

# Power your teams' productivity with Creative Cloud for enterprise.



If you ask any creative how their work paradigm has changed over the past few years, they'd undoubtedly tell you that they have to produce more content in shorter timeframes. They might also say that there's an exciting array of new AI-powered tools they'd love to explore to help them visualize ideas in previously unimaginable ways.

The problem? Increased demand can limit time for ideation — and that can result in creatives being blocked from achieving their full potential — and your business from achieving its full potential.

## Create more time for creativity.

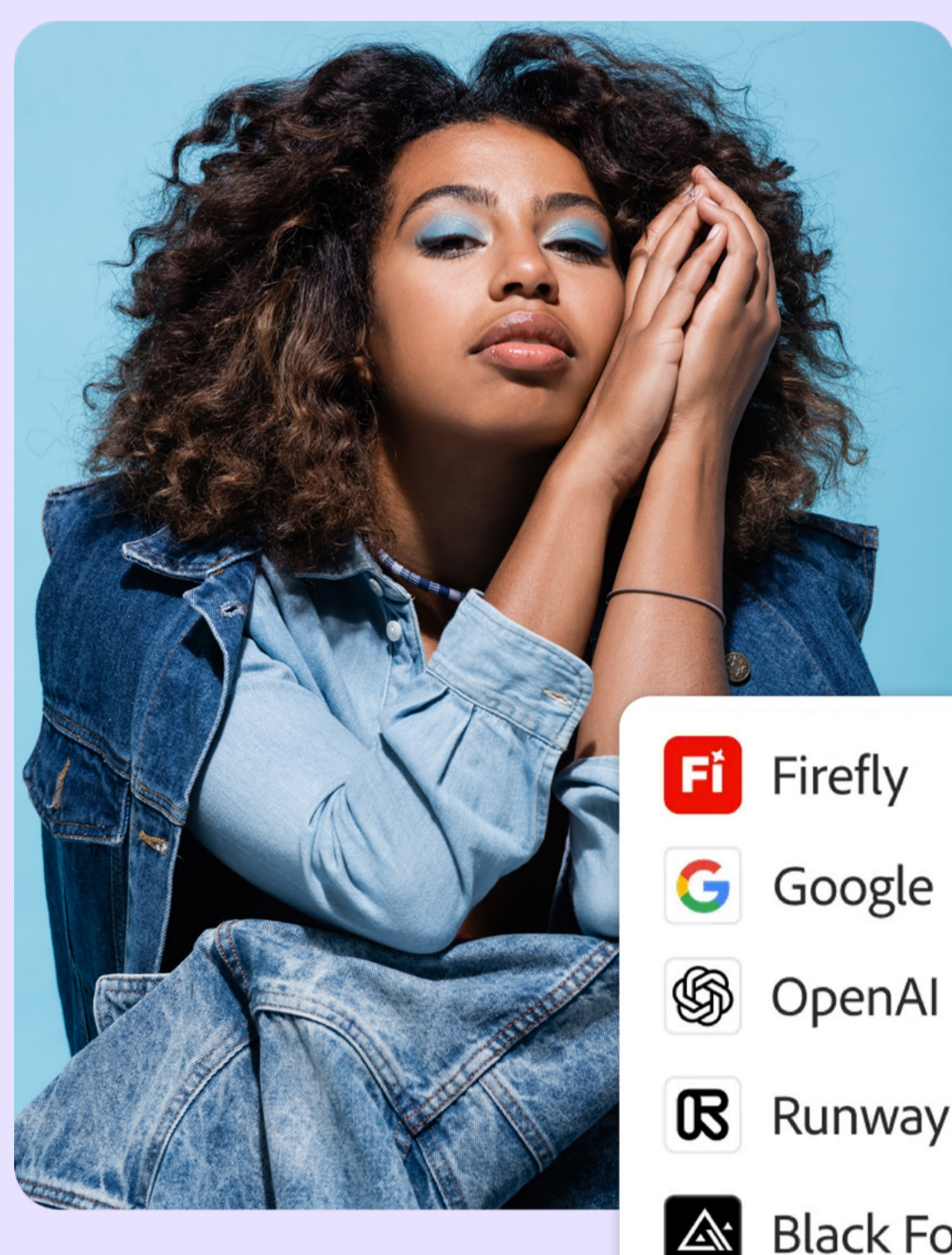
Organizations that rely on Adobe Creative Cloud to power their content engines have already been using the features in Adobe Firefly to do more than “just” generate imagery. From automating repetitive tasks, like resizing images and videos, to translating and localizing globally distributed campaigns, businesses are using AI to reinvent creative workflows, reducing costs and saving time. And that time savings translates to freeing up creatives for more of the work that yields higher-value output.

