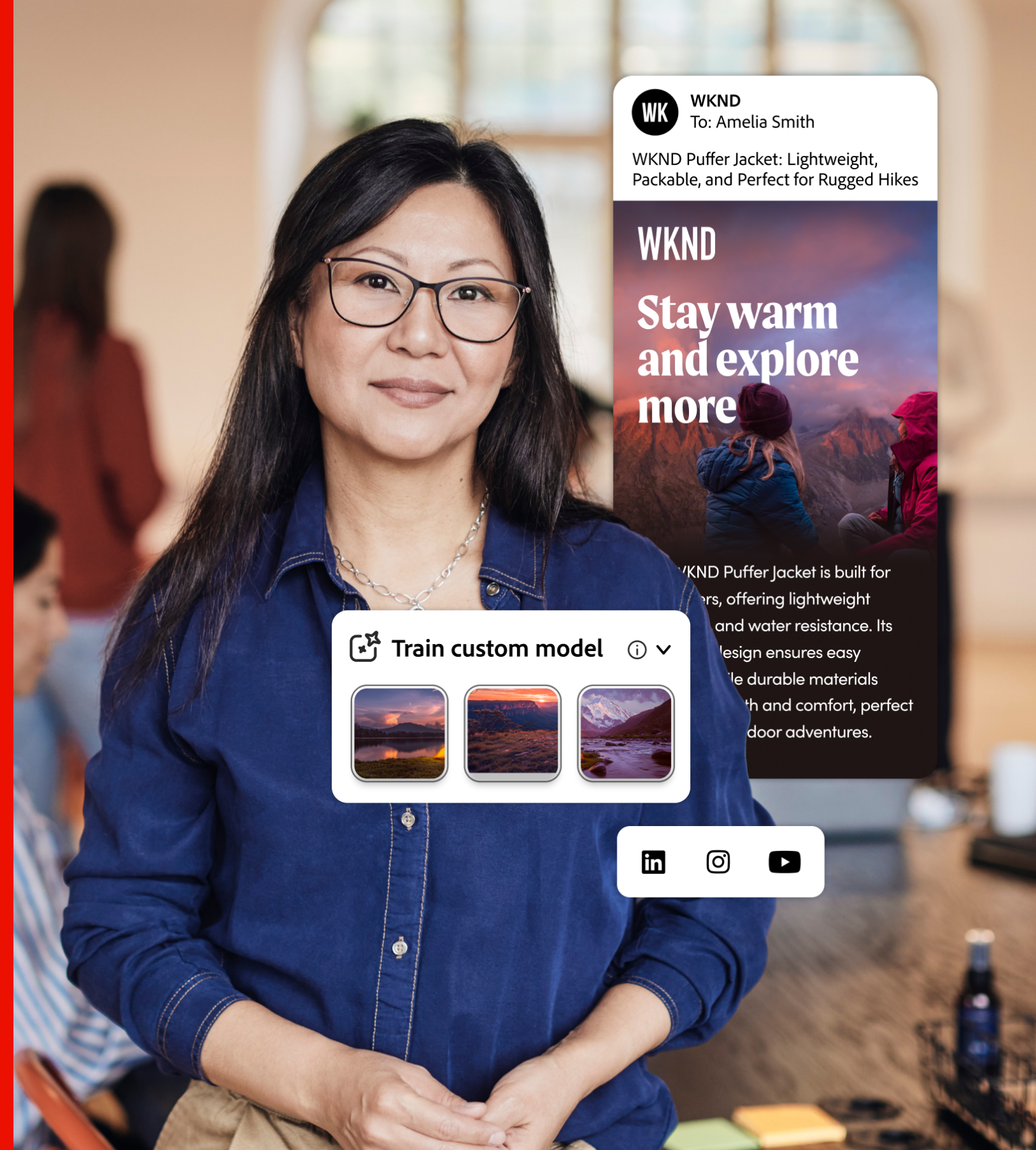


SOLUTION GUIDE

Creative Cloud for enterprise: Build a better workflow to boost your brand.

Adobe Creative Cloud



So little time, so many tools.

As the demand for content continues to grow exponentially, creatives are pressed to deliver more work on shorter timelines. AI-powered tools are helpful, but when they live outside of professional workflows, creatives are forced to context-switch, stitch tools together, and rebuild workflows from scratch on every project. And that can bog down their ability to ideate and create their best work.

