Adobe Creative Cloud For Teams At SMBs Streamlines Work For Administrative And IT Employees

At small and medium size businesses, efficiency with technology spend and budgeting IT time is critical when trying to minimize overhead costs. It's easy for costs for creative solutions to accumulate when admins juggle multiple technology licenses for dozens of users and IT teams work to integrate and maintain these solutions with their systems.

Adobe Creative Cloud for teams is an integrated creative solution that provides full access to Adobe's collection of creative applications and services. Creative Cloud for team's licensing model and tech friendly setup helps to alleviate efficiency challenges for SMB businesses.

To better understand the benefits, costs, and risks associated with Creative Cloud for teams, Adobe commissioned Forrester Consulting to conduct in-depth interviews with seven decision-makers at five organizations over the phone and survey 132 SMB customers currently using Creative Cloud applications and services to create a Total Economic Impact™ (TEI) study. [1]

This abstract will focus on administrative and IT benefits offered by Adobe Creative Cloud for teams and its value to small and midsized businesses.

> **"Before Adobe Creative Cloud for teams, we'd have to schedule down time and make sure everyone was up to date on their Adobe software. When you have a three-person operation, that's asking a lot of time."**
> *IT operations and technical manager, game developer*

Improved administrative license efficiencies by
90%

Time saved on app management annually
1,000+ hours

KEY CREATIVE CLOUD FOR TEAMS FEATURES FOR ADMINISTRATIVE AND IT TEAMS

Several key features that Creative Cloud for teams offers drive admin and IT benefits at organizations includes:

- **Admins:** Simplified licensing for all of Creative Cloud's integrated apps and services through a single contract simplifies paperwork and makes for more predictable future costs.

- **Admins:** License management through admin console enables addition, removal and reassignment of licenses from anywhere, anytime with a few clicks.

- **Admins/IT:** Admins can centrally manage the deployment of IT approved plugins from Adobe's Admin Console, using its package creation workflow, to give users access on their desktop. This capability gives admins and IT added control to keep managed environments secure.

- **IT:** Asset protection through in-transit asset encryption, asset reclamation when users leave organizations, and user authentication with Adobe ID provides reliable security for organizations.

READ THE FULL STUDY HERE

INVESTMENT DRIVERS

Organizations had several goals around addressing administrative and IT work challenges that led to their adoption of Creative Cloud for teams:

- **Driver: Optimize creative solution costs.** Interviewees said system admins at their organization spent hours each week trying to keep track of employees' access to various creative solutions. According to surveyed Creative Cloud for teams users, their organizations averaged as many as 5.6 design and visualization apps.

  Admins management work including overseeing licensing among multiple users of each app, contractors being brought onto projects, and employees joining or leaving the organization. As a result of juggling licenses, admins would make oversights where they signed up for more licenses than necessary and wasted allotted budget. Lack of visibility on licensing would also lead to delays in employees receiving access to tools as admins sorted it out.

  Adobe's single contract and admin console stood out to interviewees as the solution to resolve most of their administrative challenges. Meanwhile, the breadth of apps and services offered by Creative Cloud for teams would help organizations offload several solutions they used while further reducing management work.

- **Results: Efficient management of creative app licensing.** Among surveyed Creative Cloud for teams users, 64% reported that the solution helped their organization become more cost effective through improved license management and platform consolidation. Managers eliminated spend on unused or duplicative creative solutions because Creative Cloud for teams provided total visibility over employee access to its apps and services. Adobe's admin console also ensured that managers could quickly allocate solution

access to employees so they could carry on with their work.

Organizations reduced their reliance on other creative solutions, further freeing up time among system admins. Altogether, time spent managing creative apps was reduced by 90% and organizations saved tens of thousands of hours annually on these efforts.