As a leader in the creative applications space, Adobe knows that giving creatives easier access to the tools they want to use — and making it easier for IT teams to enable them — opens up new frontiers. That's why we've expanded our partnerships with popular AI models, like Gemini 3 (with Nano Banana Pro) by Google and GPT Image by OpenAI, and integrated them into Creative Cloud for enterprise. Now creatives can work without disruption, using all their familiar creative tools and favorite AI models in one platform.



**“If you use AI to be faster, you are only tapping into part of its potential. If you use AI to improve, not just accelerate, you gain a competitive edge...We've unlocked time for creativity instead of compliance.”**

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



## Expand your creative playground.

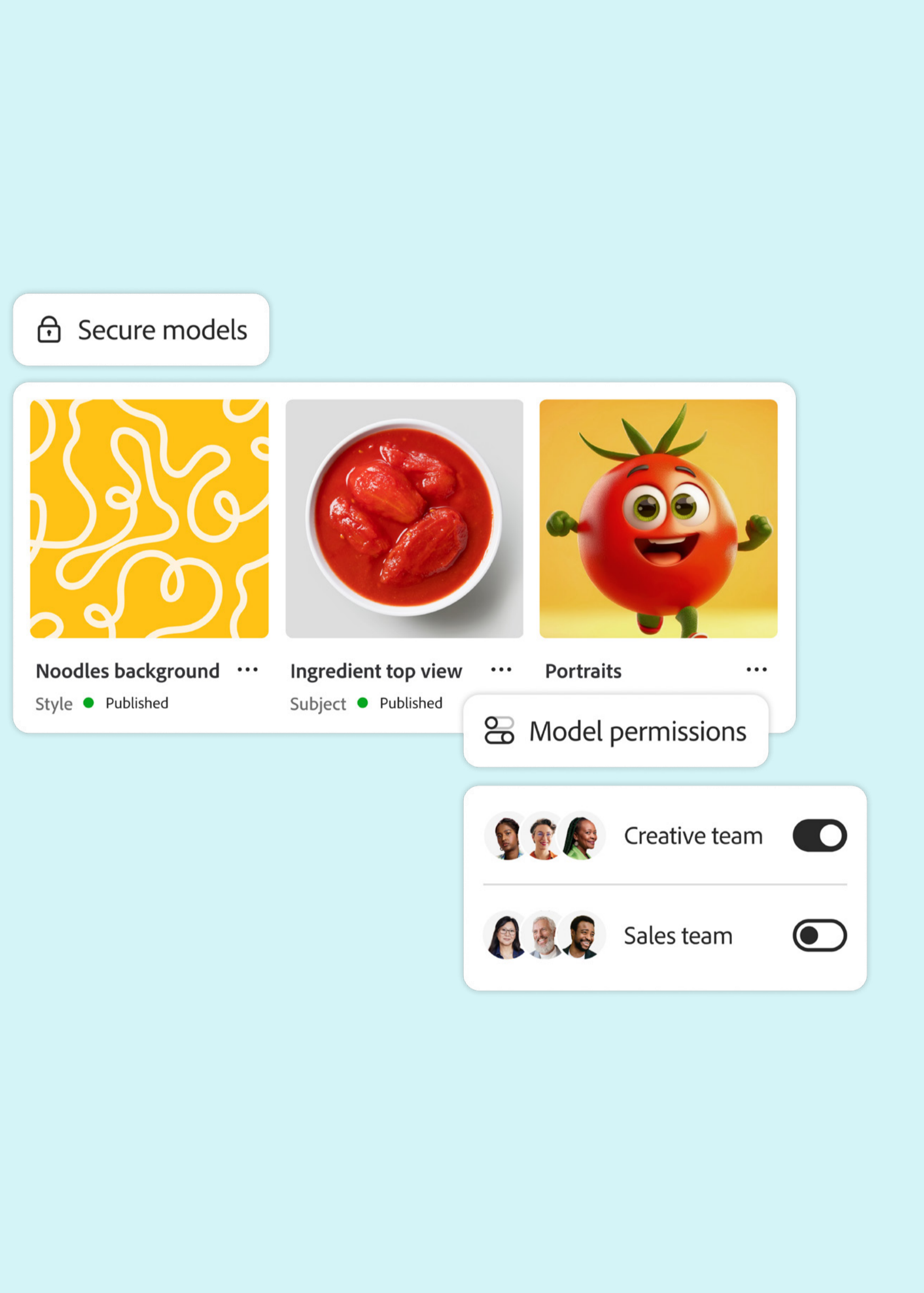
Creative Cloud for enterprise comprises more than 20 integrated applications for every aspect of content creation from initial idea to final deliverable across every medium. But as the development of generative AI expands, being able to incorporate some of the most popular partner models into Creative Cloud workflows helps creative pros find fresh inspiration through new (and faster) ways of ideating.