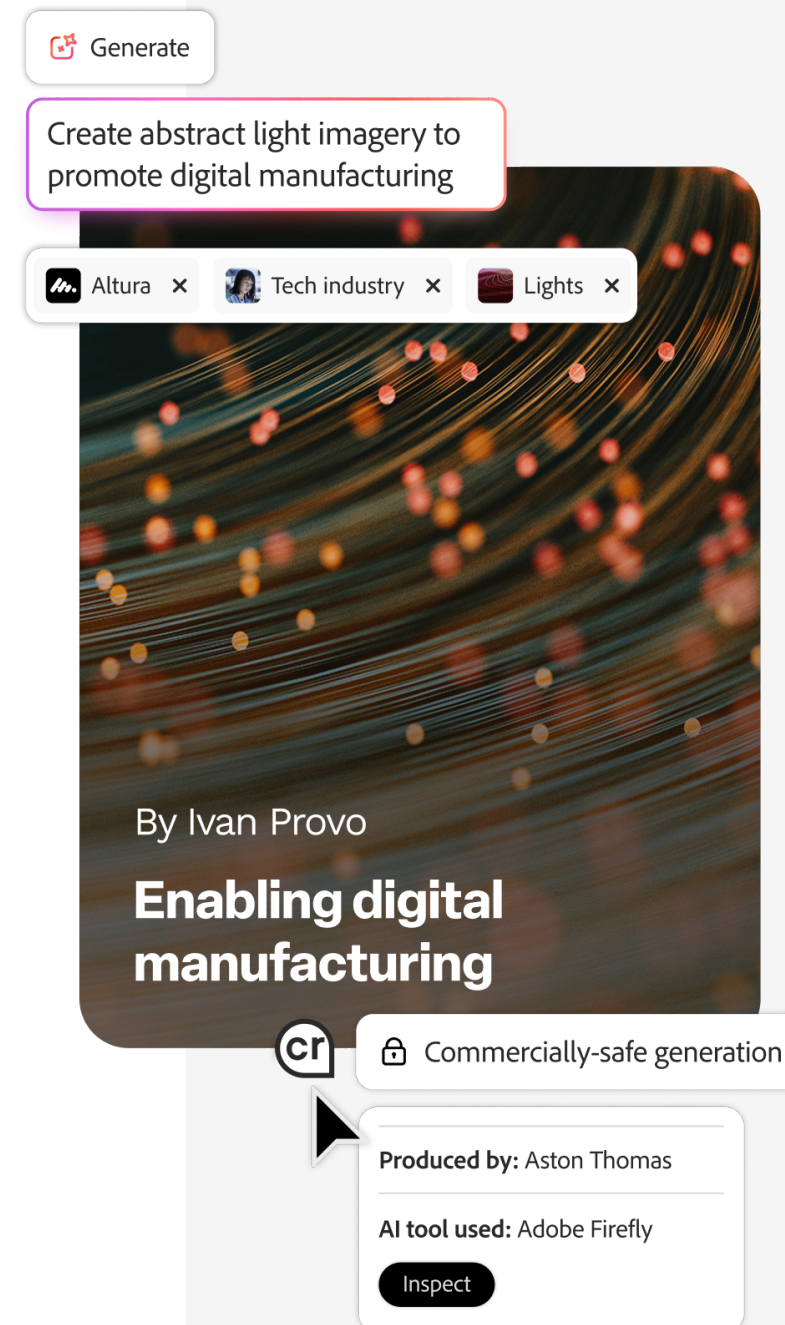
That's why creative leaders feel increasing pressure to give their teams the tools and processes they need to produce outputs that are scalable, on brand, and commercially safe for their business.

An integrated platform designed for creativity at scale.

Adobe Creative Cloud for enterprise turns AI-powered creativity into an organizational advantage by bringing more than 20 world-class creative tools, AI-powered workflows, and enterprise governance together in one integrated platform.

Creative Cloud for enterprise is designed to help creatives work more seamlessly and efficiently. The time saved by reducing repetitive, labor-intensive tasks allows them to focus on what they do best: producing unique, high-quality, on-brand content.

