

KADOKAWA consolidates for a better future.

Publishing and entertainment company reduces costs and simplifies license management with Adobe Creative Cloud for enterprise.



“We realized that switching to Adobe Creative Cloud for enterprise would lead to significant cost savings.”

Yuuji Kagami, office automation management section head, information systems division, sales management division, KADOKAWA CORPORATION



SOLUTION

Adobe Creative Cloud for enterprise

RESULTS



CENTRAL LICENSES

Centralized and simplified license management with Adobe Enterprise Dashboard



EFFICIENT WORK

Improved production efficiency through access to new tools and better version compatibility



COST SAVINGS

Reduced costs of upgrading and maintaining essential creative software



COMPLIANCE

Improved compliance efforts with accurate and simple license management

KADOKAWA CORPORATION

Established in 1945

Osaka, Japan

www.kadokawa.co.jp

CHALLENGES

- Centralize license management across nine brand companies
- Standardize software versions across departments
- Reduce operating costs for creative software



KADOKAWA CORPORATION: pictured (left to right) Yuuji Kagami, Satoshi Honma, Akane Hiroki, and Akane Mitsuoka

Consolidating into “One Company”

KADOKAWA CORPORATION is one of the larger publishing and entertainment companies in Japan. From its beginning as the publisher KADOKAWA SHOTEN, the company has expanded into films, animation, and video games. As KADOKAWA entered the digital age, interest grew in new business models and development of new digital content. As a result, KADOKAWA consolidated its nine subsidiary companies under one umbrella as part of its “One Company” strategy. These former subsidiaries, now referred to as brand companies, work together to develop new content designed to make KADOKAWA unlike any other company in Japan.

Centralizing license management

At the core of KADOKAWA's content creation are Adobe creative tools. Before Adobe Creative Cloud for enterprise, each editorial department decided which version of software should be used as the standard for editing and production work. The departments would consider which version was best for both internal and external collaboration. However, each editorial department standardized on a different version of software, making software management extremely time-consuming for administrators.

“When departments standardized on older versions of software, managing hardware also became more difficult,” says Yuuji Kagami, office automation management section head for the information systems division. “If someone's computer needed replacing, we couldn't always buy them a new computer, as the new computer might not be able to run an older version of software. Instead, we would scour other departments for unused computers that could support the software. Of course, we had a set number of licenses, so we couldn't just install software wherever it was needed. The entire process was very difficult.”

“With Adobe Creative Cloud for enterprise, we have eliminated time-consuming license tracking and installation processes.”

Yuuji Kagami, office automation management section head, information systems division, sales management division, KADOKAWA CORPORATION

KADOKAWA was interested in improving internal compliance and licensing rules and it became clear that the company needed to centralize license management for the nine brand companies. The biggest question became how to consolidate management when license management for even one brand company was so complicated.

Overall cost savings

KADOKAWA began looking at Adobe Creative Cloud for enterprise to replace its previous purchasing method under Adobe’s cumulative licensing program. “The biggest issue was cost,” says Kagami. “When we calculated the initial cost of transferring all of our existing licenses to Adobe Creative Cloud for enterprise, the figure was significant. When we took into consideration upgrades and other future costs, we realized that switching to Adobe Creative Cloud for enterprise would lead to significant cost savings.”

“Each of our brand companies has its own strengths, whether they’re books, comics, movies, or games,” says Akane Mitsuoka, part of the publicity department, investor relations publicity section, corporate planning division at KADOKAWA. “By encouraging integration between our brand companies, we can better develop projects as a single company. What we need is an environment that can flexibly adjust to current needs and support our ‘One Company’ strategy.”

Eliminating excessive licenses

“The first dramatic change was how we eliminated worries of excessive spending on unneeded licenses,” says Kagami. “Previously, unless we were extremely vigilant about keeping track of software on every computer, we purchased more licenses than we actually needed. Then when we replaced computers, we spent more time installing and uninstalling software. With Adobe Creative Cloud for enterprise, we have eliminated time-consuming license tracking and installation processes.”

In addition, when an employee leaves the company, administrators simply stop the user account to prevent the applications from being used. This eliminates time spent uninstalling software and reduces compliance risks.

Strong demand for Adobe Creative Cloud

KADOKAWA initially issued licenses using an Adobe ID. All of the users are managed centrally through the Adobe Enterprise Dashboard, which helps eliminate the risk of duplicate licenses or external leaks.

“In the first month after deploying Adobe Creative Cloud for enterprise, we received Adobe ID applications from 550 employees,” says Akane Hiroki of the PC and Internet department, office automation management section, information systems division. “The number of applicants far exceeded our expectations, proving to us that our employees have been waiting for Adobe Creative Cloud for enterprise.”

"Adobe Creative Cloud for enterprise gives us more flexibility in terms of compatibility, so we can greatly improve work efficiency."

Satoshi Honma, digital business development office manager, digital publishing department, brand company Enterbrain, media and information business division, KADOKAWA CORPORATION

Although KADOKAWA currently uses Adobe IDs, the company plans to link Creative Cloud for enterprise with its internal Active Directory systems.

Upgrading at any time

Editorial departments previously struggled with the question of when to upgrade software versions, taking into consideration issues such as internal budgets and standard versions used by printing companies. As a result, departments tended to skip versions, only upgrading every few years.

"With Adobe Creative Cloud for enterprise, departments can upgrade at any time without taking costs into consideration," says Satoshi Honma, digital business development office manager, digital publishing department, brand company Enterbrain, media and information business division. "Adobe Creative Cloud for enterprise gives us more flexibility in terms of compatibility, so we can greatly improve work efficiency."

Challenging new creativity

The ability to work with a wide range of tools is also a major benefit. "Previously, cost often acted as a barrier to starting new workflows," says Honma. "With Adobe Creative Cloud for enterprise, we have almost any tool that we need in one package, which makes it much easier to start something new. This leads to developments not only in print publishing, but also in online and digital publishing, which will serve as our strength in the future."

Designers in KADOKAWA's production departments not only use Adobe Photoshop CC, Illustrator CC, and InDesign CC to work on print publications, but designers also use Adobe Dreamweaver CC and Adobe Muse CC to create their own websites.

"Not everyone knows about web design, but software like Adobe Muse CC makes it easy for designers who don't have coding knowledge to start experimenting with web design," says Honma. "Adobe Creative Cloud for enterprise has many tools that people have never worked with before. By increasing training opportunities, we hope that production staff can get the most out of more tools, which will help them deliver creative projects more efficiently."

Meeting changing needs

The technical environments used in creative industries change constantly, making it nearly impossible to predict needs two or three years down the line. KADOKAWA also sees many changes in its future, including consolidation of corporate groups, full-scale entry into digital media markets, and increased globalization.

SOLUTION AT A GLANCE

• Adobe Creative Cloud for enterprise.
Apps used include:

- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe InDesign CC
- Adobe Dreamweaver CC
- Adobe Muse CC

“Some of our strongest current markets, which include print publications and films, are shrinking, which means that continuing to focus on these areas will make growth difficult,” says Mitsuoka, “In the past, our franchises developed in a similar way: we started with a printed book or comic and expanded it into movies, animated shows, and video games. But now we’re seeing the opposite, with videos games being turned into books and animated series.”

“As a publisher, we must continue to develop and challenge ourselves,” says Kagami. “This makes Adobe Creative Cloud for enterprise, with its access to the newest and biggest range of tools available, a necessity for our continued growth.”

For more information

www.adobe.com/creativecloud.html



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