IST Management Services, creative empowerment.

Adobe Creative Cloud for teams ignites enthusiasm and fosters new skills among marketers at facilities management and software firm.

"As a manager, I’ve learned that Adobe Creative Cloud for teams has as much to do with employee motivation and retention as it does with creativity."

Brad Burgess, Vice President of Marketing, IST Management Services

**SOLUTION**
Adobe Creative Cloud for teams

**RESULTS**

- **PASSION TO EXCEL**
  With access to the latest Adobe apps and video training, creative staff learned how to use new apps quickly, renewing enthusiasm and boosting collaboration

- **HAPPY EMPLOYEES**
  Supported employee retention and motivation by encouraging staff to experiment with new creative tools and ideas

- **COST AVOIDANCE**
  Brought website development in house with Adobe Muse CC, saving tens of thousands of dollars on every site

- **LICENSE EASE**
  Streamlined software licensing, improved cost predictability and ability to easily scale up or down

$25,000+ SAVED
Exceeding expectations

Founded by CEO Hal Blackman, IST is the largest independently owned facilities management services provider in the United States. IST consistently exceeds customer expectations, and it shows in the company’s 90% customer retention rate. To keep customers coming back for more, and the business growing and profitable, IST has to stay creative.

A team of eight produces large volumes of varied marketing materials—proposals, email campaigns, websites, videos, social media content, and more—to support three product areas. Every application within Adobe Creative Cloud for teams touches their work, from Adobe Illustrator CC, Photoshop CC, and InDesign CC for brochures and signage, to Adobe Premiere CC for videos and media content and Adobe Acrobat Pro for all document and client proposals.

Small team, enormous possibilities

As Vice President of Marketing at IST Management Services, Brad Burgess does more than just oversee projects and manage his marketing team. He has a genuine passion for igniting their creativity and equipping them with what they need to do their best work.

"Today, our marketing team is excited about learning new skills and collaborating with each other to excel at every turn," says Burgess. "With Adobe Creative Cloud for teams, we’re producing our best work, bringing projects in house that we used to outsource, and creating a rewarding atmosphere that makes employees really want to work here. As a manager, I’ve learned that Adobe Creative Cloud for teams has as much to do with employee motivation and retention as it does with creativity."
Limited by aging software

The team previously relied on Adobe Creative Suite, but often became frustrated because they were using older versions, limiting their ability to accomplish exactly what they wanted. In addition, team members were on different software versions, making seamless collaboration difficult.

Website development had to be outsourced because no one had coding expertise or the creative tools to help produce good websites. A single website handled by an outside firm cost IST on average $25,000, and subsequent updates could result in thousands of additional dollars. Due to the steep up-front and ongoing costs of web development, websites could often go unrefreshed for several years.

Propelling creativity and cost savings

When Adobe Creative Cloud for teams became available, Burgess saw an opportunity to empower his talented team and boost their inventiveness. He could equip everyone with the latest creative software, updated continuously. And, instead of incurring lump sum, up-front costs, IST could pay on a consistently budgeted, annual basis. Adobe Creative Cloud for teams would also streamline licensing and give administrators the control they wanted for easy deployment and seat management, while offering a predictable cost model for their finance team.

"We keep a close eye on finances. In the past, with a fixed cost for Adobe Creative Suite, it wasn’t always feasible to upgrade all our individual Creative Suite licenses with every Adobe release. Now, with Adobe Creative Cloud for teams, everyone on the team has access to Adobe’s latest apps, and we have a more attractive option for both finance and IT. We can easily add licenses as needed as we expand the team, and we’re paying on an annual basis. The Creative Cloud for teams licensing structure gives us flexibility."

Invaluable discoveries, new skills

Implementing Adobe Creative Cloud for teams was simple and fast, as was getting marketing staff up to speed through Creative Cloud tutorials and free video tutorials on YouTube. "Adobe’s video training library is amazing. With all the great content, there’s almost nothing we can’t figure out how to accomplish," Burgess says. "I’ve saved thousands of dollars by not having to send people off for training."

As soon as they started working in Creative Cloud for teams, marketers experienced a flurry of unexpected and serendipitous discoveries. With access to all the latest tools and feature updates, team members got enthused and started sharing newfound knowledge, techniques, and expertise with each other, raising the caliber of their work.
“It’s amazing to see the changes that are happening in our group, including improved motivation, greater inventiveness, and easier employee retention—just by giving everyone access to Adobe’s full creative playground.”

Brad Burgess, Vice President of Marketing, IST Management Services

**SOLUTION AT A GLANCE**

- Adobe Creative Cloud. Apps used include:
  - Adobe Illustrator CC
  - Adobe InDesign CC
  - Adobe Muse CC
  - Adobe Photoshop CC
  - Adobe Premiere Pro CC
  - Adobe Acrobat Pro

In addition to the mainstays they were already using, the team found new apps that removed creative barriers and limits. Adobe Muse CC, an app they wouldn’t have been able to access without Adobe Creative Cloud for teams, was especially exciting because it would allow the team to create and publish dynamic websites. Artists learned how to use Adobe Muse CC on their own in two weeks using tutorials on Adobe TV.

“Adobe Muse CC could not have come at a more fortuitous time. We had to create a new website for our IST Discover-E legal discovery services and—honestly—we weren’t sure how we were going to make it happen,” says Burgess. “With no programming skills in house, we were faced with paying an outsourced firm tens of thousands of dollars. When we saw a demo of Adobe Muse CC at a design event, we instantly knew it was the perfect solution.”

Without any outside help—and without extensive involvement of in-house IT—the marketing team created the IST Discover-E website, avoiding tens of thousands of dollars in upfront and ongoing costs. The team has since updated the website for its document management product, IST DocStor, and plans to update sites for all of its product lines.

**Equipped to thrive**

As people learn new apps and skills, they become proud of their accomplishments and want to learn more. Instead of feeling limited, creative staff are thriving and seeing new ways to create fresher, more modern marketing materials across the board.

“It's amazing to see the changes that are happening in our group, including improved motivation, greater inventiveness, and easier employee retention—just by giving everyone access to Adobe's full creative playground,” says Burgess. “Adobe Creative Cloud for teams is pushing us to go farther and see things in a new light. People are excited at the prospect of making sites and other materials look better and better. If you can imagine it, you can make it happen with Adobe Creative Cloud for teams.”