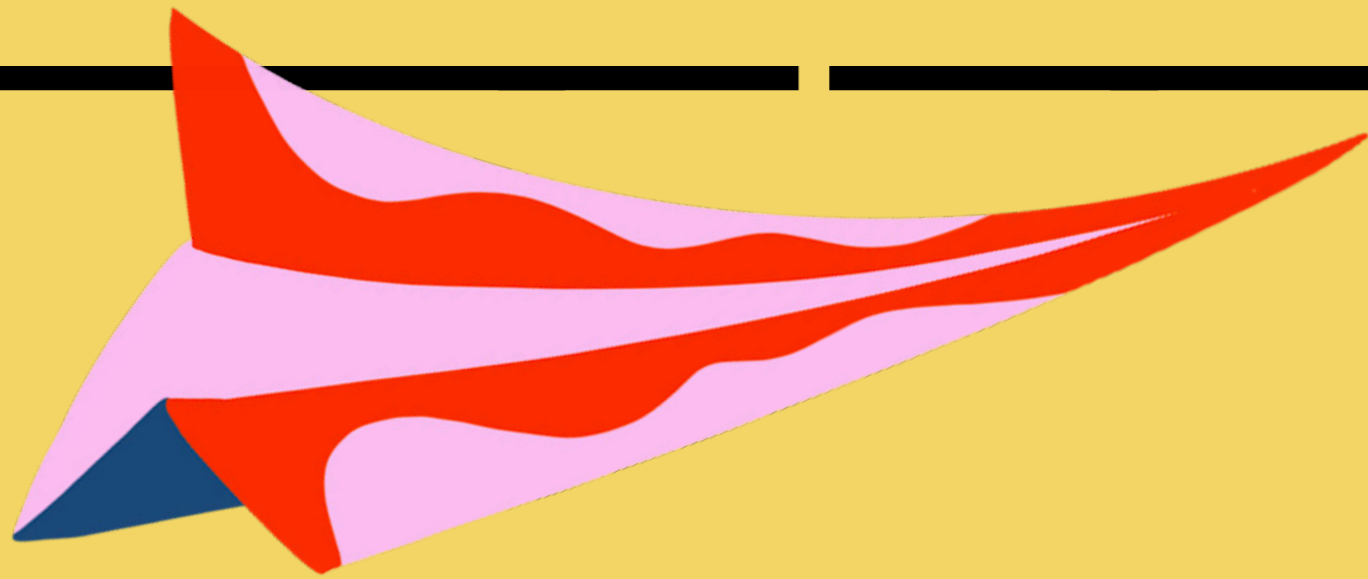# CONNECTING THE DOTS

How Adobe Creative Cloud for teams empowers collaboration

The creative industry has never had to move so fast. As companies increasingly rely on digital media to engage audiences, pressure is applied to individual creatives, studios and larger agencies to produce more content than ever before – and for multiple channels. As people's attention continues to move at rapid speed, creative content has to work harder to stand out and be delivered at an ever-increasing pace. In fact, a report conducted by Adobe and Forrester reveals that 81 per cent of consumers expect a frequent refresh of content, meaning creatives are under pressure to create more assets and deliver more campaigns. It's exhausting just thinking about it.

These new demands require new ways of working. That's why Adobe is transforming the way creative teams collaborate. Adobe Creative Cloud for teams – an industry-leading suite of apps and cloud services, including Illustrator, InDesign, After Effects and more – is designed to aid optimisation in the content-production process. From shared libraries to cloud-based reviewing tools, Creative Cloud for teams provides everything you need to fuel your team's creativity and productivity across three key areas: Shareability, Visibility and Scalability. This empowers creatives to do more in less time making space for thinking, imagination, or even just a moment to breathe.

Sharing files seamlessly and at speed

SHAREABILITY

From tedious upload times to the troublesome task of granting your colleagues file access, sharing creative assets can be a drain on motivation and time.

