



# Reaching shoppers through any channel.

Popular retail brand Japanet increases production efficiency with Adobe Stock for enterprise.



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*Kiyotaka Omoto, Senior Leader, Facility Strategy Department, Japanet Holdings*

## SOLUTION

Adobe Creative Cloud for enterprise  
Adobe Stock for enterprise

## RESULTS

**30%** **REDUCTION** in stock asset licensing costs



Cut time spent locating stock images from **2 HOURS** to **30 MINUTES**



**SAVE TIME** by preserving edits on images



Simplified budget management with better **VISIBILITY** into licenses



## Japanet Holdings

Established in 2007

Employees: 110

Sasebo City, Nagasaki Prefecture

[www.japanet.co.jp](http://www.japanet.co.jp)

### CHALLENGES

- Lack of visibility into stock asset usage across production departments
- Increasing usage of stock assets with increasing costs
- Need to increase cooperation among production departments

### USE CASES

- Cross Channel Experiences
- Design Efficiency



Kiyotaka Omoto, Senior Leader, Facility Strategy Department, Japanet Holdings



Toshimitsu Miyakawa, Leader, Genre Production Section, Media Planning and Production Department, Japanet Takata

### Expanding media presence

For three decades, Japanet Takata has been a household name in mail order shopping in Japan. Today, Japanet Group continues to grow dramatically through its multimedia franchise strategy, which has expanded its mail order business to a wide range of media, including television, radio, newspaper leaflets, catalogs, internet, and mobile sites.

To speed up business and provide customers with the latest information and products as quickly as possible, Japanet adopted a policy of self-sufficiency. Each employee is expected to take full responsibility for their particular area of service, from procuring merchandise to providing customer after care. As a part of this policy, all media is produced in-house.

The Japanet production departments work in a variety of media, including print, web, and video. To empower its creative teams, the company decided to deploy Adobe Creative Cloud for enterprise and Adobe Stock for enterprise, the Adobe service for stock assets. With Adobe Stock, Japanet not only dramatically improves production efficiency, it also has better visibility into stock asset usage throughout the group, which delivers big benefits in terms of management and cost.

### Increased use of stock assets

Visuals such as photographs, illustrations, and film are essential components of content production for any type of media, including print, web, and video. In recent years, designers have increasingly used stock photography services available over the internet. People can search for assets and purchase them in minutes. Even at Japanet, the amount of stock assets used in content production increases every year.

“Previously it may have taken someone 2 hours to find and purchase just the right stock photograph. Now it takes them just 30 minutes with Adobe Stock. We’ve also reduced costs by at least 30% just from lower licensing costs.”

*Kiyotaka Omoto, Senior Leader, Facility Strategy Department, Japanet Holdings*

Kiyotaka Omoto of the Japanet Facility Strategy Department oversees deployment and management of software and hardware to improve usability for internal systems. “I found that stock assets were being used more often by internal teams,” says Mr. Omoto. “But previously, we didn’t manage the usage of stock assets across the company. Each department requested and purchased stock assets as needed. So I didn’t have a complete picture of how many assets were used in a year.”

## **Demands from production**

Japanet had long used Adobe products such as Adobe Photoshop and Adobe Illustrator for production work. The company recently deployed Creative Cloud for enterprise, using an Enterprise Term License Agreement (ETLA) with Adobe to provide production departments across the company with access to the latest creative applications. At the time, many production groups also requested the ability to deploy Adobe Stock for stock assets.

“We heard from many voices on the production side regarding Adobe Stock,” says Mr. Omoto. “People said that their work would become much easier while reducing costs. At the same time, we realized that we needed to manage stock assets on a company-wide level. We started looking into deploying Adobe Stock. We had worked with an Adobe ETLA for Adobe Creative Cloud, so we felt reassured that we would receive good service.”

## **Dramatically reduced time and cost**

Japanet has quickly seen positive results since deploying Adobe Stock for enterprise. The number of downloads exceeded initial expectations, reaching the annual download estimate in less than six months. In particular, people were using large amounts of stock video.

“We knew that people had been waiting for Adobe Stock, but we didn’t realize how much,” says Mr. Omoto. “We quickly had to revise our expectations for annual downloads. The reaction from departments has been extremely positive, with people saying that it’s saved a great deal of time and effort. For example, previously it may have taken someone 2 hours to find and purchase just the right stock photograph. Now it takes them just 30 minutes with Adobe Stock. We’ve also reduced costs by at least 30% just from lower licensing costs. Since everyone can see which stock assets have already been licensed, we can avoid duplicate costs that arose when different departments purchased the same assets. It becomes easier to reuse assets, which will lead to even greater cost reductions.”

