Let's recap our conversation

This webinar, hosted by Saralyssa Gonzalez and Remington Lee from Adobe, explores how enterprises can operationalize AI-powered content production at scale. It covers market trends, the challenges of scaling AI-driven workflows, and a three-stage roadmap to achieve efficiency, growth, and precision in content creation, supported by Adobe's tools like Firefly and GenStudio.

AI enhances content creation but requires human oversight.
AI streamlines repetitive tasks and scales production, while creatives maintain control over final outputs.

A strong foundation is essential for scaling AI workflows.
Establishing governance, metadata models, and integrated systems is crucial for successful content automation.

AI enables efficiency, growth, and personalization.
Enterprises can achieve ROI by automating workflows, creating personalized content, and connecting creation to data-driven decision-making.

Products showcased in this event

Frequently asked questions

What are common challenges enterprises face in scaling AI workflows?

Challenges include manual review loops, inconsistent creation across channels, localization, regulatory checks, and managing creative backlogs.

What is the recommended approach for enterprises in stage one of scaling AI?

Focus on small, manageable use cases to prove value quickly, reduce repetitive tasks, shorten review loops, and build momentum for larger transformations.

How can AI help enterprises personalize content for diverse audiences?

AI can generate tailored, on-brand content for specific demographics, enabling localized marketing that was previously impossible due to resource constraints.

Frequently asked questions

What is the importance of governance in AI-driven workflows?

Clear governance ensures brand consistency, compliance, and efficient scaling, reducing risks and rework while maintaining quality across all content.

How do Adobe tools like Firefly and GenStudio support AI-powered content production?

Adobe tools enable ideation, scaled production, automated workflows, brand checks, and performance optimization, creating a unified content production engine.
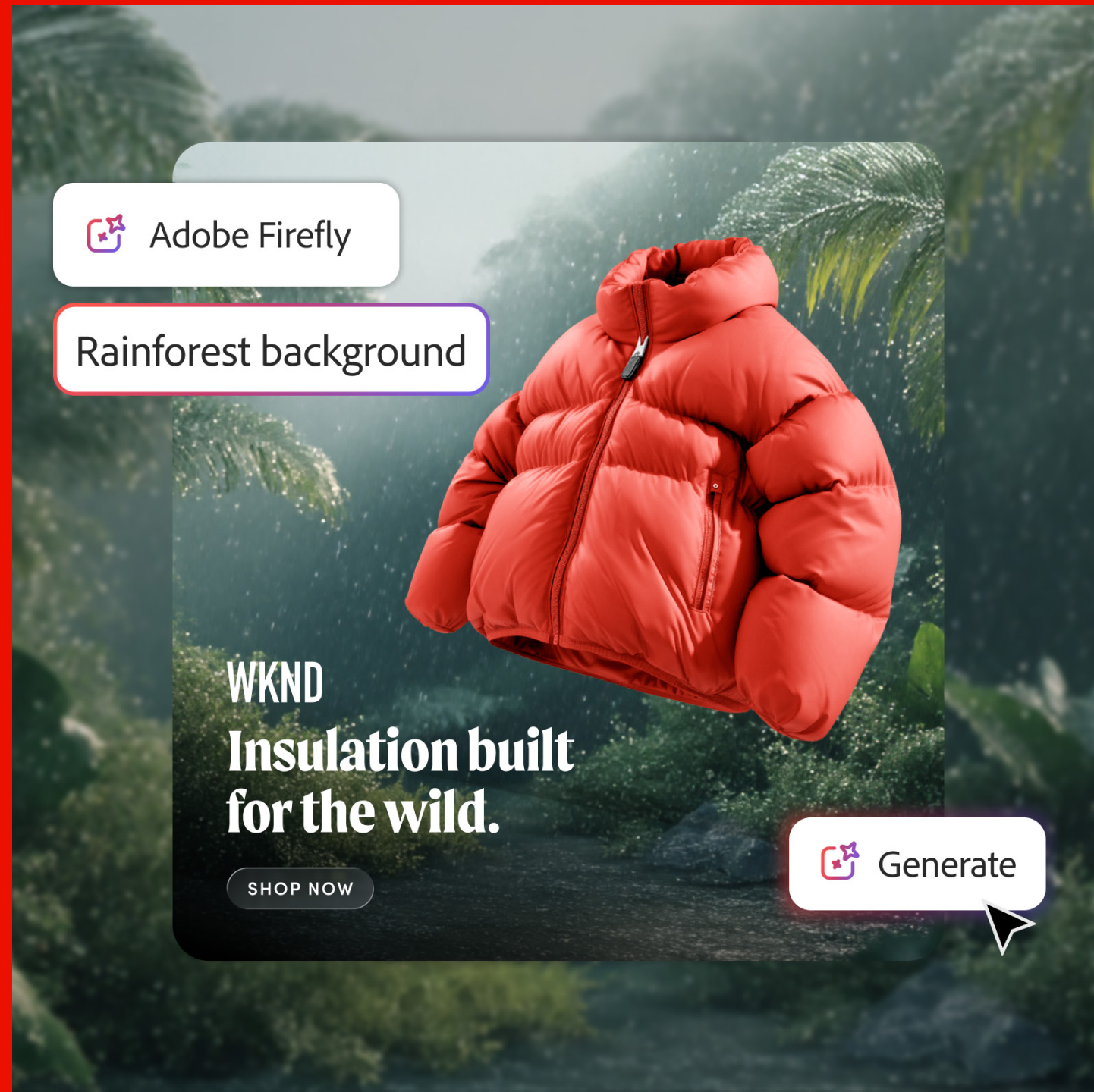
Saralyssa Gonzalez
Principal, Enterprise Portfolio Strategy
Adobe