- Choose from a portfolio of models that best support your style or use case
- Accelerate ideation and concepting by using those models directly in Firefly Boards
- Create stunning images, videos, and designs in apps like Photoshop, Premiere, or Illustrator
- Reformat and repurpose content quickly across hundreds (or thousands) of assets with Firefly Creative Production bulk actions in Creative Cloud
- Produce content confidently, knowing it's commercially safe

## Accelerate output and improve alignment.

With new tools for ideation built into the Creative Cloud platform, creatives can quickly and easily iterate on their ideas. They can then give clients and stakeholders more refined representations for pitches or previsualization.

- Give teams more flexibility and speed to explore different styles and models, all within the Adobe creative platform
- Accelerate your teams' ideation timelines by generating multiple design variations from a single prompt
- Present more fully realized visuals so collaborators, stakeholders, and clients can quickly refine ideas
- Get to production faster and stay creatively aligned throughout the production process



## Maintain control and mitigate risk.

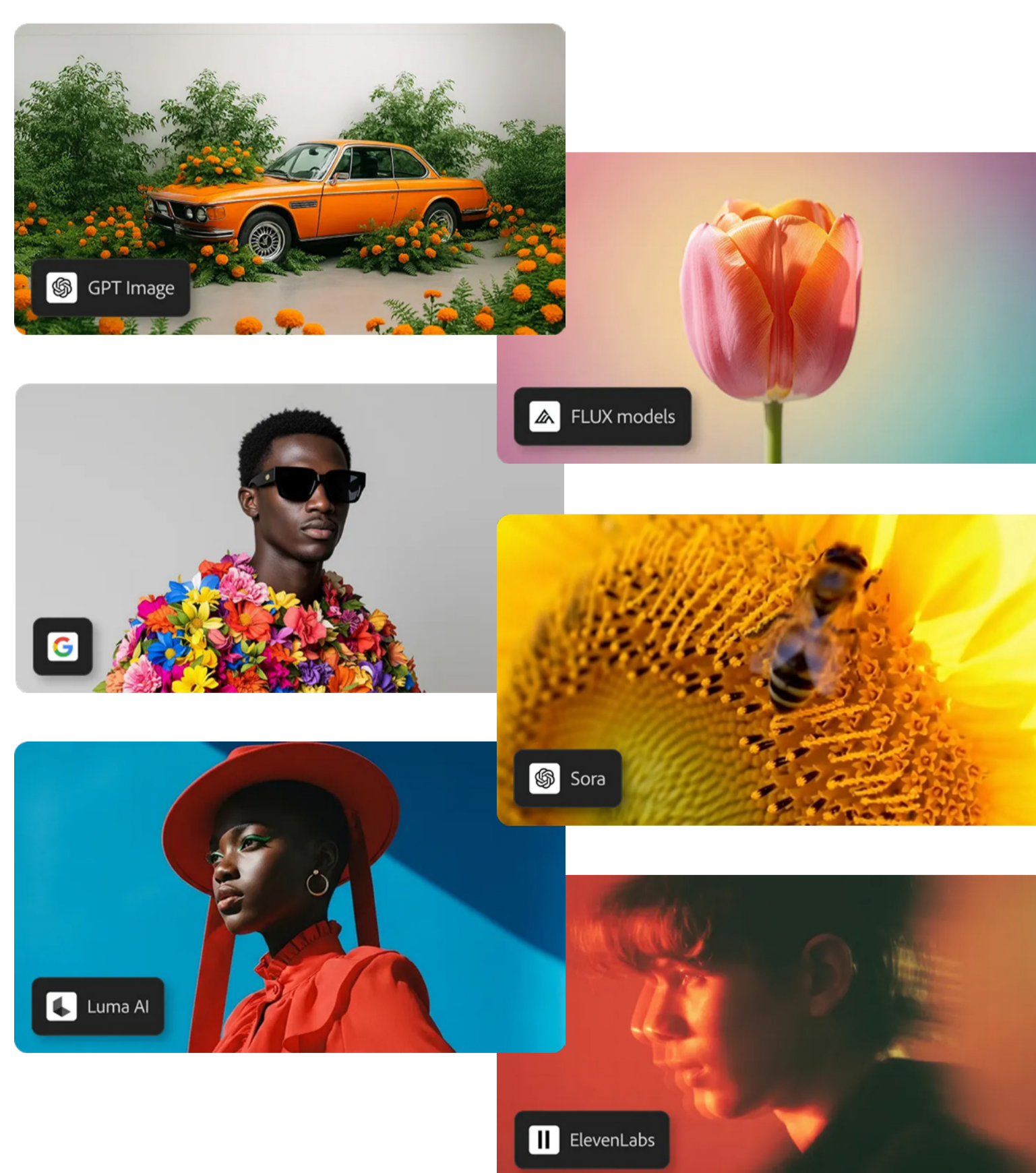
As many IT leaders and admins know, keeping track of all the different applications and tools that creatives may want to use can be a challenge. That's why Adobe has chosen to partner with other AI developers to integrate some of the most popular and widely used creative tools, making it easier for businesses to responsibly adopt these new AI tools.

- Use the Adobe Admin Console to centrally control which partner models can be used and which users can access them
- Mitigate the risk of users accessing applications that have not been approved by the organization
- Simplify usage and credit tracking by eliminating the need for separate subscriptions or licenses
- Allow users to access partner models within Creative Cloud with the knowledge that Adobe will not train on your business's content

## Choose the right tool for every task.

For organizations that use Creative Cloud to centralize their creative workflow, partner models add the flexibility to choose among multiple AI engines from within the tools they use daily. Ensure that your teams can always achieve their creative vision by accessing models that are optimized for specific processes or tasks such as:

- GPT Image for photorealistic images
- FLUX models for high-resolution images
- Gemini 3 Pro Image (with Nano Banana Pro) for prompt-based editing and greater prompt accuracy
- Luma AI for cinematic video and advanced controls
- Sora for realistic world simulation and synchronized audio
- ElevenLabs for realistic voiceovers



## Discover the new possibilities in Creative Cloud for enterprise.

With Creative Cloud, your teams have the power to create content at scale without ever leaving the Adobe ecosystem. Now, they can explore new ways of working as the integrations with partner models enhance — rather than disrupt — creative workflows.

[Learn more](#)