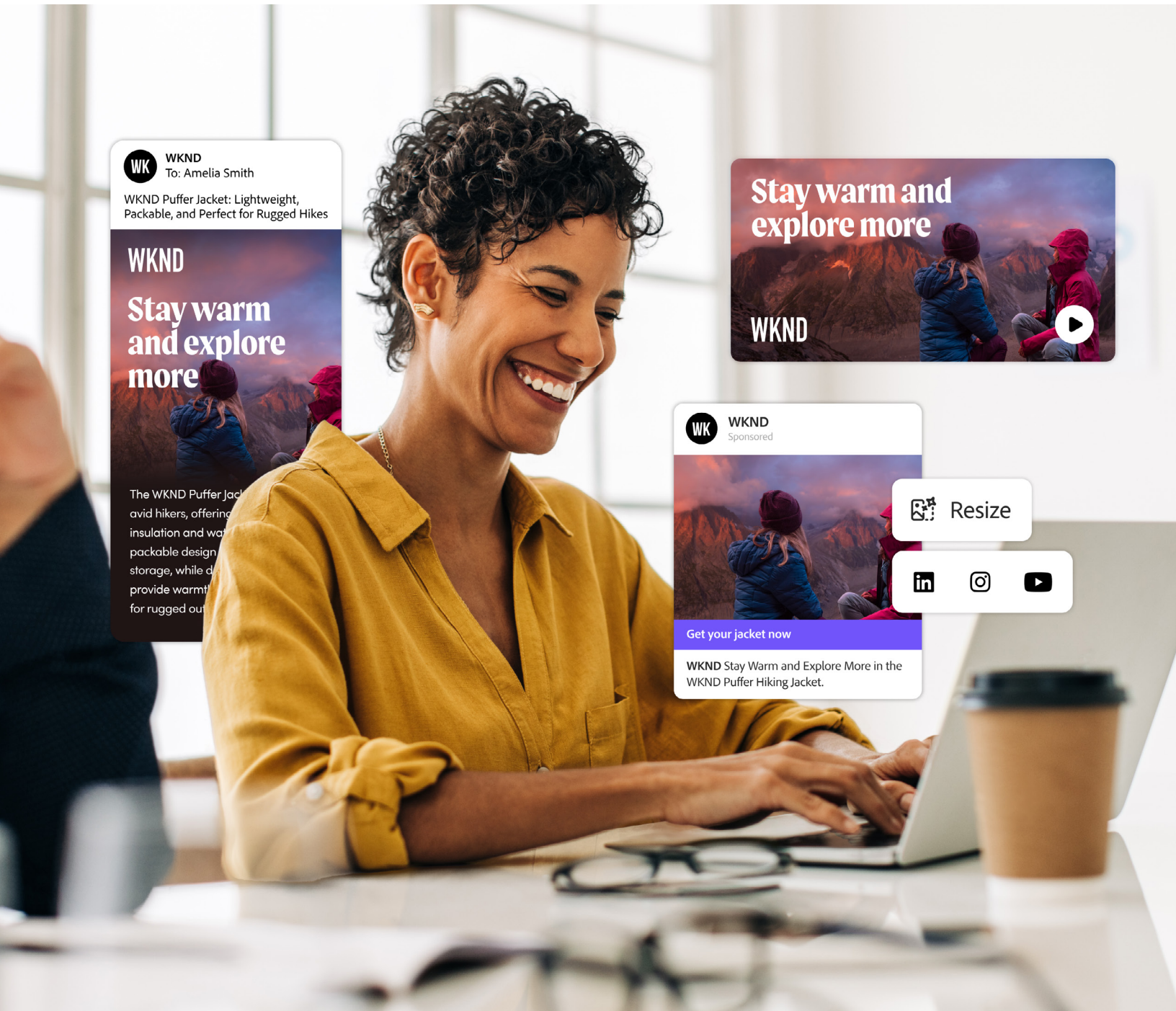


Adobe Creative Cloud

Supercharge creative teams in the age of AI.



