



MEDIA ALERT

## **Adobe introduces unlimited access to Adobe Stock with Creative Cloud Pro Edition**

Adobe today released [Creative Cloud for business Pro Edition](#), an all-in-one platform for teams and enterprises that combines Creative Cloud with unlimited Adobe Stock downloads.

The new Pro Edition gives businesses access to over 200 million assets from Adobe Stock, as well as seamless integration with the Creative Cloud desktop and mobile apps across photography, design, video, web, UX, and more.

With integration across Creative Cloud, Microsoft PowerPoint, and Google Slides, Adobe Stock can continue playing an expanding role in creative campaigns and help creatives reduce costs by making it easier and faster to search, edit and license assets.

This also means that the teams creating content and their administrators can spend less time seeking approvals and managing stock asset purchases and licensing.

“The shift to remote working highlighted the need for more collaboration for teams across Australia. With the new Pro Edition of Creative Cloud for business, teams have millions of assets at their fingertips, ready to be licensed and integrated into creative work. Less friction means teams will be more productive as they aren’t relying on additional financial approvals and purchase processes,” said **Michael Stoddart, Director, Digital Media Enterprise at Adobe Australia and New Zealand.**

### **Creating Frictionless Workplaces**

Adobe’s recent Global Creative Survey spoke with 1,500 creative teams and the IT leaders who support them, to understand their top challenges and needs. The survey found that a majority (60%) of creatives said the process of getting approval from management to purchase stock assets can take a day or more. An additional 29% said it takes at least a few days. The result is frustration and lost productivity.

Out of the 300 people surveyed across Australia and New Zealand, almost all respondents (93%) say limits on stock downloads constrain creativity. To compensate, those surveyed admit struggling with unlicensed imagery, with half of creatives (50%) having to use low-res images for designs.

The hybrid workplace — with an increasingly broad range of teams creating content — is also making collaboration, brand consistency, and legal compliance much tougher than before. Hybrid workplaces can also lead to more inconsistent use of assets, inefficient work and duplicate purchases.

Indeed, more than two thirds (68%) of creatives say someone on their team has purchased the same asset more than once. A majority (81%) of respondents also admit remote working has made it more difficult to ensure employees or agency partners are not using out-of-date brand assets.

To alleviate this, Pro Edition comes with simple license terms built for business needs, including unlimited copies or views. Enterprise customers have the added ability to use assets to create merchandise or products.



**About Adobe**

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