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CDW Business Application Services

Connect the Platforms Behind Better Customer Experiences

Business Application Services for Adobe and Salesforce Solutions

Customer expectations are rising faster than many organizations can adapt. People expect relevant content, seamless service and consistent interactions across every digital touchpoint. But behind the scenes, many teams are still working across disconnected platforms, fragmented customer profiles, manual workflows and under-optimized systems.

CDW Business Application Services help organizations connect strategy, platforms, data and operations to improve the way they engage customers, support employees and run digital experiences. With services for Adobe and Salesforce solutions, CDW helps organizations move beyond isolated platform projects by connecting Adobe and Salesforce capabilities to the data, integrations, workflows and adoption plans required to deliver measurable business outcomes.

Business Application Services at a Glance

- Adobe and Salesforce solution services
- Customer relationship management (CRM)
- Customer experience and content operations
- Data, identity and personalization enablement
- Integration, automation and workflow services
- AI readiness and responsible activation
- Managed support and platform optimization

What CDW Helps You Do

Connect customer experiences across channels

Align web, mobile, campaign, sales, service, commerce and support interactions around a more unified journey.

Improve platform ROI

Optimize Adobe and Salesforce investments so teams can increase adoption, reduce friction and focus on measurable business outcomes.

Automate workflows to accelerate teams

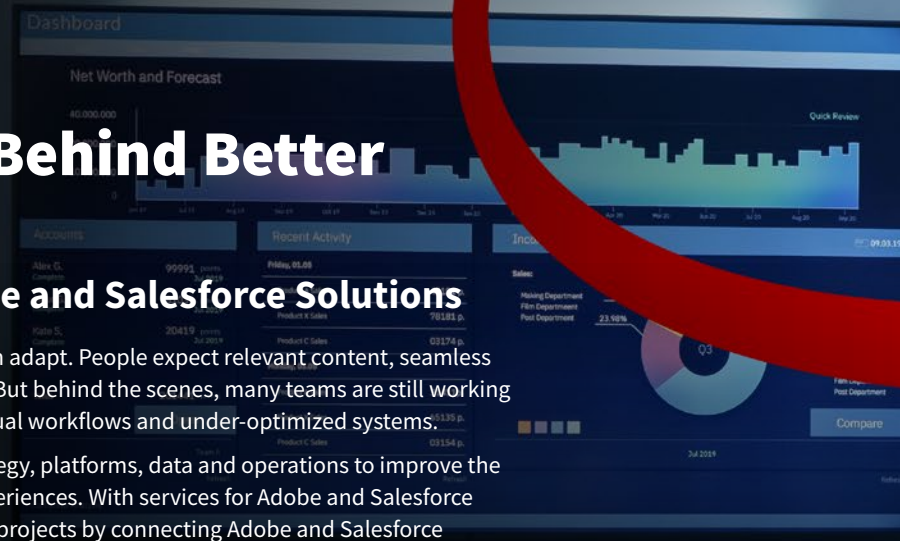
Simplify handoffs across marketing, sales, service and operations with integrated workflows and governance.

Prepare for responsible AI

Strengthen the data, content, security and governance foundation needed to activate AI where it creates real value.

Unify data and identity

Stitch together online and offline data relating to customer profiles, engagement signals and operational data to support advanced personalization and cross-channel measurement and decision-making.



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The State of Digital Enablement

Customer Experience Is Now a Platform, Data and Operations Challenge

Customer experience is no longer limited to a website, campaign or CRM workflow. It is the connected reality customers see when they research, buy, ask for support, receive service, return to a portal or respond to outreach.

When those experiences break down, customers notice. A recent survey found that 52% of consumers stopped using or buying from a brand because of a bad product or service experience, while 29% stopped because of poor customer experience online or in person.¹ The same survey found that 70% of executives say customer expectations are evolving faster than their company can adapt.¹

Personalization is also becoming a baseline expectation. Reports show that 81% of consumers ignore irrelevant marketing messages, while 96% say they are more likely to purchase when brands send personalized messages.²

At the same time, AI is raising the stakes for C-suite executives. Industry reports illustrate a hyperconnected world where CIOs must prioritize responsible innovation, operational excellence and digital trust.³ CMOs are looking for AI-powered solutions to reduce the time needed to get new campaigns to market.

