Rockwell Group, designing top entertainment venues and events.

Agency streamlines IT and focuses on award-winning designs using Adobe Creative Cloud for teams.

rockwellgroup

"Adobe Creative Cloud apps work together seamlessly, so our designers can spend more time refining their ideas and less time wrestling with how to convey them through software."

Kenneth C. Mok, Associate Director of IT, Rockwell Group

SOLUTION
Adobe Creative Cloud for teams

RESULTS

50%
LESS TIME

EASY MANAGEMENT
Reduced time spent managing hundreds of licenses by 50%

GLOBAL LIBRARIES
Improved access to common assets for fast and consistent design collaboration

CLIENT RELATIONSHIPS
Better collaboration earlier during ideation process with clients

FORECASTING SPENDING
Established more accurate budgets and rollouts with predictable software costs

Rockwell Group

Established in 1984

Employees: 210

New York, New York

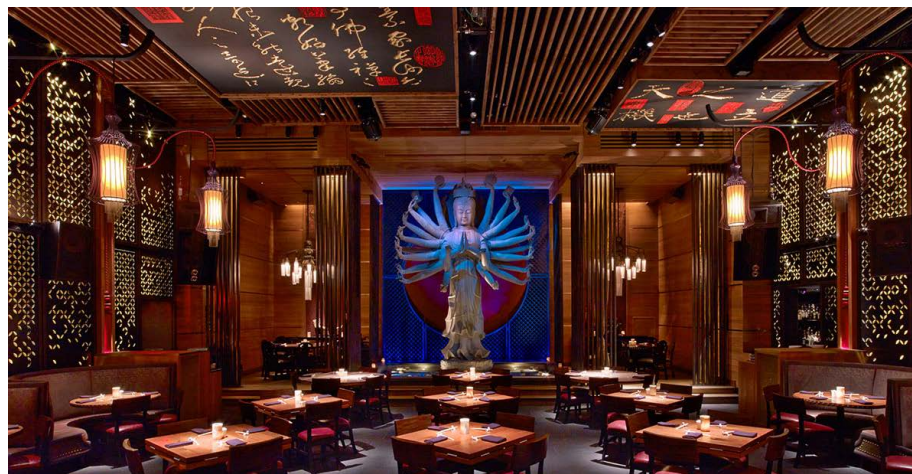*www.rockwellgroup.com*

Partner: Dell

www.dell.com

CHALLENGES

- Collaborate with designers and clients using the latest versions of software
- Deliver powerful proposals that accurately convey design ideas to clients
- Work efficiently to meet tight deadlines

"I spend half as much time now managing licenses with Adobe Creative Cloud than I did previously with boxed software."

Kenneth C. Mok, Associate Director of IT, Rockwell Group

Creating award-winning designs

From luxury W Hotels, to three-star Nobu restaurants and the Tony Award-nominated musical *Hairspray*, Rockwell Group has designed stunning buildings, Broadway stage sets, and events for the past 30 years. Under the direction of founder David Rockwell, who draws upon his love for theater and spectacle for dramatic designs, Rockwell Group has won dozens of design awards over the years, including the Presidential Design Award for work done on New York's Grand Central Station restoration and an Emmy Award for Outstanding Art Direction for work on the 81st Academy Awards.

Rockwell Group employs 210 talented designers and architects in New York, Madrid, and Shanghai to work with customers worldwide. As an agency that works on some of the most high-profile design projects in the world, designers are often under pressure to deliver innovative designs within strict deadlines. Highly visual proposals and presentations are key to helping clients visualize how a design will look when brought to life.

As a longtime user of Adobe creative software, Rockwell Group upgraded its entire design team from Adobe Creative Suite to Adobe Creative Cloud for teams with licenses purchased through Dell. With Creative Cloud for teams, Rockwell Group can provide its designers with the latest versions of Adobe creative tools while simplifying costs and IT management.

"Many of our creative partners and clients had already upgraded to Adobe Creative Cloud, so it was essential for us to equip our teams with the same tools to promote smooth collaboration," says Kenneth C. Mok, Associate Director of IT at Rockwell Group. "Adobe Creative Cloud for teams allows designers to control updates and downloads without waiting for IT assistance. When you're dealing with hundreds of licenses, it greatly simplifies management from an IT perspective."