Tech team time savings

2.7 hours

- **Driver: Reduce work lift of creative solutions on IT team.** Before Creative Cloud for teams, interviewees' organizations regularly tried out new creative apps to accommodate project requirements or honor worker's requests. To leverage these apps, IT would have to work on the backend to properly vet and integrate them with their systems and other apps. The frequency of these requests, coupled with maintenance to guarantee reliable performance, required hours of service from IT teams on a regular basis. Compounding matters, the diversity of creative apps used and lack of integration led to frequent technical setbacks for IT to address.

  Difficulties with securely integrating creative apps led to IT teams closely monitoring security and ensuring all apps, including Adobe, were up to date. Any exploitable gaps in integrations, particularly with essential tools teams use for collaboration, could lead to serious creative and financial losses. Manual efforts added hours of work on a monthly basis for technical teams to manage.
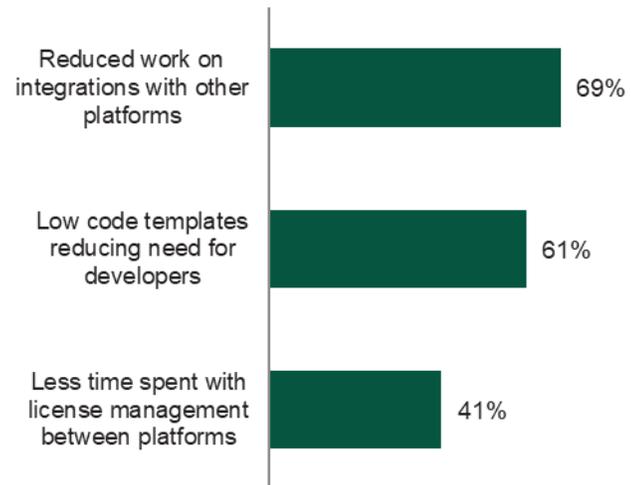
  Interviewees were drawn to Adobe's support for integrations with a wide variety of apps and hoped it would help streamline workflows. The

range of Adobe's apps and services offered also promised to make oversight of security and updates manageable.

- **Results: Fewer request for IT support and less time-consuming work.** Creative Cloud for teams' support for managed deployment of IT approved plugins and updates through the Admin Console reduced compatibility issues and technical errors.

- This minimized due diligence and backend work to successfully deploy plugins and fewer technical setbacks for IT to manage as well, giving them back time to focus on ways in which to improve their product and systems.

  As for security, with Creative Cloud for teams, IT teams were able to push out updates across their organization to ensure all users were working from the same, most up-to-date version of Creative Cloud. In addition, asset encryption and the ability to upload files directly to Adobe's cloud storage mitigated exploitation of security loopholes. Since moving creative efforts to Creative Cloud, creative teams could rest easier knowing their solutions were performing reliably and their assets were secure.

You indicated Adobe Creative Cloud helps to reduce dependence on technical teams to support creative efforts, please specify what factors are driving these gains.

Reduced work on integrations with other platforms — 69%

Low code templates reducing need for developers — 61%

Less time spent with license management between platforms — 41%

Base: 54 Adobe Creative Cloud for teams users
Source: A commissioned survey on Adobe Creative Cloud for teams for SMBs conducted by Forrester Consulting on behalf of Adobe, April 2021

"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

TOTAL ECONOMIC IMPACT ANALYSIS

For more information, download the full study: "The Total Economic Impact™ Of Adobe Creative Cloud for teams," a commissioned study conducted by Forrester Consulting on behalf of Adobe, October 2021.

STUDY FINDINGS

Forrester interviewed seven decision-makers at five organizations over the phone and surveyed 132 SMB customers currently using Creative Cloud for teams applications and services and combined the results into a three-year composite organization financial analysis. Risk-adjusted present value (PV) quantified benefits include:

- Admins reduced creative application work by 90% from having only one contract for Creative Cloud for teams.

- Creative Cloud for teams accelerated productivity by 5,000 hours by enabling creatives to turn around high-quality work faster.

- Teams reduced the amount of work that came with leveraging third-party creative apps by over 1,000 hours.

Return on investment (ROI)

388%

Net present value (NPV)

$500,726

Appendix A: Endnotes

[1] Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

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