



ADOBE BUSINESS CONTINUITY PLAYBOOK

The COVID-19 pandemic has brought new challenges to every business, including Adobe. We're sharing the lessons we've learned in this six-part series.

Lesson #4

New ways of working can have lasting benefits.

Before COVID-19 the majority of business was done in person — from closing deals to dining out. The digital experience, while important to the customer journey, was often a companion to the in-person experience — not the main event.

Oh, how times have changed. Now, in a time when face-to-face transactions can't happen, we have concrete evidence that the digital experience has become absolutely essential.

Companies with a digital foundation in place have been able to move quickly to new ways of working. But even those that weren't as prepared are finding ways to adapt — some temporarily, while some will make their new ways permanent.

Families all across the globe are reeling from the challenges of schools closing down. And it's not just families with younger students. In the U.S., students at the Tyler School of Art and Architecture at [Temple University](#) were suddenly cut off from many of the design tools and resources they had on campus. While they were very accustomed to using digital tools, many felt they also needed the physical tools on campus. But they soon discovered just how much they could do online

and how the digital tools fed their creativity. “Having this experience and learning, along with our students, about how powerful Adobe Dimension and Adobe Stock can be, we have finally found a silver lining to moving our classes online this spring semester,” says Abby Guido, assistant professor of graphic and interactive design at Temple University.

The NSW Department of Education found that digital preparedness repeatedly pays off. During the Australian bush fires, they were able to push content to their 2,200 school websites and 1,400 Facebook pages notifying families about school closures. They used the same notification system for COVID-19.

Even as a digital transformation company, we’ve had to make our own big shifts. When faced with the realities of social distancing and shelter-in-place orders, we had to figure out how to move our Adobe Summit online — yet give our customers everything they love about a live experience, such as Q&A sessions and the networking and face time with speakers, peers, evangelists and experts.

In a mere three weeks, we dug in, looked at potential new technologies to use and worked very long hours to transition this huge, in-person live event in Las Vegas to be entirely virtual with numerous keynote presentations and 100+ breakout sessions. All of which were filmed from the presenter’s living rooms. But like all things done in a short amount of time, we ran into challenges.

“We quickly realised that producing the same high-quality videos we always do would be impossible, given the current situation,” said Sergio Claudio, senior director of adobe.com enterprise. “And doing them live added all kinds of risks, like interruptions or running too long.” So, we pivoted to pre-recorded videos, which we could edit. There was also another benefit to pre-recording the videos — we could translate them into other languages, including Japanese, French and German. For questions and chat, we used a combination of a live handoff and AI.

We also had to consider how people would consume the content. We determined flexibility was key. Rather than long presentations, we created shorter videos they could watch at their convenience, with chapters so they could jump to the content they needed most.





Think of the digital experience as the main event, not an add-on, and make it as rich as the in-person experiences they've come to expect from you."



Sergio Claudio

Senior Director of Adobe.com Enterprise
Adobe

We learned a lot in the process. By making the presentations virtual and free to everyone, the event was instantly more accessible to more people. Yet we also learned that people want live presentations and interactivity. So, we're looking at a hybrid approach for our next event.

With COVID-19 keeping so many people at home, audio streaming service Tuneln found a way to deliver a personalised digital radio UX when people needed it most. Tuneln's workforce was also working at home, so they had to adapt their workflows as well as the experiences they were delivering. Fortunately, they had moved to Adobe XD a year ago and already were designing voice prototypes, wireframing and collaborating with each other in-app. "We have the ability to share everything in the cloud and we have the ability to push our new designs to everybody as a team. That's been a big advantage for us right now," says Hongwei Huang, senior product designer at Tuneln.

Whether you're moving to virtual events, supporting a workforce working remotely or reinventing how you do business in a crisis, it's about building relationships for both employees and customers. And creating long-term value for your efforts.

KEY TAKEAWAYS:

- Think digital first by making the digital experience the main event, not an add-on.
- Invest in digital tools that will ease the transition to new ways of working.
- Consider how your content will be consumed in times of remote working and more distraction.
- Streamline your workflows to enable collaboration and quick action.
- Be forward thinking — changes you make now will have lasting value.

[Explore the whole playbook.](#)



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