

The image features the Adobe logo, which consists of four red, stylized, overlapping shapes forming a square. Below the logo, the word "Adobe" is written in a red, sans-serif font. The background is a grid of colorful, slightly blurred letter tiles. Some visible letters include "FW", "S", "D", "W", "C", "P", "S", "A", and "E".

Adobe

CASE STUDY:
Adobe Adopts Continuous
Delivery Model and
Streamlines its DevOps
Practices with CloudMunch

TABLE OF CONTENTS

Introduction

Responding to Changing Business Needs

Finding the Right Solution

The CloudMunch Benefits



INTRO

Moving to the cloud presents unique challenges to the world's leading creative publishing software company

Adobe Systems is the premier desktop publishing software company, helping customers create, distribute and manage their digital content. The company made a name for itself with brands like Photoshop, Flash, Illustrator and InDesign. Adobe caters to a wide variety of customers, from hobbyists to web design firms and ad agencies. Recently, the company transitioned its entire software delivery service to a subscription-based model which offers its popular products to customers via the cloud. In addition to providing software and updates in almost real time to meet rapidly changing customer demands, this move to the cloud allowed Adobe to achieve more steady revenue growth in its software business, exchanging a cyclical model based on periodic product releases and upgrades for a new approach in which applications evolve continuously.

RESPONDING TO CHANGING BUSINESS NEEDS

“Adobe was looking for a new breed of DevOps orchestration platform—an end-to-end, high-velocity, high-quality tool that integrates all the point tools under the hood.”

- Ryan Granard VP, Cloud Operations at Adobe

When Adobe decided to change its software licensing model to a completely subscription-based service, they knew they had big challenges ahead. They were completely transforming the way they develop and deliver their applications across all Adobe Creative Cloud product lines.



Adobe soon discovered they needed to significantly decrease the length of their software release cycles from 18 months to just 60 days in order to stay competitive. This would require a herculean effort, considering the scale and interdependence of the more than 50 products in Adobe’s Creative Cloud suite. In order to meet these demands, Adobe needed to fundamentally change the way they delivered their software.

To meet the demands of a much narrower delivery window, Adobe development teams needed to move faster and product managers adopted agile development processes to allow them to work more collaboratively. Using agile, development teams could continuously review and improve applications, rather than just sifting the finished product. This method, commonly referred to as DevOps, became the cornerstone of the new Adobe software delivery process. However, the DevOps process presented its own challenges.



As Adobe's teams adapted to the new speed of business, they adopted tools like Jenkins, Chef, and Maven to automate many of the processes within the software delivery pipeline. Managing these tools across 25+ teams and products was a challenge, and — to compound issues — every team had different requirements and methodologies to meet their specific needs. It became apparent that Adobe needed a single platform to both orchestrate and scale its DevOps practices from end to end.

FINDING THE RIGHT SOLUTION

“There’s no lack of products at Adobe. The sheer scale of our software business—and interdependencies of our products risks slowing us down. CloudMunch allows us to compete by releasing our products much faster. It gives us frictionless integration so we are not limited by the diversity and complexity of the development infrastructure. Now, we can release 50 times a day or 1,000 times a day. We are able to help with the automation and then get out of the way.”

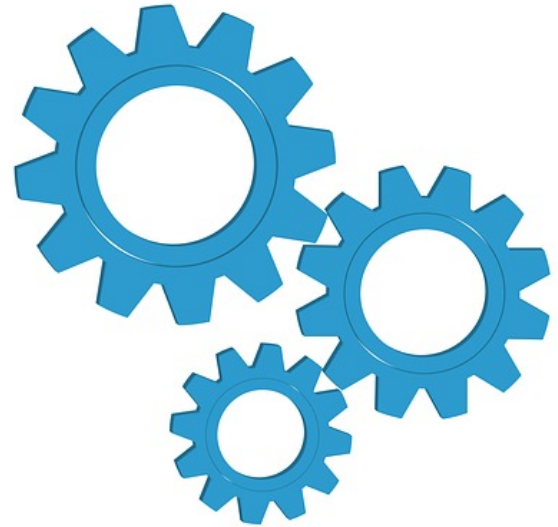
- Ryan Granard VP, Cloud Operations at Adobe

Enter CloudMunch: a scalable, high-quality, high-velocity software delivery platform that enables end-to-end automation of the entire development process with more than 250 plugins and integrations. Using CloudMunch, Adobe has found a partner with a platform that can tie together all the disparate tools and processes that are in motion into a single

interface, providing much better visibility and dramatically increasing software delivery velocity. Now, Adobe’s developers are able to focus on the code and leave the orchestration to the platform—saving time, minimizing errors, and improving overall efficiency and scale.



