



# Driving change.

Digital immersive content and learning solution company uses Adobe Creative Cloud to transform how people learn in the digital age.



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*Daniel V. Lie, President/Global Chief Executive, digima ASIA*

## SOLUTION

Adobe Creative Cloud for teams

## RESULTS

-  Produced a range of innovative, immersive, and **HIGH-QUALITY** client projects
-  Collaborated **EFFICIENTLY** between the design and animation teams
-  Supported growing demand for **DIGITAL EXPERIENCE** solutions and transformation in Indonesia
-  Reacted quickly to **TRENDS** to meet client business objectives



## digima ASIA

Established in June 2016

Employees: More than 50

Jakarta, Indonesia

[www.digimasia.com](http://www.digimasia.com)

### CHALLENGES

- Create impactful, immersive, and valuable content for digital natives
- Keep pace with rapid digital transformation
- Collaborate across design and animation teams with greater efficiency

“Adobe Creative Cloud for teams is exactly what we needed to support our dynamic content creation and allow our teams to collaborate with ease.”

*Daniel V. Lie, President/Global Chief Executive, digima ASIA*



### An authority in innovation

digima ASIA may be a young company but its focused dedication to digital content innovation and development pulls more than its weight in years. Founded in 2016, the immersive digital content studio has grown from a team of two to a growing staff of more than 50, with three business units—in just two years.

This exponential growth is made possible by the company's firm belief in doing one thing and doing it well: marrying meaningful content with technological advancement. Powered by Adobe Creative Cloud for teams, digima ASIA brings creative ideas to life across a broad spectrum of digital content and learning materials. Using Adobe Creative Cloud apps—from Adobe Illustrator CC to Adobe Photoshop CC and Adobe Animate CC—digima ASIA creates innovative designs, including vector-based illustrations, digital 2D animations, and 3D texturing, to deliver digital experiences that inspire strategic thinking and promote local values and the wisdom of Indonesia.

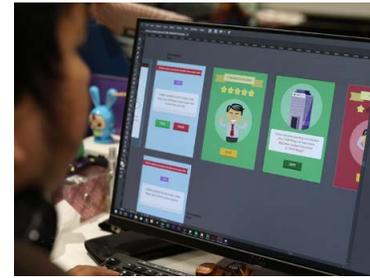
By delivering consistent, high-quality digital works across multiple disciplines, digima ASIA's creations have impacted more than 50,000 users and resulted in partnerships with five strategic international partners, changing the way people interact and learn through rich-media content.

### Meeting Indonesia's evolving digital demands

The digital landscape of Indonesia is a vibrant one, with a large population of tech-savvy digital natives and a booming start-up industry. It is an interesting time of rapid digital transformation as well as digital disruption. digima ASIA has to keep up with both, in addition to the growing appetites for new innovations from consumers and clients, spurred on by the constantly changing digital trends.

“A strong learning culture is essential for us to keep innovating and staying ahead in the business. We embody this by having internal knowledge sharing sessions twice a week. Some of the things we share are ideas on how to use different Adobe apps to bring our concepts to life.”

*Ariyana Vidy, VP of Production, digima ASIA*



“To make an impact on today’s digital natives, creating immersive and high-quality content is key,” says Daniel V. Lie, President/Global Chief Executive of digima ASIA. “Adobe Creative Cloud for teams is our essential tool to execute creative content ideas.”

### Creativity on the cloud

With Adobe Creative Cloud for teams, digima ASIA’s employees can use the right tools to streamline workflows and bring creative ideas to life with greater ease. One such example is the simple but tedious task of file transfers. Passing large files from one team member to another used to be extremely time-consuming, especially since digima ASIA handles a large volume of 3D work and animation. With Adobe Creative Cloud for teams, the company is now able to share and transfer project files through Adobe Creative Cloud Libraries in just a matter of minutes—freeing up valuable time for enhanced collaboration between the design and animation teams, and in turn delivering higher quality work.

“Adobe Creative Cloud for teams is exactly what we needed to support our dynamic content creation and allow our teams to collaborate with ease,” says Lie.

### Bringing ideas to life

digima ASIA takes pride in the content the company creates, constantly turning unique ideas into impactful and immersive experiences for consumers. When technologies such as augmented reality (AR) started taking off and gaining traction in Indonesia, digima ASIA was quick to react to the trend and took the lead in exploring fun, unconventional ways to meet clients’ business objectives.

One such client was Royal Canin, a pet supply store. To help the client educate its target audience of pet lovers on pet care and dietary issues, digima ASIA created an interactive app that incorporated AR features. The app allowed pet lovers to learn important nutritional facts about their cats and dogs by taking photos with virtual pets in an engaging simulated environment.

## SOLUTION AT A GLANCE

Adobe Creative Cloud for teams, including:

Apps: Adobe Illustrator CC, Adobe Photoshop CC, Adobe Animate CC, Adobe XD CC

Services: Adobe Creative Cloud Libraries

The design team first used Illustrator and Photoshop to create the foundational 2D elements for the app's User Interface and textures, and then imported the visual assets into the AR environment. Because of the performance consistency and ease of integration with other products, the entire production process was made seamless and convenient for digima ASIA. The completed app was used at numerous activation events by Royal Canin, attracting crowds to the booth and gaining significant attention and positive feedback for the brand.

In addition to consumer-facing projects, digima ASIA has also been implementing Adobe XD CC to create content prototypes for client presentations. These prototypes allow the business development team to present proposed concepts and content in more creative and tangible ways, making it easier for them to sell ideas and impress clients.

### Transforming learning cultures in Indonesia

"A strong learning culture is essential for us to keep innovating and staying ahead in the business," says Ariyana Vidya, VP of Production at digima ASIA. "We embody this by having internal knowledge sharing sessions twice a week. Some of the things we share are ideas on how to use different Adobe apps to bring our concepts to life."

Today, digima ASIA continues to create quality content delivered with the latest technologies. The company aims to develop minds and transform the way people learn, through content that is designed with clear and applicable learning strategies. digima ASIA's mobile platform, Learning On-the-Go, was developed to deliver bite-sized digital content to users wherever they are, breaking the mindset that learning has to be done in a classroom or at a specific time. The platform became hugely popular in the mobile-first Indonesian economy and has since been rolled out with one of the largest banks in the region, making significant shifts in the learning culture of the organization.

For more information

[www.adobe.com/sea/creativecloud/business/teams.html](http://www.adobe.com/sea/creativecloud/business/teams.html)



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