NICC College Bangalore: Creative Suite Enablement Case Study

How we equipped a premier creative design institution with industry-standard tools, transforming the learning experience for hundreds of students specializing in photography, film, and visual design.

Client Overview

NICC College Bangalore stands as a premier creative design and communication institution in India. With hundreds of students specializing in photography, film, and visual design, they needed industry-grade tools that would prepare students for professional careers.

The college required a comprehensive solution that would standardize creative software access while upgrading their outdated photography equipment.

The Challenge

Inconsistent Software Access

Students lacked standardized access to Adobe Creative Cloud, creating inconsistencies in the learning experience and limiting their ability to complete coursework effectively.

Outdated Equipment

Demand for advanced photography gear significantly outpaced the college's outdated Canon DSLR kits, hampering students' ability to develop professional-level skills.

Budget & Adoption Concerns

The administration wanted cost-effective licensing solutions and smooth adoption without steep learning curves for both students and faculty.

Our Role

As the sales representative team, we were tasked with creating a comprehensive solution that would address NICC's creative technology needs while staying within budget constraints.

Software Licensing

Introducing Adobe Creative Suite campus-wide licensing to standardize software access

Equipment Procurement

Facilitating Canon lens & camera bundle procurement for classroom use

Training & Support

Training faculty and students on new tools and managing annual renewals

Solutions Provided

Adobe Creative Cloud Suite

- Photoshop for image editing
- Illustrator for vector graphics
- Premiere Pro for video editing
- After Effects for motion graphics

Canon Photography Equipment

- Canon EF lens bundles for existing DSLRs
- Canon RF lens bundles for newer mirrorless systems
- Classroom photography kits for hands-on learning

We also provided on-campus Adobe workshops to ensure smooth adoption and maximize the educational value of the new tools.
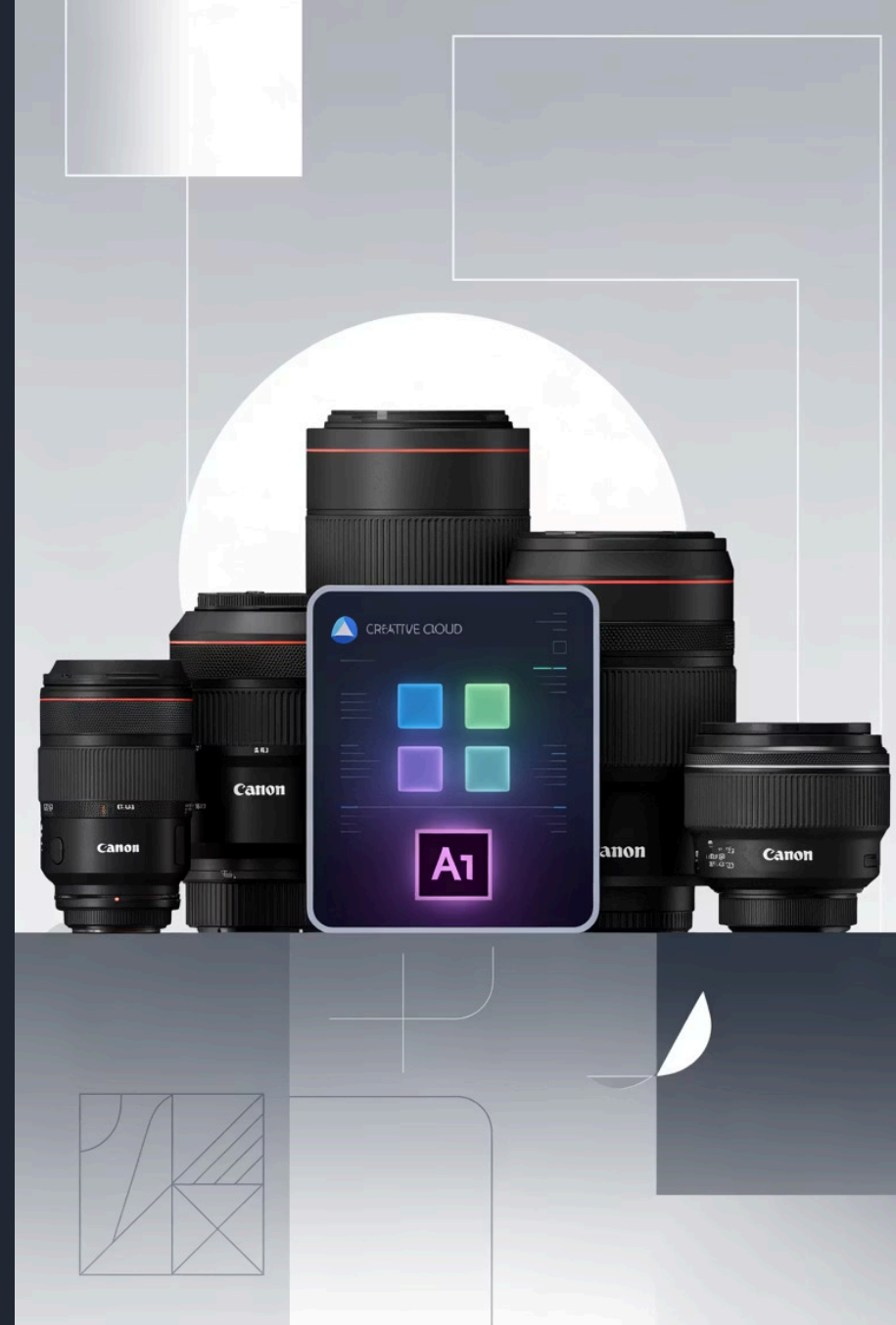
Sales Strategies Implemented

Discovery

Used Apollo for comprehensive prospect discovery to understand the specific needs of different departments within NICC College

