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CUSTOMER VIDEOS

Leading publishers and corporations around the world use Digital Publishing Suite.



DENNIS PUBLISHING
iGIZMO reaches gadget lovers with new digital experiences



READER'S DIGEST
Reader's Digest reinvents its brand for the digital era



HINDUSTAN TIMES
Mint on the Decade App drive digital engagement



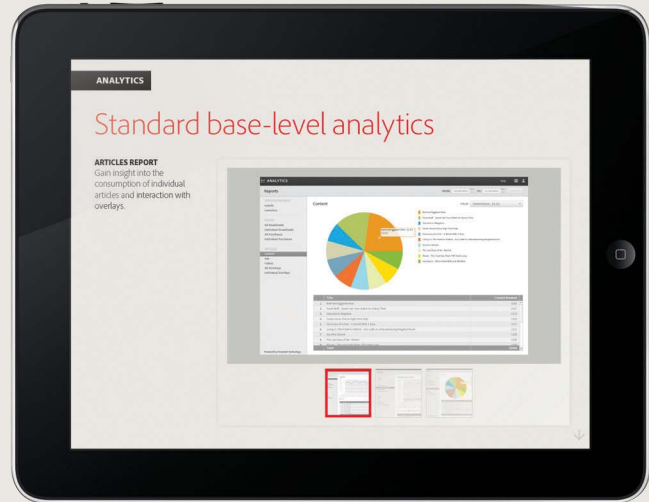
MARTHA STEWART LIVING
Martha Stewart Living drives brand engagement



CONDÉ NAST
Condé Nast goes digital



VANITY FAIR
Vanity Fair delivers storytelling on tablets



Adobe Systems Incorporated
San Jose, California
www.adobe.com



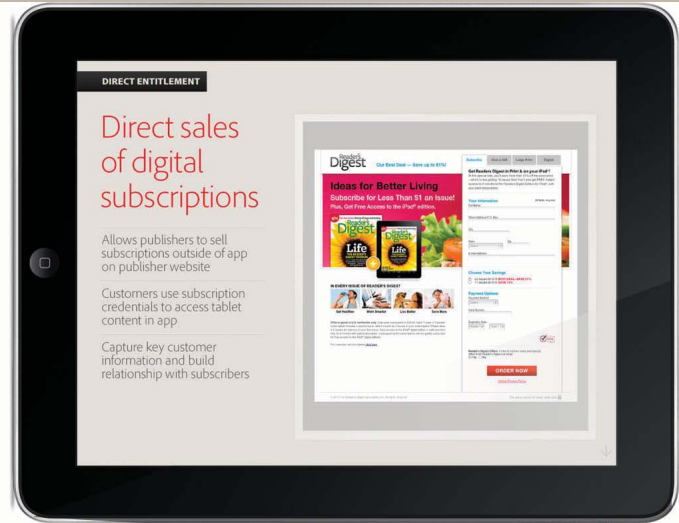
Hybrid Design
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Hybrid Design helps Adobe streamline sales process using Adobe® Digital Publishing Suite

What better way to promote a new technology than to use that same technology to showcase its value? Adobe asked this very question about Adobe Digital Publishing Suite, Enterprise Edition, Adobe's solution for creating and distributing engaging content and publications for tablet devices.

Upon realizing that using its own technology was the perfect way to demonstrate the value of Digital Publishing Suite, Adobe worked with creative agency Hybrid Design to create an iPad application specifically for Adobe's sales teams. Hybrid Design designed and developed a tablet-based, rich-media sales solution—the *DPS Sales Tool* app—that empowers Adobe's geographically dispersed sales teams with immediate access to content that can be updated with ease. The app also provides a mechanism for the field to engage with customers using Adobe's own app as an example of a direct sales use case.

Adobe Digital Publishing Suite helps Adobe demonstrate features such as Direct Entitlement to potential customers, using real-world examples.



