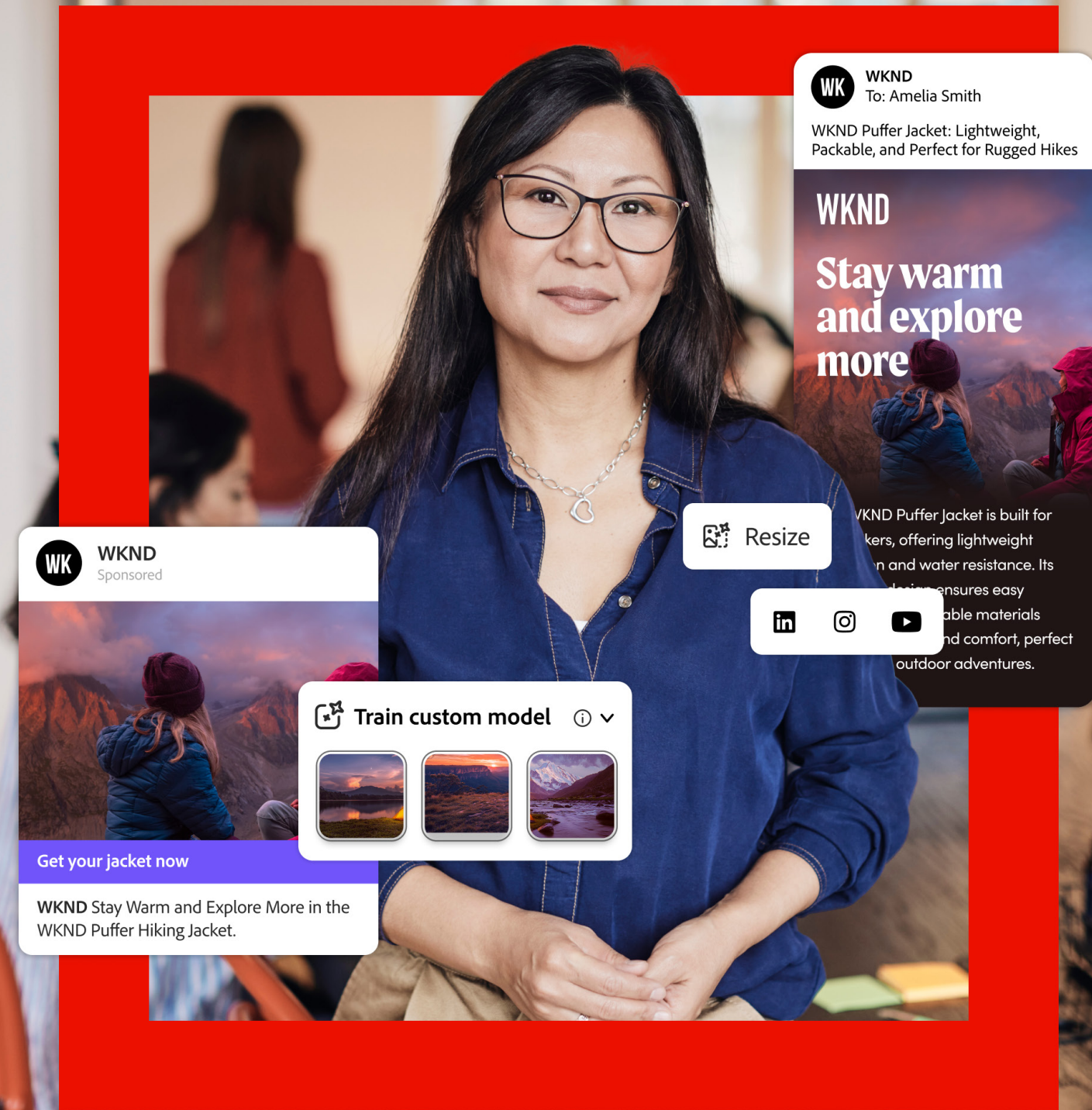


SOLUTION GUIDE

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. Using AI tools can help, but as consumers become savvier about spotting AI-generated content, businesses run the risk of their work getting lost in the sea of sameness.

