

# The Total Economic Impact™ of Adobe Creative Cloud for Teams for SMBs

Through a survey of 132 current customers and five in-depth interviews, Forrester concluded that Adobe Creative Cloud for teams has the following three-year financial impact for SMBs:

## SUMMARY OF BENEFITS

Three-year risk-adjusted

Creative project productivity

£314.1K

Administration efficiencies

£109.8K

Management efficiencies

£37.8K

## KEY BENEFIT AREAS



Weekly team time savings: **3.6 hours**



Improved administrative licence efficiencies: **90%**



Time saved on app management annually: **1,000+ hours**

## FINANCIAL SUMMARY



ROI **388%**



BENEFITS PRESENT VALUE (PV) **£461.6K**



NET PRESENT VALUE (NPV) **£367.0K**

## VOICE OF THE CUSTOMER

**“If we didn’t use Creative Cloud for teams, we’d have to find different software solutions, and that would mean managing more people. It’s nice there’s continuity between programs to help us avoid those additional needs.”**

*Executive creative director, animation*

**“The cost now is more predictable and lower as the admin console helps us scale up and down on an ‘as-needed’ basis versus having unallocated licences for the sake of future work.”**

*Vice president of IT, marketing*