



How Adobe Drives Innovation and Massive Time and Cost Savings with Zylo

Adobe is the global leader in digital marketing solutions. In just four years, the company experienced unprecedented, massive growth — scaling from \$9B to \$18B. But as the company grew, so did the complexity and size of its SaaS stack.

In fact, software is Adobe’s third largest expense. When Cynthia Stoddard, Adobe’s Senior Vice President & CIO and member of Zylo’s Board of Directors, realized software spend was growing faster than revenue, she knew it was a problem that needed to be solved.

CHALLENGE 1

Unlocking Visibility and Establishing a Software Inventory

As a first step, the Adobe team set out to discover and identify all of the software in their portfolio. Prior to Zylo, they were only tracking high spend applications coming through their procurement system — a highly manual effort offering limited insights.

“Visibility into our portfolio was tablestakes for the success of our program. We could not begin to manage our software if we could not understand the full scope of it,” said Vinod Vishwan, Sr. Director, Head of Business Planning & Operations at Adobe.

The team at Adobe knew more software was being used across the business, but there was no single source of truth for this data. That information lived in purchase requests and reimbursement receipts, neither of which were easily searchable.

Company: Adobe

Industry: Software

Founded: 1982

Headquarters: San Jose, CA

Employees: 29,000+

Key Outcomes

- Identified and categorized 2,600+ apps
- Reduced software portfolio from 2,600+ apps to 400
- Unlocked \$60M in SaaS savings
- Saved 10,000+ hours annually



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The Adobe team leveraged Zylo's AI-powered Discovery Engine to search finance and expense systems and identify software titles efficiently and scalably.

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“Zylo provided the AI we used to identify current titles and categorize them according to functional area, saved approximately 500 hours at the onset of the project and became the backbone of how we divided our software portfolio.” said Vishwan.

CHALLENGE 2

Enabling Software Portfolio and License Management

To drive savings, the Adobe team knew they needed to reduce redundancy and duplicative softwares in their portfolio. Partnering with business, they developed a list of standard software titles and began consolidating and sunseting non-standard applications.

For example, seven sales platforms were consolidated to one, nine observability tools were decommissioned, and 18 project portfolio management (PPM) tools were eliminated; all producing significant savings and efficiency gains.

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The Adobe team also sought to improve software utilization — understanding the usage of their software to enable proactive license management.

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“Zylo allows us greater insights into our software usage. We regularly harvest software licenses resulting in millions of dollars in cost avoidance and allowing us to build better strategies for contract renewals and negotiations.” said Ash Raj, Director, Software Asset Management and Vendor Relations at Adobe.

Through proactive software license management, Adobe has automated processes like provisioning, reclaiming inactive licenses and charging back costs to the business unit users - resulting in both cost savings and efficiency gains.

By reharvesting software licenses, Adobe has been able to reclaim more than 20,000 licenses and the automation that the Adobe team leverages to complete this process has saved 10,000+ hours annually or ~1 hour per license. Through their software and license optimization efforts, the Adobe team was able to unlock \$60M in cost savings and avoidance and decelerate the growth of their software spend.

CHALLENGE 3

A Software Store: Stronger Governance & A Better Employee Experience

At Adobe, it had become commonplace for employees and teams to purchase software via credit cards. But these purchases skirted traditional procurement process and thus weren't properly vetted, introducing unnecessary risk and cost.

The Adobe team wanted to eliminate all software purchases made on employee credit cards. To do this, they leveraged the software inventory provided by Zylo's AI-powered Discovery Engine, to create the Workspace Store, an employee software catalog where employees can browse pre-approved software and make a request for any tools not currently available.

“We recognized software proliferation was an employee experience issue,” said Vishwan. “In addition to providing an excellent user experience, it significantly reduced sprawl over the past two years and created a unified procurement process across our enterprise.”