Today, seven of Adobe's DevOps teams use CloudMunch to deliver products in less time and ensure flawless integration between applications. The platform is designed so various teams can use the tools and methodologies that work best for them. Integration and dependencies of all these moving parts is managed automatically through the platform's unified dashboard.



Ryan Granard, Adobe's VP of Cloud Operations, explains the advantages of CloudMunch this way:

Developers shouldn't have to think of the upstream or downstream process or managing the end-to-end workflow. Rather, they should concentrate on building great experiences for our customers through software. For example, if a developer is working with AWS—reconfiguring or re-provisioning databases. You are standing out on infrastructure orchestration—the biggest value can fail and you don't know what's happening upstream or downstream. CloudMunch gets very powerful in this scenario. It steps a developer through the test harnesses and allows you to see immediately if the whole development is successful.



THE CLOUDEMUNCH BENEFITS

With CloudMunch, Adobe accomplished four critical goals:

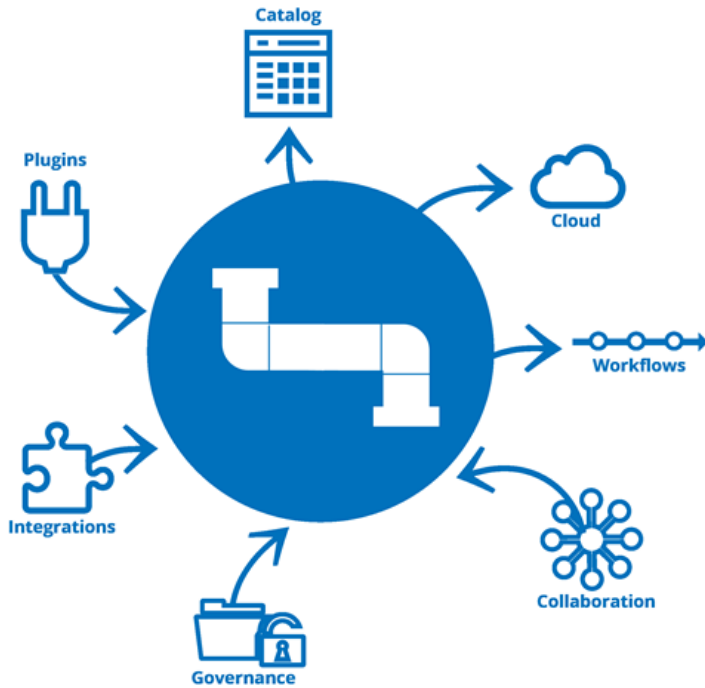
Automated Deployment from Inception to Adoption

Orchestration of development, testing and deployment workflows is all managed automatically within the CloudMunch platform.

Speed Application Delivery Cycles

The goal of adopting DevOps practices is to move faster. After rolling out CloudMunch, Adobe reported improving its daily and weekly software delivery volumes by 60%.

60%



Pipelines

Repeatable
Portable
Error Free
Easy

Out-of-the-Box
 CloudMunch comes with
 prebuilt Pipelines

Configurable
 Take pre-built pipelines and
 customize them

Create Your Own
 Create your own Pipelines
 to solve specific needs

Increase Upstream Awareness

To better manage the increased complexity of using multiple tools to automate their processes, Adobe required end-to-end control and visibility into the entire software pipeline. CloudMunch allows Adobe’s development teams to find and repair errors in less time.

Integrate with All the DevOps Tools Adobe Uses (Chef, Maven, Jenkins etc.)

Adobe already had functioning tools that were helping them meet demand, but they needed a platform to wrap them all together and carry them across the finish line. CloudMunch allowed Adobe to integrate diverse toolsets, creating a smoother orchestration flow.



ABOUT CLOUDMUNCH

CloudMunch, is a software platform company at the intersection of Cloud, DevOps and Agile development; helping teams collaborate software efforts at scale, faster and with increased customer value. Committed to delivering an industry leading software delivery platform, CloudMunch enables their customers to innovate quickly and outpace the competition. Today, the CloudMunch platform is being leveraged by leading global companies and their goal is to make the platform available to as many businesses as possible - *not just the top 5%*. To learn more about the CloudMunch [DevOps as a service](#) platform call (425) 440 2652 or visit www.cloudmunch.com



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