

Adobe: Creative Suites 6 Launch

Global companies have an ever present goal to increase sales and channel partner mindshare. Adobe was no exception. With their new release of Creative Suites 6 (CS6), which was ready for market launch through their channel sales partners, they stood to offer solutions at lower margins.

In order to make this effort successful, Adobe turned to Next Step, who had successfully aided Adobe with the launch of Creative Suites 5. Next Step's team approach stands out from other firms primarily because of the wide range of skill sets that are available to accommodate and support clients with diverse needs and expectations. Adobe embraced the full-bodied background that Next Step was able to bring to the table.

The recent client engagement with Adobe was the latest demonstration of success in sales channel enablement. Next Step's two primary objectives for Adobe were to assist with the refinement of the channel enablement plan as well as the definition and implementation of the Creative Suites 6 launch plan. The key areas involved with this portion of the Adobe engagement were messages, sales tools, training, and the newsletter.

Next Step's CS6 Launch Plan Involvement

Some of the activities and processes that were completed by Next Step to prepare for and deliver the expected results to Adobe included:

- The identification and creation of the messages required for Adobe's success in addressing these new challenges in the sales channel.
- The creation of the sales tools to support the field and channel partners in communicating the value propositions to the IT, creative, and purchasing decision makers.
- The design, developed, and facilitated of training programs for: Train the Trainer, a weekly, web-based training series termed "Get Ready", and a highly interactive role play based training session at the Adobe Partner Forum.
- The design and content creation for Adobe's newsletter to promote the launch.

Next Step's continued engagement with Adobe was successful because of the Next Step's ability to enhance and define Adobe's long-term sales channel strategy, as well define and implement a launch plan for Creative Suites 6. One of the objectives was to expand individual unit sales to enterprise-wide licensing for CS6.

"During a critical complex launch Next Step's team was amazing. They stepped in and defined the sales messages and necessary tools to enable the sales partners. In addition they offered a comprehensive training program, which maximized the partners readiness to sell CS6 immediately at the time of the announcement".

Lisa Graham, Senior Director Channel Sales Adobe