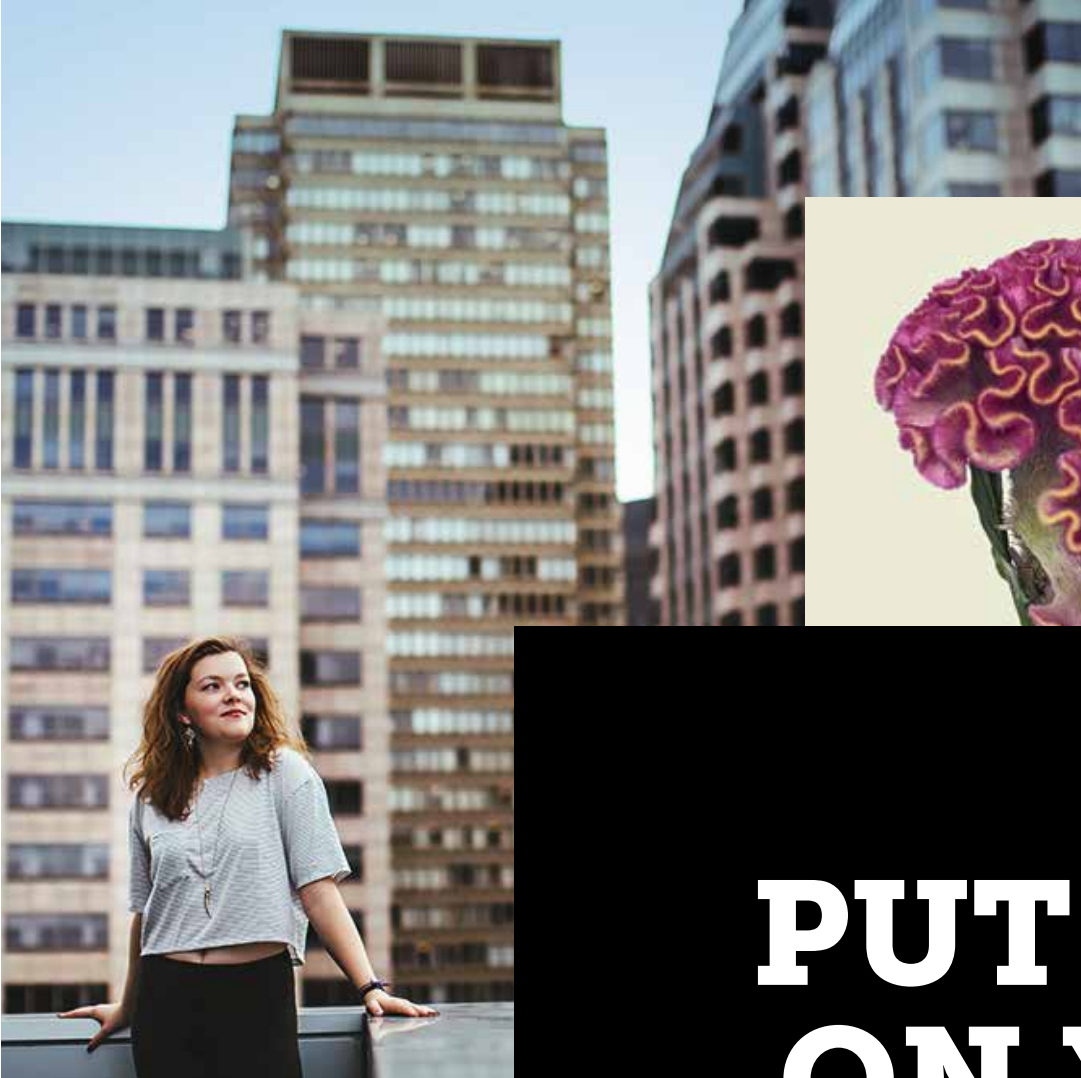
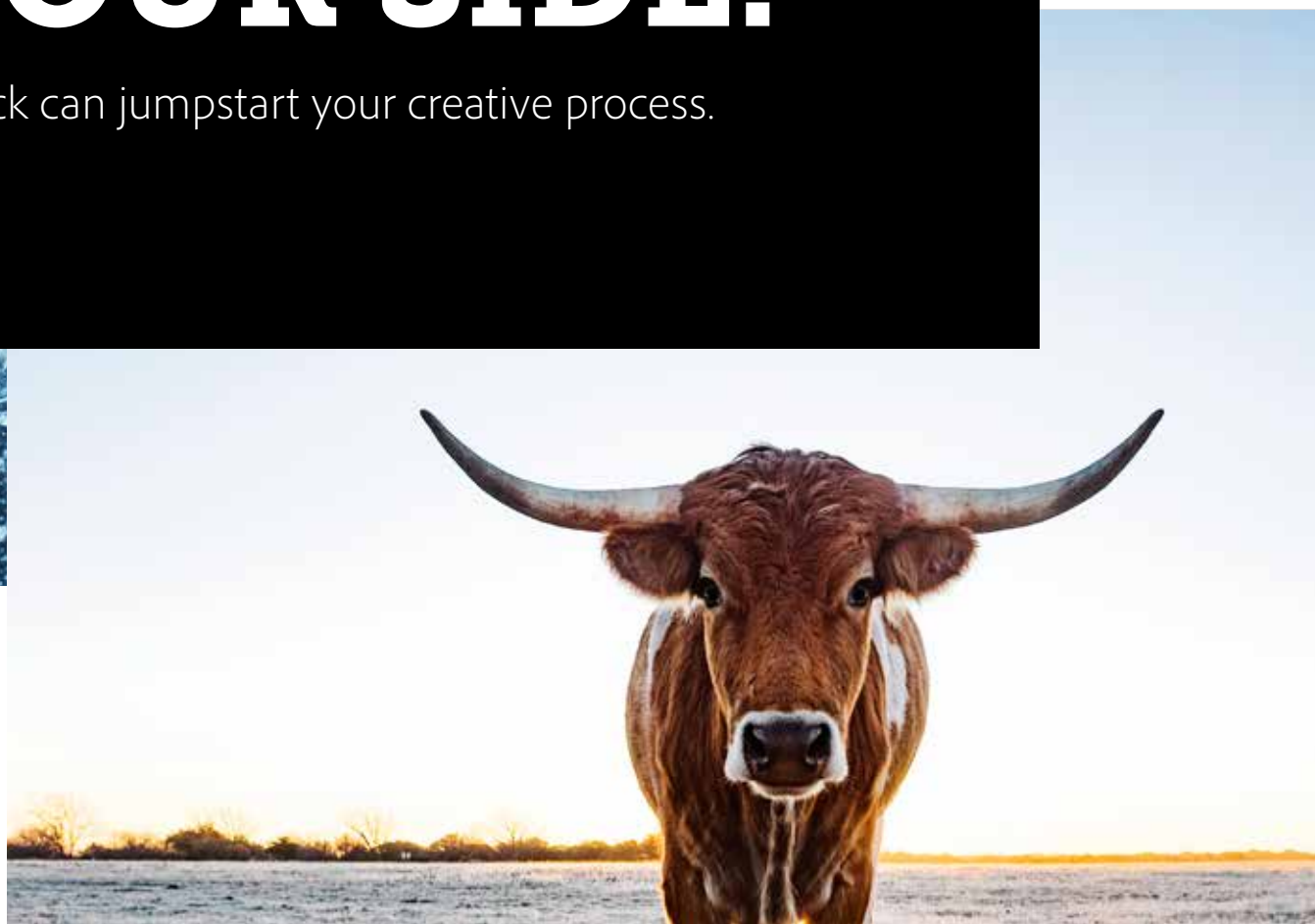
