



# Blueprints for a Better Software Licensing Experience

## How to Create Functionality, Efficiency, and Room to Grow

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» As a nationally recognized architectural, planning, and interior design firm, Architectural Resources Cambridge (ARC) understands that creating a beautiful, functional space starts with listening to a client's unique needs. That's why when ARC needed a software licensing solution that delivered the performance, efficiency, and value their environment required, they turned to a trusted IT partner that shares their passion for customer service.

### Start with Powerful Tools

Don Knowles, Director of Information Technology at ARC, is responsible for managing the firm's software licensing and providing ARC's team with the tools and resources to help realize their creative vision. Adobe's line of design software is a big part of that process. An upcoming license renewal date and the release of Adobe® Creative Suite® 5 (CS5), presented Knowles with the perfect opportunity to give his users more powerful features.

The biggest challenge was finding a licensing program to fit ARC's unique environment. Like many organizations, ARC had accumulated an assortment of versions, titles, and licenses. "We had a mix of Adobe CS3 suites and standalone licenses of Photoshop, Illustrator, and InDesign," said Knowles. "Over time, we had actually ended up purchasing a few CS4 suites, so it was a pretty fractured software environment as far as our Adobe licensing went." Keeping track of all the individual licenses and workstations was complex, and streamlining that process would save a great deal of time and effort.

### Call in the Experts

Eager to get the performance benefits of a new software release, but unaware of the licensing programs available or which one would be best for ARC, Knowles asked his PC Connection Account Manager for help. "PC Connection's response was immediate and exceptionally helpful. My Account Manager said she thought there was a program available that would much better suit our needs and improve the software suites that we could get."

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## Reduce Costs, Reuse Discounts, and Recycle Old Versions

Switching ARC's software licensing from Adobe's Transactional Licensing Program (TLP) to a Cumulative Licensing Program (CLP) allowed Knowles to get the performance he wanted from CS5 without wasting his investment in older versions and individual box purchases. "The program allowed us to not only upgrade our existing CS3 suites, but we were able to convert our standalone Photoshop and Illustrator licenses to full CS5 suites for basically the same budget that I had put together initially," said Knowles. "So we got a lot more bang for the buck by moving to this new licensing program." If ARC needed to expand in the future, they could simply add more software licenses, receiving the same volume discounts they got for the initial buy.

## Work Smarter, Not Harder


Cost benefits weren't the only advantage of the new licensing program. By consolidating all of their various Adobe titles into the CS5 application, ARC was able to reduce the burden on IT staff. "A single license number really helps with maintenance and installation and managing workstations," said Knowles. "It's really been a help in managing the Adobe licensing that we have." The new licensing program also provided a longer renewal time, making it easier for Knowles to focus on his other duties, instead of tracking software.

## Stay Focused on What Matters Most: Your Customers

As an experienced IT professional, Knowles understood the challenges of navigating the software licensing process. He knew what tools his organization needed to succeed, and he reached out to the experts for help determining the best way to acquire those resources. "My PC Connection Account Manager was right there," said Knowles. "She was able to help immediately." With expert advice on his side, Knowles reduced costs, streamlined his software management requirements, and ensured the ARC team had all the new features they needed to continue building award-winning designs for their clients. If you're planning a software upgrade, having a trusted partner to listen to your needs, understand your challenges, and help you reach your goals makes all the difference in the world.

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—Don Knowles,  
Director of Information Technology  
Architectural Resources Cambridge (ARC)

 **If you'd like to experience the PC Connection difference, give your Account Manager a call today to learn how we can help you with your next software licensing project.**

1-800-800-0014

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