With enterprise-ready features like Creative Cloud Libraries for real-time asset access, and a unified Admin Console for centralized license and asset control, teams can scale their output more confidently and securely. New visual canvas Firefly Graph enables teams to automate and share winning workflows. And Adobe's partnerships with the industry's most popular AI models integrated into Creative Cloud applications let creatives use all their familiar tools and favorite AI models in one platform. It's never been easier to imagine and ideate.



“

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

In this guide, you'll discover the applications in Creative Cloud for enterprise that help your organization:



Reuse valuable workflows and reduce repetitive tasks to improve ideation



Create high-quality, on-brand content faster



Control brand consistency at scale



Accelerate creative alignment and approval cycles



Expand resources within one integrated platform



Choose and support the applications creatives need to complete different tasks or processes

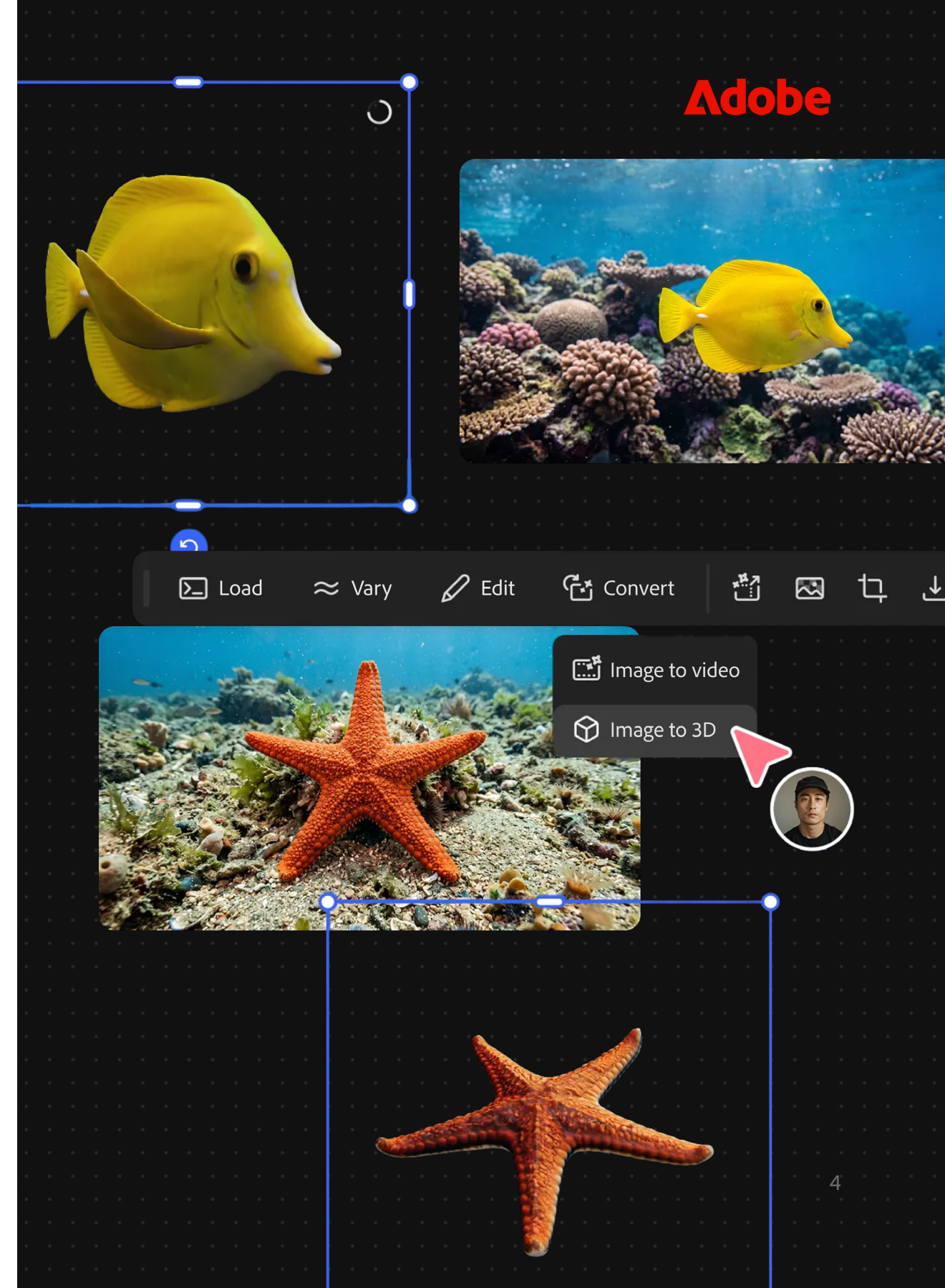


Increase the ease with which teams can embrace new tools and technology

Ideate faster, align better.

