

# Adobe Systems Incorporated

Adobe reduces meeting costs by millions of dollars annually using Adobe® Connect™ to foster collaboration among employees and with partners and customers worldwide

## Adobe Systems Incorporated

[www.adobe.com](http://www.adobe.com)

### Industry

Technology

### Challenges

- Accelerate adoption of web conferencing
- Reduce training and travel costs
- Improve collaboration
- Secure sensitive information

### Solution

• Adobe Connect for Web Meetings  
Organizations are increasingly looking to use web conferencing to reduce costs, diminish risk, and increase effectiveness. At Adobe, widespread use of Adobe Connect has enabled the company to cut operating costs by millions of dollars annually and improve business effectiveness, while securing sensitive business information and online meeting content.

### Results

- Saved nearly \$10 million annually in travel expenses
- Reached 116,000 customers and prospects, efficiently fueling the sales pipeline
- Handled 80% of IT service desk calls without escalation
- Doubled number of online meetings over two years to more than 80 million minutes for more cost-effective and extensive collaboration
- Achieved 80% usage rate across all employees
- Enhanced collaboration and boosted employee productivity, while reducing travel costs
- Provided an easy-to-use solution with functionality rivaling in-person meetings
- Safeguarded company information

### Systems at a glance

- Adobe Connect

## Feature-rich web conferencing

Adobe stays true to its mission to revolutionize how the world engages with ideas and information, not only with the software it sells but also in its own operations. The aim is to leverage breakthrough Adobe software and technologies to transform collaboration inside the company, delivering the real returns of reduced costs, diminished risk, and increased effectiveness.

A primary way that Adobe fosters collaboration among employees and with partners and customers is through Adobe Connect web conferencing software. With Adobe Connect, employees participating in online meetings have instant access to rich conferencing functionality, from the power to chat and communicate via webcams, to the ability to exchange documents, share desktops, and view videos and other dynamic content.

The powerful multi-function conferencing and security features in Adobe Connect have spurred widespread use throughout Adobe. Marketing and sales personnel use Adobe Connect to conduct live online seminars and events that educate existing customers and generate new leads. Human Resources taps the Adobe web conferencing solution to train employees on new policies and programs while information technology (IT) staff streamlines internal service desk requests, IT emergency response (ITER) activities, and external customer support calls.

Because Adobe Connect is based on proven client software technology—Adobe Flash® Player, already installed on 98% of Internet-connected computers worldwide—participants do not have to download or purchase specialized software to attend meetings. This means employees already have everything they need on their computers to engage in sessions, with nominal or even no impact on busy IT managers who do not need to deploy, manage, or troubleshoot problems with client software.

For session organizers, they know that authorized participants can get into online meetings reliably and quickly. And because Adobe Connect enables secure web conferencing, organizers can safeguard sensitive business information exchanged during meetings.

## Millions in cost savings

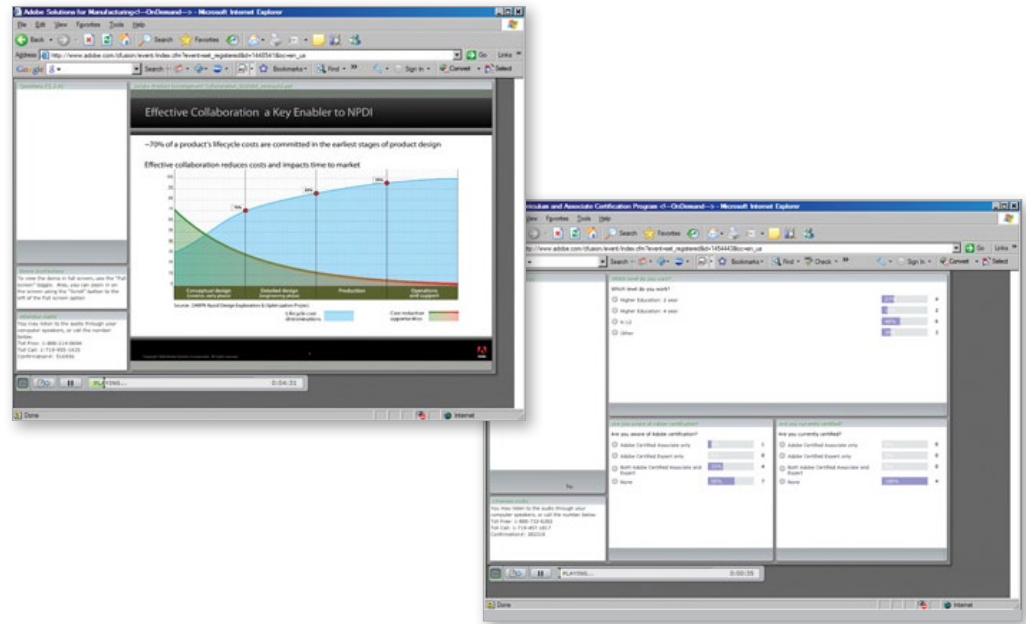
Across Adobe, employees use the solution for meetings on an ongoing basis. The company even conducts its company-wide employee meetings—with thousands of attendees—using Adobe Connect, saving the company the rental costs of in-person event space and employee travel, while supporting convenient, easy participation from employees at any location.

