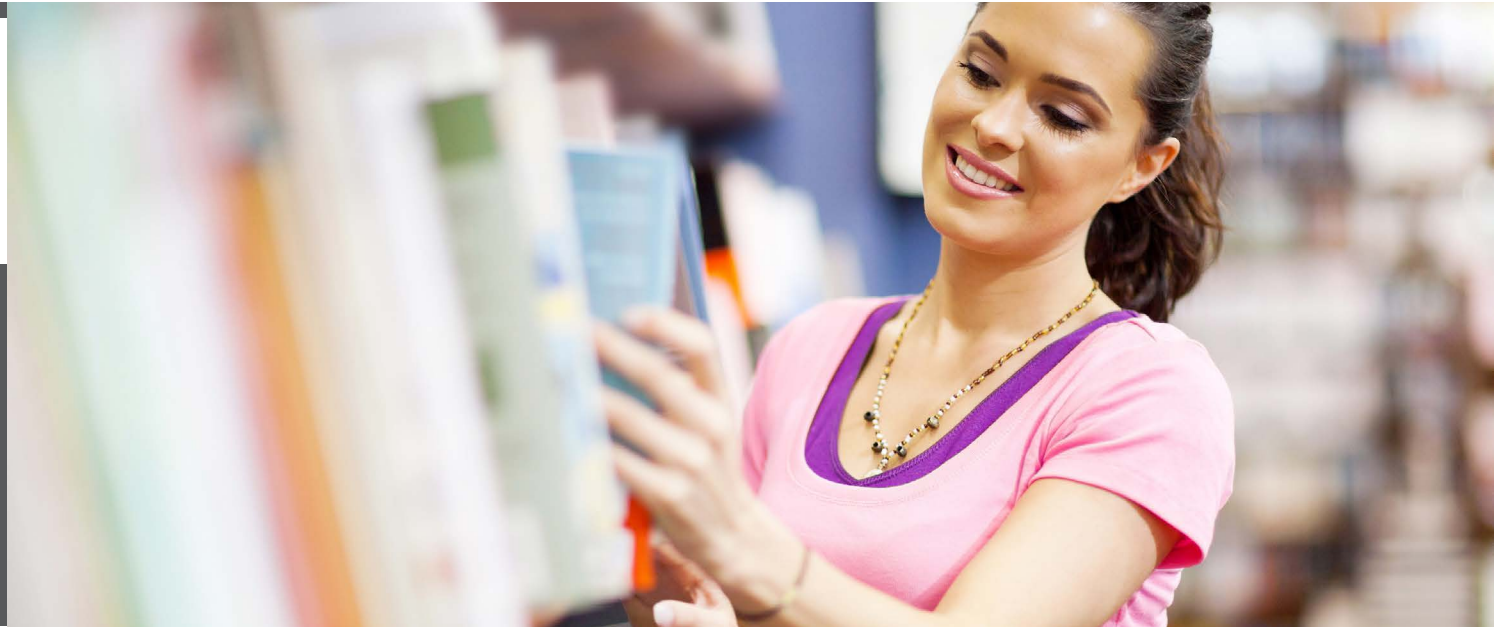


Macmillan Publishers, supporting quality publications.

Leading publisher helps authors reach readers through unique designs and ads created using Adobe Creative Cloud for enterprise.



"Adobe Creative Cloud for enterprise keeps our staff on the latest software to quickly take advantage of new features and workflows."

Bruce Yolton, Vice President of Digital Operations, Macmillan Publishers

SOLUTION

Adobe Creative Cloud for enterprise

RESULTS



RENEWED CREATIVITY

Delivered access to new features and training programs, inspiring loyalty while helping designers improve skills



PRODUCTIVE WORKFLOWS

Boosted productivity with automated plug-ins and scripts that integrate with Adobe software



CENTRAL CONTROL

Gained centralized control over software distribution and updates



EFFICIENT COLLABORATION

Maintained updated cycles with many freelancers and vendors, reducing delays caused by incompatible software

Macmillan Publishers

New York, New York

www.macmillan.com

CHALLENGES

- Provide consistent access to the latest Adobe creative tools
- Improve compatibility with freelancers and vendors
- Control central deployment of creative tools

“As more people move to Adobe Creative Cloud, we can maintain the same update cycle. We eliminate incompatibilities, which reduces delays and helps us work more smoothly.”

