

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 what happens when creative schedules are cut short by the demand to do more? Pushing creatives to work faster and expecting them to do their best work is less than ideal for them and for your business.

But equipping them with the right tools can be game changing. As customers from global brands like Coca-Cola, Ford Motor Company, L'Oréal, and more know, Adobe Creative Cloud for enterprise gives them an 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 the world-class work that makes their brands uniquely recognizable and relatable.

“[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

St

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✓ Quiverleaf CF
10 fonts

✓ Montserrat
36 fonts

Add to library

Mr. ALTURA

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cloud
innovation
on us.**

The common dilemma.

The rapidly increasing demand for more content across more channels is a common pain point for so many teams and businesses — especially for those operating in multiple regions. The problems they frequently encounter include:

- Tighter timelines to produce higher output without increasing headcount
- Outdated workflows that require creatives to perform lower-value, menial tasks like reformatting and repurposing assets
- Disconnected workflows and tools that interrupt creative flow
- Distributed teams lacking ways to collaborate creatively and share assets, delaying approval cycles and reducing productivity
- More teams across the business who need content and, in the attempt to self-serve, produce off-brand assets that can damage brand integrity
- Various new tools that are difficult to integrate into existing workflows across a company and require extra management and training

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 within a fully integrated, AI-powered content-production platform.

All your tools, all in one platform.

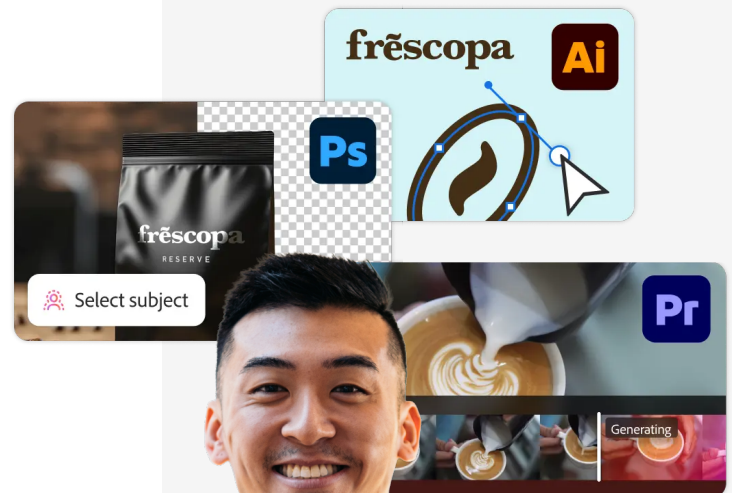
Creatives know that having a set of tools that are flexible enough to handle whatever tasks they need is essential. But when the tools are disconnected, having to switch between apps can disrupt the creative flow.

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. Beyond that, Creative Cloud Libraries allow teams to store, share, and sync assets between apps and users, ensuring brand consistency across departments and geographies.

Teams work

4x faster
with real-time access
to shared Creative
Cloud assets.

Source: Pfeiffer



“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.”



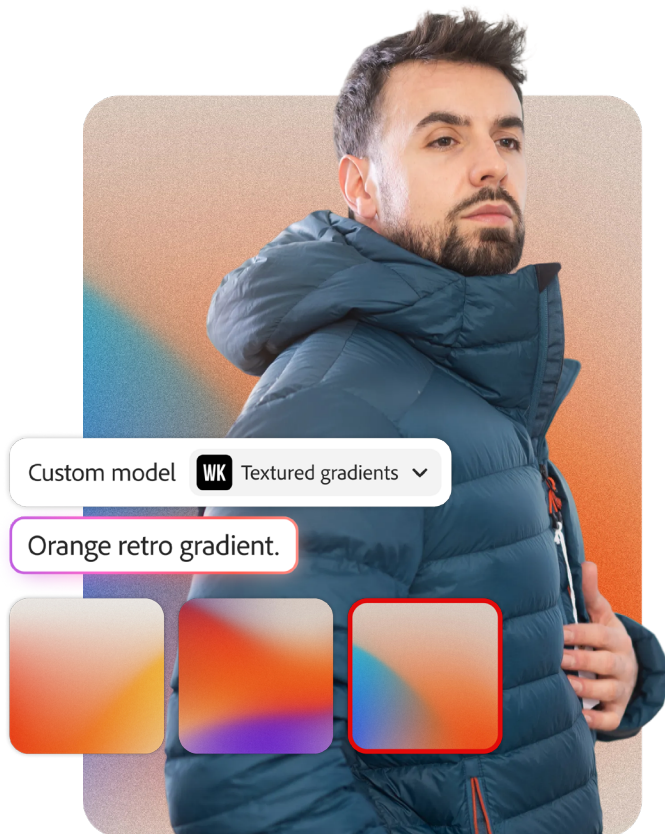
Dominik Heinrich

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

New partnerships expand creative possibilities.

Deadlines are a fact of life, which is why creatives love using the tools that help them achieve the best version of their vision as quickly and efficiently as possible. Creative Cloud for enterprise includes Adobe Firefly AI solutions for creating commercially safe content at every step of the process. And because creatives like having choices, we've expanded our partnership integrations with third-party AI models, which lets teams use the right model based on aesthetic decisions or specific tasks.

- Go from ideation to creation across videos, images, and audio in Firefly and refine assets in the Creative Cloud apps creatives use daily
- Access the industry's top generative AI models, from Adobe, Google, OpenAI, and more — directly from within Creative Cloud
- Develop and refine concepts using generative AI or upload images or video from Adobe Stock — to create 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



“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

Productivity that performs.

Simply creating more content isn't enough if it doesn't connect with your audience. That's why automating labor-intensive processes is so important. When you have the right tools and workflow in place, the menial tasks that previously took people hours to execute can be reduced to minutes, leaving more time for creatives to explore fresh new ideas. It also means that you can confidently scale output while ensuring that each asset meets the quality you expect.

- Use Adobe Firefly Custom Models to train Firefly with your own brand style, images, and products so you can easily scale production of on-brand content
- Simplify high-volume editing tasks with Firefly Creative Production bulk actions in Creative Cloud
- Repurpose assets rapidly with AI features like Generative Expand in Photoshop and Illustrator
- Maintain brand consistency by using Creative Cloud Libraries to collect, organize, and share approved creative assets

One platform for all.

Businesses today need to generate content across their entire organization: sales, legal, operations, and more, and that content 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.

Creative Cloud for enterprise also includes tools like Frame.io to connect creatives with collaborators, stakeholders, and clients to centralize feedback and versions, no matter where anyone is located. Reducing revision cycles so everyone stays creatively informed and aligned helps get your teams from idea to approval faster, with less friction.

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

 Controlled Template



Points today,
Paradise tomorrow

Get 110,000 bonus Velocity Points*

Social template - Velocity Points
3 days ago



Built for creativity, confidence, and control.

Creative Cloud for enterprise also provides confidence to business leaders concerned with security and safety and admins who need to control software usage and licenses.

- Adobe Firefly generative AI models are commercially safe.
- Content credentials are automatically applied to assets that are fully generated by Firefly.
- Adobe never trains our AI on your content, preventing copyright or IP infringement.
- Creative Cloud licenses, users, and access (including to third-party partner applications) are controlled through a central enterprise Admin Console.
- State-of-the-art security protects your organization's content and data.

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

Source: IDC

Sources

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Pfeiffer, “Adobe XD: Streamlining User Experience Design,” 2018.

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