



THE FUTURE OF PUBLISHING

New Report Released: “Adobe’s Designs on Web Analytics: The Omniture Acquisition” Has Adobe Systems Made Its Worst Acquisition Yet?

Detailed Analysis Contained in Comprehensive Report from The Future of Publishing

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(San Francisco) – Adobe Systems Incorporated has made numerous acquisitions in its 20+ year history and not all of them have been resounding successes. As Adobe embarks on its second-largest acquisition ever — of Omniture, Inc. — the key question to address is will this prove to be Adobe’s worst acquisition ever?

The Future of Publishing (www.thefutureofpublishing.com), the top web site monitoring every aspect of digital publishing and where it’s headed, today released the first authoritative, in-depth research report analyzing the proposed Adobe Systems acquisition of Omniture, the industry’s leading web analytics firm. As Thad McIlroy, the report’s principal researcher and author notes, “Adobe’s intended acquisition of Omniture is the most fascinating purchase I’ve examined during my many years in this business.”

The analysis goes beyond the specifics of the deal to address the wider implications, including its impact on the adoption of web analytics, the challenge of bringing marketing and design functions so tightly together, and the always troubling increased threat to privacy on the Web.

Titled “Adobe’s Designs on Web Analytics: The Omniture Acquisition,” the 55-page report looks well beyond the headlines and the early reactions in the media and the blogosphere. It examines everything from the financial position of each firm to the full rationale for the acquisition. According to McIlroy, “Regardless of your stake in this deal, you’ll find all of the background here in one straightforward and comprehensive analysis.”

The report delves deeply into the tough questions surrounding this acquisition:

- Omniture sells enterprise software at prices far beyond Adobe’s current offerings. Can Adobe integrate such a disparate company into its core business?
- Omniture is not a money-maker, nor does its revenue offer much to augment Adobe’s current revenue.

- Web metrics is a completely new technology for Adobe. How will it integrate this distinct technological offering?
- There are a host of competitors in this space. How will Adobe defend against the current competitors and the new competitors that will certainly emerge?
- Google Analytics is the overwhelming market leader for this technology and is offered for free. How will Google respond?

This is the first report to gauge customer reactions to the acquisition: Are customers in favor or opposed to the deal? What benefits do they see? What are their concerns?

According to Thad McIlroy “After weeks of debate and speculation, this report fills in the blanks. How likely is it that the deal will deliver on the benefits promised by each firm? What are the financial implications for Adobe and the web analytics industry? What does it presage for the future of digital media?”

“I feel confident that The Future of Publishing team has got a fix on all sides of the deal. We’re providing 360 degree optics.”

The Future of Publishing is offering “Adobe’s Designs on Web Analytics: The Omniture Acquisition” for PDF download at a price of \$95 from www.thefutureofpublishing.com. Included with the report a unique offer: each purchaser will automatically receive without charge in 60 days an update that will highlight key developments since this report was first published, and feature informed commentary from interested parties and clarification of any factual errors.

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Table of Contents and excerpts can be downloaded here: http://thefutureofpublishing.com/reports/Adobe-Omniture_Report_Excerpt.zip