



Adobe Design Advantage Forum – Content Velocity

Klaus Kurz | Adobe Systems GmbH



Thinking about design is hard,
but not thinking about it can be disastrous.

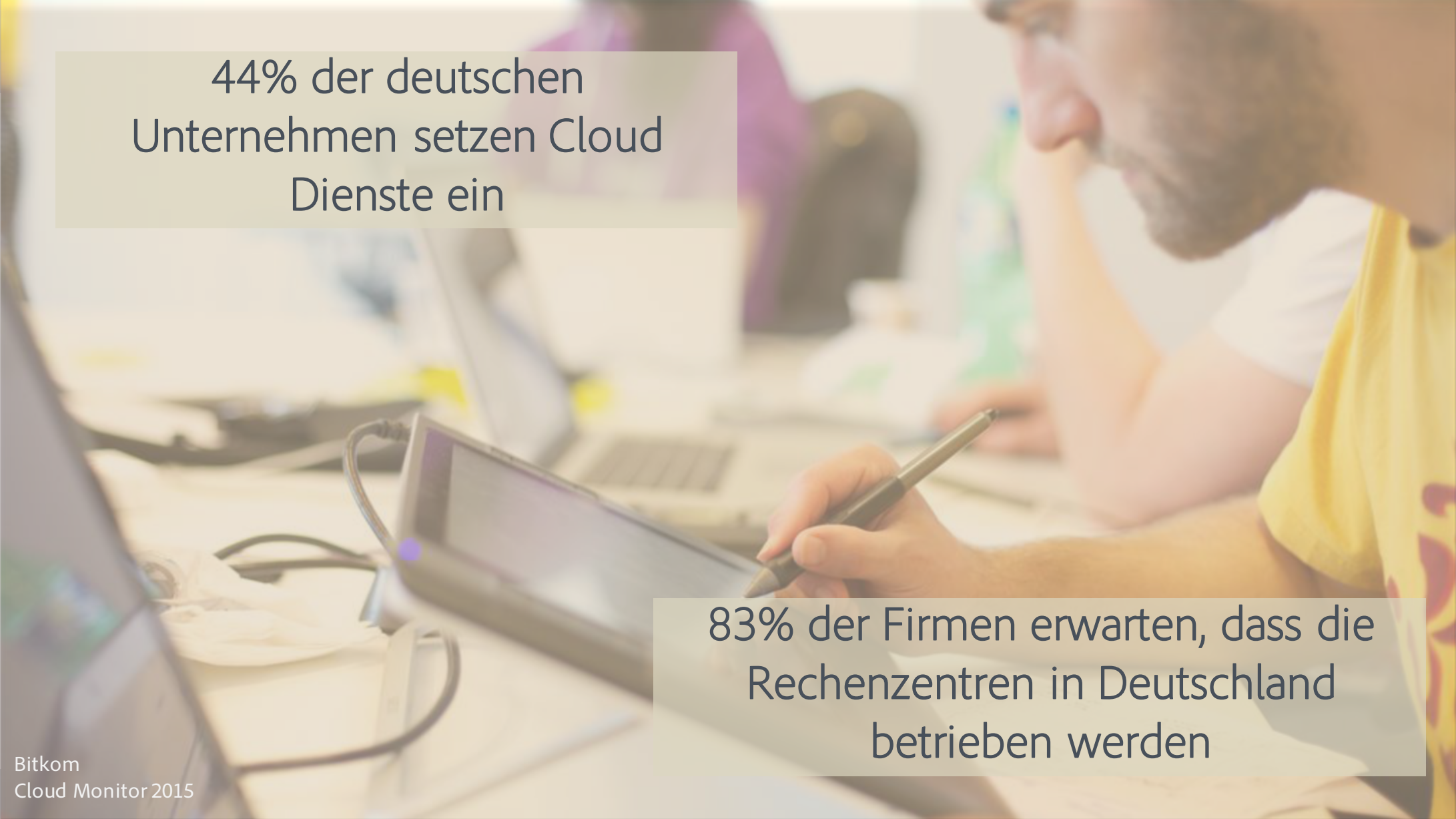
Ralph Caplan, Autor



Kreative arbeiten pro Woche
im Schnitt an 5
verschiedenen Orten

A person is seen from behind, sitting on a boat and using a laptop. The boat is on a body of water surrounded by tall reeds. The scene is outdoors and appears to be a natural setting. The text is overlaid on a semi-transparent white box in the upper right corner.

