

PRESS RELEASE

Maark & Coresecure Partner to Offer Superior Content Management Offering

Industry-leading Adobe Experience Manager solutions for more nimble, scalable execution

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Maark, a leading digital innovation agency, is proud to announce its partnership with Coresecure, a provider of highly scalable, secure technology solutions that empower digital marketers and creative agencies to quickly transform operations. The two companies will team to jointly market both companies' expertise and experience in Adobe Experience Manager (AEM), the content management system that serves as the foundation of the Adobe Marketing Cloud.

“As marketers continue to prioritize personalized content marketing within integrated and automated digital operations, they can no longer tolerate legacy enterprise timelines and solutions that don’t support the current speed-of-business, which is real-time, lightning quick,”

Michael Colombo, Maark CEO.

Mr. Colombo said that this new partnership with Coresecure is a marriage of complementary parts. Maark has established itself as a leading provider of lean AEM development coupled with end-to-end marketing services. In this new arrangement, Coresecure will augment Maark's capabilities by providing additional development expertise, enterprise devops leadership, and secure, scalable and automated managed services for a turnkey solution for customers demanding lighter, more nimble solutions with greater speed-to-market than legacy vendors are able to deliver.

Traditional CMS offerings have not offered the ease-of-use that the Maark-Coresecure partnership aims to provide. By automating environments, enabling push button deployments, and more intelligent code and component sharing across the enterprise, the partnership promises to deliver significant improvement in the relationship between marketing needs and technology execution. Collectively, the two companies' solutions have been hardened in highly-regulated, mission-critical industries like pharma and financial services.

“Our relationship with Maark spans more than a decade, and we are excited about this next chapter. Together, we feel as though we can get directly at the heart of what is slowing down AEM implementations and really free marketing organizations to respond quickly to new opportunities to generate revenue,”

Davide De Santis, Coresecure CEO.

Maark has added two new members to its team to play pivotal leadership roles in the new AEM offering with Coresecure. Alex Brdar, Director of Engineering, whose deep AEM expertise goes back almost a decade with stints at both Adobe Consulting and Razorfish, will head AEM engineering at Maark. Michael Dowd, Executive Director of Digital Strategy, who joined Maark from Group M, where he was the head of technology for their innovation division, will help clients bridge engineering and marketing to integrate analytics and generate actionable insights for marketers' content efforts including digital advertising, marketing automation, mobile applications, and on-site experiences.

ABOUT MAARK

Maark is a digital innovation agency headquartered in Cambridge, Massachusetts. We focus on helping global clients transform their marketing strategies, brands and operations to compete in a digital world that moves, communicates and engages within fully connected environments. We define and communicate stories, design new digital experiences, and develop applications at the intersection of where what's possible meets what's relevant.

maark.com info@maark.com 617-723-2122