Wavetronix

Software made simple
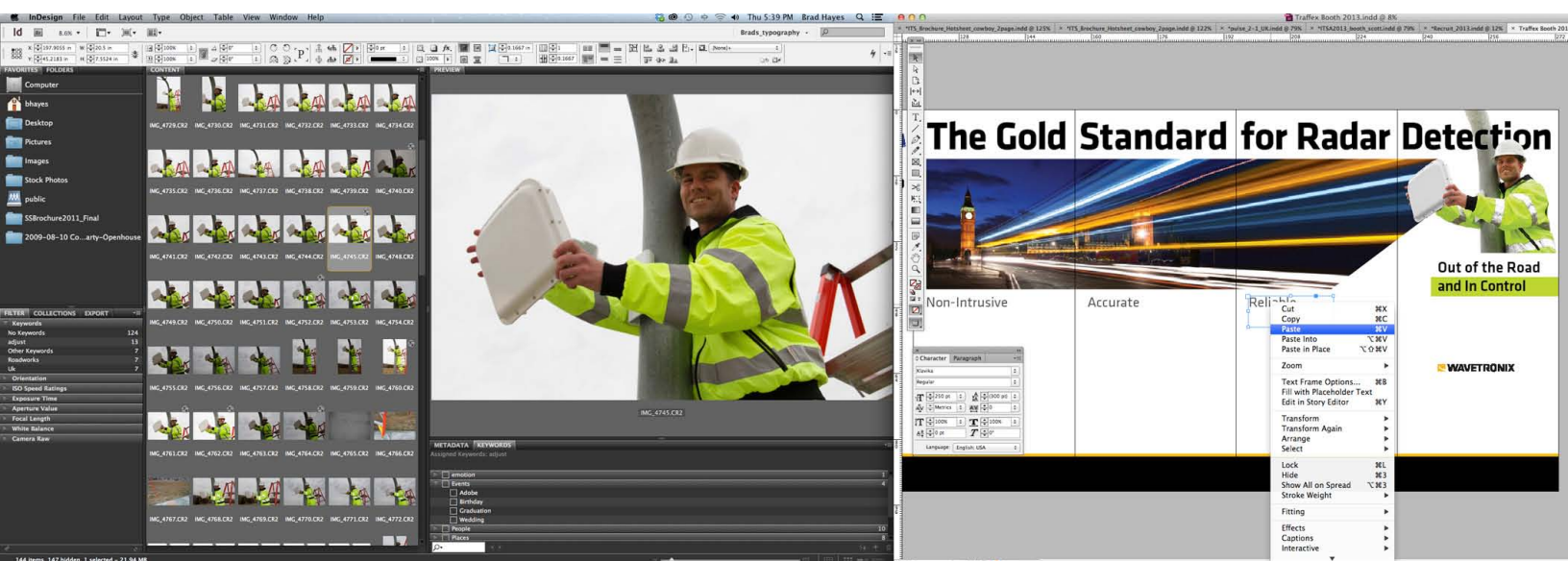
WAVETRONIX

Wavetronix
Provo, Utah
www.wavetronix.com

Results
- Simplified software budgeting and license management
- Enabled creative collaboration with anywhere/any device convenience
- Provided team with access to a broader array of creative solutions for a reasonable price

Wavetronix enables creative collaboration while cost-effectively accessing all the latest tools with Adobe Creative Cloud for teams

For Wavetronix, collaboration was easy when its marketing team was small and everyone worked in the same office. But as the company has grown, it has become increasingly important to work with technology that enables collaboration across distances and among departments. That's just one reason the company has implemented Adobe Creative Cloud for teams.

Founded in 2000 in Provo, Utah, Wavetronix is dedicated to increasing roadway safety and efficiency by providing traffic managers and engineers with intelligent transportation system (ITS) tools for data collection and analysis. Products include advanced radar sensors, power and communication solutions, and data management appliances.

Wavetronix has been a loyal Adobe customer since 2001, using Adobe Creative Suite® tools such as Adobe Photoshop®, InDesign®, and Illustrator® to produce its marketing and support materials. At the time, Vice President of Marketing Steve Baxter was a newly-hired, one-man department. Today, he oversees a marketing team of 12. Wavetronix's growing team prompted the company to look for ways to more predictably purchase and upgrade software and simplify teamwork.

Continuity across functions

The company has two creative groups—one in marketing and one in technical services. The marketing group functions as an in-house agency that creates customer-facing sales and marketing collateral. The technical services group creates product documentation and training for end users.

Challenge
- Efficiently managing software licensing for a growing, cross-functional team
- Supporting collaboration among teams and locations
- Staying current with the latest software versions

Solution
Implement Adobe Creative Cloud for teams to provide all employees with access to the latest tools and to enable effective collaboration

Systems at a glance
Adobe Creative Cloud for teams. Components used include:
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere® Pro
- Adobe After Effects®
- Adobe Digital Publishing Suite, Single Edition
- Adobe Photoshop Lightroom®

The Wavetronix marketing department was always the first to receive software upgrades. However, when Wavetronix was using desktop-licensed versions of Creative Suite software, the employees in technical services were a version or two behind.

