

# Adobe Stock: Workflow Productivity with InDesign

Integration of Adobe Stock with InDesign provides significant efficiency gains over conventional stock sources

## About this research

This report presents the findings of a market-specific benchmarking project conducted by Pfeiffer Consulting for Adobe. The main aim of the research was **to document the efficiency and productivity gains linked to Adobe Stock**, compared to using web-based stock libraries.

Benchmarks were executed using Pfeiffer Consulting's Methodology for Productivity Benchmarking, which has been fine-tuned over more than a decade, and measures the time experienced operators take to execute specific tasks. Please refer to the Methodology section on the last page of this document for more information.

## About Adobe Stock

Adobe Stock differs from most stock image services through the tight integration it offers with Creative Cloud applications such as Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC and more: **placement images can be sent directly from the Adobe Stock website to an application**, where it will be imported automatically. More importantly, **images can be licensed directly from within the CC application**, and the high-res version of the data replaces the watermarked image wherever it was used, resulting in significant productivity gains.

We benchmarked Adobe Stock in combination with Adobe InDesign CC in three distinct workflow situations: simply replacing a small placement image with its licensed, high resolution version; replacing a large image used for a double-page spread, and replacing two images used several times across a multi-page InDesign layout.

## Key Benchmark Results: Average of Three Workflow Benchmarks

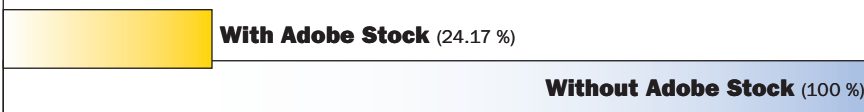


Chart based on the average of three different workflow scenarios per solution. A total of 48 individual benchmark measures were taken.

**Reference value:** Average time when working with a conventional stock source. **Shorter is better.**

## Executive Summary

- ▶ The **tight integration of Adobe Stock with Creative Cloud** results in significant productivity gains for design workflows.
- ▶ In benchmarks that tested complete workflow scenarios, **Adobe Stock provided an over 4x productivity increase.**
- ▶ For design workflows that rely heavily on stock imagery, **the cumulated time savings that Adobe Stock provides can be considerable.**



# Streamlining Working with Stock Images

## How Adobe Stock improves productivity in design workflows

### The benefits of integration

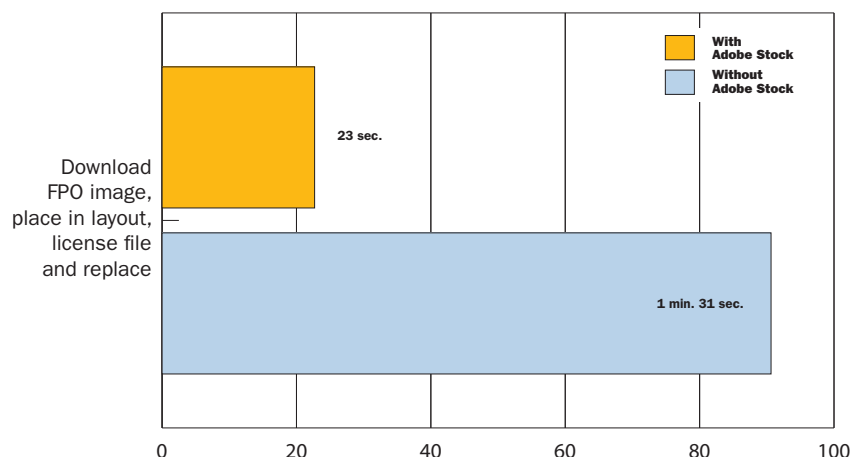
There is no doubt that the integration of Adobe Stock with Creative Cloud is a significant advantage in terms of workflow productivity, since **it cuts out many time consuming steps users have to go through when working with conventional stock sources**. The typical stock workflow looks something like this: once you have located an image you like, you save it to your light-box, then you download the watermarked version and place it in your project. Once you have finished editing, you need to go back to your stock source, license the full-resolution image, download it, and then replace or re-link it in your design. With Adobe Stock, the watermarked image can be **sent directly to InDesign CC**, and once you are ready to license the file, this can be achieved from within the application you are using. **Non-destructive modifications and effects will be applied to all instances of the image automatically.**

