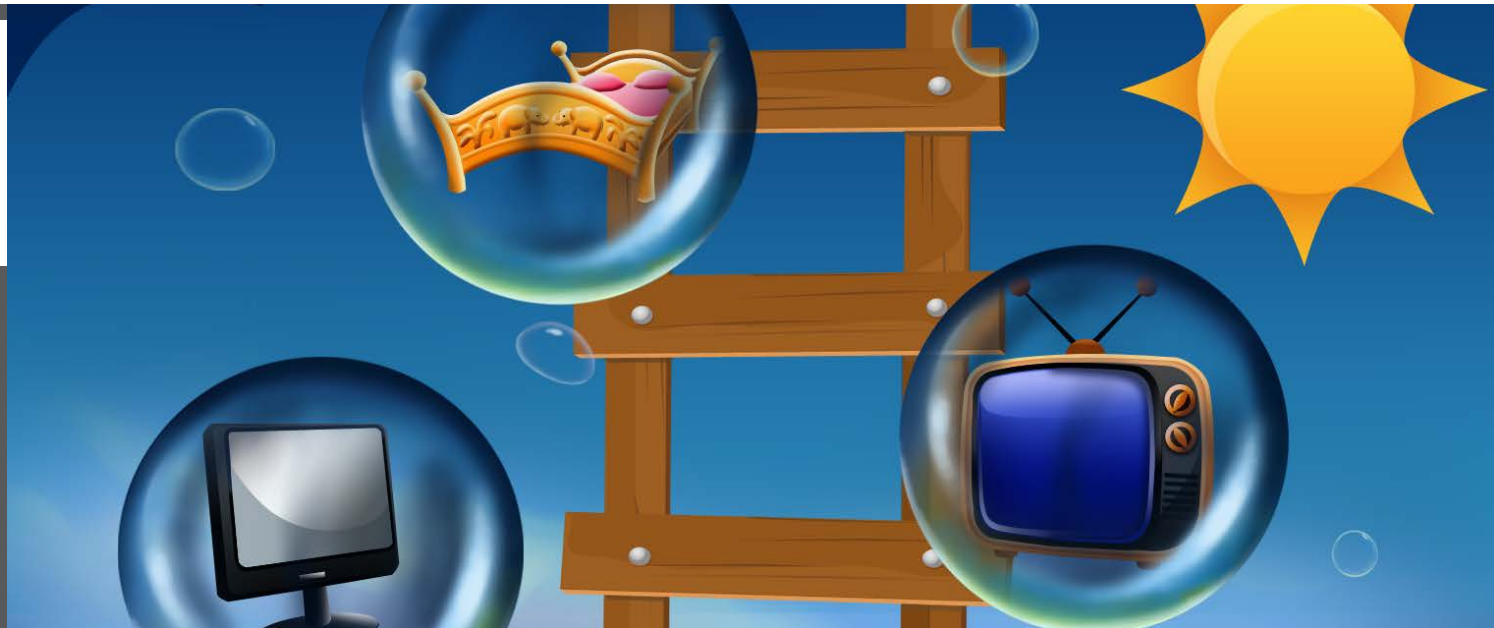# AppStudioz enhances creativity through scalable cloud technology.

Web and mobile app studio uses Adobe Creative Cloud for teams to standardize design workflow.

"Our firm is continually growing and changing. Adobe Creative Cloud for teams is helping us manage this growth and scale up rapidly by giving ready access to the latest creative tools to our designers."

Preeti Singh, vice president of technology, AppStudioz

SOLUTION
Adobe Creative Cloud for teams

RESULTS

SIMPLIFICATION
Simplified administration and management of creative software for growing design teams

EXPANDED TOOLSET
Broadened expertise of designers with access to new tools

ACCELERATED WORKFLOW
Accelerated production of high-quality content delivered across various channels and devices

REDUCED COSTS
Significantly reduced total cost of ownership

AppStudioz Technologies Pvt. Ltd

Established in 2011
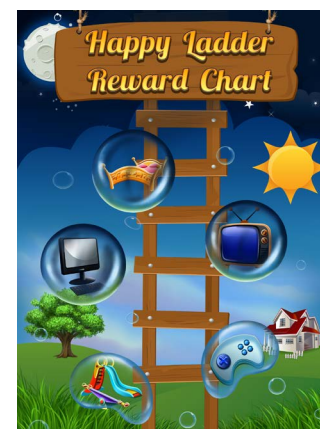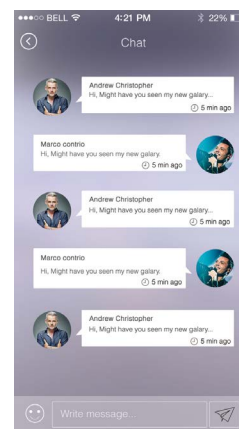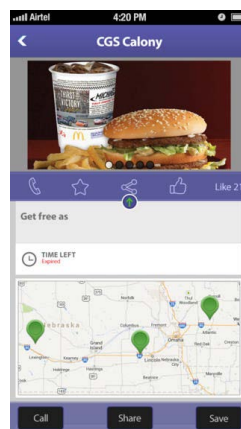
250 developers, more than 1000 apps

Noida, India

www.appstudioz.com

CHALLENGES

· Standardizing the design workflow while minimizing costs

· Scaling operations to effectively manage growth

· Providing designers access to the latest creative tools and maintaining version consistency

· Collaborating effectively from any location across the world

"After careful deliberations, top management, designers, and the IT team collectively and unanimously decided to adopt Adobe Creative Cloud for teams."