## **Massive asset collection**

Toshimitsu Miyakawa of the Japanet Media Planning and Production Department, who primarily handles production work for the e-commerce site, shares a look at how production departments are using Adobe Stock.

“With Adobe Stock, the licensed version automatically replaces the watermarked version in our content. There’s no need to redo edits from scratch, so it really shortens our production time. No other service can do that.”

“Being able to share Adobe Stock assets among all of these apps will be very beneficial to us as we strengthen the cooperation among production departments.”

*Toshimitsu Miyakawa, Leader, Genre Production Section, Media Planning and Production Department, Japanet Takata*

“Many of the photographs and other assets used on the e-commerce site are shot internally, but the Tokyo branch doesn’t have its own photography facilities,” says Mr. Miyakawa. “If they need a specific asset, they have to place a request with the Photography Department at our headquarters in Sasebo. But turnaround can take some time, so it’s not ideal for urgent requests. This is where Adobe Stock is great. There’s an extremely large number of assets, so people can generally find something that fits what they’re looking for.”

## Integration with Adobe Creative Cloud

Japanet production departments working on the e-commerce site primarily use Photoshop CC to edit images and create layouts. By combining Adobe Stock with Creative Cloud for enterprise, work efficiency is improved even further.

“The workflow with Adobe Stock is extremely convenient,” says Mr. Miyakawa. “We can take an image from Adobe Stock and drop it directly into Adobe Photoshop CC. Then we edit the image and send it for approval before purchasing the licensed image. With Adobe Stock, the licensed version automatically replaces the watermarked version in our content. There’s no need to redo edits from scratch, so it really shortens our production time. No other service can do that.”

## Cooperation across media

Production departments at Japanet currently work independently. Each type of media, such as print, web, and video, is handled by a different department, and content or assets are rarely shared between departments. One of the biggest challenges for Japanet in the future will be removing walls between these departments.

“Japanet is finding success by expanding across different types of media through its multimedia franchise strategy,” says Mr. Miyakawa. “We believe that we must strengthen ties for production across media. Looking across media production departments, we’re using most major apps in Adobe Creative Cloud for enterprise. Television production uses Adobe Premiere Pro CC and Adobe After Effects CC, print uses Adobe Illustrator CC and Adobe Photoshop CC, and web uses Photoshop and Adobe Dreamweaver CC. Being able to share Adobe Stock assets among all of these apps will be very beneficial to us as we strengthen the cooperation among production departments.”

## Business efficiency and security

In addition to helping Japanet reduce costs, improve productivity, and increase cooperation, Adobe Stock for enterprise delivers a strong support structure and flexibility to accommodate different corporate environments.

## SOLUTION AT A GLANCE

Adobe Creative Cloud for enterprise. Apps used include:

- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe Premiere Pro CC
- Adobe After Effects CC
- Adobe Dreamweaver CC

Adobe Stock for enterprise

“Through Adobe Stock, we can see the usage of stock assets across the company,” says Mr. Omoto. “This makes it easier to form budgets and create policies that will improve usability. One current issue, which is also a concern for production departments, is integration. We currently aren’t taking advantage of all cloud services, such as file sharing and mobile apps, due to internal security concerns. To increase integration between Adobe Stock and Adobe Creative Cloud, we also need to clear certain security hurdles. Adobe has been working closely with us on these issues since long before deployment, so we expect that it will not be long before we resolve these issues.”

## About Japanet Holdings

The Japanet Group consists of eight business units involving sales strategy, media production, order receiving, distribution, management, and support for Japanet Takata. Japanet Holdings is the business unit that governs overall management strategies for the entire Japanet Group. Japanet Holdings creates and improves strategic organization for the Group through operations that include back-office consulting for each business unit, institutional design, system development and operation, security improvements, and compliance. The headquarters of Japanet Group is located in Sasebo City, Nagasaki Prefecture.

For more information

[www.adobe.com/creativecloud/stock.html](http://www.adobe.com/creativecloud/stock.html)

[www.adobe.com/creativecloud/business/enterprise.html](http://www.adobe.com/creativecloud/business/enterprise.html)



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