

Gabia unleashes creativity and efficiency.

Web services firm enhances design production, efficiency, and client service, while reducing licensing costs by more than 20% with Adobe Creative Cloud for teams.



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Kwangyoon Won, director of sales, Gabia



SOLUTION

Adobe Creative Cloud for teams

RESULTS

20%
SAVINGS

REDUCED COSTS
Cut licensing costs by more than 20%



IMPROVED WORKFLOW
Fostered creativity and enhanced client services through faster, more effective communication and collaboration



CREATIVITY
Expanded employee capabilities by providing access to more creative tools and services



PRODUCTIVITY
Streamlined production of marketing materials, and accelerated creation and updates of client materials

Gabia Inc.

Established in 1999

Employees: 211

Seongnam, South Korea

www.gabia.com

CHALLENGES

- Supporting rapidly expanding business with high content production requirements
- Reducing costs and management time associated with design and development tools
- More efficiently creating design work for client websites and company marketing materials
- Readily launching new services and promoting Gabia products

Maximizing creativity and efficiency, minimizing overhead

Based in South Korea, Gabia Inc. specializes in Internet infrastructure services. The company provides its clients with everything from domain name registration and web hosting solutions to website design, image and video hosting, and e-learning solutions.

Marketing all of these services requires large volumes of brochures, sell sheets, signage for events, customer case studies, and other materials with targeted messaging and eye-catching, effective design. As a vital part of the company's operations, the design team's task is twofold. On a day-to-day basis, they generate marketing materials that assist the company in winning new business and focus on keeping existing customers loyal and up to date with new products and services.

"Effective, vibrant design is a part of everything we do to support our clients, our marketing and sales, and our overall brand," says Kwangyoon Won, director of Gabia's sales division. "We make it a priority to create innovative products and to support them in the marketplace by rigorously and continuously up-leveling our design and creative capabilities."

Empowering creative teams

Because Gabia has an inherent and constant need to design and produce creative content such as e-commerce sites for clients as efficiently as possible, it is a priority to equip teams with the right creative tools for the job. For years, Gabia has used Adobe creative software to enable a skilled staff of designers to maintain high standards for generating beautiful, professional materials—both to market their own products and create websites for clients. Adobe creative software has become the standard at the company due to its flexibility, power, integration, and rich feature sets.

As Gabia's growth and innovation continued, the importance of staying current on the latest version of software and services became critical for delivering large amounts of design work. For the IT team, streamlining the management associated with software licensing and deployment would help eliminate the time-consuming task of managing individual license numbers and installing the necessary programs on users' desktops.

"Adobe creative tools are at the heart of our operation," says Won. "Because we are efficiency-driven and Adobe software is so central to our business, we began looking at the different licensing models and options for the software."



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Kim Sooyeon, assistant manager, Gabia

Collaborating in the cloud

After evaluating new licensing options from Adobe that would provide teams with the best solutions while increasing efficiencies, Gabia chose Adobe Creative Cloud for teams. "With Adobe Creative Cloud for teams, our designers can download the software they need to either create marketing materials or design websites for clients. Constant updates are provided by Adobe so everyone can stay on the latest versions of software with ease," says Won. "Adobe Creative Cloud for teams also offers 100GB of storage, so team members can exchange ideas on designs, regardless of their locations. Employees no longer need to email files or send drives back and forth because the current files are available to everyone on the team in the cloud."

Adobe Creative Cloud for teams has streamlined collaboration and file sharing and virtually eliminated communication delays. The workflow has been greatly improved because fewer handoffs are required to accomplish tasks and individuals can accomplish more on their own with access to all of the intuitive new software available in Adobe Creative Cloud for teams.

Gabia can execute projects faster because contributors can simultaneously share the same files in Adobe Photoshop CC, Dreamweaver CC, or Illustrator CC, as they are working on them in the cloud. Each time layouts, typography, or images are revised, everyone on the team is apprised and working with the same versions of files.

More creative control, less coding

Speed and efficiency is necessary in streamlining production of marketing materials for Gabia products, but it is equally essential when accommodating client needs for new or revised materials. To meet this need, Gabia was able to try new creative tools available within Adobe Creative Cloud for teams, all at no extra charge with a Creative Cloud membership, including new creative tools that weren't available previously in Creative Suite.

"It's wonderful to be able to try new software that we probably would not have before," says Won. "It has given us new creative functionality that is expanding our repertoire and removing some of the limitations of purchasing packaged software."

Designers now have adopted Adobe Muse CC and Adobe Edge tools and services, both available in Adobe Creative Cloud for teams. With Adobe Muse CC, graphic designers can stretch their capabilities by publishing websites that work well on virtually any device—without writing code. With Adobe Edge Animate CC, the team can add interactivity and animation to client websites. Both products extend the capabilities of Gabia's design teams and accelerate delivery of customer requests for new websites or ongoing updates.



"At Gabia, we will continue to use Adobe Creative Cloud for teams. It is now a part of our core infrastructure for inventing and delivering new creative businesses."

Kwangyoon Won, director of sales, Gabia

SOLUTION AT A GLANCE

- Adobe Creative Cloud for teams. Components used include:
 - Adobe Dreamweaver CC
 - Adobe Illustrator CC
 - Adobe Photoshop CC
 - Adobe Edge Animate CC
 - Adobe Muse CC

With Adobe Creative Cloud for teams, designers can save images directly from a layout for use on the web, or can quickly create responsive websites or animation effects without requiring special code development. "With Adobe Creative Cloud for teams, we now can perform small jobs, such as video coding or image resizing, without having to rely on a specialized designer, code developer, or video producer," says Kim Sooyeon, assistant manager of Gabia's creative division. "It results in faster turnaround time for our clients and a lot more creative autonomy for everyone."

Easier on IT, significantly reduced costs

In addition to designers, the IT team is more efficient as well. With Adobe Creative Cloud for teams, Gabia can assign licenses to users through email using a web-based console to easily distribute the programs. Designers then download the software they need. An administrator no longer needs to manually check each serial number to install the necessary programs on individual users' desktops, freeing up IT time to spend on more strategic activities.

Gabia as a whole has also experienced greatly reduced licensing costs. "With Adobe Creative Cloud for teams, our licensing costs were cut by more than 20% in comparison to desktop software," says Won. "At Gabia, we will continue to use Adobe Creative Cloud for teams. It is now a part of our core infrastructure for inventing and delivering new creative businesses and catering faster and better to our clients."

