

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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