

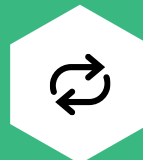
# Adobe Professional Services Empowers Teams To Optimize Their Content Supply Chain With Adobe

Adobe commissioned Forrester Consulting to interview eight representatives and conduct a Total Economic Impact™ (TEI) study to better understand the benefits, costs, and risks associated with Adobe's Content Supply Chain solution.<sup>1</sup> This abstract focuses on organizations' use of Adobe Professional Services and its value to their organizations.

Of the eight interviewees, six used Adobe Professional Services to help implement and manage their content supply chain technologies.

These interviewees shared that they did not always have the internal expertise and resources to complete the change management process to Adobe's Content Supply Chain solution quickly enough to meet the business's expectations and deadlines. This inability to quickly complete the change management process threatened adoption levels of the solution across interviewees' organizations as the full capabilities and value of the solution weren't being fully realized. Lack of realized potential with the solution contributed to perceived cost leakage from the investment among decision-makers. To shake this perception, marketing and creative decision-makers wanted to implement best practices in their technologies to ensure that teams received the full benefit of Adobe's full stack for Content Supply Chain.

Adobe Professional Services was seen as an obvious choice for these interviewees to initially implement and then manage the technologies. A major reason was because Adobe Professional Services has specialized knowledge around Adobe's own products



Change management for Adobe's Content Supply Chain solution  
**50% faster**



Content supply chain infrastructure management  
**60% of labor saved**

and industry-specific experience that instilled confidence in stakeholders.

## INVESTMENT DRIVERS FOR SELECTING ADOBE PROFESSIONAL SERVICES

The interviewees' organizations engaged Adobe Professional Services to accelerate and improve their adoption of Adobe technologies for their content supply chain. They also sought Adobe Professional Services for ongoing support and future development for their content supply technology stack. Adobe Professional Services was chosen for several reasons:

- **Expertise around Adobe's products and capabilities.** Many interviewees selected Adobe Professional Services as they were closest to Adobe's products. Decision-makers saw engaging Adobe Professional Services as a strategic decision to bring specialized knowledge



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into their organization, allowing for better and faster utilization of Adobe's products.

- **Time to value of Adobe's Content Supply Chain solution.** Marketing and creative decision-makers were eager to have a fully working end-to-end solution, and shortening time to value was viewed as a way to improve the ROI of this investment.

Adobe Professional Services was seen as an efficient way to accelerate time to value. This was because the group specializes in implementing Adobe's technologies in enterprise environments and has a deep understanding of integrations needed between products to enable content supply chain use cases and ensure value from the investment.

- **Improved utilization of internal labor.** Interviewees' organizations chose Adobe Professional Services to allow them to free up their resources to work on higher-value work. This was expected during the initial implementation and change management and on an ongoing basis.

**“Adobe Professional Services was brought on because it's their own product, and they had a very, very compelling story around Workfront.”**

*Director of experience development,  
beverages*

## KEY RESULTS FOR ORGANIZATIONS LEVERAGING ADOBE PROFESSIONAL SERVICES

The results of the investment for the interviewees' organizations include:

### Accelerated implementation and change

**management by 50%.** The time required to fully migrate to Adobe's Content Supply Chain solution varied significantly across interviewees' organizations depending on their prior systems, technologies, and experience. However, it was generally viewed as at least a one-year commitment without Adobe Professional Services.

With Adobe Professional Services, however, the process was completed significantly faster and generally within 50% of the time originally expected, saving several months. This provided several types of benefit:

- **Enabled faster time-to-value.** Accelerating access to Adobe's Content Supply Chain solution allowed creative teams to reap its benefits several months faster than would have otherwise been possible.

The composite organization achieves a total benefit of \$20.2 million in the first year after migrating to Adobe's Content Supply Chain solution. Because Adobe Professional Services accelerates the change management process by several months, teams can begin achieving this benefit faster than would be possible without Adobe Professional Services.