George Baier, Director of Publishing Workflows, Macmillan Publishers

Bringing words to life

Macmillan Publishers has a long history of providing readers with a broad range of quality books, including award-winning fiction, nonfiction, and children’s books. Under imprints that include St. Martin’s Press, Tor, and Picador, the Macmillan companies produce about 2,000 new projects every year, making them the fifth largest trade publisher in the United States.

More than 175 designers and marketers at Macmillan use Adobe creative tools every day to design covers, lay out text, and develop marketing collateral that can range from print ads and in-store campaigns to digital ads and book trailers.

“The number of creative elements produced for each book and associated campaign can be high, and we need to maintain consistency for each book, each imprint, and across the company,” says Bruce Yolton, Vice President of Digital Operations at Macmillan. “That’s why we take our digital workflows so seriously. Adobe Creative Cloud for enterprise keeps our staff on the latest software to quickly take advantage of new features and workflows.”

Managing licenses company-wide

Working with Creative Cloud for enterprise, Macmillan’s digital operations team quickly deployed software to all designers and marketers in the company. “Initially, there were concerns that Adobe Creative Cloud took power away from central IT,” says Yolton. “The reality couldn’t be more different. With Adobe Creative Cloud for enterprise, we can deploy software in a very controlled way, even determining when and how we update within a uniform environment across the company.”

The digital operations team rolled out Creative Cloud to all employees in a single night with zero downtime. “Although we’re giving all designers and marketers access to the entire suite of software, we used Adobe Creative Cloud Packager to package apps individually,” says Chris Harford, Manager Desktop Engineering at Macmillan. “This gives us greater control over updates.”

Smooth collaborations

With centralized updates, Macmillan can keep all designers and marketers on the same version of software. Although this helps streamline internal collaboration, the biggest benefit comes from working on the same version as freelancers, print shops, and other vendors.

“Previously, smaller shops or freelancers weren’t always on the same software versions, so we would often need to down-save files,” says George Baier, Director of Publishing Workflows at Macmillan. “As more people move to Adobe Creative Cloud, we can maintain the same update cycle. We eliminate incompatibilities, which reduces delays and helps us work more smoothly.”

SOLUTION AT A GLANCE

- Adobe Creative Cloud for enterprise.
- Apps used include:
- Adobe InDesign CC
 - Adobe Photoshop CC
 - Adobe Illustrator CC
 - Adobe Premiere Pro CC
 - Adobe After Effects CC
 - Adobe Acrobat

Delivering quality work through custom workflows

Macmillan creates unique synergy through collaborations among the support, workflow, and creative teams. The workflow team works closely with Art and Production departments to coordinate with designers to develop best practices, while the support team delivers the technical foundation for the workflows. Together, the teams develop a series of workflows, processes, and best practices that simplify operations while supporting more efficient and creative designs.

“We try to empower our creatives by optimizing their app configurations depending on their goals,” says Harford. “We’ve customized preferences, created PDF workflows for in-house proofing, and incorporated fantastic plug-ins. Creative teams appreciate our support because we act as their advocate and help them add value to their work.”

Designers at Macmillan use Adobe InDesign CC to create page layouts and covers, often importing graphics created using Adobe Illustrator CC or photographs edited using Adobe Photoshop CC. The Universal Type Client plug-in from Extensis enhances font libraries, while the Make Book Jacket script for InDesign saves designers 20 to 30 minutes of work on every project. Marketers are also expanding usage of Adobe Premiere Pro CC and Adobe After Effects CC to develop web assets, book trailers, and animated spots to reach readers through digital channels.

Training and expanding skills

With access to the full line of up-to-date Adobe creative software, designers and marketers are pushing their skills to work more effectively. “Instead of waiting years for updates, Adobe Creative Cloud applications are updated much more frequently so that we can start using new features right away,” says Harford.

Noble Desktop, an Adobe Authorized Training Center, provided valuable training when the company transitioned to Creative Cloud, and employees are now taking advantage of additional training resources to improve their skills. Designers are looking at non-destructive editing and learning best practices for transforming print products into ebooks or apps, while marketers are starting to develop advanced digital ads with After Effects.

“Designers understand the value of keeping up-to-date on the latest software, so the feedback from them has been excellent,” says Yolton. “As designers build their skills, they become more competitive across the industry, but providing them access and training makes them happier with their jobs and less likely to leave. Adobe Creative Cloud helps us to create a loyal and valuable workforce with low turnover.”

For more information

www.adobe.com/creativecloud.html



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

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10/15