### The InDesign advantage

In fact, InDesign streamlines this import process even further: When a document is open and a specific picture box is selected, Adobe Stock sends the placement file not only to InDesign, but directly into the selected box, boosting design workflows that rely heavily on stock imagery.

#### Download FPO image, place in layout, license file and replace

Time-scale in seconds. Shorter is better.



### Major Points

- ▶ The **tight integration of Adobe Stock with Creative Cloud** results in significant productivity gains for design workflows.
- ▶ Adobe Stock offers **particularly efficient integration with InDesign**, allowing images to be sent directly from the Adobe Stock website to a selected image container in an InDesign document.
- ▶ In benchmarks that tested complete workflow scenarios, **Adobe Stock provided an over 4x productivity increase.**

*When working with conventional stock sources, the simple act of downloading a placement image and subsequently licensing it can take quite some time.*

*In our benchmark, Adobe Stock provided a 4x productivity increase. For workflows that rely heavily on stock imagery, the cumulated time savings can be considerable.*

For this benchmark project we analyzed several typical workflow situations, measuring all the steps necessary, from downloading the watermarked placement image, to image-placement inside an existing document, and subsequently licensing the high-resolution image and updating the document.

### What the numbers say

Benchmark results underline the significant productivity gains that the Integration of Adobe Stock with an InDesign-based creative workflow can produce: For the first workflow scenario, **it only took 23 seconds to complete all necessary workflow steps with Adobe Stock and InDesign**, compared with over a minute and thirty seconds with conventional stock sources.

For the second scenario, which consisted of creating a double-page spread with a stock image, **conventional methods required over two minutes for completion, while Adobe Stock and InDesign managed to complete the tasks in just over thirty seconds**. And in the third workflow scenario, working with two stock images used several times on a four page brochure, **Adobe Stock provided an over 4x productivity increase**. (See sidebar below.)

## Adobe Stock for InDesign: Key Workflow Productivity Gains

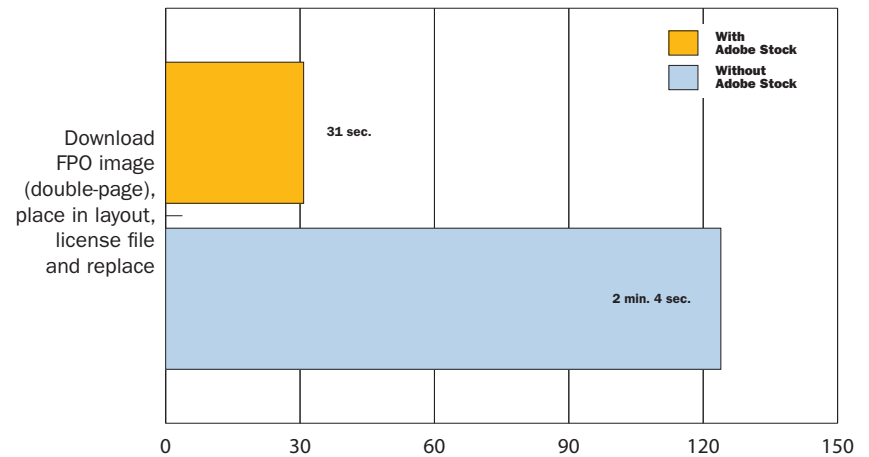
### ► Creating a double-page spread:

The benchmark was comprised of two phases: First, downloading the background image for a double-page spread and inserting it into the InDesign document; second, licensing the high resolution image, downloading and saving it to the project folder, and re-linking the image container to the licensed image.

