



Adobe Relies on MySQL to Make Creative Professionals More Productive



Document & Workflow Management

OS: Microsoft Windows and Mac OS

Database: MySQL Enterprise Server

"We chose MySQL for its reliability, ease of use, low administration and high performance. MySQL allows us to implement the workgroup productivity features in Adobe Creative Suite CS3 so that our users can be more productive."

Mike Wallen

Version Cue Product Manager,
Adobe Systems Incorporated



Adobe Systems® Overview

Adobe Systems is one of the largest software companies and is the leading provider of creative tools for print, web, interactive, mobile, video, and film. Adobe® Creative Suite® CS3 tightly integrates the company's flagship products including Adobe® Photoshop® CS3, Adobe® InDesign® CS3, Adobe® Illustrator® CS3, Adobe® Flash® CS3, Adobe® Dreamweaver® CS3 and Adobe® Acrobat® CS3 into a single design and development toolkit.

The Business Challenge

Designers and developers face a number of challenges as they try to deliver project after project under tight deadlines. Some of the reasons that make it difficult for workgroups of artists, designers and project managers to deliver projects on time and on budget include:

- **Artists can't open an image file** because it is being used by someone else.
- **Designers waste hours opening up files** to find the most recent version
- **Departments spend days recreating work** because files get overwritten by another designer
- **Project managers waste precious time** consolidating feedback from emails, faxes and hard copy edits.

The MySQL Solution

Adobe embeds MySQL into several Adobe Creative Suite 3 components including Adobe Acrobat CS3, Adobe® Bridge CS3, and Adobe® Version Cue® CS3 so that workgroups can work more efficiently on complex projects. For example, MySQL enables Adobe Creative Suite users to:

- **Browse files and preview thumbnails** locally including PDFs, Illustrator, Photoshop, Flash without having to search the network
- **Locate files faster** by searching on keywords, authors, comments, file creation dates, edit dates, or any other metadata.
- **Share projects and work on the same file** without usage or edit conflicts.
- **Easily manage PDF based reviews** by setting up access privileges, tracking comments and incorporating changes
- **View vital workflow information** such as who is currently editing the file and revisions that have been made on the file

Adobe chose MySQL for the following reasons:

- **Easy of use** making MySQL quick and easy to embed
- **Reliability** which contributes to the overall quality of Adobe Creative Suite
- **Low Administration** so Adobe Creative Suite customers don't need a DBA
- **High Performance** making searches & workgroup functions extremely fast

MySQL Enterprise Server for OEMs, ISVs, and VARs

MySQL Enterprise Server is a full-featured, zero administration database that enables ISVs and OEMs to bring their applications and solutions to market faster. MySQL's small footprint, zero administration and support for 20+ platforms gives ISVs and OEMs ultimate flexibility to ship a highly reliable SQL compliant, transactional database with just about any software application or hardware appliance.

The MySQL Embedded Database enables OEM/ISV/VARs to:

- **Reduce COGS and improve profitability** by embedding a cost-effective database without artificial license restrictions on CPU, memory, and servers
- **Bring applications to market faster** by embedding a proven database rather than building and maintaining a proprietary database in-house
- **Deliver a differentiated solution** that can capture, store and report on data with speed and granularity by embedding a full-featured, relational database
- **Win competitive comparisons** using a SQL compliant, relational database with superior performance and reliability
- **Deliver a Zero Administration solution** so that their customer don't have to hire dedicated DBA resources
- **Make reporting and analysis easy** using a cost-effective open source reporting solutions like Jasper for MySQL: OEM Edition.

MySQL Embedded Server is Ideally Suited for:

Software Applications

- Network & Performance Management
- Monitoring Systems
- CRM & ERP
- Educational Software
- Email, Anti-spam software
- VoIP & Online Messaging
- Healthcare & Practice Management
- Biotech

Hardware Appliances

- Networking Equipment
- Routers & Traffic Controllers
- Security Appliances
- Retail Kiosks
- Point-of-Sale (POS) Systems
- Diagnostic Instruments
- Sensory Devices
- And more...

About MySQL

MySQL AB develops and supports the MySQL database server, the world's most popular open source database. Over ten million installations use MySQL to power high-volume Web sites and other critical business systems — including industry-leaders like The Associated Press, Yahoo, NASA, Sabre Holdings and Suzuki.

MySQL is an attractive alternative to higher-cost, more complex database technology. Its award-winning speed, scalability and reliability make it the right choice for corporate IT departments, Web developers and packaged software vendors. For more information about MySQL, please go to www.mysql.com.



www.mysql.com/enterprise