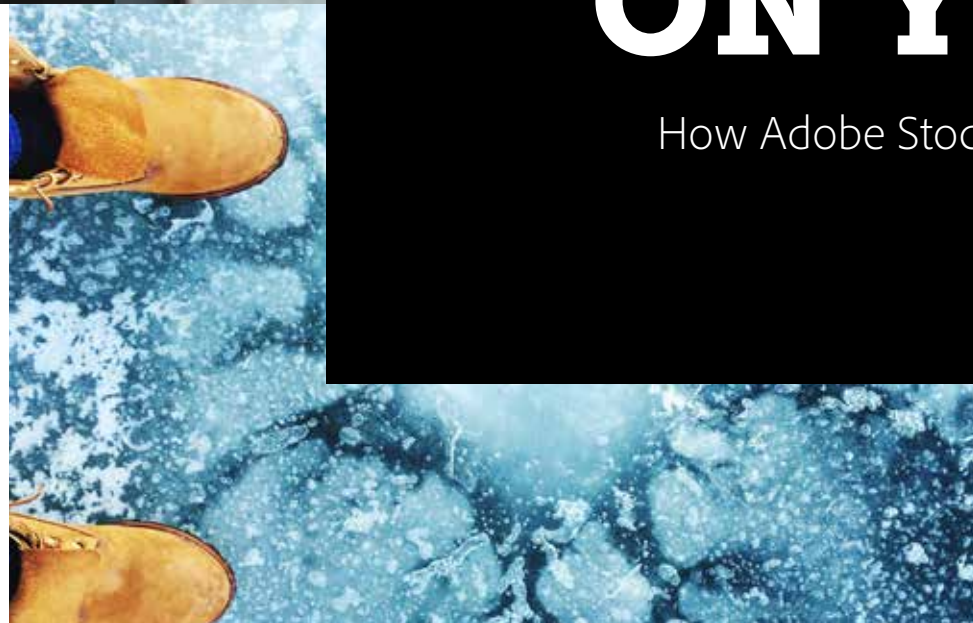