Creative leaders need to ensure that what their teams are producing is on-brand, commercially safe to use, and stands out — a tall order at a time when so many new generative AI tools exist.

An integrated platform built for business.

Adobe Creative Cloud for enterprise brings together more than 20 industry-leading applications — along with the power of AI — into one integrated platform. Designed to help businesses work more efficiently, the time saved by facilitating better collaboration and reducing repetitive, labor-intensive tasks translates to time that creatives can use on what they do best: creating unique content that connects authentically with consumers.

With additional enterprise-ready features like Creative Cloud Libraries for real-time asset access and a unified Admin Console for centralized license and asset management, teams can more easily and securely collaborate and scale their output. And with Adobe's new partnerships with the industry's most popular AI models integrated into Creative Cloud applications, creatives can work seamlessly, using all their familiar creative tools and favorite AI models in one platform. It's never been easier to imagine and ideate.

A screenshot of the Adobe Creative Cloud interface. At the top right is the Adobe logo. Below it is a 'Generate' button with a red icon. A text prompt in a rounded rectangle reads: 'Create abstract light imagery to promote digital manufacturing'. Below the prompt is a search bar with three filters: 'Altura', 'Tech industry', and 'Lights'. The main area shows a dark background with glowing orange and red light trails. At the bottom left of the image area, it says 'By Ivan Provo' and 'Enabling digital manufacturing'. At the bottom right, there is a 'cr' icon, a 'Commercially-safe generation' lock icon, and a box containing 'Produced by: Aston Thomas', 'AI tool used: Adobe Firefly', and an 'Inspect' button.

Generate

Create abstract light imagery to promote digital manufacturing

Altura × Tech industry × Lights ×

By Ivan Provo

**Enabling digital
manufacturing**

cr

Commercially-safe generation

Produced by: Aston Thomas

AI tool used: Adobe Firefly

Inspect








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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

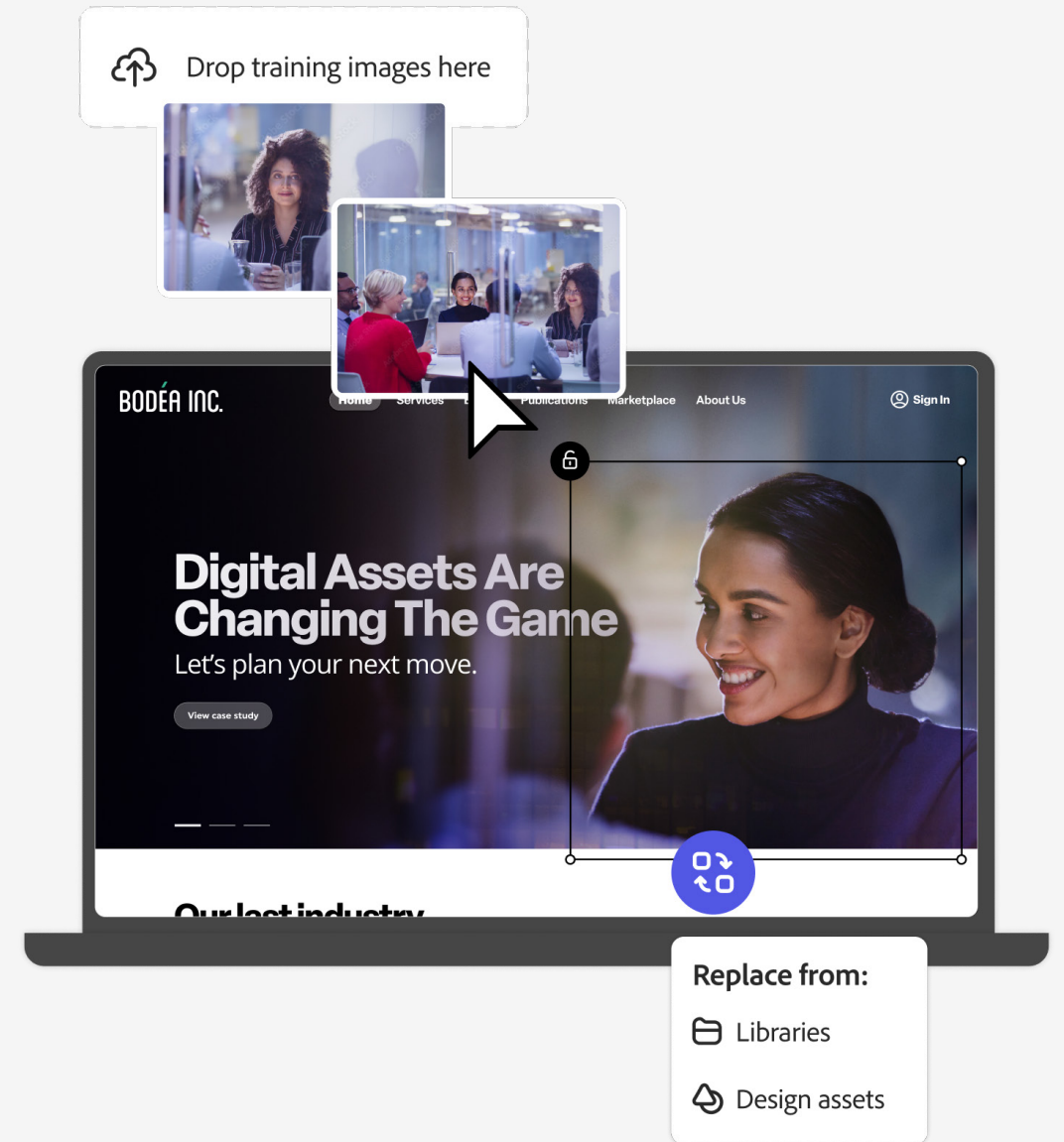
In this guide, you'll discover the applications in Creative Cloud for enterprise that help your business:

