Faronics Deep Freeze
Adobe System Utilizes Faronics

CASE STUDY

Background

Adobe is the global leader in digital marketing and digital media solutions. Their tools and services enable their customers to create groundbreaking digital content, deploy it across media and devices, measure and optimize it over time, and achieve greater business success. They help customers make, manage, measure, and monetize their content across every channel and screen. Adobe is one of the largest software companies in the world withover 4 billion USD in revenue and over 11 thousand employees worldwide.

Adobe Max is Adobe's Creative Conference bringing together over 5300 Designers, Photographers, Videographers, and Creative Leaders from across the world annually. "No matter what the role or the industry, everyone is focused on building great creative experiences. This shared energy and passion sparks new ideas, drives new partnerships, and breaks new ground every year."

Adobe Max serves as a platform for Adobe's team of professionals showcase their creativity by previewing innovative future software offerings to the attendees. Adobe Max also provides numerous labs with their complete product suite giving the attendees a handson, interactive experience.

"It was a challenging task to get all the computers up and running by removing unwanted files within the 30-minute window."

Trevor Whitney
IT Events Manager
Adobe Max.

Problem

Adobe Max provides hands-ontraining in its fully equipped onsite labs. The labs contain pre-configured computers with their suite of products installed. After each session, the IT administrators get less than 30 minutes to clean the computer of unwanted files left by the previous session of users.

In addition to removing files, the challenge was to ensure that the software and installed programs were working properly for each session. If a user deleted a file or changed the configuration during the session, the programs had to be reinstalled with in 30 minutes. New operating system images had to be deployed in case of serious issues and this affected the operational efficiency of the labs.

Solution

Adobe chose Faronics Deep Freeze as their trusted solution to manage its computers. Deep Freeze was included as part of the master image and deployed across all computers in the multiple labs. During a lab session, Deep Freeze was placed in a protected state where any changes would be temporary. Once a lab session was over, the computers were simply rebooted to bring them back to their original state byte for byte. Deep Freeze removed all unwanted files and configuration changes created by the users in the previous session.

The Adobe Max IT administrators deployed Deep Freeze Enterprise on 366 PCs, and Deep Freeze Mac on their 809 Macs – a total of 1,175 computers managed by Deep Freeze. They plan to use Deep Freeze Cloud to manage both their Windows and Mac computers in the upcoming conference.

Benefit

Operational efficiency of the lab computers is maintained for critical hands-on training at all times at the Adobe Maxevent. By using Deep Freeze, the Adobe IT team can guarantee perfectly operational computers for all its attendees. This helps Adobe Max achieve its objective of providing hands-on training to creative professionals on the latest Adobe products without interruption.

"We freeze a clean image, and in between sessions we use remote tools to reboot all machines and we have new, clean image for the next attendee. It's been working very well for us and we are excited to utilize Deep Freeze Cloud next year."

Trevor Whitney
IT Events Manager
Adobe Max

Faronics

To learn how your computing environments can benefit from Faronics Solutions, visit
www.faronics.com

USA
5506 Sunol Blvd, Suite 202
Pleasanton, CA, 94566 USA

Call Toll Free: 1-800-943-6422
Fax Toll Free: 1-800-943-6488

sales@faronics.com

CANADA
1400 - 609 Granville Street
PO Box 10362 Pacific Centre
Vancouver, BC, V7Y 1G5

Call Toll Free: 1-800-943-6422
Call Local: 1-604-637-3333
Fax Toll Free: 1-800-943-6488

sales@faronics.com

EUROPE
8 The Courtyard, Eastern Road,
Bracknell, Berkshire,
RG12 2XB, United Kingdom

Call Local: 44 (0) 1344 206 414

sales@faronics.eu

SINGAPORE
6 Marina Boulevard
#36-22 The Sail At Marina Bay
Singapore, 018985

Call Local: +65 6520 3619
Fax Local: +65 6722 8634

sales@faronics.com.sg