PUT TIME BACK ON YOUR SIDE:

How Adobe Stock can jumpstart your creative process.



Today's customers expect personal experiences no matter where they are, on every device. For you, this means creating new content that's specific to every product, for every customer segment, every screen size, and every step of the customer journey. Demand is at a larger scale than ever before.

That's the unique challenge facing enterprise-level creative studios. From social content to email campaigns, they must keep pace with ever-growing digital marketing demands—and customer expectations. To stay relevant in your customer's minds and in the competitive landscape, you need to create more quality content, more quickly.

Frankly, most creative teams just don't have the time or resources they need to keep up. That's where stock images and video take a front seat. You always have access to fresh images without spending the time and money needed for new photo shoots.

While using stock images and video will save you time, a conventional stock solution is not enough. You need a solution that has both high-quality images and back-end systems in place to make using those images faster and easier than ever.

It's time to take a serious look at every step of your creative process. Find out where your holdups are, and where your creatives are wasting time. Because the truth is, the way you create content determines how quickly and how easily you can deliver quality experiences that make an impact on your customers—and your bottom line.





So many images. So much more time.

Whether you realize it or not, your current stock images and video workflow may slow your team down. With many conventional stock solutions, even downloading and licensing a placeholder image can turn a simple task into a major bottleneck.

A few extra minutes editing a photo or video may not seem like a big deal. However, when you multiply that by the amount of assets you create, for every screen size and customer segment, day after day, those minutes quickly add up.

That's where Adobe Stock can help. Adobe commissioned Pfeiffer Consulting to determine the time saved using Adobe Stock integrated with various Creative Cloud solutions, as opposed to web-based stock libraries. Whether you work in Photoshop, InDesign, or Premiere Pro, Adobe Stock eliminates repetitive busy work to speed the creative process. You'll deliver the quantity your business needs at the quality your customers expect.



Adobe Stock and Photoshop CC.

Working with stock photos can be problematic. After spending time searching for the perfect image, you spend even more time downloading and editing watermarked images, only to manually make the same edits to the licensed photo. That leaves a lot of room for human error, which could slow down your process even more. You're also constantly switching back and forth between the stock service and your design application. It's clunky and time-consuming.

When you use Adobe Stock in conjunction with Photoshop, working with stock is actually quite simple. Since comp images are available in Creative Cloud Libraries, you can drop them directly into a document. And you can license the image directly in Photoshop, so you never have to toggle between applications. With just a click, the high-resolution file replaces the watermarked image. And all the non-destructive edits you made to the placement image are automatically transferred to the licensed file. To see just how much time you can save, we compared a few common tasks with more conventional stock solutions.



WORKFLOW SCENARIO 1

Replace a watermarked image with a licensed one.

Once you've got an approved project and need to license every instance of every stock image, Adobe Stock cuts your workflow down to two simple steps.

ADOBE STOCK + PHOTOSHOP	CONVENTIONAL STOCK SOLUTION
STEP 1 Right-click image layer STEP 2 License 16 SEC. KEY BENEFITS: Image auto-updates across all instances. No need to leave the application.	STEP 1 Find original image name STEP 2 Go to stock site STEP 3 Search STEP 4 License STEP 5 Download high-res STEP 6 Open in Photoshop STEP 7 Manually replace low-resolution image 2 MIN. 52 SEC.