"Over a two-year period, Adobe has saved nearly \$10 million in travel costs—approximately \$1,000 per employee—since adopting Adobe Connect," says Mark Garrett, chief financial officer at Adobe.

According to Business Development Manager Eric Lerner, already more than 80% of company employees have used Adobe Connect and over 70% have established their own virtual personal meeting rooms, with new employees signing on daily. The number of Adobe Connect meeting minutes jumped from 35 million in 2006 to more than 80 million in 2008. Lerner appreciates the fact that Adobe Connect positively affects business objectives across the organization.

"Across the board, Adobe Connect increases effectiveness and reduces the company's operating expenses. There are so many different savings, from a reduction in travel and training expenses to lower printing costs," says Lerner. "In addition, we increase productivity because we spend more time working and less time traveling."

Using Adobe Connect, Adobe's marketing teams are reducing costs while delivering live eSeminars and on-demand presentations to key vertical market and solution segments, including government, manufacturing, education, and creative professionals. eSeminar attendees can answer polling questions, rate content, and conduct real-time conversations with multiple presenters.



*“Over a two-year period, Adobe has saved nearly \$10 million in travel costs—approximately \$1,000 per employee—since adopting Adobe Connect.”*

Mark Garrett  
Chief financial officer,  
Adobe Systems Incorporated

### Easy to deploy and manage

According to IT Conferencing Services Manager Joe Monteon and Director of IT Customer Support and Engineering Bill Weatherwax, who headed up the effort to implement Adobe Connect at Adobe, demand was high for the new solution as soon as it became available. “Within a few weeks, teams company-wide wanted to use the new web conferencing solution,” says Weatherwax. “Unlike our previous hosted system, Adobe Connect is extremely easy to use, with low barriers to entry. With Adobe Connect, users can share their desktop on the fly and instantly communicate any detail visually.”

Monteon and Weatherwax note that Adobe Connect was easy to deploy and integrate with existing systems. For instance, Monteon integrated Adobe's existing video equipment with the Adobe Connect recording functionality. This enables presenters to capture their presentations and distribute the recordings to people who can't make the live meeting due to time zone differences.

“Before Adobe Connect, we only recorded the largest, most important web conferences, and it was a big burden on IT,” says Monteon. “Now, users can easily capture a high-quality recording of any online meeting. It improves collaboration and helps remote teams really feel like they are part of meetings.”

### Secure, controlled collaboration

The IT team appreciates the fact that Adobe Connect helps protect sensitive business data via features such as user authentication, data encryption, defining user privileges, and auditing and logging sessions. The software also offers granular security controls such as the ability to disable chat, or ensure that everything or nothing in a meeting is recorded.

Because Adobe Connect sessions run in the Flash Player software client, organizers gain an added layer of security. The Flash Player has already been tested and deployed by many of the world's most secure organizations, including the United States Department of Defense and the Serious Organized Crime Agency in the United Kingdom, helping to ensure that any Adobe Connect sessions meet the highest security standards.

While some customers opt to rely on Adobe to host their Adobe Connect implementations, which include SSL encryption, Adobe has rolled out its own deployment to adhere to its security policies and compliance requirements.

In addition to the security controls in Adobe Connect, Weatherwax adds that the performance of the software has been exceptional. “We deployed Adobe Connect and I cannot recall a single case when it has caused a network issue,” says Weatherwax. “It has been a very well-behaved citizen on our network.”

*"Across the board, Adobe Connect increases effectiveness and reduces the company's operating expenses. There are so many different savings, from a reduction in travel and training expenses to lower printing costs. In addition, we increase productivity because we spend more time working and less time traveling."*

Eric Lerner  
Business development manager,  
Adobe Systems Incorporated

## **Streamlining IT support**

Adobe Connect has proven beneficial for IT staff, who use the web conferencing solution for everything from better management of emergency response activities to conducting technical training via prerecorded sessions and providing service desk assistance to internal and external customers. Weatherwax explains that Adobe Connect enables IT staff to more easily diagnose and work through technical issues, because they can access the shared desktop of the individual experiencing the problem.

