

Adobe® Creative Cloud® for teams & Bonfire Creative Intelligence

Technology that transforms

Situated in Bedfordshire, about 45 minutes north of London, the team at Bonfire Creative Intelligence (Bonfire CI) specializes in brand creation, implementation, and evolution. The agency helps transform clients and their markets using a mix of integrated, media-neutral campaign strategies and a carefully crafted and executed approach to creative communications.

To effectively develop client campaigns from concept to execution, Bonfire CI uses Adobe Creative Cloud for teams. Through continual access to the latest versions of Adobe Photoshop® CC, Adobe Illustrator® CC, Adobe InDesign® CC, and other applications, Bonfire CI employees are more productive at every task—from designing creative concepts all the way to producing final printed and digital media.

Bonfire®
creative intelligence



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Better for users, better for budgets

Adobe Creative Cloud gives Bonfire CI employees greater flexibility to work on the go and enables more effective and reliable collaboration. Whether in the office, at a client site, or working from home, Bonfire CI's creative professionals can instantly access their projects and the applications they need wherever they are.

"Adobe Creative Cloud for teams supports exactly how and when our teams need to work, at any time of the day, and from any place," says Jason Pearce, creative services director, Bonfire CI. "We need the flexibility to work on ideas inside and outside the office and respond immediately to client input to deliver updated campaigns. Equally important, the cloud capability greatly enhances team collaboration and file sharing, strengthening our collective creativity."

Bonfire CI's Adobe Creative Cloud membership also allows employees to gain new skills by using software they previously didn't have access to, such as Adobe Edge Animate CC and Adobe After Effects® CC. Bonfire CI hopes to turn employees' broader expertise with the applications into additional client

projects and revenue streams. Because Adobe Creative Cloud for teams is easily scalable, it can grow as Bonfire CI's workload grows.

"Setting up the original 21 memberships took less than three hours, and our IT staff has only had to perform minimal administration since then," says Pearce. "Adobe Creative Cloud for teams helps eliminate software version compatibility issues and makes managing licenses a lot easier and faster. At the same time, adding new seats is effortless, which is great for a growing company like ours."

Results

- Enabled greater collaboration, for improved project quality and efficiency
- Expanded team skills with access to new Adobe applications, creating potential new revenue opportunities
- Simplified license administration to minimize demands on IT staff
- Implemented a solution that can cost-effectively scale as the company grows



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