WORKFLOW SCENARIO 2

Replace a watermarked image with a licensed one, including color adjustments.

Since Adobe Stock is integrated with Photoshop, the instant you license a photo, all your adjustment values are automatically transferred over—so you can work up to ten times faster.

ADOBE STOCK + PHOTOSHOP CONVENTIONAL STOCK SOLUTION

STEP 1
Right-click image layer



STEP 2
License



⌚ 28 SEC.

KEY BENEFITS:

Image auto-updates across all instances.

Non-destructive adjustments remain intact.

No need to leave the application.

STEP 1
Manually document adjustment values



STEP 2
Find original image name



STEP 3
Go to stock site



STEP 4
Search



STEP 5
License



STEP 6
Download high-res



STEP 7
Open in Photoshop



STEP 8
Manually replace low-resolution image



STEP 9
Manually reapply adjustments



⌚ 4 MIN. 47 SEC.

WORKFLOW SCENARIO 3

Replace a Smart Object watermarked image with a licensed one.

Working with Smart Objects already saves you time because your adjustments are automatically re-applied. However, add Adobe Stock to the mix and replacing placement images with a licensed one only takes two steps.

ADOBE STOCK + PHOTOSHOP CONVENTIONAL STOCK SOLUTION

STEP 1
Right-click image layer



STEP 2
License



⌚ 28 SEC.

KEY BENEFITS:

Image auto-updates across all instances.

Smart-object adjustments remain intact.

No need to leave the application.

STEP 1
Find original image name



STEP 2
Go to stock site



STEP 3
Search



STEP 4
License



STEP 5
Download high-res



STEP 6
Return to Photoshop



STEP 7
Right-click Smart object



STEP 8
Replace contents with high-res image



⌚ 2 MIN. 31 SEC.

Adobe Stock and InDesign CC.

Working with Adobe Stock in InDesign has all the same benefits of working in Photoshop. But InDesign's integration takes the process even further. While you're searching for the perfect image, you can send comp photos directly to a selected image container in your document.

It's quick and easy to see how different images look in your comp without downloading and switching between multiple platforms. See the time you can save with Adobe Stock and InDesign.



WORKFLOW SCENARIO 1

Download an FPO image, place in layout, license file, and replace.

Your time savings comes in more ways than licensing, but also in the downloading and placing of the FPO images. No matter which phase of the project you're in, Adobe Stock will speed your workflow.

ADOBE STOCK + PHOTOSHOP	CONVENTIONAL STOCK SOLUTION	
STEP 1 Select InDesign image container	STEP 1 Select image on stock site	DOWNLOAD AND PLACE FPO IMAGE
STEP 2 Find image on Adobe Stock	STEP 2 Download watermarked placement image	
STEP 3 Select "Open Preview in InDesign"	STEP 3 Save to project folder	
KEY BENEFITS: You automatically return to InDesign. Preview image is automatically placed inside the selected image container. Image is automatically added to CC Library.	STEP 4 Open InDesign	
	STEP 5 Place image into layout	
STEP 4 Right-click link name	STEP 6 Return to stock solution	LICENSE AND REPLACE FILE
STEP 5 License	STEP 7 License	
23 SEC.	STEP 8 Download high-resolution image	
KEY BENEFITS: Image auto-updates to high-quality across all instances. Non-destructive image adjustments remain intact.	STEP 9 Save to project folder	
	STEP 10 Return to InDesign	
	STEP 11 Update image with high-res	
1 MIN. 31 SEC.		

WORKFLOW SCENARIO2
Create a four-page brochure.

When you add multiple images in the mix, your time saving with Adobe Stock becomes exponential.

ADOBE STOCK + PHOTOSHOP	CONVENTIONAL STOCK SOLUTION	
STEP 1 Save both preview images to CC Library 	STEP 1 Download both watermarked placement images 	SELECT AND PLACE IMAGES
STEP 2 Open InDesign 	STEP 2 Save to project folder 	
STEP 3 Place images into layout from Library 	STEP 3 Open InDesign 	
	STEP 4 Place images into layout 	
STEP 4 Right-click link names 	STEP 5 Return to stock solution 	LICENSE AND REPLACE FILES
STEP 5 License 	STEP 6 License both 	
1 MIN. 28 SEC.	STEP 7 Download both high-resolution images 	
KEY BENEFITS:	STEP 8 Save to project folder 	
Image auto-updates to high-quality across all instances.	STEP 9 Return to InDesign 	
Non-destructive image adjustments remain intact.	STEP 10 Update images with high-res 	
	5 MIN. 2 SEC.	



