



Adelanto

www.adelanto.fr

Industry

Marketing and communications

Challenges

- Setting up a flexible and efficient internal document revision process to use with clients and partners
- Reducing travel needs
- Improving responsiveness to client demands

Solution

- Real-time collaboration

Adelanto is using Adobe Acrobat and Acrobat.com to enhance collaborative processes and improve client services.

Results

- Increased productivity using Acrobat and Acrobat.com
- Accelerated document review cycles and time to market for new campaigns
- Increased efficiency and responsiveness by conducting online conferences
- Reduced travel expenses

Systems at a glance

- Adobe Acrobat
- Acrobat.com
- Adobe ConnectNow
- Adobe Flash Professional
- Adobe Creative Suite

Adelanto

Direct marketing and web marketing agency structures its entire production process around Adobe® Acrobat® and PDF, greatly enhancing productivity and efficiency

Putting PDF at the heart of information exchange

What's the best way to publish information? How can you set up a simple and efficient document revision and validation process, while maintaining control over your information exchanges? How can you make communicating and sharing information with clients and partners easier? Adelanto resolved all of these issues by making Adobe Acrobat and PDF the central information sharing tools used with both its internal collaborators and external partners.

Adelanto had long been familiar with Adobe solutions. The direct marketing and web marketing firm had used tools from Adobe Creative Suite® and Acrobat since 1994. "We were among the first users of Adobe InDesign®, and then Dreamweaver® and Flash® Professional when we went online," says Laurent Azières, associate director of Adelanto. "Today, our entire production process revolves around PDF and Acrobat, both for internal revisions and for exchanges with our clients and partners."

Adelanto put Acrobat and PDF at the heart of its document exchange and collaboration process. For internal processes, Acrobat was used early on to facilitate project and document revisions. "We use Acrobat throughout the production process, from step one of a project to publishing the final mock up before the client presentation," says Azières. "We developed a very flexible document revision process that facilitates the collaborative work of project managers, creative personnel, and developers."

The decision to use Acrobat in this context was driven by the increased productivity and creativity supported by advanced Acrobat capabilities. "Acrobat makes the revision process highly flexible," says Azières. "It's important that everyone be able to share their comments by annotating or underlining them in such a way that we can identify the author of each document update. Acrobat is the perfect tool for this, especially since the new capabilities included in each new version have opened up many new project opportunities for us."

The new features in Acrobat include the ability to capture website pages and make them part of documents. Adelanto made use of this function early on to improve the quality of its presentations. "I integrate many demonstration sites into my presentations," says Azières. "With Acrobat, I can capture these sites with animations created in Adobe Flash Professional and play them back internally. That's a very useful function and it makes our client presentations far more dynamic."

Modernized client relationships through online conferencing

Various Acrobat updates benefited Adelanto's external collaboration and exchanges. In addition, the use of the Adobe Software as a Service, Acrobat.com, has further enhanced external collaboration. "Acrobat.com has a function that lets us hold online conferences with Adobe ConnectNow," explains Azières. "We've become very adept with this function and use it often, holding many small meetings because they're practical, instantaneous, and efficient."

These virtual meetings offer many advantages: they make exchanges between the agency and its clients more flexible, facilitate communication, reduce travel expenses, and enable staff to collaborate better during the project production process.

The enhanced Acrobat features enable Adelanto to capture website pages from demonstration sites and integrate them into documents such as presentation materials, improving the quality of client presentations. The company enhances these sites with animations created in Adobe Flash Professional, delivering more dynamic presentations.



"Online conferencing with Acrobat.com and Adobe ConnectNow represents real progress for us. It has significantly increased our productivity, which has helped enhance our client relationships by showing our clients that we're more available to them through instant meetings, and are less constrained by travel requirements."

Lauren Azières
Associate director,
Adelanto

"Our clients are very impressed," says Azières. "They're also more likely to attend these meetings because they're easy to organize and hold, and because they modernize exchanges. The practical side of them is that they cut back on travel and make it easier for us to bring collaborators together. If I need my graphic designer in the middle of a client meeting, I can bring him in right away, whereas if it's a face-to-face meeting, he may not be available."

For Adelanto, this means increased team productivity and, more importantly, increased efficiency in the eyes of clients. The agency can be very proactive and instantly respond to client questions or concerns.

Acrobat.com offers easy integration with existing tools

Adelanto recently enhanced its document sharing process by using Acrobat.com to share information online. The online service optimizes the collaborative processes by facilitating document warehousing and sharing. It also enables creating documents online, converting them to PDF files, and authorizing the launch of online conferences.

"This service has given us true peace of mind," says Azières. "We can more easily exchange voluminous documents and access to the platform is secure. We don't even have to use our own computer anymore. We can borrow the client's computer and access the Acrobat.com site to find presentations or other helpful documents. This way, we avoid potential hassles related to the client's computer not working or having to be on their network to access the Internet or publish on a big screen."

Significantly higher productivity and efficiency

By using Acrobat as its central document information and sharing tool, Adelanto improved the flow of information circulated between its collaborators and with its partners and clients, which has enabled it to better meet client expectations. Client needs are now quickly identified and met. The ubiquity of PDF enabled the agency to consolidate the information sharing process while helping to ensure that no mistakes appeared on its documents.

"We know that a document in PDF will be read as laid out, regardless of earlier versions," explains Azières. "This universality is a big plus in terms of transferring documents to our printer and client exchanges."

Using the enhanced collaboration features across the integrated Adobe solution Adelanto can enhance the quality and responsiveness of services provided to clients.



But for Adelanto, the benefits of online conferencing have been the most impressive. "We have used Acrobat and PDF for a long time, so we're accustomed to the fluidity of the information exchange process," says Azières. "Online conferencing with Acrobat.com and Adobe ConnectNow represents real progress for us. It has significantly increased our productivity, which has helped enhance our client relationships by showing our clients that we're more available to them through instant meetings, and are less constrained by travel requirements. It has become a core tool for us since it's so user friendly."

For more information
www.adobe.com/products/acrobat.html
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