

Oestreicher+Wagner surprises and delights clients day in and day out.

Branding, design, and interactive firm develops and delivers high-impact content using Adobe Creative Cloud for teams.

OESTREICHER+WAGNER

"Adobe Creative Cloud for teams gives us the ability to grow creatively across departments and expand our business."

*Thomas Eusterholz, managing director,
Oestreicher+Wagner GmbH*



SOLUTION

Adobe Creative Cloud for teams

IN PARTNERSHIP WITH



RESULTS



CUTTING EDGE

Gained access to the latest features and expanded into new areas, such as video and animation

UP TO **40%**
FASTER

SIMPLIFICATION

Reduced time associated with software deployment and license management by as much as 40%



CREATIVITY

Enabled teams to do outstanding work and expand creatively when equipped with industry-leading creative software



PREDICTABLE SPENDING

Enables better forecasting and budgeting for IT expenditures

Oestreicher+Wagner GmbH

Established in 1927

Employees: 100

Munich, Germany

www.oew.de

SYSPRO UG

www.syspro-sg.de

CHALLENGES

- Equip print and digital artists with cutting-edge creative software
- Expand creative possibilities and business opportunities
- Keep up with the latest software versions and features
- Streamline software management and reduce costs



A history of innovation

Oestreicher+Wagner (OE+W) has been an icon in the design, prepress, and production industries in Germany for more than 80 years. With approximately 100 employees, OE+W is a renowned media powerhouse serving long-time customers worldwide in industries ranging from automotive to food and fashion.

Several years ago the firm expanded beyond its expertise in prepress and published print pieces to offer clients more interactive services. The aim was to enable OE+W clients to engage its customers in immersive multimedia experiences delivered via traditional websites, mobile sites, and other channels.

Today, the company's services span the breadth of media production, with three photo studios, professional retouching and composition, desktop publishing and layout, as well as digital printing. In addition, the firm's interactive division handles all things interactive; collaborating closely with clients to design and develop websites and mobile apps. Custom content management solutions and e-commerce applications round out OE+W's interactive portfolio offerings.

Commitment to high-quality, compelling content

OE+W has always been on the cutting edge of design and technology, embracing tools to provide its clients with the most impactful content, and targeted audiences with memorable experiences. Integral to OE+W's work over the years has been the use of Adobe creative software. "We began using Adobe Photoshop and other Adobe creative tools years ago," says Roland Fellner, head of IT and systems at OE+W. "Even now much of our work relies on photo retouching and publishing, so Adobe software has always been vital to our success."

"Our move to Adobe Creative Cloud for teams is helping us realize time savings of up to 40% on software deployment and license management."

*Roland Fellner, head of IT and systems,
Oestreicher+Wagner GmbH*



As a long-time Adobe customer, OE+W's IT and creative teams were instantly intrigued when they heard about Adobe Creative Cloud, especially after learning more about how membership would give staff faster access to full versions of popular Adobe applications.

Easy management, accelerated access

The firm originally joined Adobe Creative Cloud through individual memberships to explore the tools. But, with the help and advice from reseller Syspro, they quickly took advantage of Adobe Creative Cloud for teams. The centralized Admin Console in Creative Cloud for teams reduces IT overhead for OE+W and accelerates deploying software by providing a single view into license management. Equally important, Creative Cloud for teams helps the company's finance managers to more easily predict spending. "For our team, upgrading to an Adobe Creative Cloud for teams allowed us to scale as needed. We can add or change user licenses easily, versus having individual memberships, which helped support our business," says Fellner.

Creative Cloud for teams enables OE+W to quickly address changing client and team requirements with the flexibility to easily reassign licenses without having to deactivate a license at an individual workstation. "Our move to Adobe Creative Cloud for teams is helping us realize time savings of up to 40% on software deployment and license management," explains Fellner. "With built-in tools like Creative Cloud Packager, we can instantly distribute software based on users' needs, whether prepress, photo retouching, or other design uses."

Expanded toolset at the click of a button

OE+W has expanded the number of seats of Creative Cloud for teams, and now has the flexibility to equip and scale its computer-generated imagery (CGI) unit with the video and effects software needed to manage CGI, post-production, video, and other activities.

"Adobe Creative Cloud for teams gives us the ability to grow creatively across departments and expand our business."

*Thomas Eusterholz, managing director,
Oestreicher+Wagner GmbH*

SOLUTION AT A GLANCE

- Adobe Creative Cloud for teams. Components used include:
 - Adobe After Effects CC
 - Adobe Edge Reflow CC
 - Adobe Illustrator CC
 - Adobe InDesign CC
 - Adobe Photoshop CC
 - Adobe Premiere Pro CC
- Adobe Digital Publishing Suite, Enterprise Edition

For many at OE+W, rapid success with Adobe Creative Cloud for teams wasn't surprising given many users' previous positive experiences with Adobe. "Adobe software is woven into the fabric of our company," Fellner says. "Adobe Creative Cloud for teams gives us the assurance that all our departments can collaborate easily using the latest versions of Adobe software and take advantage of the newest features to experiment creatively."

Multiple departments within the company use Adobe creative software to accomplish their daily tasks. For example, OE+W needs the latest version of Adobe Photoshop CC to support 64-bit performance enhancements that enable teams to better manage large files, from 500MB to 6GB. For the firm's retouching professionals who work with many layers to create new photos the results are noteworthy, with OE+W clients appreciating the engaging photos that present their products in the best light.

Other groups at OE+W rely regularly on Adobe InDesign CC to layout sophisticated brochures and catalogs for clients. The high-resolution materials can be converted quickly to PDF for streamlined delivery. At the same time, Adobe Illustrator CC is used by creative teams to create icons and symbols that precisely convey the nuances of each client's brand.

Pushing creative boundaries

OE+W has adopted Adobe Edge Reflow CC to mock-up initial screens of websites for client review and have started experimenting with Adobe Edge Animate CC. The company has also begun creating short films for websites and is exploring the possibility of integrating video into interactive brochures for clients. "With Adobe Creative Cloud for teams, we're finding new uses for Adobe software," says Fellner. "Access to more software is encouraging us to explore options for expanding services, with teams looking closely at tools such as Adobe After Effects CC and Adobe Premiere Pro CC for video production."

Additionally, the company has started using Adobe Digital Publishing Suite, Enterprise Edition to transform traditional layouts of printed brochures into interactive pieces that include video and other elements; the more dynamic materials are published to tablets for greater reach and impact of client content.

"Adobe Creative Cloud for teams gives us the ability to grow creatively across departments and expand our business," says Thomas Eusterholz, managing director at OE+W. "We benefit from having access to the latest features in software we've used for years, as well as having the flexibility to explore applications to take our business in new directions."

