Adobe Systems Incorporated

- Over 3,500 employees worldwide
- One of the largest PC software companies in the world
- Annual revenues exceeding $1.2 billion
- Approximately 50% of revenue outside US
- Major products include Photoshop and Acrobat
Offices in Over 40 Cities Worldwide
IT Priorities

- Business systems for competitive advantage
- Reliable global infrastructure
  - Ensure high bandwidth and reliability
  - Enable multi-media communications
- Business continuity planning
- Security
Global Business System Strategy

- Single supplier platform
- Rarely modify standard application – go for speed
- Invest in core IT team for in-house application deployment
- Centralized transaction processing
- Deploy Web-based reporting
- Move paper processes to the Web
Old (Expensive) Architecture

- Peoplesoft HR
- Oracle Europe Sales
- Crystal Reports
- Essbase Cubes
- SAP Transaction System
  - HR
  - Sales
  - Manu
  - Finance
- Royalty System
- EIS Data Warehouse
- Pillar Planning System
- Oracle Europe Trial Balance

Adobe
Current (Cost Effective) Architecture

- SAP Transaction System
  - HR
  - Sales
  - Manu
  - Finance

- SAP Business Warehouse

- SAP Business Planning & Simulation

- Adobe PDF

- Internal/External Web Sites
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**Result**

The chart displays the revenue and backlog vs. forecast for different regions, including Americas, Asia and Japan, Europe, M.East, Africa, and Iberia. The table shows the market areas, net revenue, full quarter forecast, quarter-to-date forecast percentage, net backlog, and backlog forecast for weeks 1.
Business Advantages of Current Architecture

- Accelerated and informed decision-making
- Increased productivity and higher morale
- Lower cost to prepare and provide information
- Improved information security
- Scalable architecture
- Shifted IT resources to application deployment
Projects Delayed

- CRM – insufficient user requirements
- Desktop video conferencing
- Next generation e-commerce site
- IS management application
- Standardized desktop environment
- Upgrade of core application hardware
Realized Cost Savings

- Telecom contracts
- Web-hosting agreements
- Maintenance contracts
- Realigned the IT organization
The Future

- Move all paper based workflows to the Web
  - Integrate Acrobat forms via XML
  - Ensure document security and integrity
  - Document collaboration and digital signatures
- CRM, professional services and licensing
- Continue to integrate BCP into our planning
- Continue to evolve network services
- Baseline security in all activities