Quality Bicycle Products

Spinning up creativity

QBP

Quality Bicycle Products
Bloomington, Minnesota
www.qbp.com

Results
- Facilitated greater creativity with access to more tools
- Streamlined team collaboration with access to the latest software versions and anytime, anywhere access
- Dramatically reduced IT efforts with a centralized online portal to easily manage and administer software licenses
- Saved four hours each week on software deployment and license management

Top bike and accessory company wins creativity and IT race by equipping marketing staff with Adobe Creative Cloud for teams

Why drive a car when you can ride your bike to a nearby destination and improve your physical, economic, and environmental health—not to mention getting a breath of fresh air? Quality Bicycle Products (QBP) strives to answer this question every day by inspiring people to ride their bikes whenever possible. The company owns several bike and accessory brands, including Surly, Salsa, Cogburn, and All-City, and serves more than 5,000 independent dealers in the United States, Canada, and Europe.

At QBP, values and business go hand in hand. That includes operating a work environment with energetic people and equipping them with the best creative tools to do their jobs. Whether they are producing the company's staple annual catalog, updating the website, or creating digital publications, employees now tap into Adobe Creative Cloud for teams, an all-inclusive Adobe solution that gives creative staff at QBP the freedom to work together, from anywhere, while conserving budgets and IT efforts.

The right gear for a crucial component of the business
From art direction to photographs edited in Adobe Photoshop® CC, bike frame graphics created in Adobe Illustrator® CC, and layout and copy-editing accomplished in Adobe InDesign® CC and InCopy® CC, the entire creative process is handled in-house at QBP. Ryan Johnson, marketing manager for QBP, manages a large group of creative staff, from art directors to production artists, video editors, and copywriters.

Challenge

- Equipping creative department with the newest tools, services, and features they need
- Making IT costs more predictable while streamlining IT tasks, including cumbersome license management
- Eliminating workflow issues related to software version incompatibility or unavailability of correct software for the task

Solution

Standardize on Adobe Creative Cloud for teams

Systems at a glance

Adobe Creative Cloud for teams. Components used include:

- Adobe After Effects CC
- Adobe Illustrator CC
- Adobe InCopy CC
- Adobe InDesign CC
- Adobe Photoshop CC
- Adobe Premiere Pro CC
- Adobe SpeedGrade CC
- Typekit® font service

Adobe Photoshop Lightroom

"Our in-house creative team is critical to the business and is responsible for the growth and development of more than 20 unique brands," says Johnson. "We produce everything from documentary films to our 1,500-page hardbound, two-volume catalog that many people rely on as the go-to shopping source for the cycling industry."

The catalog is issued once a year. It is crucial for the brand, and for the industry. Its production involves tight timelines, from overall design to photography, layout, and production. The job of keeping the creative department productive and well equipped with the latest software falls to Jon Ostroushko, Mac admin, solutions architect, and creative user at QBP. He strives to empower collaboration among employees with a solid set of tools in the office, at home, or while traveling.

QBP photographers also rely heavily on Adobe Photoshop Lightroom® for shooting and organizing daily work including bike races and trade shows. The video team at QBP relies heavily on Adobe Premiere® Pro CC, Adobe After Effects® CC, and Adobe SpeedGrade™ CC to create videos.

Access to the latest tools improves productivity

In the past, Ostroushko—the sole IT procurement person for the then 250-person company—supported brand marketing for the company's various product lines by using standard, desktop-based Adobe software for creative workflows. Files were not universally accessible to everyone involved on a project; instead, they were stored locally. Sometimes users were on different versions of software, causing file incompatibilities and requiring staff to spend time converting files from one version to another.

Fonts and files were becoming corrupt as the company's store of data grew, pointing to the need to centralize creative software and font services to gain more control and make creative workflows more fluid and efficient. Storage space, due to the large files generated by the creative department, was also becoming an issue.

"We wanted to overcome the challenge of providing every creative employee with the solutions and storage they needed, while also making it much easier for people to collaborate," says Ostroushko.

Switching gears

Ostroushko and the company as a whole wanted to move to a more flexible, creative software environment that would empower individuals and teams to log in from anywhere to work on files stored in the cloud. In addition, with easier access to Adobe creative tools, employees could collaborate better using the latest versions of software; they also would have greater flexibility to experiment with new ideas as they explore project options, ranging from print to video.

"Adobe Creative Cloud for teams has completely transformed our process. Adding a new team member is now as simple as logging in to the Admin Console, entering the user's email and sending downloading instructions."

**Jon Ostroushko,
Mac admin, solutions
architect, and creative user,
Quality Bicycle Products**

As Ostroushko looked for ways to enhance the company's creative processes, moving away from industry-standard Adobe software was never an option. However, given the company's continued growth and changing demands, Ostroushko found it increasingly important to streamline IT, enhance team collaboration, and achieve more predictable, attractive pricing. "Adobe Creative Cloud for teams was a perfect fit," he says.

In addition to providing greater flexibility, Creative Cloud for teams has facilitated even greater creativity among QBP employees. For example, it allows them to experiment with Adobe creative tools and services such as Typekit for a broad array of projects—from designing bicycle graphics to creating print and electronic marketing collateral for brands to developing the annual, printed product catalog.

"We were excited when we heard about Creative Cloud for teams because we knew employees could download a single application or all of Adobe creative tools as-needed, at a fixed cost to our company," says Ostroushko. "Our culture is built on innovation and exploring new ideas. Now, if employees want to try Adobe InCopy CC for copy editing, Adobe Premiere Pro CC for video, or another Adobe tool, then they can just install it and go. It's exciting and liberating for our creative and marketing teams."

Less time spinning cycles

Before moving to Adobe Creative Cloud for teams, Ostroushko had to manually update individual desktops to new versions of creative software for the marketing team of approximately 30 people. The time-consuming process involved updating and managing detailed, cumbersome spreadsheets to track license compliance. With so many employees needing access to software, it was impossible for Ostroushko to update all software at the same time. As a result, creative staff often had different versions of software, causing file incompatibility issues.

With the move to Creative Cloud for teams, software deployment and management is now quick and easy. Ostroushko can manage and add seats or renew them, across multiple types of devices. Once QBP purchased a Creative Cloud for teams membership, Ostroushko was able to manage and administer the company's account using the team management capabilities with the Admin Console. For example, he can use the Admin Console to add and remove users directly from a centralized online portal, making updates immediate and easing license management challenges. The ability to add new users is crucial because QBP is expanding rapidly.

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Jon Ostroushko, Mac admin, solutions architect, and creative user, Quality Bicycle Products

"It was essential for us to find a solution for our creative software that was easier to manage and eliminated the labor-intensive process of managing spreadsheets with licensing details," says Ostroushko. "Adobe Creative Cloud for teams has completely transformed our process. Adding a new team member is now as simple as logging in to the Admin Console, entering the user's email and sending downloading instructions. We're saving about four hours each week on IT activities that we can allocate to more strategic tasks."

Predictable budgets and attractive pricing

Lower costs and enhanced budget planning are additional benefits for QBP with Adobe Creative Cloud for teams, with the solution supporting a low, up-front cost and more predictable capital expenditures. The IT costs of scaling the business and adding employees are known up front, and new staff can be equipped with a single application or many products within Adobe Creative Cloud at a predetermined price.

"We previously paid as much for our creative software as we pay for Creative Cloud for teams, but now all employees who need it have access to everything they want to use or try," Ostroushko says. "Excellent licensing, more predictable, affordable costs, and more creative exploration—it's exactly what our creative and IT teams were looking for."