



Powering creativity and collaboration.

Globant combines engineering, innovation, and design to create digital journeys that matter using Adobe Creative Cloud for enterprise apps and services.



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Isadora Valline, Technical Director and Visual Design Manager, Globant

SOLUTION

Adobe Creative Cloud for enterprise

RESULTS

99% **FASTER** license management and better usage tracking



Increases productivity with **INTEGRATED** apps and services



Boosts **COLLABORATION** across geographies and teams



Minimal learning curve for **ACCELERATED** onboarding



Globant

Established in 2003

Employees: More than 6,700

Buenos Aires, Argentina

www.globant.com

CHALLENGES

- Streamline workflows across geographies
- Maintain high quality, consistency, and productivity standards
- Keep up-to-date with latest security and industry trends

USE CASES

- Collaboration
- Cross Channel Experiences
- Administration & Control
- Mobile & UX Design

A case study in growth

Globant is helping build the digital future by making digital experiences more relevant, convenient, and useful to people's everyday lives. Whether the company's engineering, innovation, and design teams are helping a customer develop a new product idea to take advantage of the Internet of Things, advising a company on its mobile strategy, or creating a video to communicate a client's brand values, Globant is committed to improving people's digital journeys.

Founded in 2003, the company's roster of world-class customers includes LinkedIn, Coca-Cola, American Express, and EA. Its growth as a global leader in the creation of unique seamless digital experiences has resulted in expansion to 12 different countries, with engineers and designers in multiple locations working together across time zones. This enables the company to provide agile, round-the-clock services to customers and global partners, helping them engage with their end users in new and powerful ways.

Effective collaboration among Globant's distributed team of designers is crucial, helping to power an efficient production workflow that delivers mobile and web applications, e-commerce sites, social media content, and other marketing assets that are key parts of its clients' digital strategies.

"Our ability to stay on top of the latest trends in marketing and technology is what enables us to create optimal digital journeys for our clients," says Isadora Valline, Technical Director and Visual Design Manager at Globant. "As we grew, we needed to apply some of that inwards to streamline workflows across geographies while maintaining the same standards of integrity and quality of work that has propelled us to our current position."

Bridging the geographical divide

To accomplish this, Globant upgraded from Adobe Creative Cloud for teams to Adobe Creative Cloud for enterprise. Creative Cloud for enterprise gives Globant's creative and design teams industry-leading desktop and mobile apps for content creation, a browser-based tool for license management, and cloud services that support collaboration and creativity. More than 80% of the creative content the company produces relies on Adobe Photoshop CC and Adobe Illustrator CC, followed by Adobe After Effects CC and recently, Adobe XD CC.

"One of the key advantages of Adobe Creative Cloud for enterprise is the integration between apps," explains Valline. "We can create a design in Adobe Photoshop CC, jump to Illustrator CC to create a graphic, import it into Photoshop as a Smart Object, filter it, and then edit it back in Illustrator with a simple click. It is a seamless, frictionless workflow."



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Isadora Valline, Technical Director and Visual Design Manager, Globant

Globant created a new methodology called Agile PODS, which brings together cross-functional and multidisciplinary agile teams of designers and engineers to create amazing digital solutions. Creative Cloud for enterprise helped to bridge the geographical divide between these multi-disciplinary teams. Productivity, collaboration, and creativity have increased considerably across the board, thanks to Creative Cloud Services such as Creative Cloud Assets, Creative Cloud Libraries, and Typekit.

Using Creative Cloud Libraries to consolidate assets in a single location gives all individuals within Agile PODS access to the same assets, fonts, images, and more. Teams can share and track assets faster than before, without having to worry about version control, helping them deliver projects for clients more quickly and professionally.

"Now, creating style guides and managing fonts and assets are so much easier thanks to Creative Cloud Libraries," says Valline. "We have simplified processes for both web designers and developers, and greatly improved the efficiency of transforming a visual design into a workable finished website or app."

Smooth transitions

Globant encourages its team members to leverage the tools and processes within Creative Cloud for enterprise that best suit their style of work. Although Creative Cloud mobile apps, such as Adobe Capture CC, are not an official part of the company's design process, some of Globant's designers have begun to incorporate them into their workflows. The seamless integration between desktop and mobile apps helps drive further efficiency.

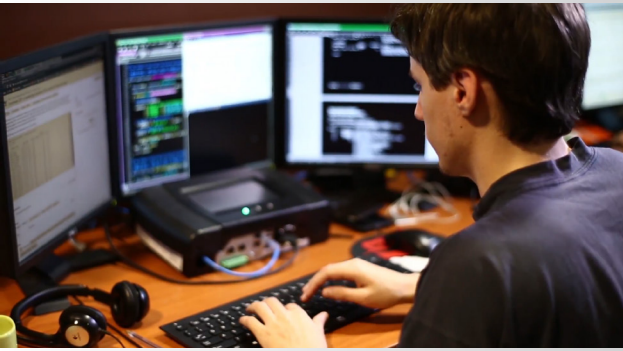
"There's no question that the integration between Adobe desktop and mobile apps results in greater productivity, and it's an area we'd like to expand on," says Valline.

Another tool that the organization is increasingly adopting is Adobe XD CC, particularly for prototyping mobile app designs. Every day, more designers at Globant are incorporating Adobe XD into their workflows for designing wireframes and prototypes, sharing them with reviewers, and delivering design specifications to the development team for faster production.

"Adobe XD CC is intuitive and easy to learn, and yields tremendous results," says Gabriela Moirano, Studio Partner at Globant. "It makes creating interactive prototypes for any screen a very agile process."

A secure foundation for growth

As Globant grew as a company, so too did the complexity of managing user licensing and provisioning. With almost 500 licenses to oversee, Creative Cloud for enterprise centralizes control of user access, provisioning, and licensing with Named User Licensing. This in turn gives the company greater insight into license usage, which leads to more accurate budget planning.



SOLUTION AT A GLANCE

Adobe Creative Cloud for enterprise, including:

Apps: Adobe Photoshop CC, Adobe Illustrator CC, Adobe After Effects CC, Adobe XD CC

Services: Adobe Creative Cloud Libraries, Adobe Assets, Adobe Typekit

For more information

www.adobe.com/creativecloud/business/enterprise.html



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"Business units now have visibility into license usage and availability, which helps significantly with administration," says Valline. The Adobe Admin Console allows the service desk to issue specific packages for every user, further simplifying management. "By allowing users to auto-provision through the Adobe Admin Console, license management is 99% faster and simpler than it used to be," says Valline.

Creative Cloud for enterprise also helps to protect Globant's creative assets, whether they're in transit or stationary. Globant's distributed workforce can collaborate securely across time zones, reducing risks to the business and keeping intellectual property—its own as well as its clients'—protected.

"At Globant, privacy and security are top priorities," says Valline. "We are thankful to have found a partner that also takes the security of our creative assets very seriously."

In addition to fortifying its apps, Creative Cloud for enterprise makes it easier for users to benefit from the latest features, translating into better productivity and the ability to remain at the forefront of industry standards and trends. "We can immediately download apps and updates with a single click, without assistance from the help desk," says Valline.

Writing the next chapter

Globant appreciates how Adobe has contributed to its ability to successfully expand its business. With Creative Cloud for enterprise at the heart of its workflow, Globant is well positioned to build on its successful track record for innovation, design, and engineering.

"The learning curve is minimal and the onboarding of new talent is seamless and faster than before," says Valline. "Adobe Creative Cloud for enterprise will support us well into the future."