The Challenge Behind the Experience



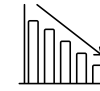
Omnichannel journeys are fragmented across web, mobile, call center, chat, loyalty, sales and service.



Customer identity is inconsistent, making it harder to personalize experiences or measure journeys accurately.



AI expectations are rising before data quality, governance and human oversight are ready.



Adobe and Salesforce investments may be underused because goals, ownership, adoption and optimization are unclear.



New leaders often need fast clarity on what is working, what is broken and what to prioritize next.

52%

of consumers stopped using or buying from a brand because of a bad product or service experience.

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81%

of consumers ignore irrelevant marketing messages.

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of consumers say they are likely to purchase when brands send personalized messages.

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The CDW Approach

Start With the Outcomes, Then Connect the Platforms

Digital enablement works best when technology decisions are grounded in business outcomes. A new CRM workflow, content platform, personalization engine or AI capability only creates value when it supports the experiences teams need to deliver and the operational realities that make those experiences sustainable.

For many organizations, Adobe and Salesforce value is realized in the space between platforms: when content, customer profiles, sales and service data, campaign workflows and analytics are connected into a more usable operating model.

CDW helps organizations align Adobe and Salesforce solutions to the business goals, customer journeys, data needs, governance requirements and adoption plans that determine long-term success. This requirements-first approach helps teams move beyond one-off implementations and build a practical roadmap for connected customer experiences.



1 Discover and Align

CDW works with IT, marketing, sales, service and operations stakeholders to define business goals, experience priorities, current pain points and measurable outcomes.

2 Assess the Current Environment

We help evaluate platforms, integrations, data flows, workflows, user adoption, reporting needs, governance gaps and support requirements.

3 Design the Roadmap

CDW develops a practical plan that connects near-term improvements with longer-term platform, data, automation and AI readiness goals.

4 Implement and Integrate

Our teams support configuration, development, integration, workflow design, platform modernization, testing and deployment across Adobe, Salesforce and adjacent systems.

5 Optimize and Support

CDW helps organizations sustain value with adoption support, managed services, performance improvements, platform enhancements and ongoing roadmap guidance.



Outcome

A digital enablement roadmap that helps IT and business stakeholders connect platform decisions to measurable customer, employee and operational outcomes.

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Adobe Customer Experience Orchestration (CXO) Services

Connect Content, Journeys and Insights Across Digital Touchpoints

Adobe CXO solutions can provide a powerful foundation for delivering personalized digital experiences at scale. But even the right platform can fall short when content management, customer data, workflows and measurement are disconnected.

CDW helps organizations assess, plan, implement, integrate and optimize Adobe customer experience orchestration solutions so teams can publish content faster, strengthen content, brand

and data governance, personalize experiences and measure performance across channels. The CDW Adobe Customer Experience team provides expertise across industries including financial services, healthcare, retail, manufacturing, government and hospitality.



Experience Management

Support web and customer experience delivery with Adobe Experience Manager (AEM) capabilities, including content management, digital asset management, forms, templates, components and publishing workflows.



Journey and Campaign Activation

Connect campaigns and customer journeys using Adobe Marketo Engage, Adobe Campaign, Adobe Journey Optimizer and related Adobe Experience Platform capabilities.



Data and Personalization

Use Adobe Experience Platform, Real-Time CDP, Customer Journey Analytics, Adobe Target and related tools to support unified profiles, audience segmentation, testing, personalization, journey management and omnichannel measurement.



Work Management

Operationalize creative, marketing and content workflows with Adobe Workfront, helping teams manage intake, prioritization, approvals, governance and reporting.



AI-Enabled Experience Support

Identify responsible AI use cases across content and work management, optimization, accessibility, personalization and insights while strengthening the data and governance foundation needed to scale.