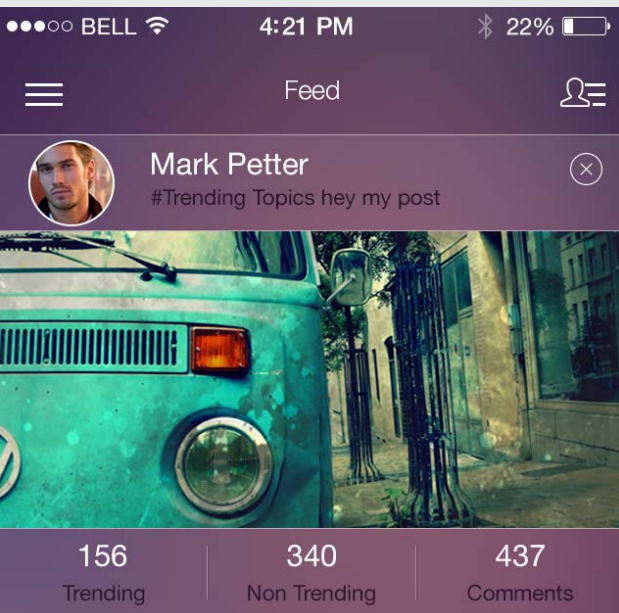*Preeti Singh, vice president of technology, AppStudioz*

Driving innovation

AppStudioz is an innovative mobile application development company that specializes in developing applications for various platforms and devices including iPhone, iPad, Android, BlackBerry, Windows, and Facebook. In just three years, the company has developed apps for diverse industry segments including healthcare, consumer and retail, gaming, augmented reality, and wearable computing.

Although the dynamics of such a nascent industry keep evolving, core app design remains at the heart of what AppStudioz does to deliver its services across the world. The company needed a platform that would enhance the creative ability of its design team and one that was easily scalable and agile. A cloud-based solution emerged as a default answer.

"When we started our cloud discussions, we did a lot of research and held extensive sessions with designers," says Preeti Singh, vice president of technology, AppStudioz. "After careful deliberations, top management, designers, and the IT team collectively and unanimously decided to adopt Adobe Creative Cloud for teams."

For AppStudioz, adopting Adobe solutions was a natural choice primarily because the platform is an industry standard and the firm was already using Adobe tools extensively—specifically Adobe Photoshop and Illustrator. Additionally, a majority of its clients based in the United States and the United Kingdom had already adopted Adobe Creative Cloud. Using Adobe Creative Cloud for teams helps standardize the process for the company and its clients.

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Mark Petter   ⊗
#Trending Topics hey my post

156	340	437
Trending	Non Trending	Comments

"Adobe Creative Cloud tools integrate flawlessly with each other, which lets our designers concentrate on the creative challenges before them and not get bogged down in the technology."

Preeti Singh, vice president of technology, AppStudioz

Broadening designer expertise

The migration to Adobe Creative Cloud for teams took two weeks and was completed without any work disruption. The Adobe team helped AppStudioz train designers and programmers on Creative Cloud tools. "The ease of use of all the components of Adobe Creative Cloud for teams allowed us to quickly train our team on these tools to deliver great results for clients," says Singh.

AppStudioz works extensively in the area of scalable graphics. Adobe Creative Cloud tools, specifically Adobe Photoshop CC, come in very handy. Photoshop CC makes it easy for AppStudioz's designers to customize vectors at any time in the design stage.

For instance, previously, if there was a figure with four sharp edges and designers wanted to make those edges rounded, they had to remake the entire figure. With Photoshop CC, designers can bring in such alterations at any stage. "Such innovative features have given our designers the power to create newer designs with ease and efficiency," says Singh.

The design team at AppStudioz is a mix of graphic designers, illustrators, and user interface designers, all using different Creative Cloud tools. "Adobe Creative Cloud tools integrate flawlessly with each other, which lets our designers concentrate on the creative challenges before them and not get bogged down in the technology," says Singh.

With Creative Cloud, AppStudioz designers can start creating images in Photoshop CC or Illustrator CC and later open them in Adobe Dreamweaver CC or Flash Professional CC. Further, the team can switch back and forth between the tools and experiment with designs to get different results. "The integration among the tools in Creative Cloud has gone a long way in making our workflows smoother," says Singh.

Adobe Creative Cloud for teams has empowered AppStudioz design teams to work and collaborate from anywhere in the world. Additionally, it has helped the firm's designers to explore new approaches for designing and developing content delivered across various channels and devices. Migrating to Adobe Creative Cloud gives the creative team the flexibility to work effectively at any location and experiment with the latest tools to deliver content across platforms and devices, such as web or mobile, with ease.

SOLUTION AT A GLANCE

• Adobe Creative Cloud for teams

Components used include:

 • Adobe Photoshop CC

 • Adobe Illustrator CC

 • Adobe Dreamweaver CC

 • Adobe Flash Professional CC

Raising productivity while lowering total cost of ownership

The streamlined administration in Adobe Creative Cloud for teams has greatly helped AppStudioz to eliminate many time-consuming manual processes, such as installing packaged software or maintaining version consistency. It has helped raise productivity across the company by simplifying software administration with license management, automated tracking, and version upgrades.

For AppStudioz, Creative Cloud for teams membership has significantly reduced the total cost of ownership for Adobe solutions by creating a standardized model for purchasing and deploying the most current versions of Adobe Creative Cloud tools. "The predictable, easily managed membership model in Creative Cloud for teams eliminates having to deal with lump-sum software purchases," says Singh.

Adobe Creative Cloud helps support AppStudioz's rapid growth and streamlines management of creative tools for designers. Adobe Creative Cloud for teams is helping the company scale up rapidly by giving ready access to the latest creative tools to designers.

"Our firm is continually growing and changing," says Singh. "Adobe Creative Cloud for teams is helping us manage this growth and scale up rapidly by giving ready access to the latest creative tools to our designers."