- **Saved labor.** While the main priority for Adobe Professional Services was achieving faster time to value, it also allowed IT leaders to reallocate their staff to higher-value work that provided additional business benefit.
- **Reduced risk of timeline slippage.** A risk with any significant technological investment is that implementation and change management will take longer than expected and impact business operations.

Adobe Professional Services reduced this risk and provided key stakeholders with confidence that project timelines would be met and were not

based on internal resources working with unfamiliar technologies.

**“It’s a year-and-a-half to two-year commitment with [Adobe Professional Services], so the fact we were able to migrate in eight months and have a very strategic lens was pretty spectacular.”**

*Intelligent automation lead, technology*

**Ongoing labor efficiency across groups.** In addition to providing benefits in the change management phase of adoption, Adobe Professional Services freed up resources at interviewees’ organizations by providing ongoing management of Adobe’s Content Supply Chain solution. These efficiencies were seen across multiple groups:

- **Infrastructure engineer efficiency.** After implementation and change management was complete, many interviewees used Adobe Professional Services in their ongoing system maintenance, ensuring solutions worked as expected without unexpected issues creating headaches for technical teams. This change made for a more positive employee experience.

The composite organization can reallocate three infrastructure engineers (60% of the total) within a three-year period. While the combined salaries are quantified between \$191,000 and \$286,000 each year, the value they provide is greater as their time is reinvested in higher-value work.

- **IT administrator efficiency.** Ongoing support as well as continued expansion of Adobe’s Content Supply Chain solution require oversight and management from IT administrators, who spend

about 20 hours per month on these tasks in the composite organization.

Much of this oversight and management is assisted by Adobe Professional Services, saving each IT administrator approximately 7 hours each month, with a combined salary equivalent of \$47,000 per year. This time is also reinvested into higher-value work for the composite organization, providing additional benefit.

- **Creative producer efficiency.** Adobe Professional Services also saves time for creative producers in the composite organization, who would have had to spend about 10 hours each month on assisting with system maintenance and reporting.

The composite organization reduces this by approximately 3.5 hours per creative producer per month as Adobe Professional Services removes much of the manual labor and reporting. The value of that labor in terms of salary is \$360,000 per year. As with infrastructure engineers and IT administrators, this time is reinvested in higher-value work for the composite organization.

## **Adobe Professional Services Unlocks Opportunity For Better Use Of Employee Time**

Adobe Professional Services provides labor efficiencies on an ongoing basis to the composite organization:

- Infrastructure engineers: 60% of time
- IT administrators: 7 hours per month
- Creative producers: 3.5 hours per month

## Appendix A: Endnotes

<sup>1</sup> Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

### TOTAL ECONOMIC IMPACT ANALYSIS

For more information, download the full study: "The Total Economic Impact™ Of Adobe's Content Supply Chain Solution," a commissioned study conducted by Forrester Consulting on behalf of Adobe, April 2024.

### STUDY FINDINGS

While the value story above is based on six interviews, Forrester interviewed eight total representatives at organizations with experience using Adobe's Content Supply Chain Solution and combined the results into a three-year financial analysis for a composite organization. Risk-adjusted present value (PV) quantified benefits for the composite organization include the following by Year 3:

- Seventy percent reduction in labor to manage sites and experiences.
- Five percent improved conversion rate.
- Fifty percent reduction in hours to create an asset variation.



**Return on investment (ROI)**  
**310%**



**Net present value (NPV)**  
**\$49.2M**

### DISCLOSURES

The reader should be aware of the following:

- The study is commissioned by Adobe and delivered by Forrester Consulting. It is not meant to be a competitive analysis.
- Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the report to determine the appropriateness of an investment in Adobe's Content Supply Chain.
- Adobe reviewed and provided feedback to Forrester. Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning.
- Adobe provided the customer name(s) for the interview(s) but did not participate in the interview(s).

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