

Adobe

Adobe delivers its print publishing applications (Illustrator v.9) to European markets

The Business Challenge

Adobe Systems, Inc. builds award-winning software solutions for Web and print publishing. Its graphic design, imaging, dynamic media and authoring tools enable customers to create, publish and deliver visually-rich content for various types of media. With the boom of e-business propelling more companies to go global, Adobe has placed a priority on localizing its software products in order to remain competitive in the global economy.

The BGS Solution

When Adobe planned to launch Illustrator v.9, it approached Bowne Global Solutions (BGS) to help meet its target launch dates.

- **BGS helped Adobe analyze** its internal workflow procedures by examining the process and communication improvements across not only internal Adobe teams, but with Adobe's external vendor partners as well.
- **The two companies worked together** to establish a file format for glossaries in which Bowne translators and Adobe reviewers could work more effectively.
- **BGS also helped the Adobe team** to standardize its terminology across PC and Mac platforms.

In addition, BGS engineers teamed daily with Adobe engineers and developers for bug tracking, analysis and resolution, resulting in reduced development time.

The Customer Benefits

"It was imperative that we strengthen our partnership with an experienced facility who could localize our product on time while working together to improve internal workflow processes," said Kelly Osterling, Senior Localization Program and Vendor Manager, Adobe Systems, Inc. With BGS localization, testing and engineering solutions, Adobe did just that—successfully reducing costs while meeting its international launch dates.

To learn more, contact us at mcgcompany@naver.com or find us on the Web at www.bowneglobal.net.