Every campaign begins with a great idea. Making it easier for teams to explore, collaborate, and iterate with AI-powered tools helps you produce refined pitches and storyboards that keep everyone aligned from beginning to end.

- Generate images, video, voiceovers, soundtracks, and more from the all-in-one Adobe Firefly creative studio.
- Instruct Firefly AI Assistant (now in beta) to help you streamline your creative multistep projects.
- Use Adobe Firefly Boards (available in more than 30 languages) to inspire rapid brainstorming that helps you visualize and communicate your creative direction.
- Access unlimited premium images, video, audio, and 3D assets through Adobe Stock to help achieve your creative vision.
- Keep everything in sync by linking to Adobe documents so updates flow automatically from your files to your Boards.



Less menial work, more meaningful work.

Assistive AI features within Creative Cloud applications are purpose-built to help free up time for creatives by reducing repetitive, labor-intensive tasks. When you're doing less menial work, you can focus on meaningful work, increasing quality and output.

Amazon Fresh experienced a

93%

faster turnaround time
on over 250 unique images.

Source: Adobe

- Use Firefly Graph to build and capture valuable creative workflows, and share them with your teams across the organization so they're not reinventing workflows with every project.
- Stay productive by organizing and making assets available to all your teams in Creative Cloud Libraries.
- Create variations faster using features like Generative Fill and Generate Similar in Photoshop, or automatically delete unwanted elements and distractions with Generative Remove.
- Replace backgrounds quickly to repurpose or localize campaigns with Generate Background, and resize assets easily with Generative Expand in Photoshop and Illustrator.
- Use natural language text prompts with Firefly to create patterns and graphics or to generate color palettes in Illustrator.
- Scale and reposition images based on the focal point with Content-Aware Fit, and use natural language text prompts with Firefly to create images in InDesign.
- Import stock assets into the apps you already use, like Photoshop or Illustrator, to customize or refine them.
- Centralize the feedback from your teams with Frame.io for better creative alignment and faster revisions and approvals.

Customize and scale content consistently.

Brands that create content at scale face unique challenges. Consider the case of maintaining a global brand that requires thousands of assets that must be translated and localized for multiple markets and channels. Keeping reusable assets organized, updated, and readily available to teams helps ensure brand consistency while reducing the load on your creatives.

- Use Firefly Custom Models to train Firefly on your business's assets and share them across your teams.
- Allow teams to create StyleIDs and assign them to brand assets so they're automatically available for designers to use in Creative Cloud.
- Generate variations of images or video easily to update campaigns and distribute them to numerous channels.
- Remove backgrounds from multiple files at once, replace them, and instantly resize and reframe images or video with Firefly Creative Production bulk actions in Creative Cloud.

"StyleIDs act as real-time guides, enabling Coca-Cola teams and agency partners to generate hundreds of campaign variations...with precision and consistency, which frees creatives to focus on storytelling rather than formatting. The result is fewer errors, faster execution, and stronger brand integrity."



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

- Instruct Firefly AI Assistant (now in beta) to help you streamline your creative multistep projects.
- Create a library of approved brand assets that non-designers (like marketers, sales, finance, and more) can use to self-serve their own content in Adobe Express.

“

We always have more ideas than time to execute. With Adobe Firefly, I can visualize the mood and world of a campaign in minutes. Once that vision is clear, editors and designers know exactly how to build it out.



Warissara Muangsaen

Vice President, Global Creative Director
Too Faced Cosmetics

Creativity with control.

The array of generative AI tools available today allows creatives to explore new ways of achieving their vision. Now, in Creative Cloud, with Firefly as the multimodel creative AI generator, the most popular generative AI models are available to your teams all in one place. Access Gemini 3 Pro Image (with Nano Banana Pro), GPT Image, Runway, FLUX models, Luma AI, and more, from within the creative applications your teams already use — safely and easily.

