

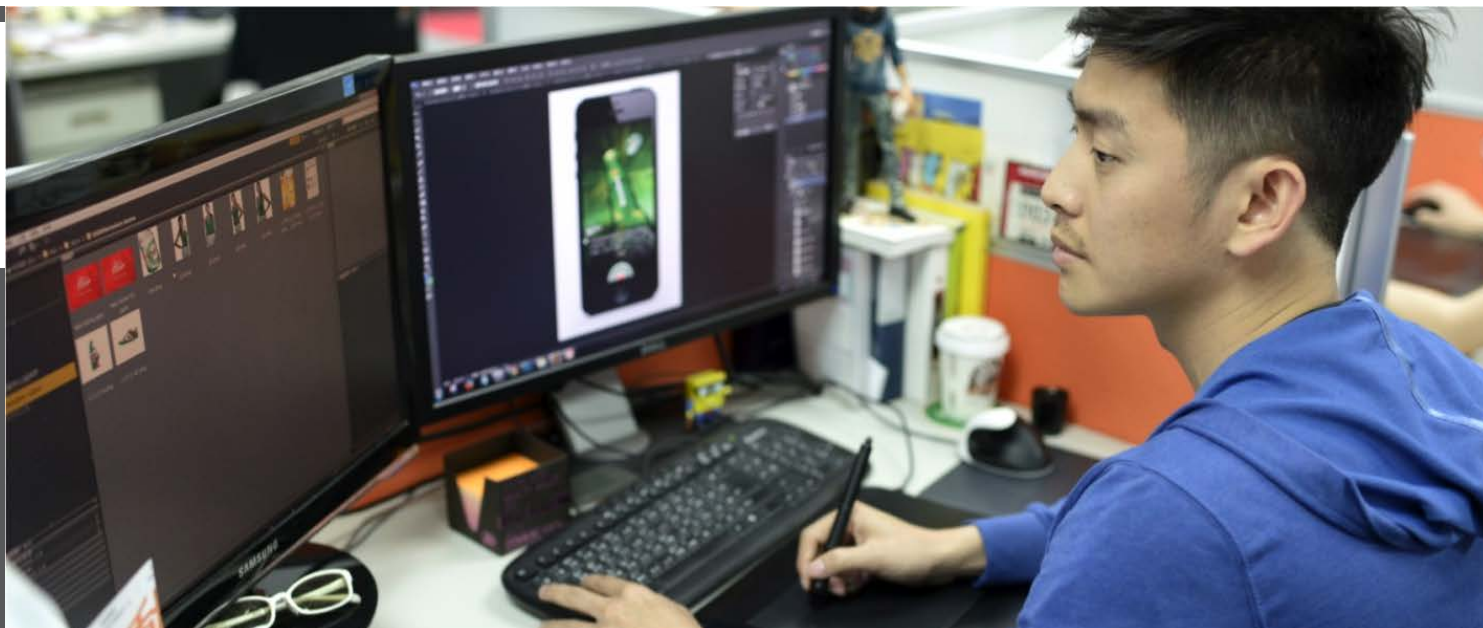
Hiiir Inc., connecting people, products, and events online.

Mobile application marketing firm adopts Adobe Creative Cloud for teams to build the best applications.



"By using Adobe Creative Cloud for teams, we've simplified the working process and made procurement planning and budget management easier as we grow."

John Yeh, general manager, Hiiir Inc.



SOLUTION

Adobe Creative Cloud for teams

RESULTS



MORE CUSTOMER WINS

The latest applications and updated features enable more innovation for more customer wins



QUALITY CONTENT

Helped designer, product, and marketing teams to fully utilize different Adobe creative desktop solutions to create best project deliverables

80%
LESS TIME

TIME SAVINGS

Reduced software management and deployment time by 80%, enabling IT to effectively re-allocate work time

Hiiir Inc.

Established in 2008

Employees: 250

Taipei, Taiwan

www.hiiir.com

CHALLENGES

- Innovate with the latest tools in the fast-evolving mobile app industry
- Increase communication and integration between designers and product and marketing teams to produce the best work
- Reduce workloads for information technicians as the company grows

Unleashing unlimited creativity

Founded in 2008, Hiiir Inc. is the first marketing company in Taiwan to provide integrated social media, Internet, and mobile marketing. Its marketing tool, Timely, is enjoyed by more than 3.8 million members and generates 15 million page views daily. Over the past few years, Hiiir has become Taiwan's largest professional mobile application marketing company, serving clients including Coca-Cola, Sushi Express, and convenience store chain Family Mart.

