Progress® Corticon

Adobe Increases Alignment and Agility of Global Sales Team with Corticon

When Adobe needed high-performance business rules management and data-delivery capabilities for its worldwide sales organization, it turned to Progress® Corticon® to bolster the agility of its go-to-market and business-process changes.

Adobe®

COMPANY
Adobe

INDUSTRY
Technology & Software

PRODUCT
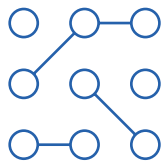Progress Corticon

COUNTRY
United States

CHALLENGE

To maintain operational efficiency, Adobe needed to improve the accuracy of its territory assignment process and lead distribution.

SOLUTION

Corticon is easy to use, providing Adobe with the tools to scale alongside business requirements

By separating decisions from processes, Corticon enables Adobe to be flexible and agile

Enterprise Data Connector enables Adobe to connect decision services to external data sources

RESULTS

Maintain business logic with a fraction of the effort required previously

Ensure accurate sales team coverage by enabling Adobe to reprocess assignments daily

Provide rule integrity so Adobe can rest assured knowing rules are accurate at design time

"Corticon enables our sales organization to react quickly to go-to-market and business process changes within the sales organization."

STUART WONG
DIRECTOR OF BUSINESS SOLUTIONS

Corticon empowers IT and business users to manage business rules outside the application—without coding.

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