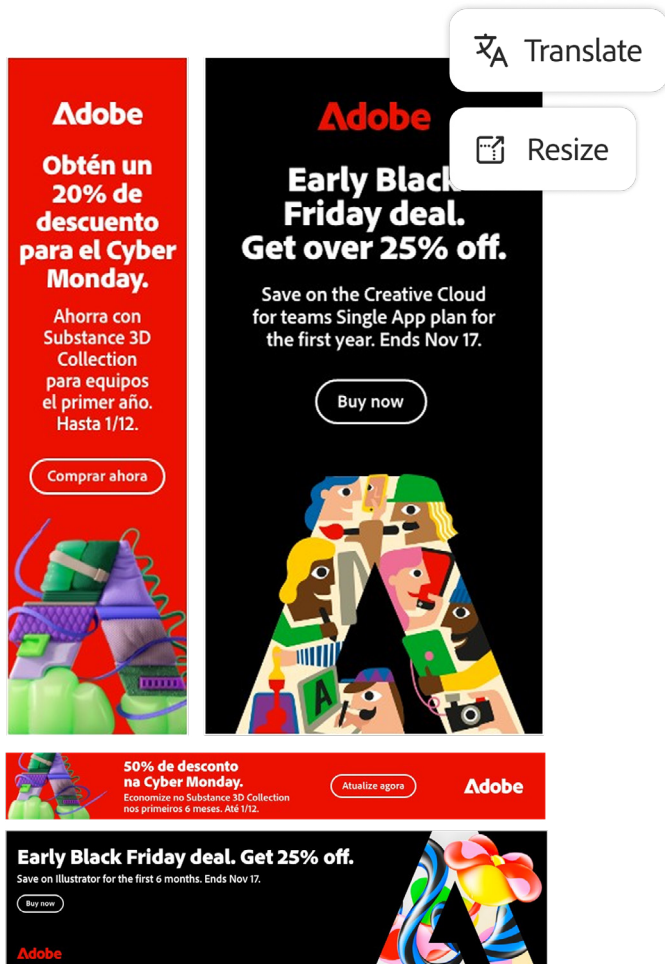
Great creative takes time. Great tools make time.

Coming up with great content takes time. Ideation, collaboration, and iteration are essential parts of the process. But when teams are pressured by the demand to do more, creativity and consistency may suffer. And that's an outcome that's less than ideal for them and for your business.

Equipping creatives with the right tools can be a game changer. As customers from global brands including Coca-Cola, Ford Motor Company, and L'Oréal know, Adobe Creative Cloud for enterprise is the integrated creative platform — with generative and assistive AI built in — that powers their content-creation engines. And as they've experienced, the time they save by centralizing their content workflow translates into more time for creatives to produce work at the quality and scale international brands need.

“[Using Firefly Custom Models and Firefly Services APIs] gives us more control to meet production needs without requiring the extensive resources necessary for traditional photoshoots. This generative AI workflow empowers teams worldwide to retain creative control.”

Thomas Alves Machado
GenAI Global Content Director
L'Oréal



The scale dilemma.

The rapidly increasing demand for more content across more channels is a common pain point for many businesses — especially for those using a variety of tools to boost output while operating across multiple teams and locations. The problems they frequently encounter include:

- Disconnected workflows and tools that interrupt creative flow
- Teams' inability to share valuable processes and assets that result in reinventing workflows and reducing productivity
- Outdated workflows that require highly skilled creatives to perform lower-value, menial tasks like reformatting and repurposing assets
- Tighter timelines to produce higher output without increasing headcount
- Incorporating new tools that are difficult to govern and integrate into existing workflows
- More teams across the business who need content and, in the attempt to self-serve, produce off-brand assets that can damage brand integrity



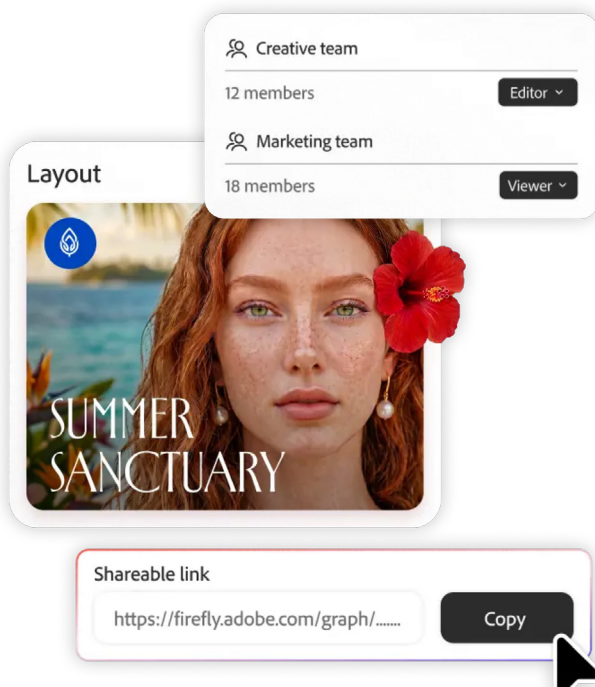
Teams work 4× faster with real-time access to shared Creative Cloud assets.

