites & Assets | AEM Forms |
AEM as a Cloud Service | AEM Cloud
Service Migrations | Adobe Commerce

Creative & Design



Customer Journeys

 Adobe Target |  Adobe Journey Optimizer
 Adobe Campaign |  Adobe Launch

Commerce Data

 Adobe Analytics
 ADOBE REAL-TIME CDP

Our Adobe Delivery Approach

Build & Empower

Develop robust Adobe platforms with reusable components, custom templates, and scalable architecture.

Evolve & Scale

Integrate analytics, automation, and AI to support continuous innovation and business agility.

Envision & Architect

Define strategy, design intuitive experiences, and translate business needs into scalable Adobe solutions.

Scale & Maintain

Provide 24x7 support, DevOps enablement, platform audits, and infrastructure optimization.

Engage & Optimize

Use real-time data to create hyper-personalized customer journeys and boost marketing ROI.

Launch E-Commerce & Forms

Deploy personalized e-commerce sites, smart forms, and integrated cart/payment flows.

Accelerate Innovation with BOLT

Our in-house accelerator to fast-track Adobe development

With a pre-built setup, reusable components, and performance-optimized templates, BOLT powers faster, scalable Adobe implementations.

- 01 Headless & Hybrid Ready
- 02 ReactJS-Based Architecture
- 03 GenAI-enabled custom & reusable Components & Templates
- 04 Content & Experience Fragments
- 05 Pre-Configured Dispatcher Rules
- 06 Cloud-Ready Setup

Our Customers



Proven Success Stories

Leading multinational real estate & property management group

Singapore

Enabled seamless multilingual content delivery and enhanced personalization across business units with AEM and Adobe Analytics.

- Improved platform strategy for multi-touchpoint content delivery
- Delivered high-performance microsites with enhanced security
- Boosted personalization for millions of monthly visits

Global leader in advisory, tax and regulatory services

India

Transformed digital experience delivery across global web properties with a scalable AEM and DevOps architecture on Microsoft Azure.

- End-to-end AEM development across 100+ territories
- Seamless migration and ongoing AEM Ops with CI/CD automation
- Unified analytics and personalization using Adobe Analytics and Target

Key Business Benefits

Personalized content
and omnichannel
experiences

Scalable
architectures for
continuous growth

Data-driven
decisions with
real-time analytics

Reduced time to
market & improved
ROI



From **ideation to iteration**,
streamline your business operations
with our **Adobe services**.

About Us

TO THE NEW is a digital technology services company providing innovative product engineering solutions to diverse industries across the globe. We design and build digital platforms with Cloud, Data, and AI as the main pillars.

Global analyst firms like Gartner, Forrester, Everest, ISG, and Zinnov have recognized TO THE NEW for its capabilities across Digital Engineering, Cloud, Media & Entertainment Solutions, Data & AI, and Digital Marketing.



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tothenew.com



Founded
in 2008



25+
Client Locations



Offices in India, USA,
Australia, Singapore & UAE