Engagement

Leveraged LinkedIn Sales Navigator for targeted faculty & alumni engagement to build relationships with decision-makers

Data Management

Implemented Clay Automations to sync data across platforms and maintain accurate contact information

Campaign Sequencing

Executed sequenced campaigns that moved prospects from Awareness → Demo → Conversion stages

Key Results

300+
Students
Successfully adopted Adobe Creative Cloud across the entire student body

100%
Photo Labs
All photography labs upgraded with new Canon lenses and equipment

95%
Satisfaction
Student satisfaction rate with the new creative tools and equipment

₹2CR
Annual Value
Created an annual renewal pipeline worth 2 crores

Before & After

Before Implementation

- Inconsistent software access across departments
- Outdated Canon DSLR kits limiting student capabilities
- Fragmented learning experience
- Students using personal or pirated software

After Implementation

- Standardized Creative Cloud access for all students
- Modern Canon lens bundles in all photography labs
- Consistent, professional-grade tools
- Students prepared for industry requirements
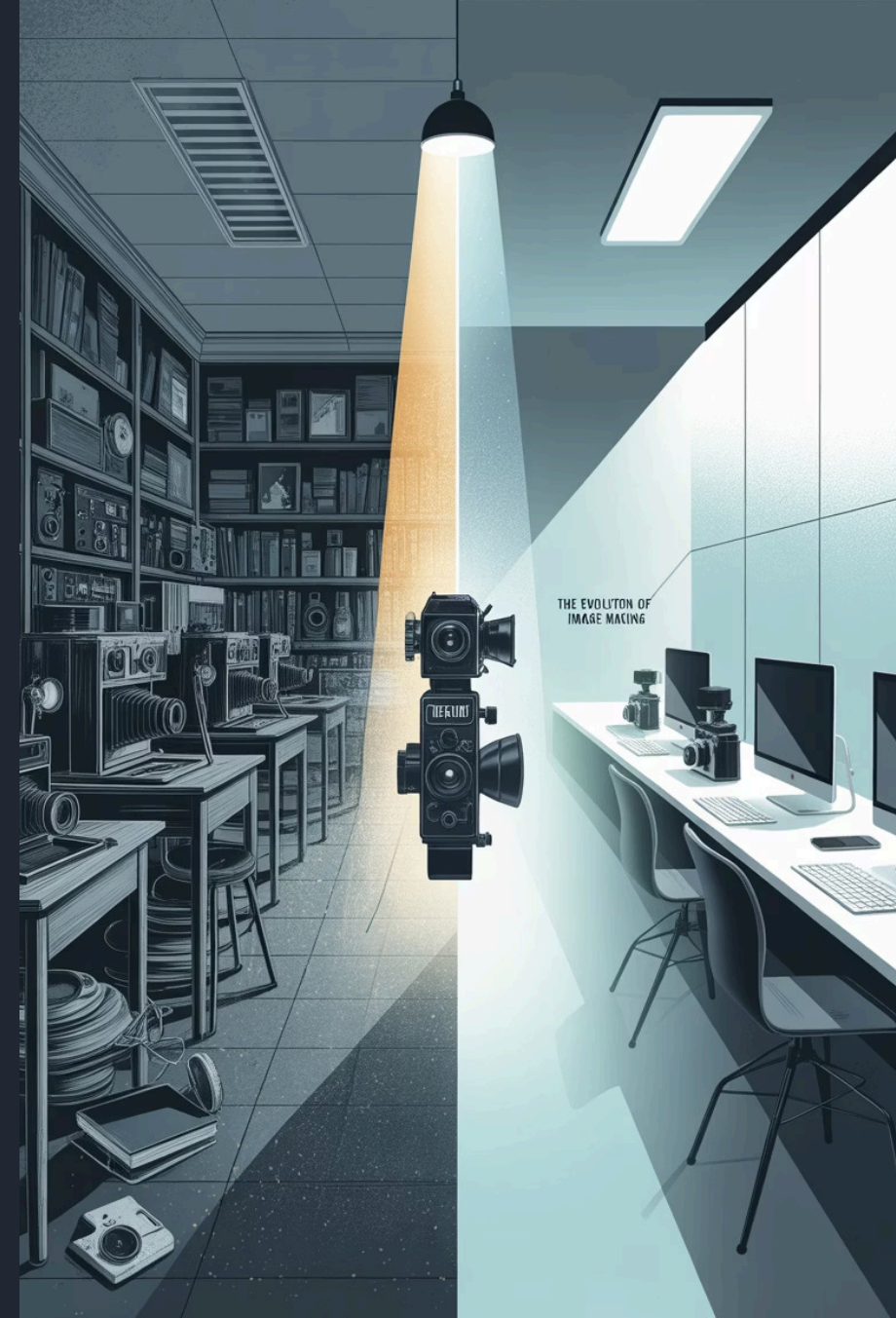
Return on Investment

NICC College Bangalore has seen significant returns on their investment in creative technology infrastructure:

Enhanced Student Outcomes

Students now graduate with professional-level skills using industry-standard tools, improving job placement rates

Institutional Credibility

The college has strengthened its reputation as a premier creative institution with state-of-the-art facilities

Sustainable Partnership

Established a long-term relationship with annual renewals, creating predictable budgeting for technology resources

Conclusion

NICC College Bangalore successfully modernized its creative infrastructure, giving students professional-grade tools that aligned with industry trends — boosting institutional credibility and student outcomes.

Through our comprehensive approach to software licensing and equipment procurement, we helped NICC transform their creative education environment, preparing students for successful careers in design, photography, and visual communication.

The annual renewal pipeline of ₹2 crore represents not just a sales achievement, but an ongoing partnership that will continue to evolve with industry trends and student needs.