-  Reinvent workflows and reduce repetitive tasks
-  Create high-quality, on-brand content faster
-  Control brand consistency
-  Accelerate creative alignment and approval cycles
-  Expand resources within one integrated platform
-  Choose and support the right applications 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, and making it easier for teams to explore, collaborate, and iterate with AI-powered tools helps creatives produce refined pitches and storyboards that keep everyone aligned from beginning to end.

- Use Adobe Firefly Boards (available in more than 30 languages) to inspire rapid brainstorming that helps you visualize and communicate your creative direction
- Generate images and video or upload from Adobe Stock into the apps you already use, like Photoshop or Illustrator, to customize or refine them
- Keep everything in sync by linking to Adobe documents so updates flow automatically from your files to your Boards
- Train Firefly on your business's brand assets with Adobe Firefly Custom Models to maintain brand accuracy across your content
- Centralize the feedback from your teams with Frame.io for faster revisions and approvals



Less menial work, more meaningful work.

Assistive AI features within Creative Cloud applications are purpose-built to help free up time for designers by reducing repetitive, labor-intensive tasks. With designers less bogged down by menial work, they can focus on meaningful work, increasing quality and output.

- 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

Amazon Fresh experienced a

93%

faster turnaround time
on over 250 unique images.

Source: Adobe

Customize content consistently.

Brands that create content at scale face unique challenges. Consider 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 are all part of ensuring brand consistency. Adobe provides new AI tools that boost efficiency by:

- Using Firefly Custom Models to train Firefly on your business's assets and sharing them across your teams
- Allowing teams to create StyleIDs and assigning them to brand assets so they're automatically available for designers to use in Creative Cloud
- Generating variations of images or video easily to update campaigns and distribute them to numerous channels

“StyleIDs act as real-time guides, enabling Coca-Cola teams and agency partners to generate hundreds of campaign variations — from resizing layouts to adapting campaign visuals across platforms and regions — 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

- Removing backgrounds from multiple files at once, replacing them, and instantly resizing and reframing images or video with Firefly Creative Production bulk actions in Creative Cloud
- Making 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
VP, Global Creative Director
Too Faced Cosmetics

Creativity and control.