Based on evolving market trends and user behaviors, Hiiir began to strategize and look for the next potential product with significant profit. With that, General Manager John Yeh invested marketing and technical resources to help enterprise clients emphasize emerging mobile tools and cloud development. The company also released a mobile business app, as well as a cuisine and travel app featuring a location-based service. These products have attracted attention from international enterprises and garnered an additional US\$3.33 million investment from FetNet, one of the top three telecom companies in Taiwan.

Recently, Hiiir adopted Adobe Creative Cloud for teams to give employees anytime, anywhere access to the latest design tools, while also allowing them more time for creativity and brainstorming to produce high-quality products that exceed customer expectations. Adobe Creative Cloud for teams saves Hiiir on software purchasing costs and simplifies the deployment process significantly. Innovations in Adobe Creative Cloud software have inspired Hiiir to offer better cloud services for their customers in the future.

Integrated applications help bring design to the extreme

According to a 2013 survey announced by Taiwan Network Information Center, 77.09% of the Taiwan population use the Internet, which creates opportunities for many web design companies.

Hiiir has been a loyal user of Adobe Creative Suite software for years. "At Hiiir, Adobe Dreamweaver, Photoshop, Edge Animate, and Illustrator are widely used for web and mobile app design. Multiple applications are required when designing artwork, which influences the end results. Adobe Creative Cloud for teams significantly improves integration among the Adobe applications and maximizes their effectiveness," said Neil Lee, chief technology officer, Hiiir.

Creative Cloud for teams integrates various desktop applications, including Photoshop, Illustrator, and Dreamweaver. Users can securely access files anywhere from cloud storage via mobile devices and file synchronization as well as share design concepts with customers and colleagues. Additionally, Creative Cloud for teams enables web design teams to establish and publish websites, create mobile applications, design iPad publications, and produce responsive content.



"With the centralized procurement and management platform, information technicians can focus on Creative Cloud for teams application deployment and finish each installation in less than 10 minutes."

Neil Lee, chief technology officer, Hiiir Inc.

Streamlining IT management and increasing work efficiency

Hiiir's design, product, and marketing departments, as well as its front-end engineers, all use Adobe creative software and tools. In the past, information technicians had to spend more than an hour per user to complete desktop application installations for up to 70 employees. Even with three to four dedicated technicians, the efforts sometimes required overtime to finish setting up the applications. This increased operational costs and impacted team efficiency.

"With business growth, Hiiir headcount has grown significantly, adding to 250 employees and creating heavy burdens for information technicians. Adobe Creative Cloud for teams saves human resources and time," said Lee. "With the centralized procurement and management platform, information technicians can focus on Creative Cloud for teams application deployment and finish each installation in less than 10 minutes. The installation for 8 to 10 staff can be done under 40 minutes. With this increased efficiency, we need just one information technician to meet the demands of the whole company."

Adobe Creative Cloud for teams integrates desktop applications and the latest updates providing all the required business features and services for collaboration. The Adobe Creative Cloud Packager centralizes and streamlines the software management and deployment process and helps information technicians select specific applications for groups or individuals—all easily done through an intuitive interface.

The most noteworthy advantage of adopting Adobe Creative Cloud for teams is the boost to work efficiency. "After creating accounts online, staff can install the latest version of applications themselves after login," says Lee. "This significantly reduces installation time and effectively increases work efficiency at Hiiir. We keep improving the quality of our apps for customers by showcasing our unlimited creativity and best interface designs to the users."

Maximizing designers' innovation and creativity

Hiiir has transformed from an Internet to a mobile application company. With its design requirements, Hiiir relies heavily on Adobe creative software. "Adobe applications are mainly used for web design, mobile app interface design, and interactive Flash websites," Lee said. "As the company scales up, we expect our reliance on Adobe software to increase."



"When all departments fully use the latest creative and design solutions by Adobe, it generates more profits for Hiiir."

John Yeh, general manager, Hiiir Inc.

SOLUTION AT A GLANCE

- Adobe Creative Cloud for teams:
 - Adobe Dreamweaver CC
 - Adobe Illustrator CC
 - Adobe Photoshop CC
 - Adobe Edge Animate CC

"Hiiir is an innovative company, and we definitely want to choose the latest and best tools," said Yeh. "With Adobe Creative Cloud for teams, we don't need to worry about application updates. By using Adobe Creative Cloud for teams, we've simplified the working process and made procurement planning and budget management easier as we grow. When all departments fully use the latest creative and design solutions from Adobe, it generates more profits for Hiiir."

Adobe Creative Cloud for teams enables creativity and collaboration. Each staff member at Hiiir is assigned 100GB of cloud storage. Team members can be more efficient in editing, collecting feedback, and collaborating in the cloud. Design teams at Hiiir can develop and create for various devices without limitations. Adobe Creative Cloud for teams not only reduces operational costs, but also greatly increases work efficiency for high-quality product design.



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