Outcome

A more connected Adobe environment that helps teams improve content velocity, strengthen governance, personalize experiences and understand what is working.

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Salesforce CRM and Customer Operations Services

Improve the Way Teams Sell, Serve, Market and Operate

Salesforce can help organizations bring marketing, sales, commerce, service and IT teams together around a more unified customer view. CDW's Salesforce services help maximize the value of their investment, particularly from legacy and siloed practices that hinder optimal customer experiences.

CDW supports Salesforce environments across CRM, marketing, sales, service, experience, data, AI and integration use cases, helping teams connect customer-facing workflows to the systems and insights behind them.



CRM Strategy and Roadmap

Define the business goals, user needs, process requirements and implementation roadmap needed to support measurable Salesforce outcomes.



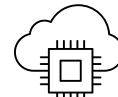
Sales and Service Operations

Support Salesforce capabilities across sales, marketing, service, experience and industry cloud environments to help teams manage customer interactions, improve visibility and create more consistent engagement.



Marketing and Experience Connectivity

Connect Salesforce to marketing automation, customer experience, commerce and customer engagement systems so campaigns, journeys and customer records can work together.



Salesforce Data and AI Readiness

Prepare data, governance, privacy and workflow foundations for Salesforce Data Cloud, AI-enabled automation and personalization capabilities that depend on trusted customer information.



Integration and Managed Services

Integrate Salesforce with enterprise resource planning (ERP), CRM, data, analytics and operational systems. CDW's enterprise application integration services include Salesforce, Microsoft Dynamics, SAP, Oracle, NetSuite and other core platforms.



Outcome

A Salesforce environment that helps teams improve visibility, streamline work and deliver more connected customer interactions across the full relationship lifecycle.

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Data and Identity Enablement

Build the Foundation for Personalization, Measurement and Trust

Connected customer experiences depend on connected customer understanding. Often, the same person appears as multiple profiles across systems and teams struggle to accurately personalize interactions, measure journeys, attribute outcomes or make confident decisions.

CDW helps organizations strengthen the data and identity foundation behind Adobe and Salesforce initiatives.

That means identifying the systems that hold customer, account, transaction, service, content and engagement data, then designing the structures and integrations needed to make that data more useful, governed and actionable.



Customer Profile Strategy

Clarify how customer, prospect, patient, member, student or account identities should be defined, matched, governed and activated across platforms.

Data Architecture and Integration Planning

Map data sources, event flows, APIs, connectors and downstream systems to support accurate segmentation, analytics and operational workflows.

Personalization Enablement

Prepare the data, consent, audience and content foundations needed to deliver more relevant experiences across Adobe and Salesforce solutions.

Measurement and Attribution

Define the key performance indicators (KPIs), tagging structures, reporting requirements and analytics workflows needed to understand performance across campaigns, journeys and touchpoints.

Governance and Privacy Alignment

Support data quality, access, usage, retention and privacy requirements so teams can innovate without losing control.



Outcome

A stronger data and identity foundation that helps teams personalize more effectively, measure more accurately and activate AI more responsibly.

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Integration, Automation and Workflow Services

Reduce Fragmentation Across the Systems That Shape Customer Experience

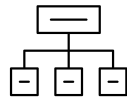
Customer experience work often slows down because systems, teams and workflows are disconnected. Campaigns rely on CRM data. Service teams need context from sales and support history. Web experiences depend on content, analytics and personalization tools. Reporting depends on consistent data from multiple platforms.

CDW helps organizations reduce that fragmentation with integration, automation and workflow services that connect Adobe, Salesforce and the broader application ecosystem. The goal is more than moving data between systems. It's helping teams move faster, reduce manual work and create more consistent experiences.



Enterprise Application Integration

Connect Adobe and Salesforce with ERP, CRM, commerce, marketing, analytics, data warehouses and operational systems.



Workflow Automation

Automate repeatable tasks, handoffs, approvals, alerts and customer journey steps so teams can reduce manual effort and improve responsiveness.