Challenge

- Showcase value of Adobe Digital Publishing Suite in hands-on, meaningful way
- Streamline sales processes
- Make content more discoverable

Solution

- Create interactive enterprise sales app using Adobe Digital Publishing Suite
- Design page layouts using Adobe InDesign CSS.5 software

Benefits

- Garners immediate understanding of power of Adobe digital publishing solutions
- Boosts level of sales presentations exponentially
- Empowers account managers to sell more effectively
- Demonstrates the use case for private distribution

Toolkit

Adobe Digital Publishing Suite, Enterprise Edition
Adobe InDesign CSS.5

Adobe Digital Publishing Suite integrates with Hybrid Design workflow

According to Dora Drimalas, principal at Hybrid Design, creating the feature-rich app and adopting Digital Publishing Suite has been easy for the studio. Working with familiar Adobe InDesign® layout tools has enabled print designers to contribute to the overall design and the vision for interactivity. And, because designers are involved in adding most interactivity without requiring handoffs to other teams, they can control the quality of the app from start to finish.

From initial design through to final production, the process only took four weeks for Hybrid. "With Adobe Digital Publishing Suite, we can design page layouts with Adobe InDesign—the software known to all our designers and already integrated into our workflow—and then view the digital output on desktops and tablets and publish it directly to tablets," says Drimalas. "It creates an opportunity for us to offer another valuable service for clients. We see the Adobe project as just the beginning. Digital Publishing Suite opens the door to create all kinds of apps and services for our clients that drive merchandising, brand loyalty, customer acquisition, and more."

Showcasing what's possible

Prior to using the DPS Sales App, the sales process for Adobe enterprise sales executives and solutions consultants was logistically cumbersome. They carried a variety of laptops and other hardware to customer meetings. Putting together a sales presentation beforehand was labor-intensive, because Adobe housed all sales information on an internal database that was difficult for salespeople to navigate and quickly find content for putting together sales pitches.

Once they arrived at the customer site, teams typically delivered standard sales presentations using laptops, and then subsequently passed around a tablet showing examples of actual customer apps created using Digital Publishing Suite. This part of the presentation often ignited a lot of enthusiasm and questions. Among the main inquiries was whether or not the app content could be distributed behind a firewall to groups of users such as sales reps, human resources, or marketing.

"Private distribution—a key value Adobe Digital Publishing Suite offers—often came up in conversations," says Lynn Grillo, solutions consultant manager at Adobe. "We said, 'Let's do it ourselves and show them how it works!'"

Using interactive features, Adobe can outline the digital publishing landscape, illustrate the components of a digital publishing solution, and share results that are relevant to prospects.



“We’ve experienced it ourselves: Adobe Digital Publishing Suite can empower enterprises and publishers in a vast number of useful and productive ways.”

Lynly Schambers-Lenox
Group product marketing
manager of Digital
Publishing Suite, Adobe

More effective sales

More than just an interactive “pitch deck”, the app incorporates separate folios, or modules, with easily updatable slideshows, videos, audio, white papers, statistics, interactivity, customer examples, and other content that can be updated with ease. Each page has a convenient icon that reveals relevant talking points so the account manager can study in advance. A pop-up bar describes background on customer stories and key product features.

The Adobe DPS Sales App also functions as a repository of the most critical information that is now at sales teams’ fingertips. Sales teams have the latest information, and they can access content securely, behind the firewall, when working remotely. And when newly updated content is available on the cloud-based Digital Publishing Suite system, sales teams receive immediate notifications.

The new app has streamlined sales efforts for Adobe and made the selling experience much more efficient, predictable, and compelling. There is no need to lug extra equipment to each meeting, and sales teams can make presentations more engaging and interactive. Once the app is installed on the iPad, sales teams can plug a single cable into the tablet to project the presentation to viewers. Due to the simplicity of the DPS Sales App, account managers have become more self-reliant, freeing up solutions consultants’ time, whose job it is to further demonstrate the more technical aspects of how Digital Publishing Suite can help publishers and enterprises enter the digital realm.

