Adobe Creative Cloud for Teams Enhances Collaboration at SMBs to Produce High Quality Creative Results

For small and medium businesses, maximizing team bandwidth for creative projects is important. Creative employees often work against tight deadlines to produce new assets and content, all while requests for more work and feedback for revisions are filed.

Work demands can be exacerbated when small teams need to collaborate across different time zones, make use of disparate unintegrated creative software solutions and shared storage space is limited or not available. These challenges can lead to diminishing returns in content quality, process inefficiencies and frustrated employees.

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 teams also offers plugins and integrations with apps (Adobe and third-party) to streamline workflows, while Creative Cloud Libraries enables teams to access shared project elements, driving efficiency and brand consistency.

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 apps and services to create a Total Economic Impact™ (TEI) study. [1]

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

READ THE FULL STUDY HERE ←

Weekly team time savings with Creative Cloud for teams
3.6 hours

Creative project productivity value
$428.5K

KEY CREATIVE CLOUD FOR TEAMS FEATURES ENABLING COLLABORATION

Several key features that Creative Cloud for teams offers and which drive collaboration at organizations include:

- Built-in shared cloud storage enables folder, file and library sharing for real-time collaboration.

- Team libraries allows users to collect, reuse and share brand style guides, Adobe Stock assets, colors, text styles and other elements across projects and Creative Cloud apps.

- Shared cloud documents enable users to collaborate on creative work and collect feedback on assets from stakeholders. Users also have easy access to their files from anywhere, across different devices.

- Desktop, smartphone and tablet access to Creative Cloud apps and services, as well as through integrated apps, enables users to work and collaborate on projects on their preferred devices.

- Version history functionality prevents users from losing time revising outdated or duplicate assets.

- Integrations with dozens of Adobe and third-party apps to streamline workflows.

INVESTMENT DRIVERS

Organizations had several goals around the employee experience and work output that led to their adoption of Creative Cloud for teams:

- **Driver: Enable greater collaboration among employees.** Interviewees shared that with employees working around the world, and each using various creative software for work, their jobs had become very siloed. To remedy this, decision-makers recognized they needed an integrated solution that equipped workers with the same capabilities provided by their various creative solutions. Furthermore, they needed a solution with shared cloud storage that would accelerate collaborative iteration on files through real-time interaction, reducing any team friction.

> **"It's nice to have access to the full suite of products and to be able to jump between different apps—it's seamless. It's a big benefit to us to know that these tools are the standard for our creatives when we collaborate with each other."**
> *Creative director, marketing*

- **Results: Employees worked together more frequently and to greater effect with Creative Cloud for teams.** 74% of surveyed Creative Cloud for team users at SMBs shared that they saw an improvement in team performance. Specifically, 66% cited greater collaboration among team members. A key factor driving time savings was Creative Cloud for team's shared cloud documents and cloud storage where large assets and files could be iterated on in real-time. This enabled team members to hold more virtual meetings where they reviewed content together and worked through making changes. Projects rarely got held up waiting on individuals to respond to an email and back-and-forth email

conversations altogether were cut down. In addition, Creative Cloud Libraries provided users with reusable project elements at their fingertips to leverage so they no longer started from scratch and could better maintain consistency across deliverables.

- **Driver: Integrate creative solutions with work apps used by stakeholders across organizations.** Employees' use of different collaboration and productivity apps often led to files needing to be reformatted or recreated because the assets were compressed or did not entirely carry over to their apps. This issue led to frustrations between team members trying to collaborate on projects. Decision-makers recognized the value of integrating these other apps to provide a streamlined work experience. Through Adobe's integrations with Google Workspace (Gmail, Docs and Slides), Jira Software, Microsoft (Teams, Word and PowerPoint), Slack and tools for work management and collaboration like Asana, Miro, monday.com, Mural and Smartsheet, decision-makers expected to streamline and organize creative efforts.

You indicated you integrated Adobe Creative Cloud solutions with apps. Please select use cases for this integration.

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Collaborating in real time on files	64%
Hub for sharing files	59%
Collecting feedback on files	58%
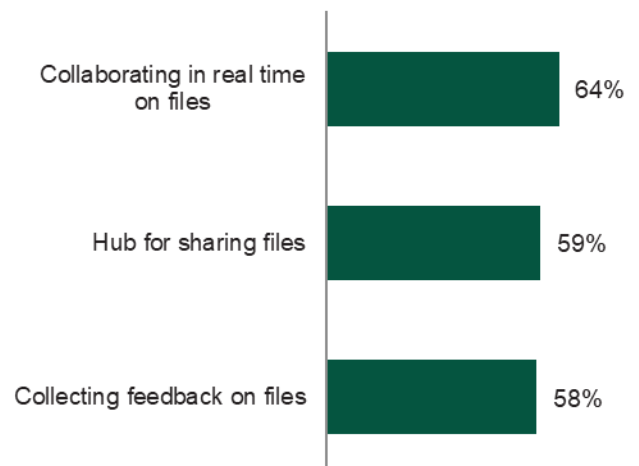
Base: 85 Adobe Creative Cloud for teams users

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

- **Results: Third-party app integrations break down work silos across organizations.** Through Creative Cloud integrations with third-party apps, workers were able to directly share project materials with others without experiencing technical setbacks that resulted in more work. Integrations increased opportunities for employees to collaborate by allowing them to work through their preferred chat apps. Version control capabilities with Creative Cloud helped employees to manage work on various file versions across apps and ensure that employees were working from the correct copy of files. Employees were able to reallocate this saved time toward improving the quality of assets.

- **Driver: Improve the employee experience.** Employees felt constrained by their inability to use Adobe's apps and services across devices and freely collaborate with colleagues. Prior to Creative Cloud for teams, employees that were recent college graduates or coming from large companies where they used Creative Cloud apps and services were disappointed to not have access to the full capabilities of the solution. By adopting Adobe Creative Cloud for teams and providing employees with Adobe's full suite of apps and services, interviewees hoped to remedy these frustrations and foster a positive work environment.

Higher quality output drove revenue generation

86%
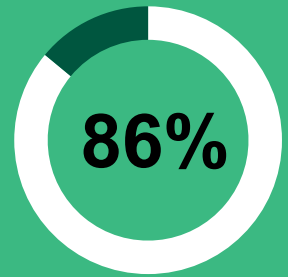
- **Results: Better employee experience led to higher quality of work.** Organization's investment in the solution resonated positively with employees: 92% of Creative Cloud for teams users felt the investment showed organization's willingness to support their creative team. The quality of work output among users began to rise shortly after. Having access to Creative Cloud on-the-go and its cloud documents freed employees to regularly share feedback with colleagues and continue with their work. Greater organizational alignment around using Adobe apps led to increased sharing of files and materials, making for more productive teamwork and richer conversations. The higher quality of work impacted organization's bottom line, among survey respondents whose organization saw increased revenue generation after adopting Creative Cloud for teams, 86% cited improved quality of output as a driver.

"**Adobe Creative Cloud for teams has yielded an increase in productivity and an increase in value for our brand as a whole. The self-service it provides and collaboration it supports is huge.**"

— IT ops and technical support manager, video games

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 Adobe Creative Cloud for teams apps 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 app management work by 90% by 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 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.