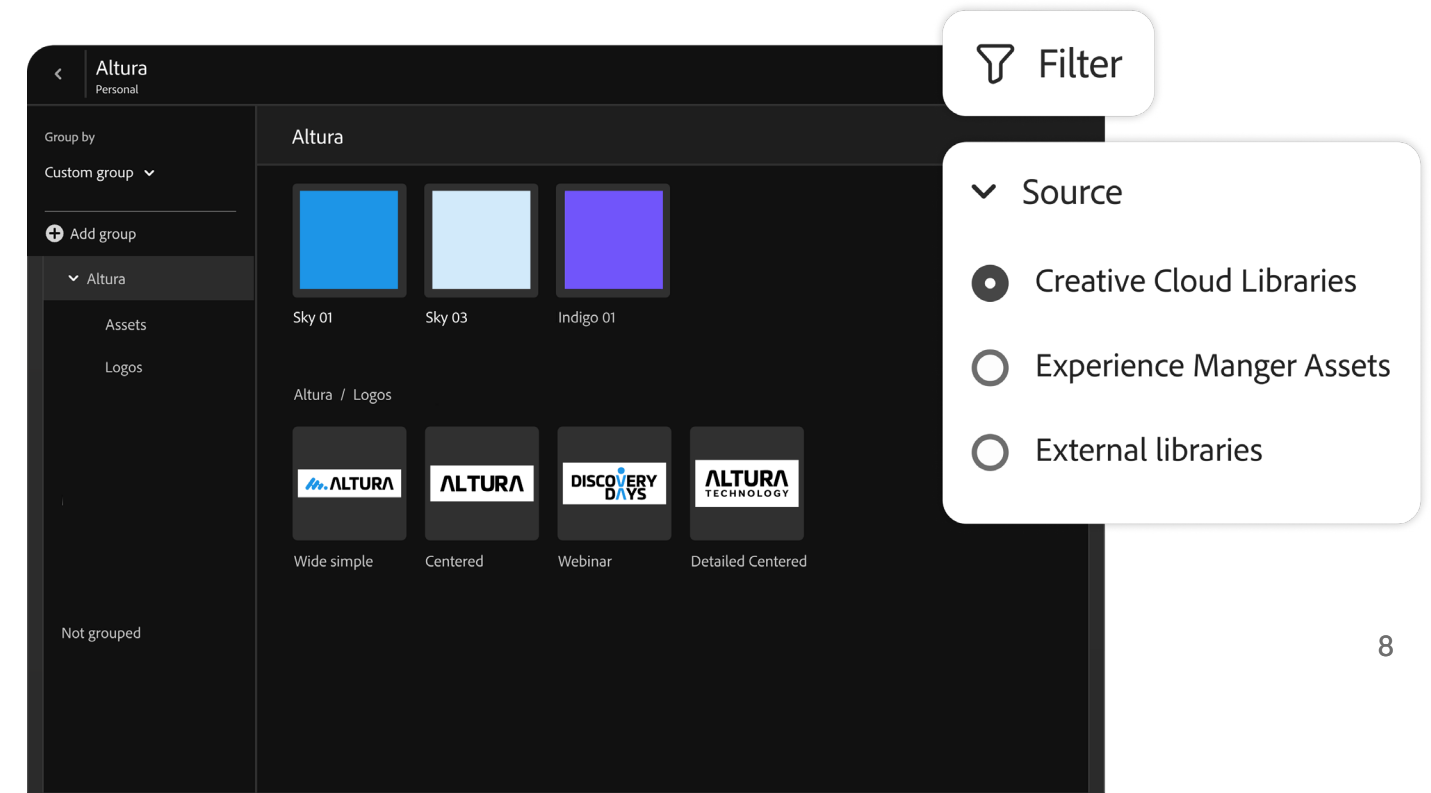
- Accelerate your teams' ideation timelines by generating multiple design variations from a single prompt.
- Allow creatives to use their favorite models to expand aesthetic outcomes.
- Access the best models for task- or process-specific purposes.
- Centrally control which partner models can be used and which users can access them through the Creative Cloud Admin Console.
- Simplify usage and credit tracking by eliminating the need for separate subscriptions or licenses.

