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Modern, personalized customer journey from a single source

New partnership between MHP and Adobe

- The American software company Adobe and MHP form a partnership
- The companies are pooling their strengths to support customers when structuring a data-driven, personalized customer journey
- Among other things, the strategic partners are also planning to work closely together in the area of using Artificial Intelligence (AI) in the content supply chain

Ludwigsburg – The management and IT consultancy MHP and the American software manufacturer Adobe have formed a new partnership. The official announcement was made as part of the Adobe Solutions Partner Program on July 17, 2025 at Adobe's German Headquarters in Munich.

The partnership aims to strategically combine the expertise of both companies in order to provide customers with even more holistic support in the implementation of data-driven and personalized customer experiences along the entire customer journey in the future – from the strategy and platform architecture to operational implementation. While MHP is primarily contributing its long-standing industry, project, and process expertise, Adobe is providing its state-of-the-art solutions, such as the Adobe Experience Cloud.

Markus Wambach, Group COO at MHP, explained: "What makes our partnership with Adobe special is the combination of strategic consulting expertise and cutting-edge technology. Together, we are rethinking the content supply chain and taking it to a new level – through the use of AI, which provides personalized content faster, more efficiently and in a more targeted manner at the right interfaces. This is digital transformation in action for our customers."

Simple solutions for complex customer needs

In addition to consulting and implementation services, another focus of the work is on jointly developing even better customer experience platforms. "The partnership with Adobe is a milestone in our mission to deliver data-driven, personalized customer experiences. We are working together to create platform solutions for our customers that are not only efficient, but above all customer-centric, while realizing the huge potential of AI," said Rainer Böhm, Associate Partner and Adobe Partner Manager at MHP.

MHP

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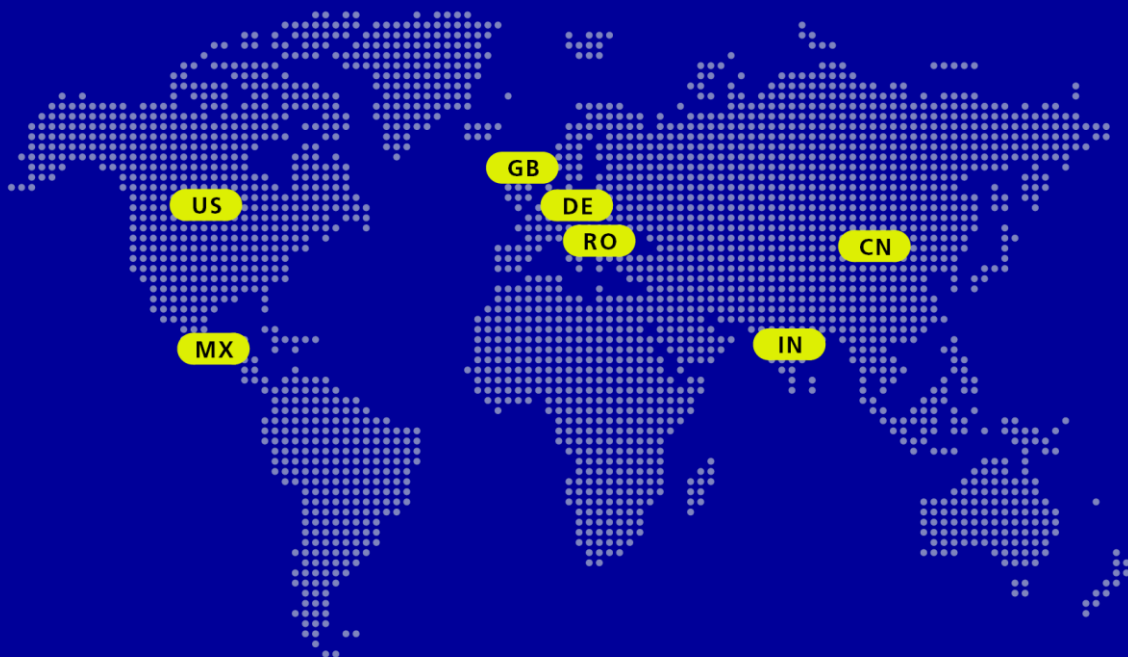
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Jan Borgwardt, Head of Automotive at Adobe, added: "Technologies such as Content Supply Chains or Generative AI only develop their value if processes, goals and culture are also developed further. A suitable strategy, a smart change process and operational know-how are crucial here. The expertise of MHP creates a strong basis for achieving tangible improvements in efficiency and speed for our customers together with Adobe's technology."

The new partnership presents big opportunities for companies to deal even better with ever-increasing customer expectations in the future and to rethink customer experiences – on a personal, data-driven, and scalable basis.

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About MHP

As a technology and business partner, MHP has been digitizing the processes and products of its around 300 mobility and manufacturing sector customers worldwide for 28 years and providing support for their IT transformations along the entire value chain. For the management and IT consultancy, one thing is certain: digitization is one of the biggest levers on the path to a better tomorrow. This is why MHP, a Porsche AG company, provides both operational and strategic consulting in areas such as customer experience and workforce transformation, supply chain and cloud solutions, platforms and ecosystems, big data and AI, as well as Industry 4.0 and intelligent products. Headquartered in Germany, the consultancy operates internationally with subsidiaries in the USA, Mexico, the UK, Romania, India and China. More than 5,000 MHP employees are united by their pursuit of excellence and sustainable success. It is this aspiration that will continue to drive MHP – today and in the future.

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