Creative Cloud for teams was built to make sharing seamless, allowing creatives to concentrate on what they do best. A hectic server of files is now a distant (and painful) memory for Caterina Bianchini, founder of London-based Studio Nari, a creative consultancy and branding studio. "Everything took so much longer under the archaic system of keeping files on a server," she says.

Since Caterina started Studio Nari in 2021, she's been utilising Creative Cloud for teams, which she says allows her team to "work at pace" and in peace. We meet Caterina to find out how.

Sharing storage
Studio Nari's pace of growth in recent years has been impressive; the award-winning design studio grew to a team of ten in just six months, and is now creating boundary-defying work for clients like Nike, YouTube and Apple. "We use Creative Cloud for teams every single day – it's the way we run the

studio," says Caterina. Collaboration has been key in encouraging Studio Nari's growth: "The shareability of Creative Cloud for teams' shared libraries allows us to work in a more collaborative way, as you can quickly look at what other people are doing," the founder continues. "We have to work at a really fast rate, and being able to quickly dip in and out of each other's files saves so much time." And by freeing up time spent on admin, Studio Nari can spend more on ideation. "You almost need everything other than your imagination to be super efficient, because that allows you to put 100 per cent of your work into creative thinking," Caterina explains. "Having these accessible ways of sharing and collaborating quickly not only creates momentum but also allows for further exploration, ideation and creativity. It's amazing."

Sharing files
Sharing files is just the start – Creative Cloud for teams also lets you save restrictive hard drive space by sharing cloud storage. Each user has 1TB of storage, but this can be pooled together and redistributed to team members who may need more. "I would definitely use pooled storage," says Caterina. "It'd be a huge benefit, especially if you're up against it. Having that bit of extra space

on your computer to allow you to render something while working on another file at the same time would be massively beneficial."

Quality control
When working with their "extended family" of freelancers, Caterina says shared Creative Cloud Libraries have made onboarding people much faster. She explains: "I'm able to give freelancers an overview of the project through shared files and set up an Illustrator document, for example, with notes on the side explaining how to use the file. It feels extremely fluid and easy."

Working with freelancers
Of course, speed is only half the story. Content today has to be high-quality in order to stand out. By boosting shareability, Creative Cloud for teams can help maintain brand consistency and the quality of creative work. "It helps with quality control across different designers and devices, as we know that we're all using the same type settings, colour swatches and textures, for example," says Caterina. "This means that throughout the project, even if you're working really quickly, the work will feel consistent in terms of its level of detail and finesse. It allows for really tight coherency."

Gain a 360 view of all creative assets

VISIBILITY

Scenario one

"A client has changed their mind and would like to revert back to the logo and colour palette from two months ago."

Solution: With Creative Cloud for teams' 180 Day Revision History, restoring previous versions of your creations is easy. Rather than having to do (or undo) your work all over again, you can quickly restore the logo and palette – or any other asset – that your client prefers.

Scenario two

"A team member has moved onto pastures new and has accidentally left some files unshared... for a deadline you have today."

Solution: Company Asset Protection gives you peace of mind knowing that your assets can be reclaimed. This makes sure you have total control over any circumstances, so that company assets can't end up lost. Phew!

Scenario three

"You work in IT, project or office management and spend too much time renewing or reallocating individual Adobe licences each month."

Solution: You can manage all Adobe licences in one place within Creative Cloud for teams' Admin Console. This not only simplifies billing under one contract, but can make licensing costs more visible and therefore predictable. There's also potential to unlock savings as it becomes easier to track how many licences you need and to reallocate subscriptions when people leave the business.

Scenario four

"You've made a significant change to a brand's creative direction and you need to make sure the team starts using the new assets immediately."

Solution: Shared Creative Cloud Libraries make sure your entire company has access to the most up-to-date brand assets. The library seamlessly integrates with team members' applications, removing the need for downloads and the risk of outdated files sneaking into new work.

Scenario five

"A project demands lots of stock footage. After buying the licences you need, you discover a colleague has already got the same files."

