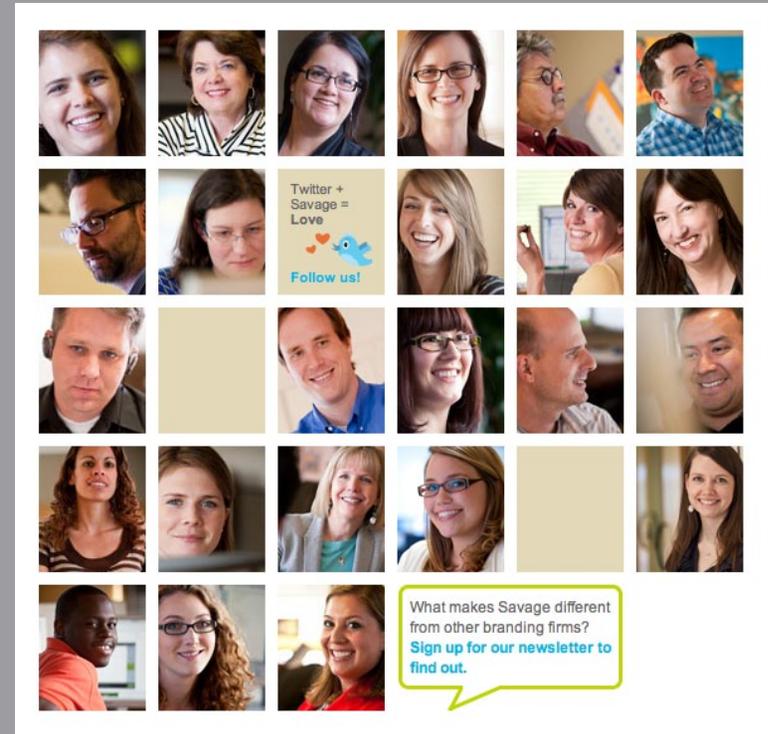




Adobe® Creative Cloud™ for teams & Savage Brands



The cultivated Savage

While the name implies something primitive, Savage Brands (Savage) is anything but. For 40 years, the Houston-based branding agency has produced impactful, inventive, and results-driven work that helps companies clarify and deliver on their purpose. The company's expertise spans branding, marketing, design, web development, internal communications, and corporate communications. To remain on the leading edge, Savage recently upgraded its design and collaboration platform to Adobe Creative Cloud for teams.

"Our firm is continually growing and changing, and a big challenge is giving everyone access to the latest software and then tracking application allocations. That's why I was excited when I heard about the automated administration in Adobe Creative Cloud for teams," says Chad Stanley, technology director and strategist, Savage.





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Design and digital worlds converge

Savage has been a long-time Adobe user, working with software such as Adobe InDesign® CC, Photoshop® CC, and Illustrator® CC for design projects, and Adobe Dreamweaver® CC, Flash® Professional CC, After Effects® CC, and Adobe Premiere® Pro CC for multimedia web projects. Moving to an Adobe Creative Cloud for teams membership gives Savage's creative team the flexibility to work effectively at any location and experiment with the latest tools to enhance their projects.

"Whether it's design, web or video, Adobe Creative Cloud for teams empowers every employee to test and build their creative and digital skills," says Stanley. "Today's content needs to be created with multiple channels in mind. With Adobe Creative Cloud for teams, our employees can easily explore new approaches for designing and developing content delivered across various channels and devices. Our membership also lets us work and collaborate from anywhere using the platform."

Streamlined administration in Adobe Creative Cloud for teams also helps eliminate many time-consuming manual processes, such as installing boxed software or downloading applications from a server. Creative Cloud for teams

saves the company's IT staff about one hour for each machine on which it is activated. Plus, the predictable, easily managed membership model in Creative Cloud for teams eliminates having to deal with lump-sum software purchases.

"We like paying monthly for Adobe Creative Cloud for teams because it's a much more effective approach to budgeting, especially for small-to medium-size businesses," says Stanley.

Results

- Removed software application compartmentalization and enabled better design and collaboration
- Simplified administration and management of creative software for growing design and web teams
- Enabled employees to test and build their creative and digital skills
- Eliminated budget requirements for lump-sum software purchases

