Adobe unlocks creative velocity.

IT team supports design-led culture with delivery of Adobe Creative Cloud for enterprise software to all employees using Single Sign-On capability.

Adobe

"With Adobe Creative Cloud for enterprise we allow Adobe employees and enterprise customers to link their corporate credentials to Adobe ID seamlessly."

Gerri Martin-Flickinger, CIO, Adobe

The Bully Project Mural

SOLUTION
Adobe Creative Cloud for enterprise

RESULTS

SIMPLIFIED MANAGEMENT
Deployed 12,000 Adobe Creative Cloud licenses with directory federation for easy roll-out and management

UNIVERSAL ACCESS
Provided employees with one secure login to access creative apps and services using the same Single Sign-On mechanism they use for 200 other applications and online services

ENABLING CREATIVITY
Empowered employees to enhance the quality and creativity of content, benefitting both creators and target audiences

SELF SERVICE
Gave employees flexibility to download software on an as-needed basis

Adobe

Established in 1982

Employees: 12,000 worldwide

San Jose, California

www.adobe.com

CHALLENGES

· Provide all employees with Adobe creative apps and services

· Simplify access to software and boost security using Single Sign-On capability

· Streamline employee onboarding and creative software management

"Adobe Creative Cloud for enterprise has enabled our IT team to deliver a consistent experience to all of our employees."

Ron Nagy, Senior Evangelist, Adobe
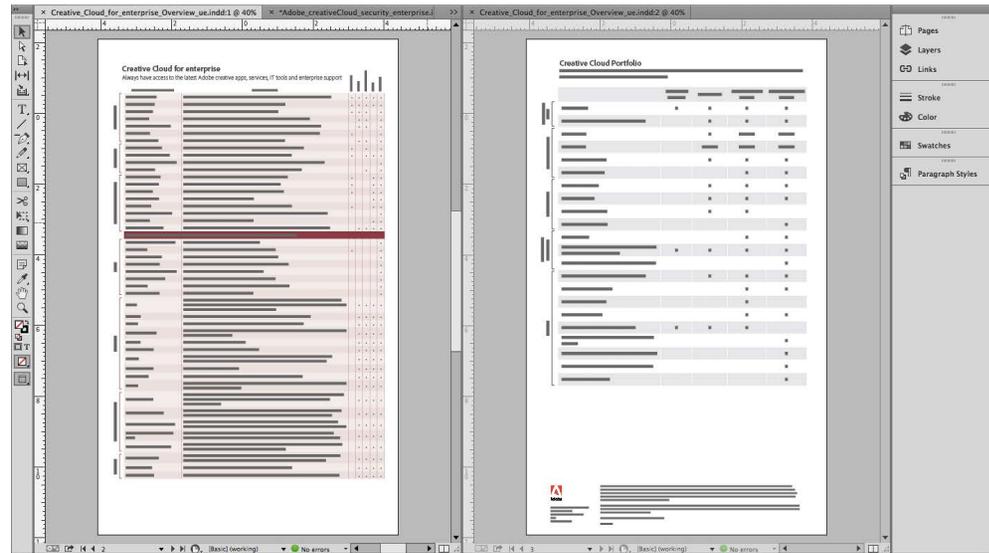
Supporting creativity enterprise-wide

On a regular basis, Adam Pratt spends time editing images, creating documents, or building video and audio tutorials using the very latest creative applications. What might come as a surprise is that Pratt isn't working for a leading creative agency or post-production facility—he is a Senior Marketing Manager for sales enablement at Adobe. Built on creativity and dedicated to continuous improvement, Adobe develops desktop and mobile apps for creative professionals, and its employees are also prolific users of the tools.

To foster original thinking and encourage design to be a part of everyone's work, Adobe provides all employees with access to Adobe Creative Cloud for enterprise. While the company knows that not everyone will dive into editing their own videos with Adobe Premiere Pro CC or create a website using Adobe Muse CC, the universal access creates an environment where employees are empowered to use design to positively influence the quality of their work.

Pratt uses a range of tools, from Adobe Photoshop CC, Illustrator CC, and InDesign CC for print materials to Adobe Premiere Pro CC and Audition CC for video training content. "With Adobe Creative Cloud for enterprise I get access to powerful, professional tools that allow me to create anything I want—a simple 1-page document, a 12-page white paper with detailed graphics and interactivity, or a video tutorial with audio and screenshots," says Pratt. "The sales teams I support get great sales tools that look professional and are based on standard PDF, HTML, and video formats that are easy to access and consume."

"Adobe employees can access Creative Cloud using the same login that they use for 200 other enterprise applications and online services, which is a huge benefit."

Den Jones, Senior Manager of IT Security, Adobe

Simplified software deployment and management

Through its internal Adobe@Adobe program, the company deploys and implements Adobe software to employees before it is publically released. This was the case in late 2014 when Adobe charged its IT team with rolling out Creative Cloud with Single Sign-On (SSO) to 12,000 employees using its new federated ID service provider, Okta. SSO is enabled using SAML 2.0, an industry-standard protocol, which connects enterprise identity management systems to cloud service providers such as Adobe.