Solution: Creative Cloud for teams' Shared Stock Licensing tells you when your studio has already licensed a photo or video. This means you'll never double up on purchases again, saving your studio money wasted on duplicates.

More assets = more admin. As creative companies have to produce greater volumes of content at speed, keeping track of all the assets and applications can get a little messy. That's why Creative Cloud for teams is designed to provide 360 visibility across all creative work and software.

In the daily life of a creative, this capability can solve countless challenges. The following scenarios may sound familiar, but each can offer solutions to the future problems of your creative team.

Staying agile as you grow

New clients, new teammates, maybe even a brand new office; growing your creative company is no doubt something to celebrate.

But scaling up can also bring new challenges. Creative Cloud for teams is designed to support your business as it grows, helping you collaborate more effectively, manage IT costs more easily and maintain brand consistency. Developed with creatives in mind, we sat down with Bart Van de Wiele, head of solutions consulting at Adobe, to learn about capabilities that have been purpose built for creative growth. Cheers to that.

Streamlining feedback

Creative collaboration can quickly become unwieldy when more than two parties are involved. To further understand this process, Bart has a consideration. "Where and how do graphic designers lose time?" From my experience when I used to work as a graphic designer, it is with feedback," he says. "The problem is that there's not really a collaboration tool out there specifically for designers." In turn, creatives often resort to email to discuss feedback, which can be time consuming.

And without being able to annotate the piece of work directly, a lot can get lost in multichannel communication. Creative Cloud for teams' Cloud

Documents can change all of that, enabling cloud-based reviews of work in Illustrator, Photoshop and InDesign, even if shared with an individual who doesn't have a licence themselves. Documents can be reviewed by anyone with the URL and you can add comments and annotations directly onto the work. "This makes collaboration very scalable," says Bart. "And by saving you time during the feedback process, you have more time to create."

Centralising software deployment

Making sure everyone has the latest software is easy when you're a company of ten. But what happens when this becomes 60? Thanks to Creative Cloud for teams' centralised deployment tools, IT or office managers no longer need to install software onto individual employees' laptops. Instead, a bundle of apps can be added to someone's computer automatically. And when there is a software update, managers can update their entire network. "By giving them control over these processes, we want to give IT teams peace of mind," adds Bart. IT teams and office managers additionally save time on licensing, only needing to engage in the renewal process for their entire company once, since all licences sit under one plan.

Integrating brand assets

As companies grow, more people will need access to key brand assets – and

they'll likely need to use them in more places. If you are working in PR, for example, you may need to download the latest company logo, product shots or fonts for a presentation. That simple task can be a huge challenge. Often, the first barrier is knowing where the files are. "It helps nobody if you can only find the logo hidden deep in the jungle of your company server," says Bart. "And then that logo is called Logo2def_final_B." After locating the right file, you might open it in a new application and find the colours look different. Unsure if you've even chosen the most up-to-date file to begin with, this kind of workflow is the enemy of brand consistency.

But what if a library of up-to-date company assets – managed by just one or a few select brand ambassadors – was integrated into all your applications? What if you could add the latest logo to your presentation with a single drag and drop?

Creative Cloud for teams' shared Creative Cloud Libraries integrate with apps from multiple other businesses, including Microsoft, Google and Slack. If the brand ambassador changes an asset, the library will update across all users' devices and applications. "It is very scalable, because anyone can access the assets in any integrated application through subscribing to the library URL. That is where you win time."

CONCLUSION

As Studio Nari's Caterina Bianchini pointed out, Creative Cloud for teams lightens the load of non-creative tasks so you can get on with dreaming up your next award-winning idea. It can speed up sharing work, retrieving old versions, discussing feedback and onboarding new team members. As well as saving time, it can save your studio money as you manage your licences and subscriptions all in one place.

By offering greater flexibility on your creativity, Creative Cloud for teams streamlines a team's workflow to increase productivity. In short, it can make your teams more efficient, more collaborative and more creative. Keeping up – and staying ahead – has never been so easy.

Find out more about the benefits of Creative Cloud for teams at Adobe.com.