Adobe Stock and Premiere Pro CC.

Using stock video presents new challenges for creative teams. Most stock sources provide placement footage with resolution of only a few hundred pixels wide. This means you have to scale the footage up before licensing, and then back down again once you have the licensed, full-resolution file.

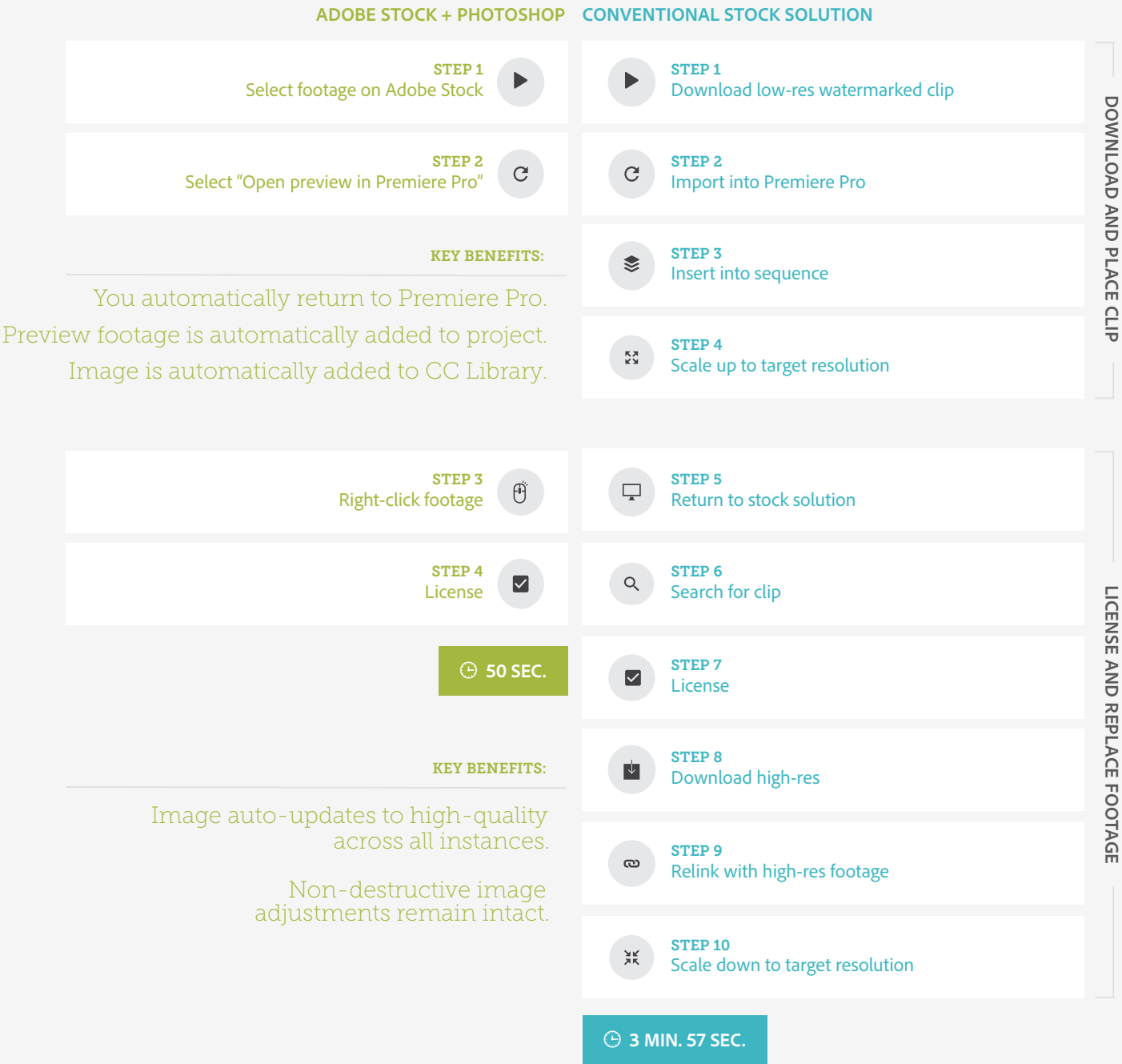
With Adobe Stock, all your watermarked clips come in resolutions of either 1920 × 1080 or 3840 × 2160. This makes it easier to work with the placement footage and edit it exactly how you want. And when you use Adobe Stock with Premiere Pro, all the edits you make to the watermarked clips—such as pan or zoom—are automatically applied to the full version the instant you license the file.



