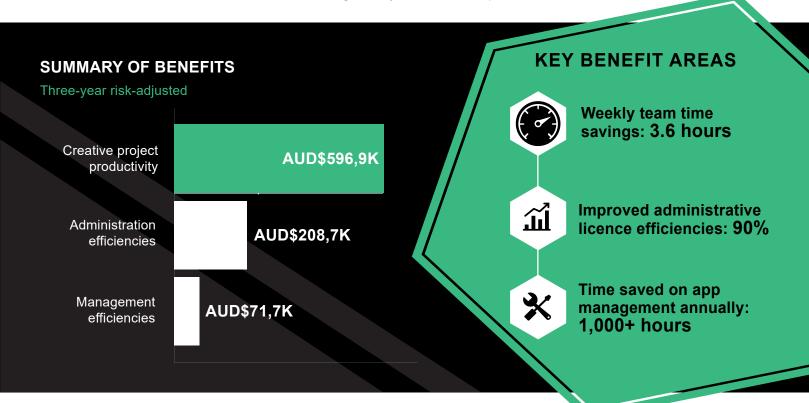
The Total Economic Impact™ of Adobe Creative Cloud for **Teams for SMBs**

Through a survey of 132 current customers and five in-depth interviews, Forrester concluded that Adobe Creative Cloud for teams has the following three-year financial impact for SMBs:



FINANCIAL SUMMARY



ROI

388%



BENEFITS VALUE (PV)

PRESENT AUD\$877,3K



NET PRESENT AUD\$697,5K VALUE

(NPV)

VOICE OF THE CUSTOMER

"If we didn't use Creative Cloud for teams, we'd have to find different software solutions, and that would mean managing more people. It's nice there's continuity between programs to help us avoid those additional needs."

Executive creative director, animation

"The cost now is more predictable and lower as the admin console helps us scale up and down on an 'as-needed' basis versus having unallocated licences for the sake of future work."

Vice president of IT, marketing

This document is an abridged version of a case study commissioned by Adobe titled: The Total Economic Impact™ Of Adobe Creative Cloud For Teams For SMBs. October 2021.

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