



# How AppXite saves operational time & money for an Adobe reseller?

Atea is the market leader in IT infrastructure for private & public sector organizations in the Nordics and Baltics.

## Background

- Industry shift with a new Adobe VIP program
- Vendor requirement for automation
- Business needs for optimization

## Solution

- Business restructuring
- Selection of a platform to satisfy Adobe & internal business demands (automated ordering, renewals, self-service, etc.)
- Timely migration to an Adobe integrated marketplace

## Results (within the 1st year)

- Significant time saved
- Notable capital retained
- Elevated resources efficiency
- Visible business growth



The team at AppXite has been very helpful with the implementation. They have the great mind-set of *Let's make this work!*

**Sofia Thesander**  
Atea Sweden

Atea's found in AppXite a partner that provides them with tools to automate their Adobe ordering & renewals processes.

Additionally, Atea's adoption of the AppXite Platform grants them the opportunity to oversee and manage better licenses sold and allows their customers to have a single marketplace to shop for all their solutions (Atea uses the platform to support multiple vendor programs).



**80 %**

less time spent on processing a *single* renewal (from 25 min to now 5 min)



**3 months**

allocated for business growth initiatives per year (time previously used for renewals processing)



**25 min**

spend daily on renewals now (equals the time spent on a *single* renewal before)

## ATEA STORY

Atea is a long-term Adobe partner in Europe. And when about one year ago Adobe launched its new agreement type – the VIP Marketplace, they had no alternative but to look for a solution that would automate their ordering process and renewals as the program requires or *lose business and partner benefits*.

Before adopting the AppXite Platform as their *Adobe automation solution*, they relied on a manual and time-consuming process with at least 3 different teams involved with every single sale: the sales, renewal, & order departments, requiring a significant amount of back-and-forth communication and resulting in purchasing delays. Now, on the other hand, renewals are automated and the invoices (if there are no order changes on renewal), too.

As an early VIP Marketplace adopter, Atea has already experienced *business growth* with its new automated set-up. And *noticeable workload relief* with staff having more time to focus on their KPIs.