"With new features and a redesigned interface, Adobe Acrobat DC is easier to use compared to previous versions, and really helps speed up review processes."

Samantha Ricken, Designer, Rockwell Group

Managing hundreds of licenses

With Adobe Creative Cloud for teams, Mok can manage all Creative Cloud for teams licenses from the central Admin Console. Rather than installing software on individual machines, Mok simply assigns an employee an account that they can use to download software as needed.

The Admin Console provides an overview of what software users have downloaded, enabling Mok to track licenses easily. Custom software packages offer even tighter control over software access, enabling Rockwell Group to distribute licenses thoughtfully using Creative Cloud Packager. At the same time, Mok can easily give power users the ability to download and experiment with any app within Creative Cloud without needing to personally install every piece of software on their computers.

"Adobe Creative Cloud for teams makes it very easy for me to assign and manage licenses across the company from a central location using the Admin Console," says Mok. "I spend half as much time now managing licenses with Adobe Creative Cloud than I did previously with boxed software."

The regular cost structure of Adobe Creative Cloud also makes it easy for Rockwell Group to budget for software. Before, Rockwell Group would need to make a large investment every few years to purchase new software or upgrade existing software. The upgrade cycle was not always regular, making it difficult to accurately predict long-term budgets. "With Adobe Creative Cloud for teams, we know how much our software costs will be for the year, helping us anticipate future needs," says Mok.

Working together through Adobe

Rockwell Group uses Adobe software frequently in the design and proposal process, creating polished proposals through a combination of apps in Creative Cloud for teams. "Adobe programs teach designers how to structure and present their ideas in a meaningful way on a daily basis, fostering the creation of beautiful and realistic renderings for our clients to conceptualize," says Samantha Ricken, Designer, Rockwell Group.

Adobe Photoshop CC works well to create presentation-ready images that accurately reflect the designer's vision for the space while Adobe Illustrator CC is often used to create a new logo or fresh branding concept for a new project.

Designers import the images and graphics into Adobe InDesign CC to storyboard the direction of a project, from the initial concept to the schematic design phase, where designers carefully select furniture and finalize the materials palette. Using Adobe Acrobat DC, Designers export InDesign proposals into high-quality PDF slide decks for easier collaboration and reviews with internal or external collaborators.

"By sharing assets within Adobe Creative Cloud Libraries, designers can maintain the color, look, and feel of a brand or project for effortless consistency."

Kenneth C. Mok, Associate Director of IT, Rockwell Group

SOLUTION AT A GLANCE

- Adobe Creative Cloud for teams. Apps used include:
  - Desktop: Adobe Photoshop CC, Adobe InDesign CC, Adobe After Effects CC, Adobe Premiere Pro CC, Adobe Bridge, Adobe Acrobat DC
  - Services: Adobe Creative Cloud Libraries

"Architects, designers, and clients use the commenting tools within Acrobat daily—especially on their mobile touch devices—to comment on issues or concerns on a design. With new features and a redesigned interface, Adobe Acrobat DC is easier to use compared to previous versions, and really helps speed up review processes," says Ricken. "The search function helps us find the specific tools we need quickly and easily, and the stamp tool shows the name, date, and time of a reviewer to clarify approvals on a sketch."

In addition to utilizing the latest desktop creative tools, Rockwell Group has also started taking advantage of newer collaboration services such as Adobe Creative Cloud Libraries. Libraries make it easy for designers to find and reuse up-to-date assets for any app on any computer. "By sharing assets within Adobe Creative Cloud Libraries, designers can maintain the color, look, and feel of a brand or project for effortless consistency," says Mok.

The online file storage included with Adobe Creative Cloud for teams also gives designers a place to upload files for easy sharing between colleagues or computers. Because designers can install Adobe Creative Cloud for teams on a primary work computer as well as a backup or personal computer, designers use the storage to access and work on files at home or on a laptop when inspiration strikes.

"Adobe Creative Cloud apps work together, so our designers spend more time refining their ideas and less time wrestling with how to convey them through software," says Mok. "With Adobe Creative Cloud for teams, we're improving collaboration and delivering innovative designs for clients around the world."

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

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