



# Compassion heads to the cloud.

Child sponsorship organization develops marketing and communications collateral using Adobe Creative Cloud to promote stories and help drive donations.



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*Michael Macarthur, IT Operations Manager, Compassion Australia*



## SOLUTION

Adobe Creative Cloud

## RESULTS



### VIDEO EDITING

Adobe Premiere Pro CC enables staff to edit stories in mixed formats resulting in a significant reduction in time to complete projects



### LICENSE MANAGEMENT

Design staff can download the creative apps they need and begin working immediately, eliminating previous delays from having to wait for IT assistance



### COLLABORATION

Teams work effectively, catering to and delivering on content needs for many scenarios with remote staff or new hires



### STRETCHING BUDGETS

Non-profit makes limited budgets go further with streamlined design workflows and easier IT management

## Compassion

Established in 1952

Employees: over 150

Australia

[www.compassion.com.au](http://www.compassion.com.au)

### CHALLENGES

- Easily manage software licenses
- Streamline internal processes
- Increase security and reduce license sharing

### Adobe at the core

Compassion is a Christian child sponsorship organization dedicated to the long-term development of children living in poverty around the world. Established in 1952, Compassion consists of more than 150 committed team members and many more volunteers who offer their time, energy, and skills to help fulfill the organization's mission.

As part of its daily operations, Compassion uses Adobe creative tools to develop marketing and communications collateral including newsletters, magazines, website content, and videos to share its success stories and help drive donations.

"We've used Adobe products for years and they continue to be a core part of what our design studio uses for the work they create," says Michael Macarthur, IT Operations Manager, Compassion. "A key reason we upgraded to Adobe Creative Cloud was to maintain standards with external partners."

### Consistent and reliable team work

With national headquarters in Newcastle, New South Wales, Compassion regularly hires contractors using an overflow license to supplement the work of its full-time design team.

While the majority of Compassion staff work from the Newcastle office, there are many instances in which full-time and contract staff choose to work remotely. There are also members of the communications team based in Brisbane and Armidale.

Compassion found that Adobe Creative Cloud was the ideal solution for collaborative team work. The solution also caters to the myriad of scenarios a modern business faces with last-minute staff changes.

"The ability for staff to pick up work from others and continue on with it has been very useful. Particularly in the instance of sick days and tight deadlines project completion," says Macarthur. "Adobe Creative Cloud enables groups to share, critique, and peer-review stories to proof and improve their content. For our Communications team in particular, using Creative Cloud apps allows staff to work quickly, and we all know that time is money in any business."

When it comes to collaboration, Compassion primarily uses Adobe Acrobat DC for sharing project work between teams. With Adobe Acrobat DC, busy Compassion employees and contractors can efficiently share design drafts in PDF, providing clear input on designs during every step of the process.

"The comments and notes that can be added to documents are very helpful," says Macarthur. "From a day-to-day perspective however, we use Adobe InDesign CC the most as we enjoy how easily it can be used with Adobe Illustrator CC and Adobe Photoshop CC files for placing, linking, and sharing."



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*Michael Macarthur, IT Operations Manager,  
Compassion Australia*

## Delivering peace of mind

Adobe empowers users and IT staff with full control and as a result, greatly enhances workflows. “With Adobe Creative Cloud we no longer have to track multiple licenses for multiple products and employees,” says Macarthur. “As a result, security is better ensured and users and IT staff have greater clarity.” Another important benefit of using Adobe Creative Cloud is that the IT team can now more easily and efficiently manage software licenses for each staff member, saving time and money.

“After I assign a license, I can rest assured staff will successfully install exactly what they need,” says Macarthur. “Managing software licenses is a breeze now. We simply assign licenses to people and we don’t have to work out who’s got what, installed where, and on what device. This makes a big difference to our everyday work as IT professionals because our users are no longer waiting on IT to be able to work with the right tools.”

Recently, Compassion undertook a project in the hills of Thailand to bring stories to life from remote areas of the world. Using a small quadcopter with a stabilized GoPro gimbal, the story was filmed on both GoPro and Canon C300. Adobe Premiere CC enabled Compassion to mix these two formats easily during the editing process. Adobe After Effects CC also allowed motion tracking for text placement which showcased the aerial footage nicely.

“Our design team enjoys the integration between Adobe Premiere Pro CC and Adobe After Effects CC. Returning from a two-week trip with more than 2TB of footage, Adobe Premiere Pro CC enabled staff to edit various stories in mixed formats,” says Macarthur. “It’s during projects such as these that the integration between Adobe products makes all the difference with respect to time and the editing experience as a whole.”

## A long-term relationship

Compassion’s communication and design teams rely heavily on Adobe creative products to complete their day-to-day tasks. Dependent on a variety of Creative Cloud apps, Macarthur notes that without Adobe solutions, Compassion staff wouldn’t be able to work as efficiently and would no longer have the solid platforms or integration between applications. As well, the production team would miss the invaluable community support that exists for each product.

“Adobe Creative Cloud apps are key in allowing Compassion to streamline work. Adobe products are engrained in our internal processes,” says Macarthur. “Adobe Creative Cloud has helped shaped the way Compassion works and the work we produce.”

“We are always on the lookout for a balance between functionality and value, and Adobe Creative Cloud is the perfect mix of these. We have seen tremendous value for money from the solutions.”

*Michael Macarthur, IT Operations Manager,  
Compassion Australia*

## SOLUTION AT A GLANCE

- Adobe Creative Cloud. Apps used include:
  - Adobe After Effects CC
  - Adobe InDesign CC
  - Adobe Illustrator CC
  - Adobe Photoshop CC
  - Adobe Premiere CC
- Adobe Acrobat DC

For more information

[www.adobe.com/creativecloud](http://www.adobe.com/creativecloud)



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## Looking ahead

Compassion plans to investigate other creative and mobile apps beyond the ones they have traditionally used. The company sees value in incorporating new solutions into its workflow for both employee educational purposes and cost by potentially not having to outsource as many projects.

“As a not-for-profit, value is important. If we spend money on something and it’s not utilized, the value is lost and we seek something more,” says Macarthur. “We are always on the lookout for a balance between functionality and value, and Adobe Creative Cloud is the perfect mix of these. We have seen tremendous value for money from the solutions since the start and we look forward to the continuation of this for many years to come.”