"Adobe Creative Cloud for enterprise has enabled our IT team to deliver a consistent experience to all of our employees," says Ron Nagy, Senior Evangelist with the Adobe@Adobe program. "Our challenge was to quickly deploy Okta and Adobe Creative Cloud for enterprise to all employees, and we accomplished that goal."

Den Jones, a Senior Manager of IT Security at Adobe, was part of the team that rolled out the software and the new federated SSO model. He and his team are also responsible for provisioning accounts and access to services for new employees. The new identity provider with SSO capabilities enables seamless provisioning and account management, which reduces operational costs and improves user onboarding and exit time.

"We onboard approximately 40 new employees a week and now they get an Adobe Creative Cloud account as part of their onboarding process," says Jones. "We have 12,000 Adobe Creative Cloud for enterprise licenses that we need to manage and that need to be synced with our active directory. Using our identity provider and SSO is the easiest and best way to look at and manage all accounts and entitlements."

Employees benefit from SSO and access to creative apps

Like many large organizations, Adobe employees access many systems to perform their jobs. This has only increased in recent years with many services accessed in the cloud. SSO makes it possible for Adobe employees to log on to their desktop computers only once and have access to all of the sites and services they need without re-entering their passwords each time.

"Because we have deployed Creative Cloud for enterprise with Single Sign-On, Adobe employees can access everything it has to offer using the same login that they use for 200 other enterprise applications and online services, which is a huge benefit," says Jones. "When employees need any Creative Cloud apps or services, they can easily leverage the self-service feature to download them in just a few minutes time."

"Adobe Creative Cloud for enterprise helps us create a really collaborative, design-led environment."

Steve Gustavson, Group Creative Director, Adobe

Access to the software benefits employees in many ways. For Todd Burke, a Principal Solution Consultant with Adobe supporting the enterprise sales team, having easy access to all of the apps and services helps him work with enterprise customers, many of which are new to Creative Cloud. Burke uses Creative Cloud in collaborative ways, which helps customers understand its value as a powerful creative platform.

"I recently gave an Adobe Creative Cloud overview to a large group of apparel designers," says Burke. "To best understand how they work, I had them place a few of their design files in the asset sharing service in Creative Cloud. They didn't realize how powerful it was, and this opened the conversation to rolling out Creative Cloud collaboration services at the company much faster."

The hub of creative expression

Of course, the value of the software to employees is most evident with the Adobe Studio team, the company's internal creative agency. Steve Gustavson, Group Creative Director for enterprise marketing at Adobe, has noticed a definite increase in efficiency with the latest release. "Adobe Creative Cloud continues to offer new ways for us to be creative and productive," he says. "For example, we use Creative Cloud collaboration folders so we can easily share templates, assets, and keep everyone on the same page. And with Enterprise ID, we know everyone will be on the latest version and have complete protection of our information and files. Adobe Creative Cloud for enterprise helps us create a really collaborative, design-led environment."

Cindy Yep, an Associate Creative Director, works with apps such as Illustrator, Photoshop, and InDesign daily. She works on marketing, brand identity, and product identity projects, managing the expression of the Adobe brand across different media. Coming from an agency background and working with Adobe creative apps throughout her career, Yep appreciates both the desktop app integration and the convenience of working with mobile apps to meet the company's high design and creativity expectations.

"The ability to access all of the apps in Adobe Creative Cloud and the integration among apps is much more reflective of how the world works and gives us a lot of creative freedom to tell stories in new ways," says Yep. "I love the Adobe Lightroom for mobile app and use it to look at selects from a photo shoot on my phone or mobile device when I'm on the road."

Yep also appreciates the universal access and the simplicity of SSO. "The deployment of Creative Cloud is transparent to users and I don't have to go through multiple layers of authentication before I can get to work," she says. "I'm not a video producer, but if I decide that I want to create something in Adobe Premiere Pro CC I can just download the app without having to contact IT to give me access."

SOLUTION AT A GLANCE

- Adobe Creative Cloud for enterprise. Apps used include:

  - Adobe Audition CC

  - Adobe Premiere Pro CC

  - Adobe After Effects CC

  - Adobe Photoshop CC

  - Adobe Illustrator CC

  - Adobe InDesign CC

  - Adobe Muse CC

  - Adobe Lightroom for mobile

For Adobe IT, the rollout of the software with SSO to all employees means that everyone has easy access to the creative tools they need to do their best work. Employees can now seamlessly incorporate design into their daily activities, enhancing the company's creative footprint and helping to deliver more successful and engaging brand experiences.

"It is a privilege to be customer zero for Adobe's products and services and address the benefits within an enterprise environment," says Gerri Martin-Flickinger, CIO at Adobe. "With Adobe Creative Cloud for enterprise we allow Adobe employees and enterprise customers to link their corporate credentials to Adobe ID seamlessly. We are making user access to Creative Cloud apps and services easier for our employees and our enterprise customers."

For more information
www.adobe.com/creativecloud/buy/enterprise.html