Banner Engineering, transforming automation solutions.

Leader in industrial and process automation brings marketing and technical literature in-house with Adobe Creative Cloud for teams.

BANNER ®

more sensors, more solutions

"Upgrading to Adobe Creative Cloud for teams enables us to develop tighter workflows, increase productivity, and ultimately deliver better value to our company."

Delaine Suess, senior graphic designer for corporate branding, marketing department, Banner Engineering Corp.

SOLUTION

Adobe Creative Cloud for teams

RESULTS

CLOUD VALUE
Transitioned from Adobe Creative Suite to Adobe Creative Cloud for teams, which boosted productivity and simplified software management

PRODUCTIVE WORKFLOWS
Improved team workflows for greater productivity that enables marketers to bring more projects in-house, deliver more and work smarter and faster

CONSISTENCY
Simplified collaboration with internal teams and external vendors by using uniform software versions

TIME SAVINGS
Leveraged new features and software to finish projects faster and more efficiently
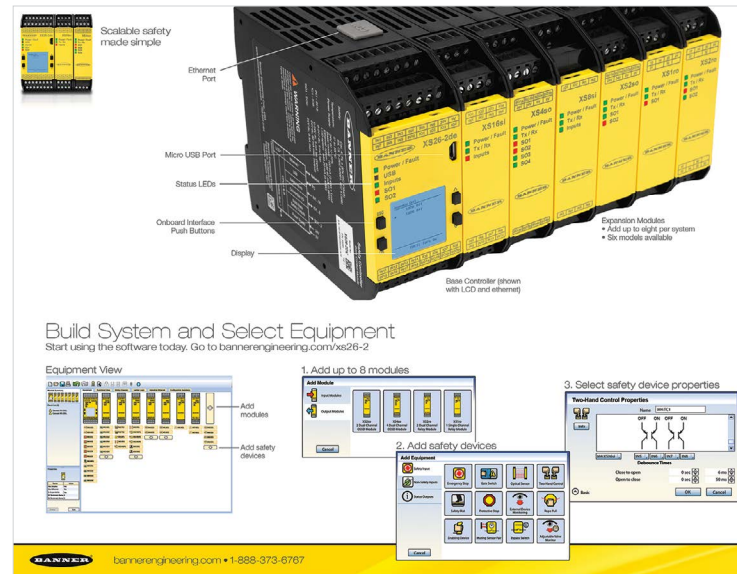
Banner Engineering Corp.

Established in 1966

Employees: More than 1,200

Minneapolis, Minnesota

www.bannerengineering.com

CHALLENGES

· Work efficiently with a lean marketing team

· Bring more marketing and creative work in-house

· Maintain consistent software versions for all employees

Supporting customers with thousands of products

Founded almost 50 years ago as a small electronics engineering firm, Banner Engineering has grown into a global leader in process and industrial automation. The company provides customers worldwide with industry-leading photo eyes, sensors, machine safety equipment, and lighting devices that increase efficiency, monitor quality, and safeguard employees.

Banner currently offers thousands of innovative products and develops hundreds of new solutions every year. Despite the impressive catalog, the company operates with a lean marketing team that handles almost all marketing and technical documentation, including product and company brochures, trade show displays, success stories, product packaging, technical illustrations, videos, software GUI graphics, and a comprehensive printed product catalog with more than 1,000 pages.

"We have a lean marketing team for a company of our size, producing the output of teams two or three times larger," says Delaine Suess, senior graphic designer for corporate branding in the marketing department. "We need to work as efficiently as possible."

Banner has been using Adobe creative software as its standard for graphics and documents for the past 18 years, but in a budget-conscious environment, marketers didn't have the funds for every software upgrade. Previously, the team would evaluate the features of every upgrade before making the investment or waiting for the next version.

"Adobe Creative Cloud for teams gives us the exact tools that we need to get projects done as quickly as possible."

