



Adobe Systems
A Case Study in Presentation
Asset Management

Background: Corporate Branding and Presentation Assets

Adobe Systems helped launch the desktop publishing revolution in 1982 with products that make it possible for customers create, manage, and deliver visually rich, compelling, and reliable content. With a strong corporate brand identity to protect and a commitment to producing only superior content, it was important to Adobe to provide its sales team with access to current, pre-approved slides, images, movie and sound files.

Adobe needed a way to provide presentation materials and support to their worldwide offices and sales force. They were struggling with finding a distribution method that would efficiently meet their requirements and make updated product and company information available across the company. The system in place was fairly inefficient; requiring a great deal of administrative time and effort spent emailing PowerPoint presentations on request or as new material was developed.

The Need: Automate Access to Approved Presentation Resources

One of the biggest challenges Adobe's content developers faced was keeping up with the sales teams' frequent requests for presentations, product images, and individual slides. The administrative tasks were taking valuable time away from developing new material and updating existing resources. In addition, employees needing material quickly had to submit a request and wait for it to be fulfilled – or risk using outdated material.

According to Nicole Williams, a presentation specialist at Adobe, "I often found myself backlogged with requests for archived presentations. Presentation Librarian made my life much easier. Before, after a presentation had been created and presented, I would keep a backup of the presentation on my hard drive. When an Adobe employee wanted a copy sent to them, I would have to stop what I was working on and email the presentation as an attachment. This got to be a real headache when thirty or so people a week were requesting presentations."

"A large part of my time was spent replying to email requests for presentations, many wanting just one slide from an analyst or employee meeting. Each month I also shipped CDs with these presentations to the sales force so they could re-purpose slides and so the messaging would be consistent around the globe. It was getting harder and harder for me to keep up with the requests and the archiving."

The Solution: Presentation Librarian Enterprise Edition

After Adobe implemented Presentation Librarian Enterprise Edition, increased productivity and efficiency came quickly. With Librarian, employees can log onto a secure Intranet site and access current corporate presentation resources quickly by doing a simple keyword search.

“Now, after I complete a presentation, I load it into the Presentation Librarian where it can be accessed by any Adobe employee via the web,” Williams says.

“An employee needing a presentation can go to our designated site and either do a keyword search or simply click in the appropriate folder to find the slides. Users can customize their download by searching through the automatically generated thumbnails created by Presentation Librarian and simply place a check mark under the slides they want. Presentation Librarian will then download the slides they have selected to their computer. What's really cool about this is that they don't need to download the entire presentation,” says Williams.

This allows presenters to locate and access only information they need, rather than comb through old files on their hard drive, email coworkers looking for material, or recreate presentations that may already exist somewhere else in the company.

In addition, by encouraging presenters to use slides from the corporate library instead of developing their own, Adobe has been able to standardize and control the quality of presentation materials used throughout the company. “I can also credit Presentation Librarian in helping maintain brand consistency. The sales force now downloads the same presentations which have been used and approved by product managers, instead of creating their own,” continues Williams.

The Results: Enterprise-wide Presentation Access, Consistent Branding

“After we found Accent Technologies and started using Presentation Librarian everything changed,” Williams says. “It was and is an incredible lifesaver.”

With Presentation Librarian, Adobe employees have instant access to a pre-approved library of presentations, templates, slides, corporate logos, product images and marketing resources. In addition, presentation content developers like specialist Nicole Williams can spend time creating new presentations rather than fulfilling administrative requests for existing materials.

Williams says, *"The sales force loves it and so do other employees who like not having to create presentations from scratch or want current company information or product graphics. I have never seen better customer service and the Librarian software is excellent. I highly recommend it."*