



*"Adobe Systems Europe have been working with Ark-H since 2003. Our relationship with Ark-H is built on trust and reliability. We are using the HeLix ordering system which is continually being developed and have just started using an Event Diary system. We find Ark-H are open to new ideas and always challenging themselves to do better. A great team to work with!"*

## Innovation in Action

Most of us who use computers today are familiar with the name Adobe®. Currently one of the world's largest software companies, Adobe's name is synonymous with world-beating digital imaging and design. The company has an enviable track record, with over 20 years of leading-edge innovation resulting in current revenues in excess of US\$1.6 billion. Its worldwide workforce of over 4,000 employees all share the company's commitment to improving ways in which people and businesses communicate.

It is precisely because Adobe sets such high standards that Ark-H is so proud to have been chosen as its UK fulfilment partner. On behalf of Adobe, Ark-H stores a wide range of marketing literature and point-of-sale material as well as a large range of very high value sample software.

Adobe demands a high degree of flexibility - as one would expect from a company famous for its 'Acrobat' programmes. However, as mentioned in the facing article, Ark-H is used to turning somersaults for our clients and our work with Adobe is no exception. The account has grown considerably since it first boarded the Ark (in 2003).

Today we handle all kinds of diverse operations. We undertake mailers on a regular basis. We despatch exhibition equipment, everything from flat screen TVs to bottled water, to over 30 different destinations across the UK and continental Europe. We collate literature and promotional items for event giveaways and send out software samples to journalists in the specialist and general press. As described by Clair Fisher, the Adobe Account Manager, "No two days are ever the same with Adobe. They expect a lot - but that's part of the fun of working with such a fast moving and successful client."

Furthermore Adobe appreciates the Ark-H approach to technology - that every development should be undertaken in the interests of customer service and cost-control. The Ark-H account team echoes the client's innovative approach. Ark-H has recently developed a unique on-line diary management programme (HeLix events) specifically to streamline operations for Adobe. This new module allows Adobe representatives to enter their show requirements directly onto the Ark-H web-enabled system (HeLix) via user friendly web pages. In this way they can pre-book literature, order equipment and track the progress of their event materials through-out the year. Neil Horton, the Account Director in charge of this development agrees with Clair. "Adobe are an exciting client to work with and they certainly keep us on our toes in terms of both technology and service."

The enjoyment of the working relationship seems to be mutual (see the comments from the Adobe team below) and all concerned are already planning ways in which the partnership can find further exciting and innovative ways to work in the future.

For more information on Adobe® products please visit [www.adobe.co.uk](http://www.adobe.co.uk)

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