API and Connector Strategy

Design integration patterns that support scalability, security and maintainability across platforms.



Content and Campaign Operations

Connect intake, planning, production, approval, publishing and measurement workflows so marketing and digital teams can operate with more speed and governance.



Service and Sales Process Optimization

Improve the handoffs, data visibility and process automation that help customer-facing teams deliver consistent support and engagement.



Outcome

A more connected operating model that helps reduce tool sprawl, improve process velocity and make customer-facing work easier to manage.

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AI Readiness and Responsible Activation

Move From AI Interest to Practical, Governed Use Cases

AI is raising expectations across marketing, sales, service and digital operations. Teams want to generate content faster, personalize engagement, summarize customer interactions, automate repetitive work and uncover insights from large volumes of data. But those outcomes depend on more than AI features inside a platform.

AI requires trusted data, governed content, secure integrations, clear human oversight and workflows that teams readily adopt. Info-Tech's 2026 AI Trends report notes that AI governance will be essential to sustainable value and stakeholder trust.⁴

That readiness is what helps teams take advantage of platform AI capabilities without creating disconnected pilots, unmanaged risk or experiences customers cannot trust. CDW helps organizations identify practical AI use cases and prepare the digital foundation needed to activate them responsibly across Adobe, Salesforce and connected systems.



Use Case Prioritization

Identify where AI can create measurable value, such as content creation, sales productivity, service response, customer insights, personalization or workflow automation.



Data Readiness

Evaluate whether customer data, content metadata, segmentation logic and reporting structures are accurate, accessible and governed.



Governance and Guardrails

Define usage policies, access controls, approval models and human-in-the-loop processes that support responsible AI use.



Platform AI Enablement

Help teams take advantage of AI capabilities within Adobe and Salesforce ecosystems while aligning them to business goals and operational realities.



Adoption and Change Enablement

Support training, workflow design and stakeholder alignment so AI-enabled capabilities become part of how teams work.



Outcome

A practical AI roadmap that helps organizations move from experimentation to trusted, scalable digital enablement.

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Managed Optimization and Ongoing Support

Sustain Value After Go-Live

A platform launch isn't the finish line. Customer needs change, campaign strategies evolve, sales and service processes mature, data models expand and AI capabilities advance. Without ongoing optimization, even strong implementations can drift away from the business outcomes they were designed to support.

CDW helps organizations maintain momentum after go-live with services that support platform performance, adoption, governance, integration health and continuous improvement.

Platform Health and Optimization

Review current configurations, usage patterns, workflows and performance against best practices to identify practical improvements.

Adoption and Enablement Support

Help teams understand how to use Adobe and Salesforce capabilities effectively in their day-to-day work.

Governance and Operating Model Support

Refine roles, approvals, workflows, access controls, standards and documentation as the environment matures.

CDW can also support organizations in a second-phase optimization moment, when Adobe or Salesforce is already in place, but teams need to clarify ownership, improve adoption, rightsize licensing, resolve integration gaps or realign the platform to current business goals.

Enhancement Roadmaps

Identify and prioritize new capabilities, integrations, automations and AI use cases based on business value and operational readiness.

