

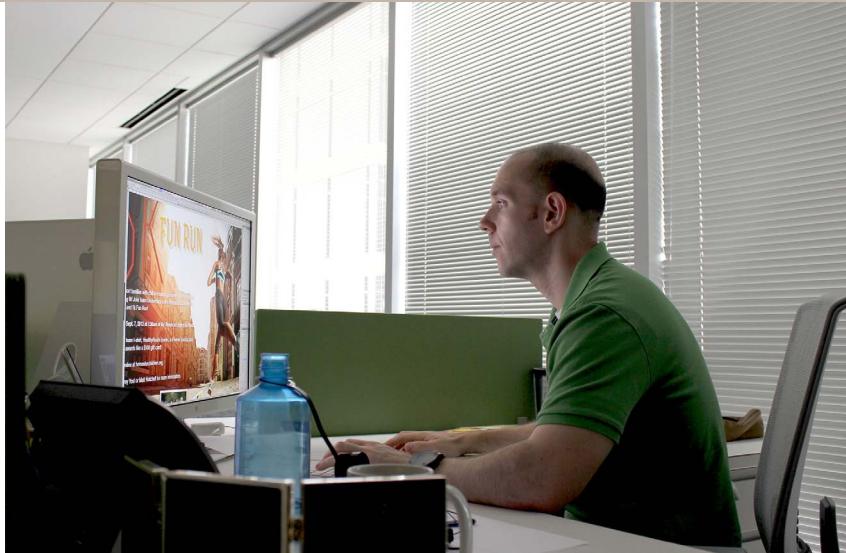


# Adobe® Creative Cloud™ for teams & Dealertrack Technologies

## Driving to the right destination

Whether via search engines, manufacturer sites, or other online automotive resources, the Internet is often the first stop for many consumers when they start shopping for a new car. That means automobile retailers need compelling websites to capture the interest of potential customers. For more than 3,000 dealerships in the United States and Canada, the interactive services division at Dealertrack Technologies creates and hosts those sites.

Designing and deploying a large number of websites—especially ones that rely heavily on images and video to entice and inform customers—demands an integrated set of powerful tools for layout and design, image manipulation, video editing, and special effects. Dealertrack Technologies gets it all done with help from Adobe Creative Cloud for teams.



*"Adobe Creative Cloud for teams is a blessing. It saves time and labor now that I don't have to install software on each individual machine. It's also easy to adjust memberships and add new users as the workforce changes—and we could easily grow to 70 seats by the end of the year."*

## A new way to work

Dealertrack Technologies takes advantage of the array of apps and services available through Adobe Creative Cloud for teams. The company uses Adobe Illustrator® CC for web page mock ups, Adobe Photoshop® CC for enhancing images and customizing template designs, and Adobe Flash® Professional CC for animating banners. The team also uses Adobe After Effects® CC to produce special effects, title scenes, and lower thirds for the array of car videos the division produces and Adobe Media Encoder CC to export videos in different formats. Moving forward, Dealertrack Technologies is looking at Adobe Edge Animate CC for animated content and Adobe Edge Reflow CC for responsive design.

"I always like to be up to date with software," says Matt Sparks, creative director of Dealertrack Technologies' interactive division. "Waiting for the product cycle to come around and lobbying for the money it costs to do upgrades when a new version is released doesn't make sense anymore. Now

we always have the latest software versions because we subscribe to Adobe Creative Cloud for teams."

Dealertrack Technologies initially purchased individual Adobe Creative Cloud memberships, but then easily converted them to an Adobe Creative Cloud teams membership. Users can still download the apps and services they use regularly on both work and home computers. Meanwhile, managing software licenses for the growing 48-person team has become much easier.

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