



Adobe® Systems Incorporated

“Armed with a complete library of training titles on CD and DVD, our Technical Support staff has access to a valuable resource that provides cross-training on Adobe products. Total Training is one of the valuable training resources we use to do our jobs well.”

–Barbie Fink, Group Manager, America’s Desktop Technical Support and Worldwide Product Support, Adobe Systems Incorporated

Adobe Systems Incorporated

Business Profile

Founded in 1982, Adobe employs approximately 3,500 people worldwide. Adobe helps people and businesses communicate better through its world-leading digital imaging, design and document technology platforms for consumers, creative professionals and enterprises. Adobe’s revenue in the last fiscal year exceeded US \$1 billion. For more information about Adobe, visit: www.adobe.com.

Industry

Software Development/Technical Support

Products Used

Total Training Presents Adobe Creative Suite – From Design to Delivery

Total Training for Adobe After Effects®

Total Training Presents The Essentials of Adobe GoLive®

Total Training for Adobe Photoshop®

Total Training for Adobe Premiere® Pro

Total Training for Adobe Illustrator®

Total Training Presents Adobe Acrobat® Essentials

Total Training Presents Adobe Acrobat® Creative Professionals

Total Training Presents Adobe Acrobat® Engineering

Total Training Presents Adobe Acrobat® Government

Total Training Presents Adobe Acrobat® Business

Design to Print: A Total Training Workflow Series

And others...

Benefits

- Educates and engages technical support staff with entertaining and self-paced training
- Helps technicians get up to speed quickly on complex new software programs
- Provides Support with greater information on how products work together
- Allows Support to explain how customers can achieve greater efficiencies with Adobe software
- Enables Support to engender greater comprehension of workflow among software products

Business Objective

Enhance the effectiveness of Adobe’s Technical Support team by ensuring technicians have in-depth knowledge about the latest product releases they are supporting. This includes a heavy focus on product usage to maximize efficiency in techniques and workflow for how the different products work together.

Challenge

Adobe is continually developing new software products to empower creative professionals, enterprises and consumers to communicate better. With these powerful solutions, also comes a level of complexity, amplified by a high level of integration among the products. Adobe’s Technical Support team is tasked with addressing a breadth of product usage questions and helping customers get the most out of their software. In order to do their jobs effectively, the Support staff needs to be up-to-date on the latest features and powerful tools, know the programs inside and out, and understand how they all work together.

Solution

Total Training has aligned itself with Adobe’s product release schedule, so when new software upgrades are announced, Total Training often delivers the first available third-party training material. Given this complementary relationship, it is no surprise that Total Training is used as a resource by Adobe Tech Support to help ensure technicians are up to date on the software.

Adobe keeps a complete library of the most current Total Training instructional CDs and DVDs for all of their products. Libraries are set up in Washington and Oregon in the U.S., and in other Technical Support call center locations around the world. Technicians are encouraged to utilize Total Training materials as new products are released, as well as on an ad-hoc basis to brush up on their product knowledge. Adobe’s offsite first- and second-tier support centers also have their own libraries of Total Training materials from which to draw critical information.

“With the recent launch of our Expert Support [a subscription support service providing in-depth, personalized help on product interoperability issues], we relied on Total Training products to help cross-train our team,” said Pam BergLundh, Performance Support Manager, Worldwide Training at Adobe. “Their workflow-oriented titles like — Total Training™ Presents: Adobe Creative Suite – From Design to Delivery — are especially helpful in addressing the increased integration and efficiencies in our software solutions.”

Results

Adobe’s support teams get up to speed faster and become better prepared to answer detailed questions about individual product features and workflow among suite products like Adobe Creative Suite, thanks to Total Training’s video-based instruction. With easy-to-use and graphically engaging training, these individuals are in a more informed and knowledgeable position to help users get the most from Adobe products.

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