"Sharing a computer screen and visually walking through a problem is much easier than trying to talk through an issue you can't see," says Weatherwax. "The first level of support can now diagnose and fix issues 80% of the time, dramatically reducing the number of calls that have to be escalated to the second level. Before Adobe Connect, we could only fix issues on the first pass 53% of the time. The cumulative savings of our faster resolution can total hundreds of thousands of dollars annually because we handle 15,000 calls monthly from employees."

With Adobe Connect, IT emergency response (ITER) activities run smoother than ever. Teams in North America, Europe, and Asia can work together in virtual 'war room' environments in real-time to analyze and solve critical outage issues. By using features like the breakout rooms in Adobe Connect, every project team member can assess and join the virtual collaboration environments with instant insight into actions taken and recommendations from global teams. Sessions can be recorded and made available to team members that missed a meeting or used as a learning tool for dealing with future IT issues.

"Adobe Connect is extremely reliable and readily accessible to anyone working on a project," says Ron Nagy, senior evangelist for the Adobe@Adobe program. "It's transformed how our teams collaborate and communicate, eliminating hours of work for IT staff and making it easier for us to keep systems up and running."

## **More effective sales and marketing**

With Adobe Connect, sales and marketing teams are reducing costs and increasing the effectiveness of sales initiatives through live eSeminars, on-demand presentations, and other online activities.

The eSeminars offer lively presentations and demonstrations with registrants answering polling questions, rating content, and conducting real-time conversations with multiple presenters—rivaling in-person events. Adobe Connect makes it easy to cost-effectively deliver tailored eSeminars to key targeted vertical market and solution segments, such as government, manufacturing, education, and creative professionals.

In a recent year, Adobe's North American field marketing team conducted 399 eSeminars, averaging of 291 registrants. Overall, the eSeminars reached nearly 116,000 participants, increasing awareness of Adobe solutions and interest from prospects, while reducing the cost of travel for everyone involved. Direct sales teams have also found that Adobe Connect is an effective tool in closing deals.

"With Adobe Connect, we can touch more prospects and help assist the pipeline for sales," says Field Marketing Manager, eSeminars, Sandra Schofield. "It lets us remotely reach out to customers and prospects, generate interest in Adobe solutions, and shorten the sales cycle, while keeping everyone's costs low. Most of our online attendees rate Adobe Connect excellent in terms of the user experience."

## **A valuable sales tool**

For Adobe's busy, global sales teams, Adobe Connect has proved invaluable for streamlining everything from sales forecasting and quarterly business reviews to bid evaluations and establishing more ongoing contact with customers. Sales executives and managers regularly use the web conferencing tool to host meetings with their teams, eliminating the need to add to employees' busy travel schedules and reducing costs across the entire organization.

In Adobe Sales Operations, a team of executives and managers meet regularly to review forecasts and outline strategies for growth. "Adobe Connect brings immediacy and a much greater efficiency to our meetings," says Adil Munshi, vice president of worldwide sales operations. "Spreadsheets and other documents can be shared instantly and securely onscreen, eliminating any confusion that could occur if we were trying to talk through complicated analyses by phone."

*"With Adobe Connect, we can touch more prospects and help assist the pipeline for sales. It lets us remotely reach out to customers and prospects, generate interest in Adobe solutions, and shorten the sales cycle, while keeping everyone's costs low."*

Sandra Schofield  
Field marketing manager, eSeminars,  
Adobe Systems Incorporated

The same efficiencies are evident at the regional and local sales levels, where Adobe sales teams constantly collaborate with each other and with customers. For instance, as many as 40 employees previously might have had to travel to participate in quarterly business reviews for just one sales region. With Adobe Connect, that process can now be handled quickly and cost-effectively online.

"We gain several advantages by using Adobe Connect," explains Josh Normand, district sales manager for the U.S. Northeast region. "We greatly reduce travel costs, and we help our staff to stay more productive because they can spend more time meeting with customers and less time traveling to internal meetings."

In addition, Adobe Connect makes it possible for sales managers to offer even greater support to their teams. In one day, a district manager can participate in many interactive, virtual discussions with account managers and with clients. And while the Adobe sales teams still rely heavily on face-to-face customer meetings to build relationships, Adobe Connect allows account teams to meet with customers in more unscheduled, impromptu meetings to quickly address questions or problems.

### **Impressive returns company-wide**

With so many employees at Adobe embracing Adobe Connect, the company is a showcase of how broad-based adoption of secure web conferencing can reduce operating costs, increase productivity, and improve collaboration—all while securing sensitive information.

"Nothing matches the security and ease of use of Adobe Connect, and I haven't seen anything that equals the richness and quality of the user experience," says Lerner.

**For more information**  
[www.adobe.com/products/  
adobeconnect](http://www.adobe.com/products/adobeconnect)



Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)

Adobe, the Adobe logo, Adobe Connect, and Flash are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2010 Adobe Systems Incorporated. All rights reserved. Printed in the USA.

91033349 10/10