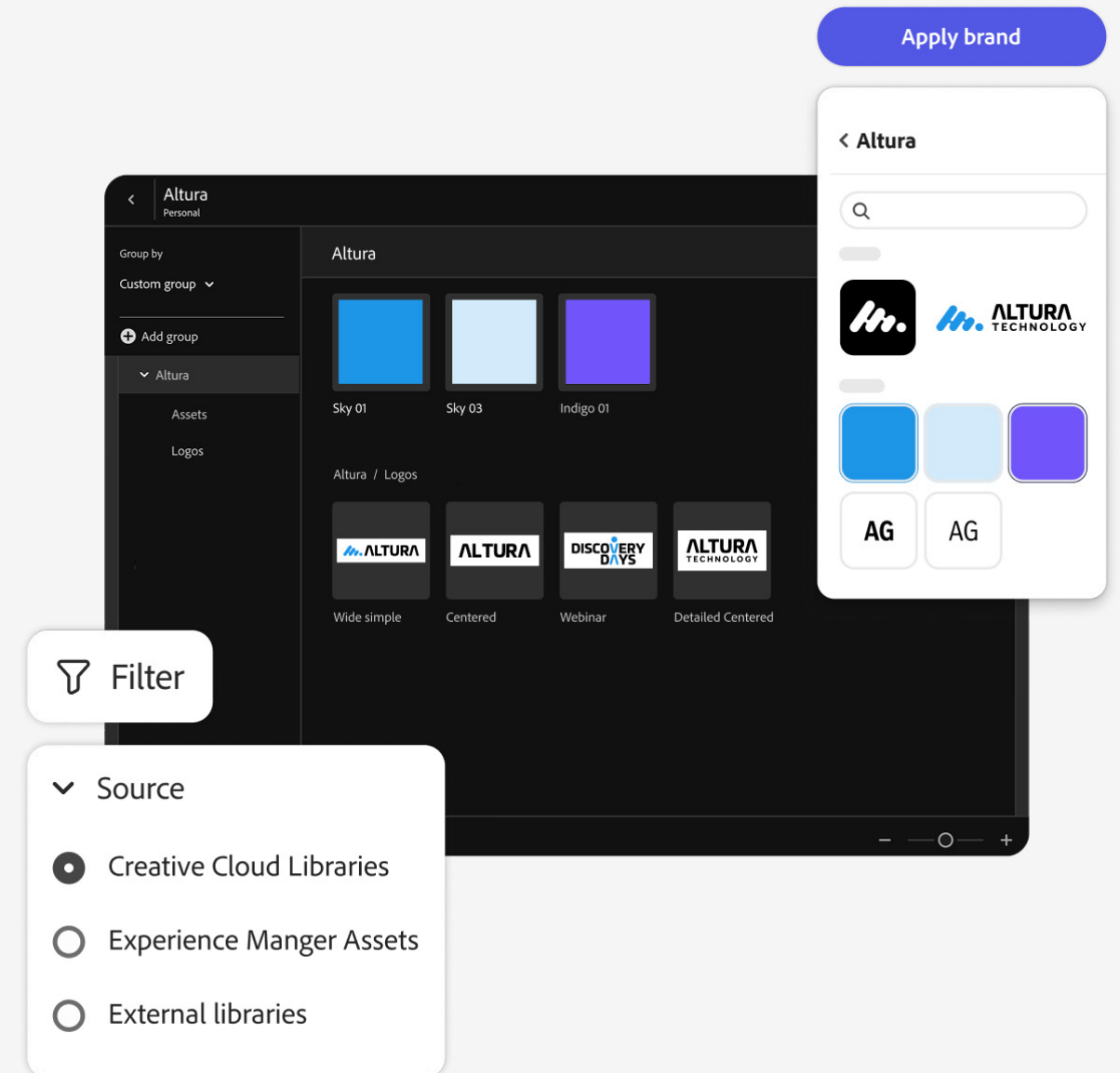
The array of generative AI tools available today allow creatives to explore new ways of achieving their vision. Now, in Creative Cloud, with Firefly as the multimodel creative AI generator, the most popular generative AI models are available to your teams all in one place. Access Gemini 3 Pro Image (with 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 have extra challenges.

