

# Adobe® Creative Cloud™ for teams & The Shinebox

## A platform for growth

All companies want to connect their brand strategy with their marketing execution, but it can be harder than it sounds. The Shinebox is a company that develops creative platforms for clients that drive the execution of marketing plans through a variety of deliverables—from advertising and product launch materials to collateral and even imagery. Along the way, Adobe creative software plays an important role in both visualizing plans and developing content.

With rapid growth propelling The Shinebox to expand from 6 to 36 employees in only three years, the agency searched for a better way to administer, track, and update its Adobe software licenses. "Adobe Creative Cloud for teams helps us become more productive by simplifying software administration with license management and automatic tracking," says Randy Larson, chief creative officer and the person responsible for technology at The Shinebox.

SHINEBOX





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## Supporting creativity and efficiency

With The Shinebox growing quickly, Larson employed an IT support company to handle its technical needs and keep him free to run creative. Still, the agency relied on a time-consuming annual software inventory process to determine upgrade and software license needs. "Previously, I would spend many hours trying to manage licenses," says Larson. "Adobe Creative Cloud for teams simplifies licensing management and saves me time, so I can focus more on the creative aspects of the business."

Giving new employees access to the creative tools they need has never been easier or faster. Rather than shuffling licenses or investing in new product suites, The Shinebox can add new Creative Cloud for teams licenses through the easy to use administration console. Larson simply sends an invitation with some brief instructions and new employees can download the software and get started right away.

Adobe Creative Cloud for teams also eliminates the need to manage software upgrades. Every employee has automatic access to the latest versions, which supports compatibility between workers. With access to the latest Adobe products via Creative Cloud, The Shinebox can take advantage of new features without needing to worry about expensive upgrades.

With Adobe Creative Cloud for teams dramatically reducing management and administrative needs, the IT company and Larson can focus on larger issues to improve productivity and efficiency company-wide. According to Larson, "Adobe Creative Cloud for teams gives us access to the latest technologies while reducing our hassle. This gives us the time to bring our clients' ideas to life."