Source: Pfeiffer

A connected creative ecosystem.

With more than 35 years of experience developing leading creative solutions, Adobe is committed to designing tools that keep pace with the heavy demands of today's (and tomorrow's) content landscape. We spend time with our customers learning not just how they work but how they like to work.

Discover how Creative Cloud for enterprise gives businesses a more streamlined way to accelerate creative workflows and produce content at scale within a fully integrated AI-powered platform.



Built for scale, speed, and security.

Creatives know that having a set of tools that are flexible enough to handle whatever tasks they need is essential. But when the tools are disconnected, having to switch between apps and environments can disrupt the creative flow.

Creative Cloud for enterprise comprises more than 20 creative applications that are purpose-built to handle the entire creative workflow for any medium or output, and are elegantly integrated to streamline steps. Firefly Graph, a new visual system, lets teams design valuable AI workflow processes, while Creative Cloud Libraries allow them to store, share, and sync assets between apps and users.

Partnerships with the most popular AI models from Google, OpenAI, Runway, and more give creatives the freedom to ideate and explore without context switching. And with easy governance over tools, licenses, and security, the outcome is greater speed to scale and better control of brand consistency across teams and geographies.

“One of the key aspects of designing experiences in an AI world is to integrate them seamlessly into existing user experiences [in Illustrator, InDesign, and Photoshop] for easy adoption.”

Dominik Heinrich

Senior Director, Global Design Intelligence
and Technology Experiences
The Coca-Cola Company

Designed for high-volume creative workflows.

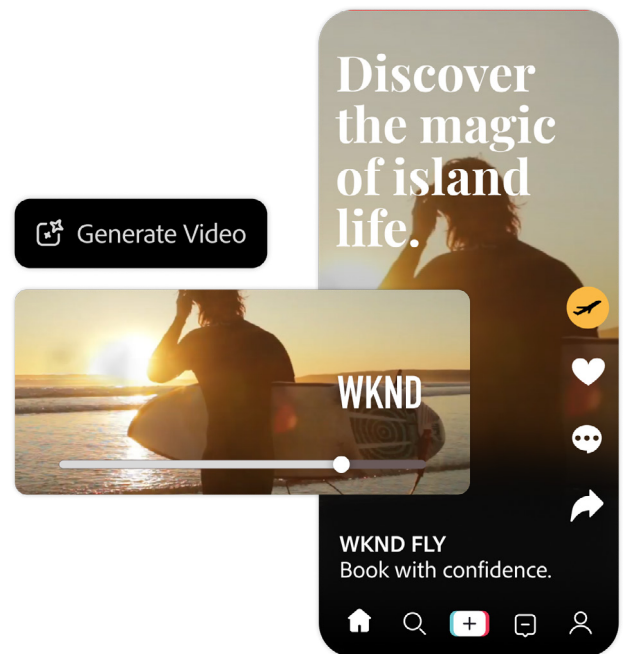
A workflow that produces standout, on-brand work quickly and reliably is your most valuable asset. But if it's locked within an individual or specific team and can't be shared, your creative collateral is being wasted, along with precious time. It's why we've created features that let teams build and share workflows and assets easily, collaborate more effectively, and use automated, time-saving AI features to reduce repetitive tasks.

- Use Firefly Graph to build, save, and share AI-powered workflows so every creative team can produce standout content with consistency, speed, and precision.
- Upload premium images, video, audio, 3D, and more, from Adobe Stock.
- Simplify high-volume editing tasks with Firefly Creative Production bulk actions in Creative Cloud.
- Maintain brand consistency by using Creative Cloud Libraries to collect, organize, and share approved creative assets.
- Centralize project orchestration and collaboration, and reduce review cycles with Frame.io.
- Instruct Firefly AI Assistant (now in beta) to help you streamline your creative multistep projects.

“Our Adobe solutions haven’t just made us faster. They’ve given us the time to be more creative, more strategic, and better at connecting with diverse audiences through the stories we tell.”

Jordan Mammo

Managing Editor, *Ford From the Road*
Ford Motor Company



An expanded creative playground.