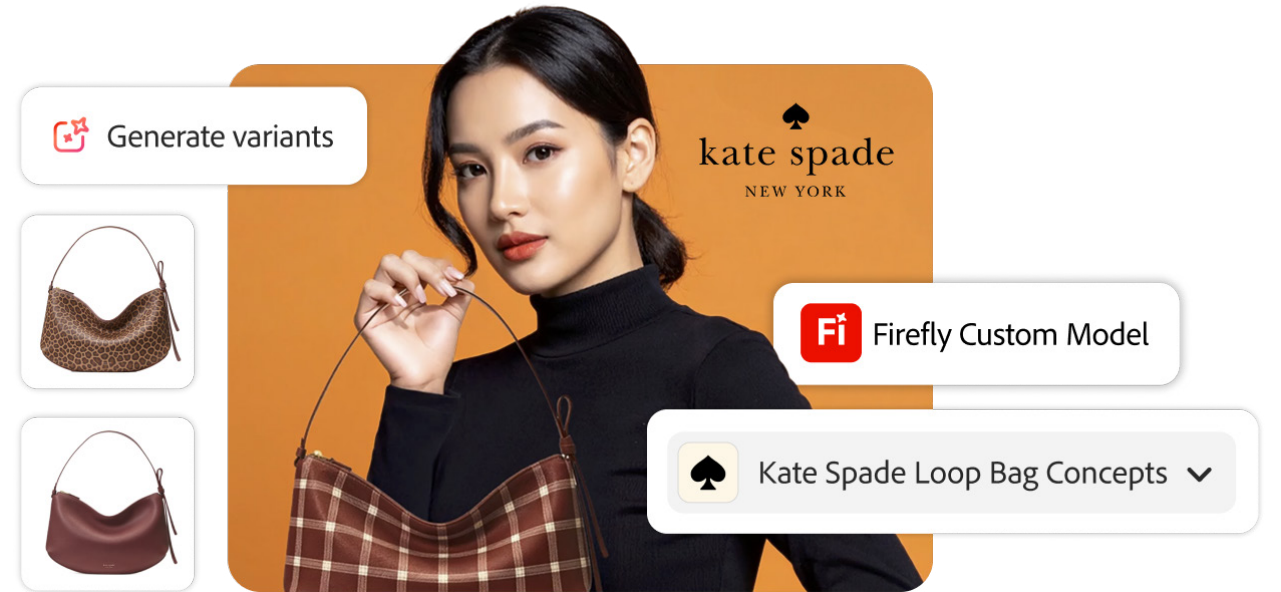
Businesses that rely on Creative Cloud to drive their content engine will appreciate the features that make Creative Cloud for enterprise even more powerful, flexible, and secure for large-scale workflows and distributed teams.

- Creative Cloud Libraries for teams to store, share, and sync assets across apps and users
- Team Projects for real-time coediting in tools like Premiere and After Effects so multiple users can collaborate across remote setups
- Advanced services like Adobe Fonts and optional Adobe Stock
- 1 TB of cloud storage per user and 180-day version history for auditability
- Certifications such as ISO 27001, SOC 2 Type II, FedRAMP Tailored, GLBA, HIPAA-ready, and GDPR readiness
- Integrations with collaboration tools like Microsoft Teams, Slack, Gmail, Workfront, and Jira to help teams connect and align across time zones



Work at the speed of business.

The savings that Creative Cloud for enterprise provides is cumulative. The integrations of all your creative tools with tools that are designed to enhance collaboration so your creatives can stay in their flow; generative and assistive AI integrations to automate time-consuming processes; brand systems that let everyone produce content freely without searching through brand bibles — all of it adds up to working at the speed, quality, and output your business demands.



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

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