Delaine Suess, senior graphic designer for corporate branding, marketing department, Banner Engineering Corp.

"Not only were we missing out on opportunities to work with the latest features, but it was also difficult to keep versions consistent," says Suess. "If we added someone to the team, we would need to purchase a newer version of software, leading to multiple versions of software in-house. Trying to stay on the same versions as our vendors was even more difficult."

With the introduction of Adobe Creative Cloud, Suess recommended that Banner transition from Adobe Creative Suite to Adobe Creative Cloud for teams to address its productivity and software management issues.

Standard versions, tighter workflows

With Adobe Creative Cloud for teams, Banner has access to the latest versions of all creative software needed to complete marketing and technical documents in-house. Marketers use Adobe InDesign CC for documents, including Banner's comprehensive, 1,000-page catalog. Adobe InCopy CC enables copywriters to proof and make quick changes to InDesign files even when working simultaneously with designers, making the proofing process faster and more consistent.

For diagrams and icons, Adobe Illustrator CC is the standard used by Banner and its vendors, while Adobe Photoshop CC is used to edit a wide range of images. Products such as LED lights are difficult to photograph accurately, so Banner adds simulated lighting effects in Photoshop to give customers a better idea of products. Marketers also use Photoshop to composite images to show a product in use or add effects such as lighting to rendered Autodesk 3ds Max files.

By eliminating version inconsistencies, the marketing team spends less time backsaving files and wrestling with technical issues. "Many of our print and advertising vendors also use Adobe Creative Cloud, so we no longer worry about whether we're on the same version," says Suess. "Upgrading to Adobe Creative Cloud for teams enables us to develop tighter workflows, increase productivity, and ultimately deliver better value to our company."

For document workflows, Banner relies on Adobe Acrobat for its proofing needs. Team members can review, edit, and comment easily within the PDF so all involved can easily track their changes during the proofing process. "Shared reviews significantly cut down on our approval process time and improve productivity for our team," said Suess. "We use shared reviews so our engineers and sales people can annotate PDFs consistently with familiar tools. And our marketing team can track progress and consolidate comments."

"With Adobe Creative Cloud for teams, we don't have to wait for crucial updates. We can take advantage of time-saving new features right away."

Delaine Suess, senior graphic designer for corporate branding, marketing department, Banner Engineering Corp.

SOLUTION AT A GLANCE

· Adobe Creative Cloud for teams. Apps used include:

  · Adobe Photoshop CC

  · Adobe Illustrator CC

  · Adobe InDesign CC

  · Adobe InCopy CC

  · Adobe Acrobat Pro

For more information
www.adobe.com/products/creativecloud/teams.html

Efficient operations for high-volume output

Banner creates almost all of its marketing and technical literature in-house, including print, video, graphics, illustrations, and 3D models. "Adobe Creative Cloud for teams gives us the exact tools that we need to get projects done as quickly as possible," says Suess. "We can easily switch between software as needed or experiment with software to adjust workflows or deliver new output."

With greater software compatibility and less downtime waiting for the IT department to install and update software, the marketing team can work faster and smarter. The boost in productivity even enabled Banner to handle work that was previously outsourced to an external ad agency. As a result, Banner sees the potential to achieve a significant return on investment.

Fast access to features and software

"Every Adobe update includes terrific new features that save us time or help us produce a better product," says Suess. Improved packaging in Adobe InDesign CC, for example, saves time while features like Live Shapes and Live Corners make editing in Adobe Illustrator CC much faster. "With Adobe Creative Cloud for teams, we don't have to wait for crucial updates. We can take advantage of time-saving new features right away," adds Suess.

Marketers are also taking advantage of access to a wider variety of software to expand projects. Team members have expressed interest in exploring applications such as Adobe Muse CC to better refine websites.

"Having everyone on Adobe Creative Cloud for teams improves collaboration with our international offices so that we can provide greater value to our representatives and distributors around the world," says Suess.