Because creatives enjoy using their favorite tools, but also appreciate exploring new tools to achieve their creative vision, we've expanded our partnership integrations with third-party AI models. Creatives can now choose the right model based on aesthetic decisions or specific tasks without the disruption of having to leave the creative environment they're accustomed to working in.

- Go from ideation to creation of videos and images in Firefly and refine assets in the Creative Cloud apps creatives use daily, including Photoshop and Illustrator.
- Create and collaborate on mood boards, storyboards, and more with Adobe Firefly Boards.
- Transform video content in Firefly with studio-quality AI-generated voiceovers, original music, and sound effects.
- Access the industry's top generative AI models, from Adobe, Google, OpenAI, and more, directly from within Creative Cloud.
- Extend your creative workflow using Adobe Firefly Custom Models to train Firefly with your own brand style, images, and products.



Control leads to confidence.

Ungoverned AI adoption creates invisible risk by limiting IT's visibility into which tools are in use and what assets are being generated by third-party models. Creative Cloud for enterprise provides confidence to business leaders concerned with security and safety who want the assurance of indemnification over their output.

- Create confidently with IP indemnification for output created with Adobe, OpenAI, and Google models.
- Control granular AI and application governance by team, role, or user.
- Manage Creative Cloud licenses, users, and access (including to third-party partner applications) using a central enterprise Admin Console.
- Share credits for high-volume AI generation across your organization.
- Get 1 TB of cloud storage per user and 180-day version history for auditability.
- Allow users to access partner models within Creative Cloud with the knowledge that Adobe will not train on your business's content.
- Ensure security with SSO+ enterprise-grade encryption and 24/7 support with ISO 27001, SOC 2, FedRAMP, HIPAA, and GDPR compliance.

A platform for every purpose.

Businesses today need to generate content across their entire organization: sales, legal, operations, and more. All of it needs to adhere to brand standards.

Within Creative Cloud for enterprise, Adobe Express invites any team to self-serve on-brand content. Creatives can provide brand systems or templates with editing permissions that non-creative team members can easily access and repurpose, ensuring that whatever they make is brand compliant — without having to always rely on design support.

By using Adobe Express, Virgin Australia has accelerated the speed at which assets move through its pipeline by up to 40%, which frees its Creative Studio to focus on the kind of strategic, high-value projects that elevate the brand.

Source: Adobe

Designed with growth in mind.

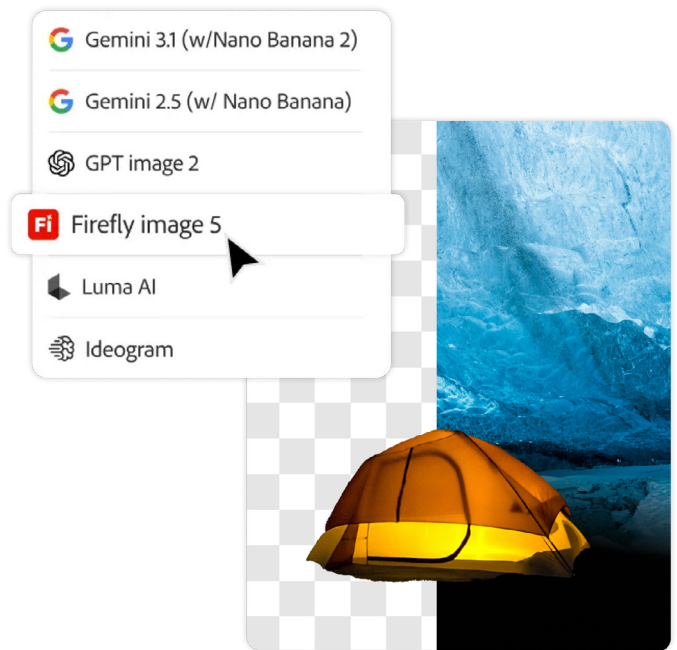
Creative Cloud for enterprise is designed to facilitate the creative process — today and for the future. We've integrated new AI models to enhance the way creatives work. We continue to refine our applications and expand integrations to make them more intuitive for existing users — as well as more inviting and accessible to new and future users.

Adobe was built on creativity, and it powers everything we do. Our commitment is to continue building a seamless ecosystem to power what you do.

[Learn what's new in Creative Cloud](#)

“What makes Adobe Firefly different from the other GenAI tools out there is how integrated it is within the core creative applications in Adobe Creative Cloud.”

Alan Webber
Program Vice President
IDC



Sources

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