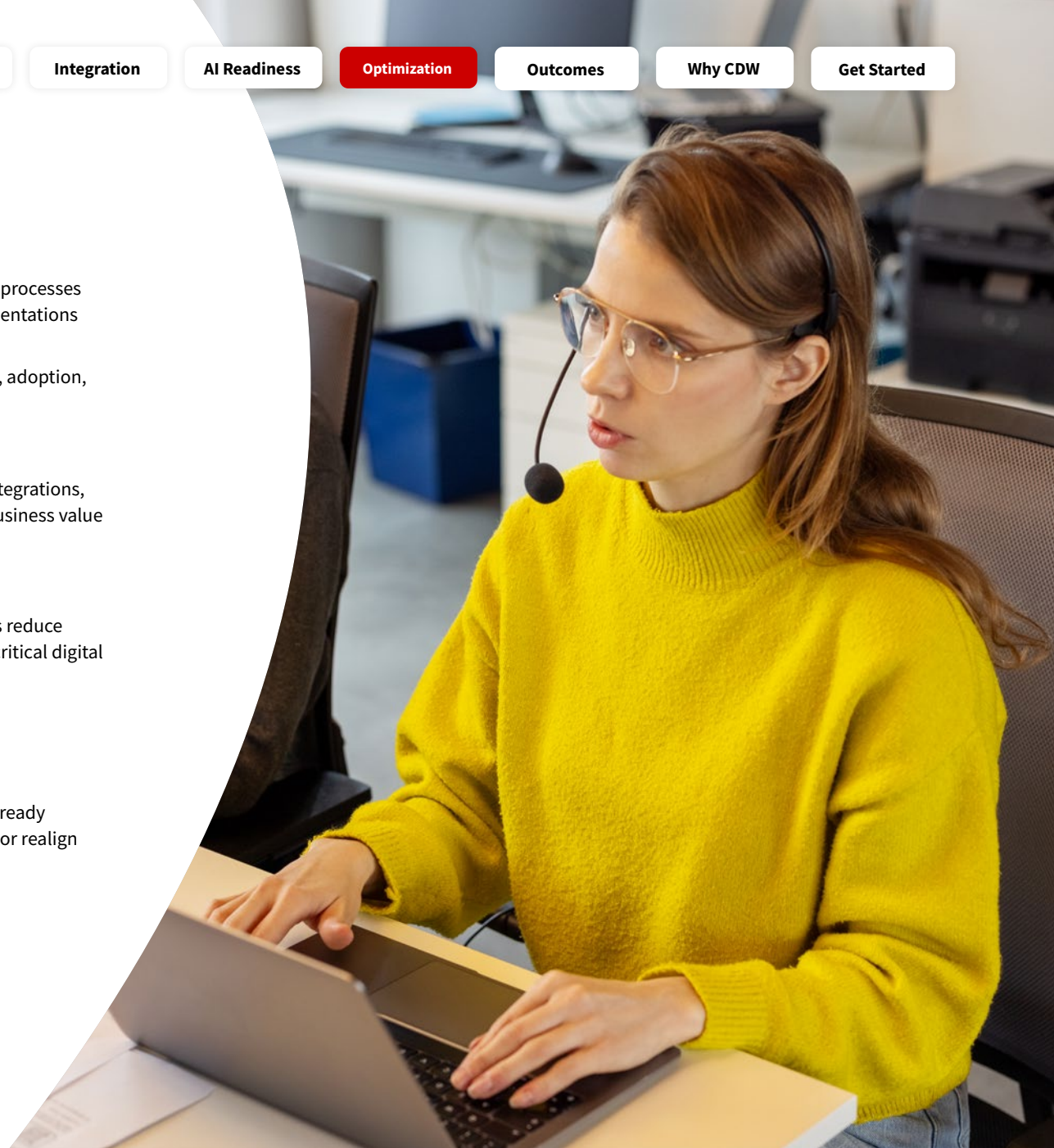
Managed Services

Provide ongoing support that helps teams reduce internal burden, resolve issues and keep critical digital enablement capabilities moving forward.



Outcome

A digital enablement environment that continues to improve after deployment, helping teams protect platform value and adapt as business needs change.



Connect Capabilities to the Outcomes That Matter

Choose the Capabilities That Match Your Priorities

Every organization starts from a different place. Some need to modernize a website or content operation. Others need to improve Salesforce adoption, connect customer data, fix broken workflows or prepare for AI-enabled personalization.

CDW Business Application Services are designed to meet organizations where they are and help them move toward more connected customer experiences.



