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Adobe Systems Incorporated

Introduction

Adobe Systems Incorporated is a worldwide well-known software company which has taken the creative and digital world by storm by creating solutions such as adobe photoshop, illustrator, and Acrobat. This case focuses on the business level strategies and issues faced / opportunities availed at Adobe in a bid to understand how the firm transformed from conventional software product selling to the selling of subscriptions.

Customer Retention

Since the transition entailed switching from a freemium model to an subscription-based model in which pricing was involved, retaining existing customer was paramount during the transition to avoid complaints.

Outcomes and Lessons

Adobe was very successful in the strategic shift of changing the model of its products to the subscription model that not only increased the company's revenues but also made Adobe provides its products and services to a larger number of customers and built a more loyal customer base.

Conclusion

Incorporated case of Adobe Systems can effectively illustrate how companies can adapt to technology changes in a way profit oriented but at the same time customer based. This makes it an especially good example for any company considering such shifts as the focus on the strategy that fits the market needs and weigh against the strength with which it is positioned is crucial. itibaren

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