Using Adobe Stock, the complete process could be completed in 31 seconds, while conventional stock sources required over two minutes.

#### Download FPO image (double-page spread), place in layout, license file and replace

Time-scale in seconds. Shorter is better.



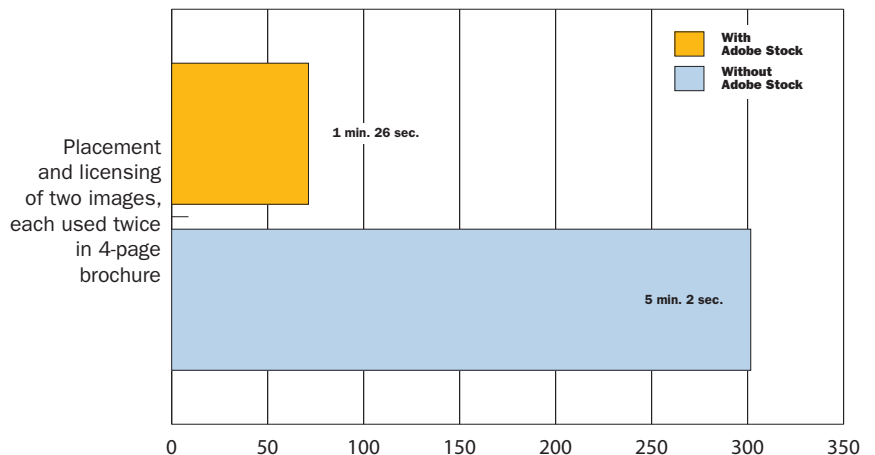
### ► Creating a four-page brochure:

The last benchmark of the project consisted in downloading two placement images that were to be used two times each on a four-page brochure. The benchmark measured the time to download the placement image, placing it in the existing image containers, then licensing the two high-resolution files, saving them to the project folder and replacing them in the document.

Adobe Stock was over four times faster in this benchmark.

#### Placement and licensing of two images, each used twice in 4-page brochure

Time-scale in seconds. Shorter is better.



## Methodology

**This benchmark project was commissioned by Adobe and independently executed by Pfeiffer Consulting.**

All the productivity measures presented in this document are based on real-world workflow examples, designed and executed by professionals with many years of experience with the programs and workflows involved.

### ▶ How We Design the Benchmarks

The basic approach is simple: in order to assess productivity gains that a program or solution may (or may not) bring, we start by analyzing the minimum number of steps necessary to achieve a given result in each of the applications that have to be compared.

Once this list of actions has been clearly established, we start to execute the operation or workflow in each solution, with the help of seasoned professionals who have long-standing experience in the field and with the solutions that are tested.

Every set of steps is executed three times, the average of the three measures used.

### ▶ About Pfeiffer Consulting

Pfeiffer Consulting is an independent technology research institute and benchmarking operation focused on the needs of publishing, digital content production, and new media professionals.

For more information, please contact

**[research@pfeifferreport.com](mailto:research@pfeifferreport.com)**



*All texts and illustrations © Pfeiffer Consulting 2016. Reproduction prohibited without previous written approval.*

*For further information, please contact [research@pfeifferreport.com](mailto:research@pfeifferreport.com).*

*The data presented in this report are evaluations and generic simulations and are communicated for informational purposes only. The information is not intended to provide, nor can it replace specific productivity research and calculations of existing companies or workflow situations. Pfeiffer Consulting declines any responsibility for the use or course of action undertaken on the basis of any information, advice or recommendation contained in this report, and can not be held responsible for purchase, equipment and investment or any other decisions and undertakings based on the data provided in this report or any associated document.*

*Adobe, the Adobe logo, After Effects, Creative Cloud, Dreamweaver, InDesign, Photoshop and Premiere Pro are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.*

*All other trademarks are the property of their respective owners.*