

KPI Analytics

## CLIENT CASE STUDY

Adobe Systems, Inc.



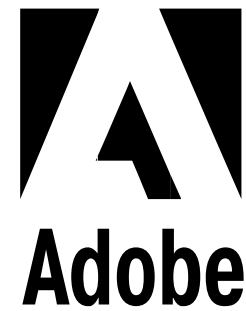
This renowned software and services provider excels in a host of markets, from eLearning to web application development. Familiar products include Acrobat, Dreamweaver, ColdFusion, Illustrator and Photoshop. Adobe is at the heart of an almost uncountable variety of web media and mobile device performance and functionality.

### Challenges

One of the solutions for which Adobe is best known -- Flash software -- does not fit in to the company's overall enterprise marketing strategy. There is an ongoing need to secure and maintain mindshare for Flash among professionals implementing web-based video for large organizations. The Flash set of products does not fit seamlessly into the portfolio of solutions sold by the Adobe sales team.

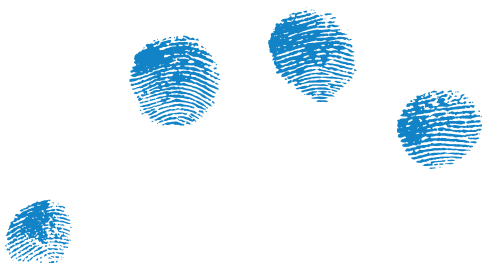
### KPI Advantages

While Adobe concentrates on marketing its enterprise products, KPI is now charged with reaching a totally different decision-maker subset for Flash. KPI is identifying and reaching out to this niche, finding the professionals most receptive to Flash advantage messaging. This is truly a case where a KPI client doesn't have the bandwidth to focus on a certain product. We've stepped in to give Flash the attention it deserves, building adoption and driving revenue.



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