



Adobe CS Deployment and Provisioning

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Goals

- Inform you about what Adobe is doing in the Deployment and Provisioning areas
- Get your feedback

Agenda

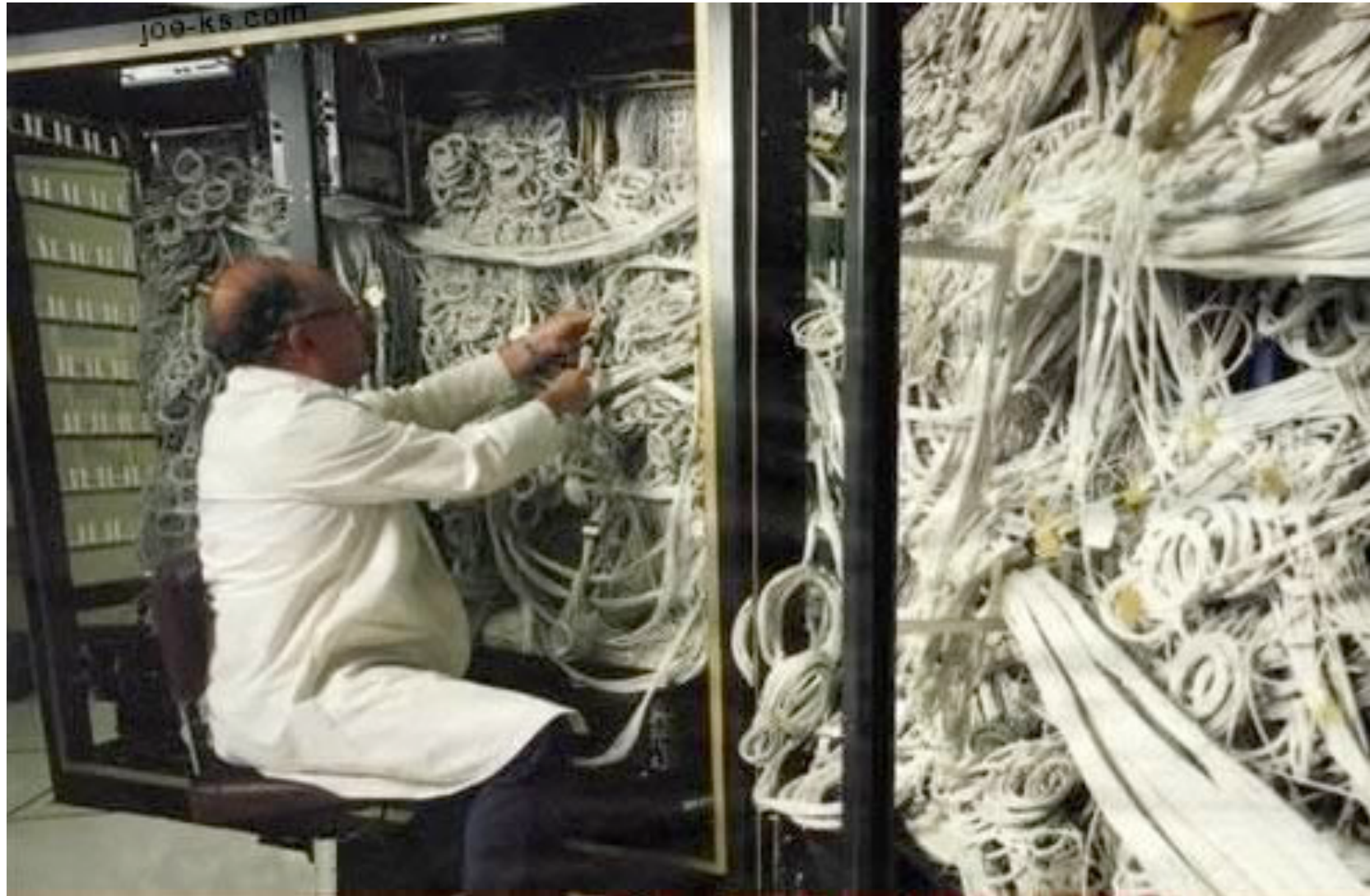
- History
- What our customers are saying
- Current Goals
- AAMEE (Enterprise Deployment) Demo
- Communicating with Adobe
- Q&A



Deployment and Provisioning Retrospective



Putting Together A Creative Suite Installer



History

- Adobe Creative Suite grew in size and complexity over time
- New applications often acquired from mergers
- Large number of shared components
- Installation, Update and Provisioning solutions each caused their own difficulties

History – Key Lessons

- Volume deployment and provisioning needs are diverse and demanding
- Need continual attention to customer problems
- Significant investment is needed to get it right
- Deployment and Provisioning more than just “the cost of doing business”

What Was Accomplished in 2010

- Improved volume deployment workflow
 - Enterprise deployment tool (AAMEE) repackages as MSI or PKG.
 - Command line provisioning tool (APTEE)
 - Documented instructions for working with popular SAM vendors
- Improved update management
 - Re-implemented Adobe Update Manager
 - Tool to create local update server (AUSST)
 - Created CS Updates blog for tracking updates

What Was Accomplished in 2010 - continued

- Business model enhancements (CS Live)
- Acrobat installer delivered as PKG, removed Self Healing
- Addressed top retail customer tech support call generators (“Licensing has stopped working”)

What We're Doing Today

- Continued proliferation of shared technologies, diverse applications and business models
- Focus on enterprise deployment issues, including simplifying patch deployment
- Attending to next level of retail tech support call volume generators
- Enhance tech support knowledge of deployment and provisioning issues
- Continuing to build solid relationships with SAM vendors



What Customers Are Saying



What We're Doing Today

Issue	Status	Comments
Proprietary installer technology difficult or impossible to use. Requires costly effort to deploy.	Partially addressed	Continue to enhance AAMEE and simplify use of PKG/MSI
Upgrading or changing hardware causes activation issues	Partially addressed	Machine ID generation improved, need to address "2 seat" activation policy and online activation management
Updates are difficult to deploy.	Partially addressed	Rewrote AUM. Now use cumulative patches across desktop products. Can host patches on internal server.
Disparate behavior between different applications in the Adobe Creative Suite	Open	Acrobat, Flash Player and AIR installers still behave differently
Upgrade and Education retail workflows	Open	Upgrade purchase workflow often leads to incorrect SKU purchase, EDU verification is error prone



Current Goals



Current Goals

- Address top problems customers encounter
- Improve volume update experience
- Simplify use of platform install technologies (PKG, MSI) for volume deployments
- Enable use of common software asset management tools (snapshots, SCCM, ARD, etc.)
- Adjust our business policies to react to changing market



Communicating

How to Reach Adobe's Provisioning and Deployment Tool



Customer Support

- For retail customers, go to Support Home at <http://www.adobe.com>
 - Customer care cases can be logged online with Adobe ID
- Various telephone numbers world wide
 - US: +1 800-833-6687
 - Select Option 4 followed by Option 1
- Login to see serial numbers for prior registered products

Blogs and Email

- Deployment and Provisioning blog available at:
<http://blogs.adobe.com/OOBE/>
- Updates blog to track patches available at:
<http://blogs.adobe.com/csupdates/>
- For issues or feedback that customer care cannot support, email can be sent directly to:
ewilde@adobe.com



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