

Accell North America, designing tomorrow's biking trends.

Market-leading bicycle distributor improves collaboration with Adobe Creative Cloud for teams.



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Josh Podolske, Associate Art Director and Designer, Accell North America



SOLUTION

Adobe Creative Cloud for teams

IN PARTNERSHIP WITH
ZONES™

RESULTS



MOBILE APPS

Enhanced workflows with mobile apps that help designers find inspiration on the go



COLLABORATION

Streamlined collaboration by sharing assets directly through Creative Cloud Libraries

50%
SAVINGS

EASY MANAGEMENT

Reduced the time spent managing software licenses by at least 50%



DESKTOP APPS

Full access to all creative tools enabled the company to bring more creative development in-house

Accell North America

Established in 1974

Employees: 160

Kent, Washington

www.accell-group.com/en

Zones

www.zones.com

CHALLENGES

- Improve collaboration efficiency among designers
- Design biking gear for next year's trends
- Leverage the latest apps to create trendy designs
- Incorporate inspiration captured on the go into creative workflow

Leading the pack

Bicycling is seeing a surge of popularity in the United States. According to a report from the U.S. Census Bureau, the number of Americans biking to work jumped by about 60% between 2000 and 2014.

Accell Group serves this fast-growing bicycle market. The company is widely known as one of the strongest players in the mid-range and high-end segments of the bicycle market. After acquiring strong brands such as Raleigh and Seattle Bike Supply, Accell North America serves the North American market with fun and functional bicycles, bike parts, and accessories.

"At Accell, we're always drawing inspiration from the latest trends," says Josh Podolske, Associate Art Director and Designer at Accell North America. "We try to predict what customers will be looking for in the upcoming months or year. That means we need to stay ahead with the most cutting-edge software and technologies to support our designs."

Designing for a fashionable market

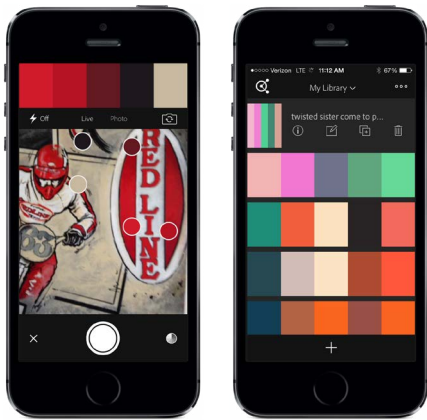
Since the merger, designers for the Seattle Bike Supply and Raleigh brands have worked together closely from their respective offices in the United States using Adobe creative tools to produce professional designs. The brands' colorful bike, helmet, and glove designs are redesigned regularly in Adobe Illustrator to reflect current fashion trends and capture customers' attention.

In addition to product designs, the designers also create the catalogs and flyers that provide vendors with clear and accurate product information. For the most complicated document, a 150-page parts and accessory catalog, character and paragraph styles in Adobe InDesign go a long way to improve consistency. Working with InDesign, designers can easily import assets from other Adobe apps, such as photographs edited in Adobe Photoshop or graphics created in Illustrator.

To consistently create high-quality content, the designers share and reuse brand logo and product images throughout their designs. But with designers working on separate servers, sharing files wasn't as simple as it could be.

"Before we merged companies, Seattle Bike Supply worked on a private server while Raleigh worked with Egnyte cloud sharing services," explained Podolske. "The IT department for Accell operates out of Holland, so it's not easy for IT to just pop over when we need them."

Rather than consolidating, Accell kept each brand on its own design server. Although the separation didn't affect most daily design tasks, inefficiencies occurred when trying to share assets. If a designer for Seattle Bike Supply needed a brand logo on Raleigh's servers, the designer needed to request the file from a colleague. As a result, designers could spend a lot of time waiting for a response—time that could be better spent adjusting artwork or layout.



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In addition, designers from the two brands had previously worked with slightly different versions of Adobe Creative Suite. After the merger, it made sense for everyone to be on the same version of Adobe tools to improve their ability to collaborate across the team. Working with Adobe reseller Zones, they decided to standardize on Adobe Creative Cloud for teams for access to the newest software and collaboration features.