"By using Adobe Creative Cloud for teams, we've cost-effectively made it easier for our marketing and technical services teams to be on the same version of software and eliminated version compatibility issues," he says. "Plus, because all of the work is stored in Adobe Creative Cloud, it's easier to collaborate on projects across departments."

Budgeting and administrative simplicity

In addition to always having the latest versions of Adobe solutions available, Baxter recognized that the Adobe Creative Cloud for teams membership would allow him to more predictably budget for software. Plus, he no longer has to worry about upgrades.

Previously, Baxter had to keep track of when upgrades or new releases of different components were available. There were times when he would not budget for a new version because he didn't know it was coming, putting the department a version behind. Those problems went away with the release of Creative Cloud. After first updating a few team members to individual Creative Cloud memberships, Wavetronix was able to make the conversion to Adobe Creative Cloud for teams in just a couple of days. After receiving the license keys, Wavetronix downloaded the software, and assigning the Creative Cloud for teams seats took only a few minutes.

"I personally manage the seats of Adobe Creative Cloud for teams and it couldn't be easier," Baxter says. "I don't have to go through IT to get approval to purchase the latest software. We just order and assign new Creative Cloud for teams licenses as needed."

Cross-training and experimentation

Wavetronix had been using Final Cut Pro from Apple for video editing, and only two people had access to the software. With Adobe Creative Cloud for teams, the company is in the process of changing its video editing to Adobe Premiere Pro, and everybody has the opportunity to use it. Additionally, they can all use Adobe After Effects for motion graphics work.
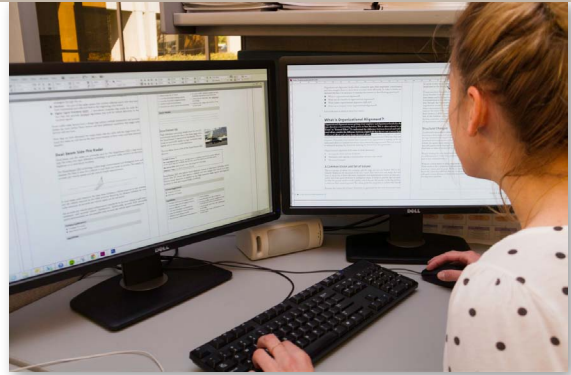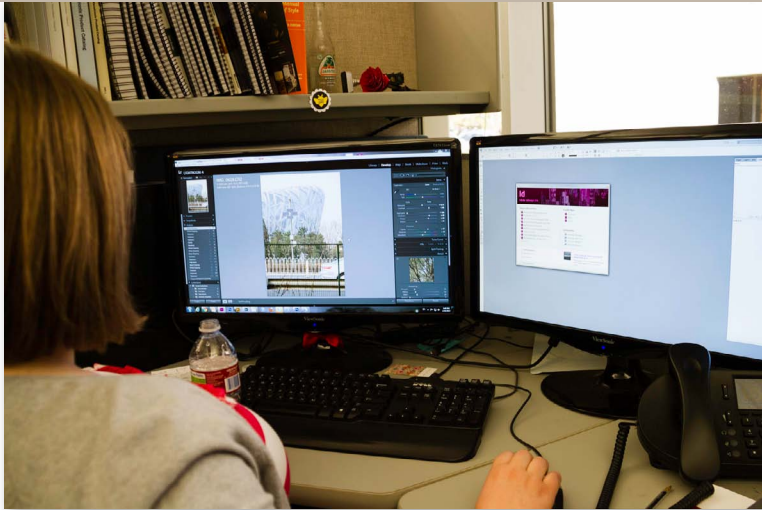
"Now that we have Adobe Creative Cloud for teams, it opens up even more opportunities for us to take on new tasks and new projects."

Steve Baxter, vice president of marketing, Wavetronix

The future may also include a move into digital publishing. Wavetronix currently produces a quarterly print magazine, *Pulse*. Baxter says the magazine is created with Adobe InDesign and has been helpful in building the company's brand and market position. Because Creative Cloud for teams gives Wavetronix access to Adobe Digital Publishing Suite, Single Edition, the company can easily design and produce the magazine as a digital app without having to write code.

"We pride ourselves on creating a marketing department that operates like an agency," says Baxter. "If there's something that needs to be done, we learn how to do it. Now that we have Adobe Creative Cloud for teams, it opens up even more opportunities for us to take on new tasks and new projects. We now have all of the tools, and that's cool."

For more information
www.adobe.com/products/
creativecloud/teams.html

Adobe