	Customer Experience Foundations	CRM and Customer Operations	Data, Identity and Personalization	Integration and Automation	AI Readiness and Activation
Common needs	Website modernization, content governance, digital asset management, forms, publishing workflows, accessibility and brand consistency.	Sales and service process improvement, customer visibility, adoption, CRM modernization and support workflows.	Unified profiles, consistent audience definitions, improved attribution and connected data sources.	Automated handoffs, connected systems, reduced redundancies, faster approvals and greater process visibility.	Clear AI use cases, reliable data, strengthened governance and confident adoption.
How CDW helps	Adobe Experience Manager and Workfront implementations, content operations, workflow design, template configuration, component development and governance.	Salesforce strategy, implementation, integration, process design, automation and managed support.	Data architecture, identity strategy, Adobe Experience Platform (CDP/CJA/AJO) implementation, online and offline data integration, analytics and segmentation strategy.	Enterprise application integration, APIs, workflow automation, CRM/ERP connections and operational process optimization.	Use case planning, readiness assessment, governance, platform AI enablement and change management.
Potential improvements	Faster publishing, stronger consistency, better governance and more scalable content operations.	Better visibility, improved adoption, more consistent sales and service experiences.	More accurate personalization, better measurement and stronger readiness for AI.	Reduced friction, faster execution and more connected customer journeys.	More responsible AI activation with clearer value, stronger controls and better adoption.

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Why CDW

A Full-Lifecycle Partner for Adobe and Salesforce Transformation

Digital enablement requires more than platform knowledge. It takes business alignment, strategic advice, integration expertise, workflow design, adoption planning, governance and ongoing support. CDW brings these capabilities together to help organizations turn Adobe and Salesforce investments into more connected customer experiences.



Business-First Approach

CDW starts with the business strategy and goals, stakeholder needs and pain points that should guide platform decisions.



Full-Stack Delivery

CDW's expertise extends beyond the core platforms to the surrounding business and IT systems, including data, identity, integrations, applications, security, governance, workflows and infrastructure.



Cross-Functional Alignment

CDW helps marketing, sales, service, IT and operations teams align around shared outcomes, practical roadmaps and measurable improvements.



Adobe and Salesforce Expertise

CDW supports customer experience and CRM transformation across the Adobe and Salesforce ecosystems, helping organizations connect the platforms that shape customer engagement.



End-to-End Services

From business strategy, platform assessment and roadmap development through implementation, adoption, optimization and managed support, CDW helps organizations move from strategy to execution.



Partner Ecosystem Breadth

CDW combines solution expertise with broad technology partnerships, helping organizations connect Adobe and Salesforce with the larger technical landscape they depend on.

Start with the outcomes. Connect the platforms. Sustain the value.

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Engagement Process

A Clear Path From Fragmented Platforms to Connected Experiences

Getting started with CDW Business Application Services begins with understanding what your organization needs to improve, what platforms are already in place and where the greatest opportunities exist.



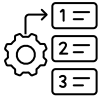
Discover

Share business goals, customer experience priorities, platform investments, process pain points and stakeholder needs.



Assess

CDW evaluates your Adobe, Salesforce, data, integration, workflow and operational environments to identify gaps and opportunities.



Prioritize

Align on the use cases, quick wins, dependencies and longer-term roadmap items that can create the most value.



Design

Develop the solution architecture, process model, data requirements, governance approach and implementation plan.



Deliver

Develop, configure, integrate, test and deploy the capabilities needed to support your customer experience and operational goals.



Optimize

Continue improving adoption, performance, workflows, reporting and platform value after go-live.

Ready to Connect Your Customer Experiences?

CDW Business Application Services help organizations bring Adobe, Salesforce, data, workflows and AI-ready capabilities together around the outcomes that matter.

Amazing happens when connected customer experiences turn every interaction into measurable impact.

Talk to an Expert



Sources:

¹PwC, “How AI and data reinvent customer experience and revenue,” based on PwC’s 2025 Customer Experience Survey

²Attentive, “2025 Consumer Trends Report: The State of Personalized Marketing,” April 2025

³Gartner, “Top 10 Strategic Technology Trends for 2026”

⁴Info-Tech Research Group, “AI Trends 2026”