“The timing for Creative Cloud for teams couldn’t come sooner for us. With the whole team on Adobe Creative Cloud for teams, we can work efficiently and focus our efforts on new inspirations that will form next year’s trends,” says Podolske.

Connecting through Libraries

While the designers continue to work on separate servers, brand assets are shared through libraries accessible to all creative team members through Creative Cloud for teams. Designers can quickly search for assets they need, easily bring those assets into their projects, and continue working right away. The result is greater brand consistency and productivity because designers deal with fewer delays and interruptions.

“Adobe Creative Cloud Libraries saved the day by helping us work around our file-sharing challenges,” says Podolske. “We share color palettes or campaign graphics for more consistency across projects. It’s a wonderful alternative to integrating our servers, but without needing to invest resources in a server migration.”

Inspiring the latest trends

The Accell designers are constantly looking around for inspiration and trends that will influence their next product designs. “We never know what will inspire us,” says Podolske. “A billboard may use colors that would look great on a bike. A graphic on someone’s bag could be transformed into a cool pattern on a helmet. We’re used to finding inspiration on the go and working with our phones to capture that inspiration.”

The Adobe Creative Cloud mobile apps tie the work done on the designers’ smartphones directly into the creative workflow. When working on a new glove, a designer might start out with a physical sketch. Rather than scanning the sketch and trying to recreate the shape in Adobe Illustrator CC, the designer can simply take a picture with a smartphone. Adobe Shape CC turns the sketch into a vector image and uploads it to Creative Cloud Libraries.

To achieve a unique, organic design on the glove, designers may use Adobe Brush CC on a found shape or fun sketch, turning a picture into a custom brush in seconds. For the final step, Adobe Color CC turns a photograph into a fashionable color palette to capture the customer’s eye.



SOLUTION AT A GLANCE

- Adobe Creative Cloud for teams. Apps used include:
 - Desktop: Adobe InDesign CC, Adobe Muse CC, Adobe Premiere Pro CC, Adobe Photoshop CC, Adobe Illustrator CC
 - Mobile: Adobe Color CC, Adobe Brush CC, Adobe Shape CC
 - Services: Adobe Creative Cloud Libraries

For more information

www.adobe.com/products/creativecloud/teams.html



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

"When I'm out on the street, I can use Creative Cloud mobile apps like Adobe Color CC to take pictures of colors that inspire me and have the palette waiting for me when I get back to work," says Podolske. "We even use Adobe Color CC to instantly identify colors from our manufacturers' swatch books. It saves us a ton of time that we used to spend physically comparing colors."

With Adobe Creative Cloud mobile apps, designers no longer need access to bulky scanners. A picture from their smartphone automatically turns photographs into usable assets.

Recipe for success

Accell North America is a company that appreciates being on the cutting edge, so designers love the frequent software updates through Adobe Creative Cloud for teams. Designers take advantage of their access to Adobe creative apps to experiment with software. Rather than relying on outside resources, designers try editing a video themselves with Adobe Premiere Pro CC or redesigning the website with Adobe Muse CC.

"Adobe Creative Cloud apps all use similar interfaces, which makes it easy to pick up new software," says Podolske. "With access to all of the apps in Adobe Creative Cloud, we're expanding our skillsets and bringing more creative work in-house, making better use of company resources and expertise."

Adobe Creative Cloud for teams also helps Accell's remote IT team in Holland manage software halfway around the world. The team can activate or deactivate licenses remotely, and designers can update software on their own without IT intervention. The IT team now spends 50% less time managing licenses and eliminated the need to store software serial numbers for upgrades or reinstallation.

"With Adobe Creative Cloud for teams, we're collaborating easier and working more efficiently as designers," says Podolske. "I don't have to wait for IT to enable certain software. I can just download and update what I need in Creative Cloud. The smooth workflow helps us concentrate on shaping our ideas into great designs that reach a growing audience for cool biking gear."