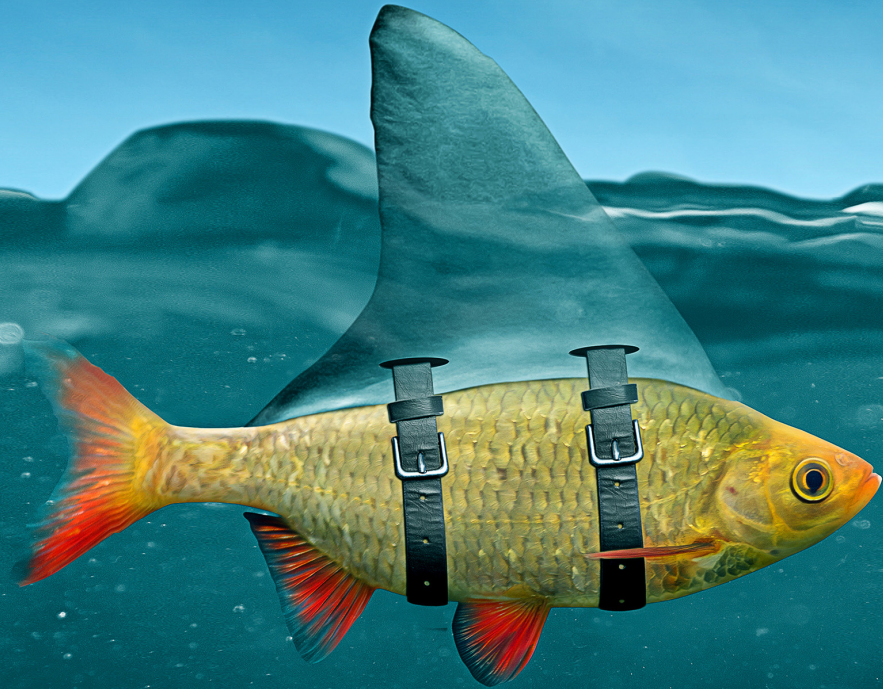
62% sind außerhalb des
Büros am kreativsten



44% der deutschen
Unternehmen setzen Cloud
Dienste ein

83% der Firmen erwarten, dass die
Rechenzentren in Deutschland
betrieben werden

(Un-) Sicherheit ?