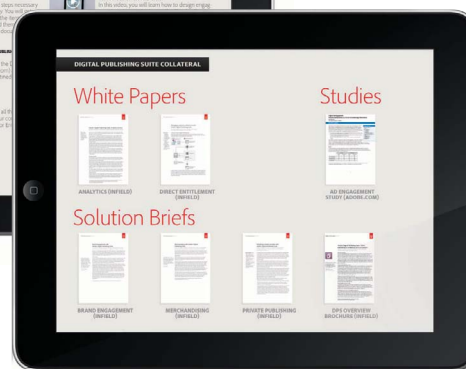
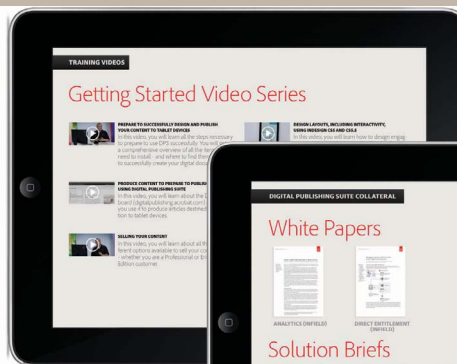
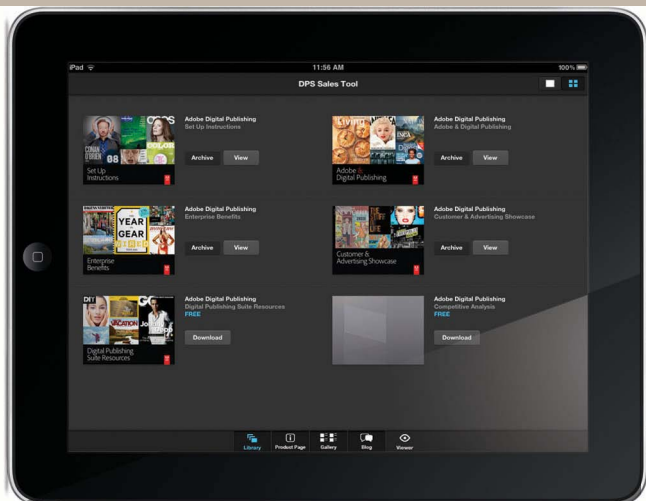
“The use of tablets and the professionalism and beauty of the app draws customers in, and serve as a proof point for what you can do with Digital Publishing Suite,” says Chris Hessler, sales director at Adobe. “It is very impressive when you have all assets at your fingertips, from case studies and videos to white papers and statistics, and you’re pitching right off the iPad.”

Insights inform future development

The integrated analytics in the DPS Sales App enable Adobe to monitor a variety of metrics to inform ongoing usage and potential enhancements to the app. The company can see what salespeople are showing most, and determine which interactive features and sections are gaining the most traction. The marketing team can see that up to 80% of the account managers or solution consultants who downloaded the application spent up to 30 minutes per application visit. They also can track which content is most valuable to the field. For instance, 55% of monthly visitors leveraged the Digital Publishing Suite Pitch folio included in the application. Page views indicate that the Digital Publishing Suite Pitch folio had the most page views as compared to content included in other folios within the application.

All Digital Publishing Suite resources are available through a container app that is downloaded once. Individual publications can be updated as new content is added.

The Adobe DPS App contains a wealth of resources for the Adobe sales teams, from Getting Started videos, to White Papers, Case Studies, and Solution Briefs.



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Dora Drimalas
Principal, Hybrid Design

Overall, the marketing team can see how the sales team navigated through individual folios included in the application to better understand how content is being consumed, in what order, and for what amount of time. These same insights are available to publishers and enterprises that use Adobe Digital Publishing Suite, enabling them to continually improve their tablet-based offerings.

With its DPS Sales App, Adobe wanted to show what is possible and demonstrate how companies can use tablet applications to effectively communicate information to field sales and drive organizational efficiencies. The company also wanted to show how applications can become a critical customer touch point for communicating information about product and services in new and exciting ways.

“We thought it was important to use the Adobe application to inspire our customer base to think beyond traditional internal communication channels. We genuinely believe that tablets represent the next wave in corporate communications within enterprises to engage both internal teams and external customers,” says Lynly Chambers-Lenox, group product marketing manager of Digital Publishing Suite at Adobe. “We’ve experienced it ourselves: Adobe Digital Publishing Suite can empower enterprises and publishers in a vast number of useful and productive ways.”

For more information
www.adobe.com/products/digitalpublishingsuite



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