Trojan Battery powers customers worldwide.

Battery manufacturer's small design team uses Adobe Creative Cloud for teams to collaborate and share assets that reach global customers.

"Upgrading to Adobe Creative Cloud for teams has allowed us to work more efficiently with our marketing colleagues, while maintaining control over our assets."

Sam H. Nguyen, Senior Graphic Designer, Trojan Battery Company

SOLUTION

Adobe Creative Cloud for teams

RESULTS

MANAGING DESIGN
Effectively managed creative requests for the entire company with a small design team

COLLABORATION
Improved collaboration with colleagues through shared cloud storage

ASSET CONTROL
Maintained consistency of creative assets in libraries, preventing unauthorized edits or changes to core project files

INFRASTRUCTURE
Reduced IT burden by switching from onsite storage infrastructure to Adobe cloud storage

Trojan Battery Company

Established in 1925

Employees: 850

Santa Fe Springs, California

www.trojanbattery.com

CHALLENGES

- Reach worldwide audiences with impactful content created by an efficient design team
- Collaborate more effectively between designers and marketers on requests for creative assets
- Prevent unauthorized changes to shared assets

"We need to work as smart as possible. Creative Cloud improves our workflow even further to get the job done."

Sam H. Nguyen, Senior Graphic Designer, Trojan Battery Company

Marketing batteries worldwide

Founded in 1925, Trojan Battery Company is the world's leading manufacturer of deep-cycle batteries. Whether powering golf carts, renewable energy installations, or aerial work platforms, customers around the world rely on Trojan's years of experience and innovation.

Despite the worldwide reach of Trojan Battery, the company's marketing department operates with a small design team that creates all of the graphics for packaging, trade shows, websites, and vendor usage. "Our small team manages a lot of creative designs, so it's important we operate as efficiently as possible—especially when collaborating on edits or sharing assets with colleagues," says Sam H. Nguyen, Senior Graphic Designer at Trojan Battery Company. "We need solutions that can help us scale to meet the needs of marketers across the company."

Designers at the company have used Adobe creative solutions to develop logos, product designs, pamphlets, and other creative assets for well over a decade. With the release of Adobe Creative Cloud for teams, Trojan Battery saw an opportunity to have easy access to the latest versions of Adobe creative apps while improving asset sharing and collaboration.

"Adobe creative tools are the gold standard. With Adobe Creative Cloud for teams, not only do we have the creative freedom to experiment with new tools and apps, but we can maintain greater control over sharing and distributing creative assets in the cloud," says Nguyen.

Collaborating via the cloud

Trojan Battery used to store digital assets on an internal server, but by moving to Adobe Creative Cloud storage, the IT team now spends less time maintaining infrastructure and has more time to optimize productivity and customer experiences. "Plus, Adobe Creative Cloud storage space allows us to access files and work from anywhere—in the office or at home," says Nguyen.

Nguyen and the other designers manage how creative assets are accessed and used by the marketing department through Adobe Creative Cloud Libraries. The libraries link to assets that marketers may need—such as CAD drawings, data sheets, and product images—without providing direct access to the core files saved in the cloud storage. Marketers can easily find and access assets that they need to do their jobs, and designers no longer worry that marketers might accidentally corrupt files, flatten images, or otherwise alter core project files.

SOLUTION AT A GLANCE

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

"Adobe Creative Cloud Libraries is a lifesaver for us as designers because we can freely share assets without worrying that we'll need to redo our work if someone edits a file," says Nguyen. "Using linked assets, we also know that marketers are working with the latest versions of assets. We no longer spend time distributing assets to marketers, which is important for our small team because it allows us to focus on design to meet the needs of the entire company more effectively."

The ability to organize assets into libraries makes it much easier for marketers to hunt down a particular partner logo, lifestyle image, or CAD drawing that they need. Common assets frequently used by designers, such as Adobe InDesign CC templates or branded color swatches, are also stored in the libraries for easy access.

Designing for a global company

With Adobe Premiere Pro CC and Adobe After Effects CC, for example, designers are now creating training and marketing videos viewed by employees and customers. Adobe InCopy CC helps copywriters and editors collaborate efficiently on project copy. Nguyen also appreciates how improvements to key software, like the updated Adobe Acrobat Pro DC interface, enhance usability.

With Adobe Creative Cloud for teams, Trojan Battery can also manage how employees access apps. Designers can download any app within Creative Cloud to experiment and expand creative designs. For other employees, the IT team installs software only upon request to better handle licensing and support for marketers, executives, and project managers.

"Upgrading to Adobe Creative Cloud for teams has allowed us to work more efficiently with our marketing colleagues, while maintaining control over our assets," says Nguyen. "We need to work as smart as possible. Creative Cloud improves our workflow even further to get the job done."

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

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