Creative Cloud für Enterprise



Creative Apps

Desktop & mobile



Connected Assets

Sync and remix across
apps & teams



Creative Resources

Stock images, fonts
and custom assets



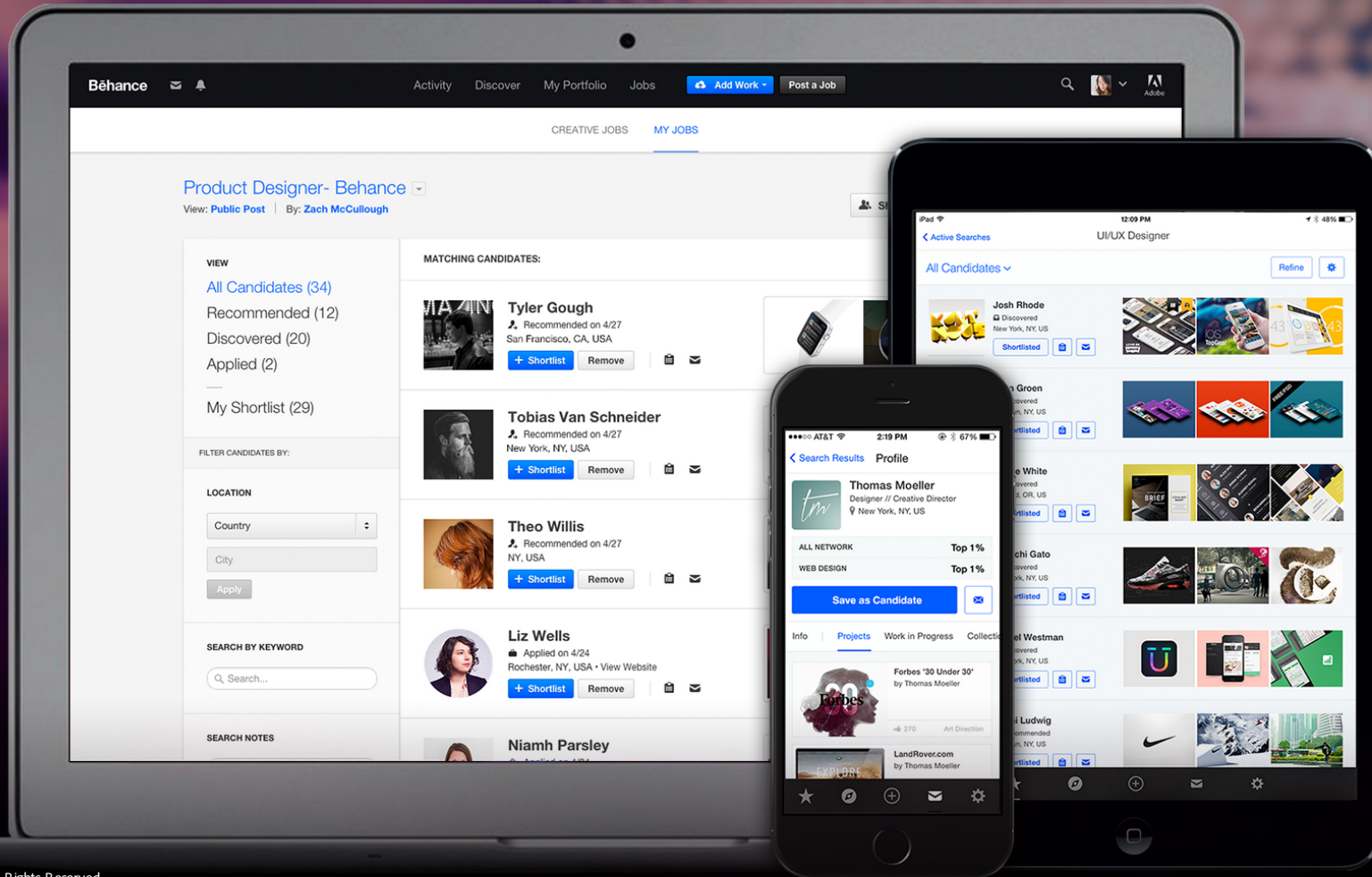
Publishing

Mobile app publishing
& Marketing Cloud
integration

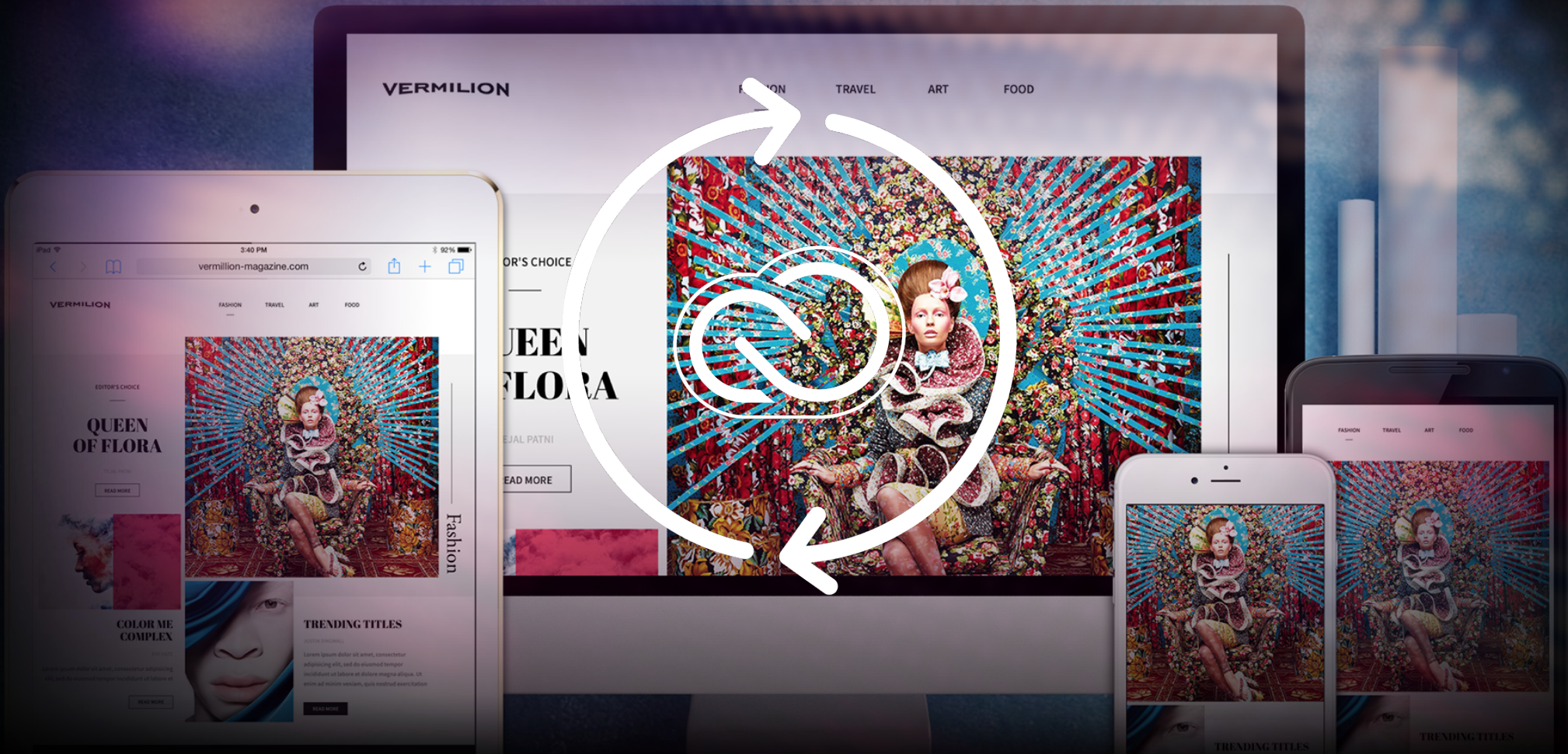
Adobe Stock



Adobe Talent



CreativeSync



Creative Cloud für Enterprise - Optionen

CCE
ohne Services



CCE
mit Shared Services



CCE
mit Managed Services



Firmennetz



Vielen Dank!

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