Wellcom Worldwide expands its creative portfolio.

Creative production agency accesses more applications and regular software updates with Adobe Creative Cloud for enterprise.

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Shaun Gray, information technology, product, and customer support manager, Wellcom Worldwide

SOLUTION
Adobe Creative Cloud for enterprise

RESULTS

INCREASED SKILLS
Increased creative skills by allowing access to new applications on secondary at-home computers

IMPROVED CONTROL
Supported better license management by allowing the simple addition of seats as the company expands

SHARED ACCESS
Increased ease of file sharing by leveraging storage and sync capabilities

COST CONTROL
Provided broad access to software through an enterprise agreement with set costs
Leading creative content creation

Wellcom Worldwide is a leading global production agency, servicing clients with quality creative and innovative technology that make meaningful connections between brands and their customers. The company’s services include graphic design and cross-media adaptations, 3D and 2D illustration, photography and creative retouching, online and digital services, TVC production, video and animation, pre-media, image and asset libraries, and online workflow processes.

The company has transformed from a relatively small private company with 12 employees in 2000 to a global entity supported by a talented team of approximately 430 staff in 2014 with offices in Melbourne, Sydney, Adelaide, Auckland, Singapore, Kuala Lumpur, London, Los Angeles, Columbus, and New York. Wellcom strives to be a leader in the creation and distribution of content quickly and easily in any part of the world. The company uses Adobe Creative Cloud for enterprise to support this vision.

Simple transition for global workforce

The switch to Adobe Creative Cloud for enterprise was a natural progression for Wellcom. The company has used Adobe products to create its content since the early days of Adobe Illustrator and Photoshop, and has always paid attention when Adobe introduces new solutions. Today, Wellcom uses Adobe Premiere Pro CC and After Effects CC for video production. All page content is produced using Adobe InDesign CC, while Illustrator CC is used for packaging design. Photoshop CC remains the primary application for retouching, adjusting color, and image editing.

While the creative products have always worked well, to control costs the company typically limited the number of products purchased. When Adobe Creative Cloud was introduced, the additional benefits and access to the full collection of applications was very appealing. Based on the ability to more easily manage licenses and receive regular updates to Adobe products, the company made the decision to transfer its existing enterprise licenses to Adobe Creative Cloud for enterprise.

"Adobe Creative Cloud was really too good to ignore, and it was a seamless transition to switch our existing licenses to Creative Cloud for enterprise,” says Shaun Gray, information technology, product and customer support manager at Wellcom.

It was a simple transition for the company, which managed the process internally with minimum disruption to the business. Wellcom purchased 450 seats across its international offices and has access to many more applications that it hadn’t traditionally used, such as Adobe Edge Animate CC for creating animated banners and Adobe Muse CC for designing websites.
Expanding skills with new tools

Since making the switch, Wellcom has enjoyed the additional benefits that Creative Cloud for enterprise offers. Using the Enterprise Dashboard, the company can more easily manage licenses, expand the number of seats as needed, and true-up on an annual basis.

“The significant difference with Adobe Creative Cloud for enterprise is how much simpler it is to manage our licenses,” says Gray. “We’re always on the hunt for acquisitions, and with Adobe Creative Cloud for enterprise we can easily add additional seats if and when we need them with a clear understanding of cost.”

The ability to pay an enterprise license fee for all of the applications in Creative Cloud allows Wellcom staff to access applications they have not traditionally used. By expanding their skills with new applications in Creative Cloud for enterprise and new technologies such as Adobe Digital Publishing Suite, staff can help the company win business in areas it didn’t previously support.

“We’re encouraging creativity through the exploration of alternate ways of creating content,” explains Gray. “With Adobe Creative Cloud for enterprise, staff can access the applications from a secondary computer at home to continue to build their skills, and then apply their new knowledge to professional projects.”

Wellcom staff are also taking advantage of the storage and file syncing capabilities in Creative Cloud. “Being able to store and sync files to Adobe Creative Cloud, combined with the large storage per seat, gives us a powerful tool that we didn’t have before.”

Increasing efficiency across devices

Adobe Creative Cloud for enterprise will continue to be a critical part of Wellcom’s business operations. The company uses the built-in Creative Cloud storage to enable employees to share and access content, such as imagery and photography, from anywhere on mobile devices. Designers also use applications in Creative Cloud to adapt traditional print content for viewing on tablets and smartphones.

“The ease of accessing content across devices using Adobe Creative Cloud for enterprise will be great for staff out of the office,” said Gray. “Adobe Creative Cloud is a critical part of our business and will continue to be the enabler of our creative content development.”