# 3B Scientific works globally to deliver valuable learning solutions.

Manufacturer of medical education equipment and content enhances collaboration with Adobe Creative Cloud for teams.

3B Scientific

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Joseph Allen, senior graphic designer, 3B Scientific
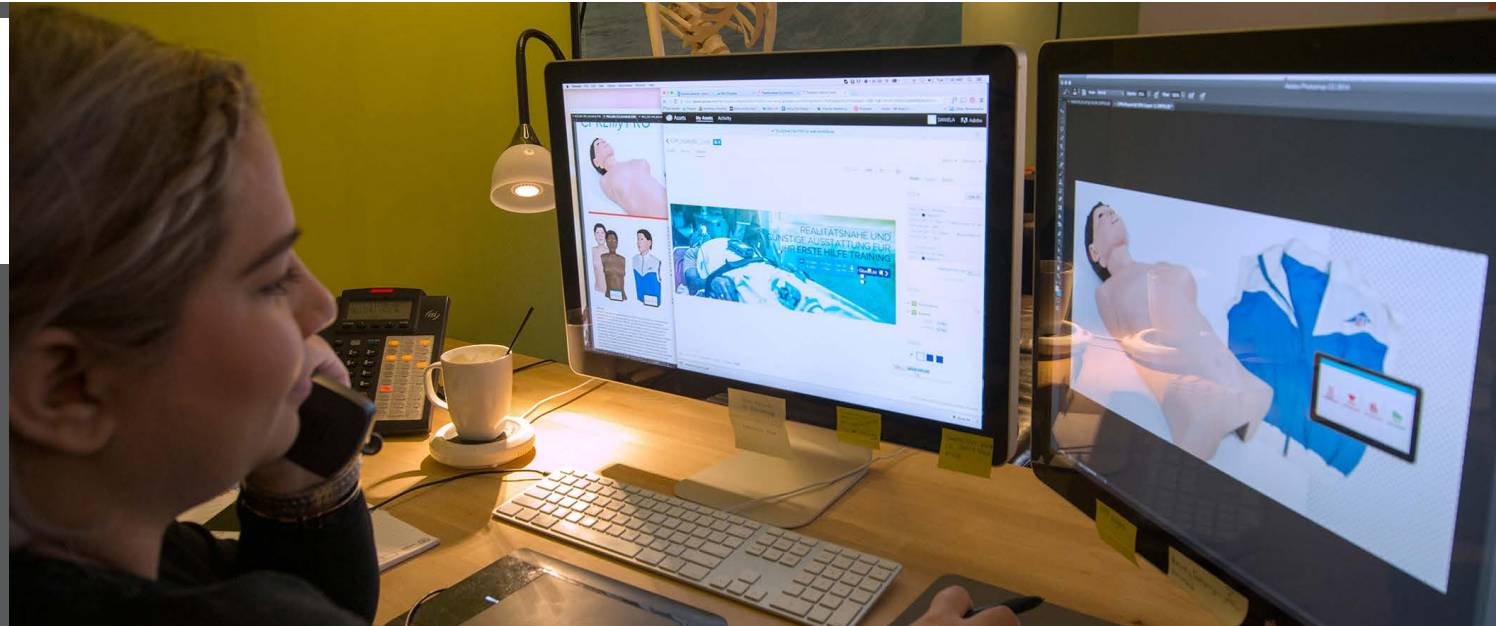
SOLUTION

Adobe Creative Cloud for teams

RESULTS

BUSINESS EFFICIENCY
Eliminated need to purchase and manage individual software licenses by switching to Adobe Creative Cloud for teams

COLLABORATION
Standardized software versions across global offices, enabling easier collaboration

INSPIRATION
Encouraged new creative projects with access to a wide range of software and the latest features

SHARED STORAGE
Simplified file sharing through cloud storage

3B Scientific

Established in 1948

Employees: 800 worldwide

CHALLENGES

· Improve collaboration between creative teams in the United States and Germany

· Standardize on the same software versions for better productivity

· Push creative limits through new workflows and software

"Now with Creative Cloud for teams, we can also experiment with new software at any time to expand our skills and creative offerings."

Joseph Allen, senior graphic designer, 3B Scientific

Companies working together worldwide

The international group of companies known as 3B Scientific specializes in the manufacturing and marketing of educational materials for the science and medical fields. With representation in more than 100 countries, 3B Scientific produces product lines that include artificial skeletons, anatomical models, medical training simulators, acupuncture and therapy products, and a wide range of biology, chemistry, and physics equipment.

3B Scientific is headquartered in Germany with affiliated companies throughout the world. "Our U.S.-based marketing team often works with counterparts in Germany. But we weren't using the same software versions," says Joseph Allen, senior graphic designer at 3B Scientific. "We often spent time converting files before sharing them, which reduced our productivity."

3B Scientific decided to standardize its creative staff on Adobe Creative Cloud for teams. "Adobe Creative Cloud for teams offers a fantastic pricing value compared to purchasing all of our software individually," says Allen. "We can work on the same software versions globally and simplify our workflows by easily sharing files."

Collaborating across borders

In addition to the benefits that come with standardizing software, 3B Scientific takes advantage of the cloud storage available with its Adobe Creative Cloud for teams membership to make sharing files even simpler. When downloading files to individual desktops and working with colleagues in different time zones, it can be difficult to keep track of which files are the most recent. Cloud storage solves this problem, helping marketers around the world quickly locate the latest versions of projects and files.

"Rather than emailing files back and forth, the cloud storage gives us a central area to store and sync files," says Allen. "It streamlines our processes to make collaborating anywhere in the world incredibly simple."

Leveraging the latest creative tools

The marketing team at 3B Scientific uses Adobe Creative Cloud for teams to develop a wide range of documents and projects, including catalogs, brochures, logos, internal documents, websites, mobile design ads, direct mail pieces, and even T-shirt designs. Adobe Photoshop CC provides excellent image enhancement tools, while Adobe Illustrator CC is the go-to solution for logos and graphics. Adobe InDesign CC supports creative layout for print pieces.

Although the marketing group previously used Final Cut Pro for video editing, the company is taking advantage of the wide range of software in Adobe Creative Cloud for teams by switching to Adobe Premiere Pro CC and Adobe After Effects CC. "Working with Adobe Creative Cloud for teams means that we have all of the creative tools we need at our fingertips," says Allen. "We save money because we don't have to purchase any other licenses."

SOLUTION AT A GLANCE

· Adobe Creative Cloud for teams.
  Apps used include:
  · Adobe Photoshop CC
  · Adobe Illustrator CC
  · Adobe InDesign CC
  · Adobe Premiere Pro CC
  · Adobe After Effects CC

In addition, the marketers appreciate ongoing software updates that keep them abreast of the latest features. "Now with Creative Cloud for teams, we can also experiment with new software at any time to expand our skills and creative offerings," says Allen. "Our graphic designers, in particular, appreciate the chance to play around with the software." For instance, marketers are looking at ways to streamline image workflows with Adobe Photoshop Lightroom.

Adobe Creative Cloud for teams also syncs projects, settings, and even fonts for users who take their work home with them to finish on their work laptops. By creating seamless workflows and collaborative processes, Adobe Creative Cloud for teams enables the global marketing team to be more efficient and productive.

"Coordinating with colleagues in Europe and Asia can be a time-consuming process. There are many opportunities for our lines to get crossed, which can cause miscommunications and delays," says Allen. "With Adobe Creative Cloud for teams, we're improving our communication and collaboration, which ultimately enhances our ability to share valuable knowledge with customers worldwide."