

# 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:

## SUMMARY OF BENEFITS

Three-year risk-adjusted

Creative Project  
Productivity

**\$428.5K**

Administration  
Efficiencies

**\$149.8K**

Management  
Efficiencies

**\$51.5K**

## KEY BENEFIT AREAS



Weekly team time  
savings: **3.6 hours**



Improved administrative  
license efficiencies: **90%**



Time saved on app  
management annually:  
**1,000+ hours**

## FINANCIAL SUMMARY



ROI **388%**



BENEFITS  
PRESENT  
VALUE (PV) **\$629.7K**



NET PRESENT  
VALUE  
(NPV) **\$500.7K**

## 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 licenses for the sake of future work.”**

*Vice president of IT, marketing*



Read the  
full study

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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