



Sinch named 2026 Adobe Customer Experience Orchestration Technology Partner of the year

STOCKHOLM, Sweden — April 21, 2026 — Sinch today announced it has been named the 2026 Adobe Customer Experience Orchestration Technology Partner of the year. This recognition underscores Sinch's continued leadership in helping brands deliver connected, real-time customer experiences.

The award highlights Sinch's role in enabling enterprises to orchestrate personalized, scalable engagement across messaging channels, bridging data, communications, and customer journeys within the Adobe ecosystem.

"Being recognized by Adobe reflects how communications are becoming an integral part of customer experience orchestration across touchpoints in the customer journey, helping create real value through better experiences," said Jonathan Bean, EVP Global Partnerships at Sinch. "Together with Adobe, we help businesses deliver timely, relevant, and trusted customer interactions at scale."

"Sinch has demonstrated strong collaboration and innovation in extending the value of Adobe Experience Cloud," said Sahil Gupta, Sr. Director Business Development at Adobe. "Their work helps organizations deliver more connected and engaging customer journeys."

Notes to editors:

At Adobe Summit 2026, Sinch showcases how messaging is evolving into a key driver of customer engagement, with Rich Communications Services (RCS) enabling branded, interactive, and secure mobile experiences.

Visitors can meet Sinch at booth #2314. On April 22 at 9:00 am PDT, Sinch's Michael Ahearn and Google's Alexandre Allemand will discuss how SMS and RCS can power real-time, cross-channel customer experiences.

Read more [here](#)

For more information, please contact:

Fredrik Hallstan
Head of Corporate Communications
Mobile: +46 761 15 38 30
E-mail: fredrik.hallstan@sinch.com

Mia Nordlander
Head of Investor Relations & Sustainability
Mobile: +46 73 511 53 95
E-mail: mia.nordlander@sinch.com

About Sinch

Sinch's vision is to connect every business with every customer, everywhere in the world. With the industry's most trusted foundation for intelligent customer communications, Sinch powers over 900 billion customer interactions annually for more than 200,000 customers across the globe. Leading global companies, including AI innovators, rely on Sinch to strengthen customer relationships and deliver seamless experiences across messaging, email and voice. Profitable since its founding in 2008, Sinch generated net sales of USD 3 billion (SEK 27 billion) in 2025 and has over 4,000 employees in more than 60 countries, with headquarters in Stockholm. Sinch is listed on Nasdaq Stockholm (XSTO: SINCH). Visit us at sinch.com.