Enterprises experience extra challenges.

Businesses that rely on Creative Cloud to drive their content engine will appreciate the features that make Creative Cloud for enterprise even more powerful, flexible, and secure for large-scale workflows and distributed teams. Give IT full control over AI models, applications, and content access so every team can generate output with confidence, backed by enterprise-grade security and IP indemnification for Adobe, OpenAI, and Google models.

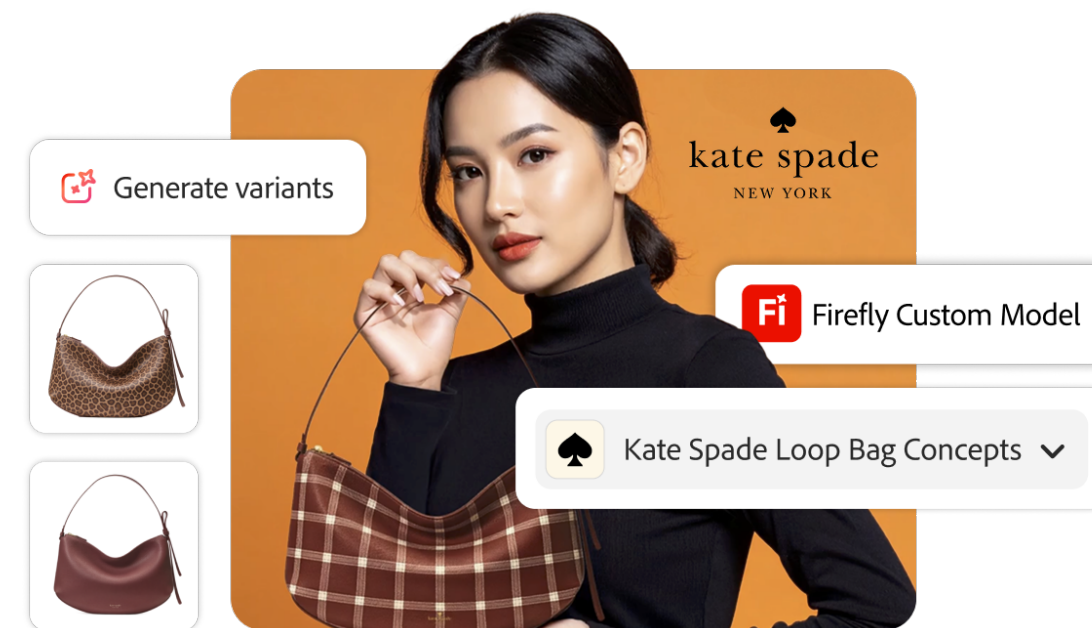
- Control granular AI and application governance by team, role, or user.
- Manage centralized license, access, and AI model control within the Admin Console.
- Get 1 TB of cloud storage per user and 180-day version history for auditability.

- 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.
- Integrate with collaboration tools like Microsoft Teams, Slack, Gmail, Workfront, and Jira to help teams connect and align across time zones.
- Ensure trust and transparency for content authenticity via C2PA.



Work at the intersection of creativity and business.

The impact that Creative Cloud for enterprise provides is cumulative. With the power to create and share winning workflows with all your teams, the flexibility to work with your favorite tools while staying in your creative flow, and the confidence that your content is secure and safe to use, Creative Cloud for enterprise is the solution for creative teams who work at scale.



"AI isn't driving. It's helping us navigate — getting us there faster."



J.J. Camara
Senior Director of Digital Product Creation
Tapestry, Inc.

Sources

Alan Webber, "[Driving Creative Efficiency and Quality Using Gen AI and Stock](#)," IDC, November 2024.

"[How KINESO Helped Amazon Fresh Cut Production Time by 93% Using Adobe Firefly](#)," Adobe customer story for KINESO, 2025.

Adobe

Adobe, the Adobe logo, Adobe Express, Adobe Firefly, Adobe Illustrator, Adobe Stock, After Effects, Creative Cloud, Frame.io, InDesign, Photoshop, Premiere, and Workfront are either registered trademarks or trademarks of Adobe in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2026 Adobe. All rights reserved.