WORKFLOW SCENARIO 1

Replace low-resolution, placement footage for a licensed clip.

Since Adobe Stock provides full resolution placement footage, you don't need to change the scale before and after you license the video.



WORKFLOW SCENARIO 2

Replace low-resolution, placement footage for a 4K clip, including edits.

Just like HD, working with 4K stock video can be difficult because you often manually scale large files before and after licensing. With Adobe Stock, you get full-resolution placement footage. So what you see is what you get.

ADOBE STOCK + PHOTOSHOP CONVENTIONAL STOCK SOLUTION

STEP 1 Select footage on Adobe Stock	STEP 1 Download low-res watermarked clip	SELECT AND PLACE IMAGES
STEP 2 Select "Open preview in Premiere Pro"	STEP 2 Import into Premiere Pro	
STEP 3 Insert into a sequence	STEP 3 Insert into sequence	
STEP 4 Add panning and zooming effects	STEP 4 Scale up to target resolution	
KEY BENEFITS: You are automatically taken to Premiere Pro. Preview footage is automatically added to project. Footage is automatically added to CC Library.		STEP 5 Add panning and zooming effects
STEP 5 Right-click footage	STEP 6 Return to stock solution	LICENSE AND REPLACE FOOTAGE
STEP 6 License	STEP 7 Search for clip	
⌚ 1 MIN. 22 SEC.	STEP 8 License	
KEY BENEFITS: Footage auto-updates to high-quality across all instances. Non-destructive image adjustments remain intact. Non-destructive effects remain intact.	STEP 9 Download high-res	
	STEP 10 Relink with high-res footage	
	STEP 11 Scale down to target resolution	
	STEP 12 Re-apply panning and zooming effects	
⌚ 5 MIN. 12 SEC.		

Every second counts with Adobe Stock.

No matter which Creative Cloud solutions you use, Adobe Stock speeds your creative process. It cuts down on drawn-out licensing tasks and eliminates the need to reapply edits. And Stock keeps your creative team from toggling between platforms. Whether you're in Photoshop, InDesign, or Premiere Pro, your team can save minutes per image, and hours per day. In essence, your team will have more time to create and design more assets than ever before—while still maintaining the high-quality expectations of your customers.



Methodology.

These benchmarks were created using Pfeiffer Consulting's Methodology for Productivity Benchmarking, which has been fine-tuned over more than a decade. It measures the time experienced operators take to perform specific tasks. This project was commissioned by Adobe and independently executed by Pfeiffer Consulting. All the productivity measures presented in this paper are based on real-world workflow examples, designed and executed by professionals with years of experience with the programs and workflows involved.

How Pfeiffer designs the benchmarks.

In order to assess productivity gains that a program or solution may (or may not) bring, Pfeiffer analyzes the minimum number of steps necessary to achieve a given result in each of the applications being compared.

Then, they execute the workflow in each solution, with the help of seasoned professionals who have long-standing experience in the field and with the solutions that are tested. Every set of steps is executed three times, the average of the three measures used.

About Pfeiffer Consulting.

Pfeiffer Consulting is an independent technology research institute and benchmarking operation focused on the needs of publishing, digital content production, and new media professionals. For more information, please contact research@pfeifferreport.com

About Adobe.

Adobe has been a partner to the world's best brands for more than 30 years, providing industry-leading creative solutions that help you create amazing content. Today, Adobe offers everything you need to speed your design workflow, thanks to a variety of Adobe solutions, such as Photoshop, InDesign, Premiere Pro, and Adobe Stock. Now you can easily search, license, and implement world-class images at the speed your company needs to give your customers engaging, personalized experiences. For more information, visit Adobe.com or contact a local Adobe Sales representative. www.adobe.com/go/stock.

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