Remington Lee
Global Head of Forward Deployed Engineering, Firefly & GenStudio
Adobe

Over **80**% of creative's challenges with content creation relate to scaling.

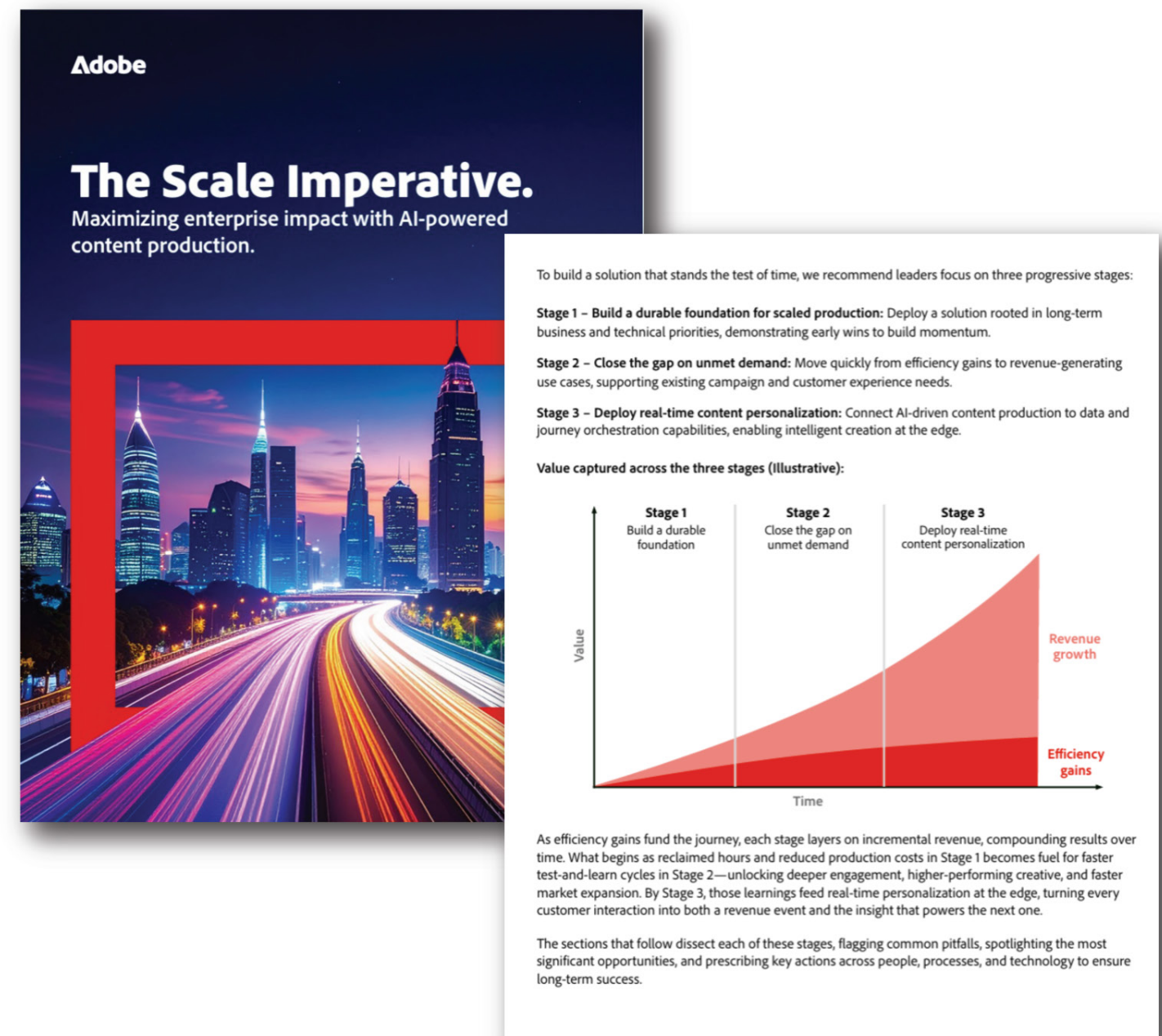# New report on Scaling GenAI Content Production and why it matters

$55M
Incremental* annual value

8.5X
ROI*

*Cross-industry average for $30B organization; figures vary by sector

Access the report: <u>The Scale Imperative</u>

Adobe

The Scale Imperative.
Maximizing enterprise impact with AI-powered content production.

To build a solution that stands the test of time, we recommend leaders focus on three progressive stages:

Stage 1 – Build a durable foundation for scaled production: Deploy a solution rooted in long-term business and technical priorities, demonstrating early wins to build momentum.

Stage 2 – Close the gap on unmet demand: Move quickly from efficiency gains to revenue-generating use cases, supporting existing campaign and customer experience needs.

Stage 3 – Deploy real-time content personalization: Connect AI-driven content production to data and journey orchestration capabilities, enabling intelligent creation at the edge.

Value captured across the three stages (Illustrative):

Stage 1	Stage 2	Stage 3
Build a durable foundation	Close the gap on unmet demand	Deploy real-time content personalization

Value

Revenue growth

Efficiency gains

Time

As efficiency gains fund the journey, each stage layers on incremental revenue, compounding results over time. What begins as reclaimed hours and reduced production costs in Stage 1 becomes fuel for faster test-and-learn cycles in Stage 2—unlocking deeper engagement, higher-performing creative, and faster market expansion. By Stage 3, those learnings feed real-time personalization at the edge, turning every customer interaction into both a revenue event and the insight that powers the next one.

The sections that follow dissect each of these stages, flagging common pitfalls, spotlighting the most significant opportunities, and prescribing key actions across people, processes, and technology to ensure long-term success.

Three Stage Approach for Building Enterprise Scaled Solution

1

Stage 1: Build a Durable Foundation

Deploy a solution rooted in long-term business and technical priorities, demonstrating early wins to build momentum

2

Stage 2: Close Gap on Unmet Demand

Move quickly from efficiency gains to revenue-generating use cases, supporting existing campaign and customer experience needs
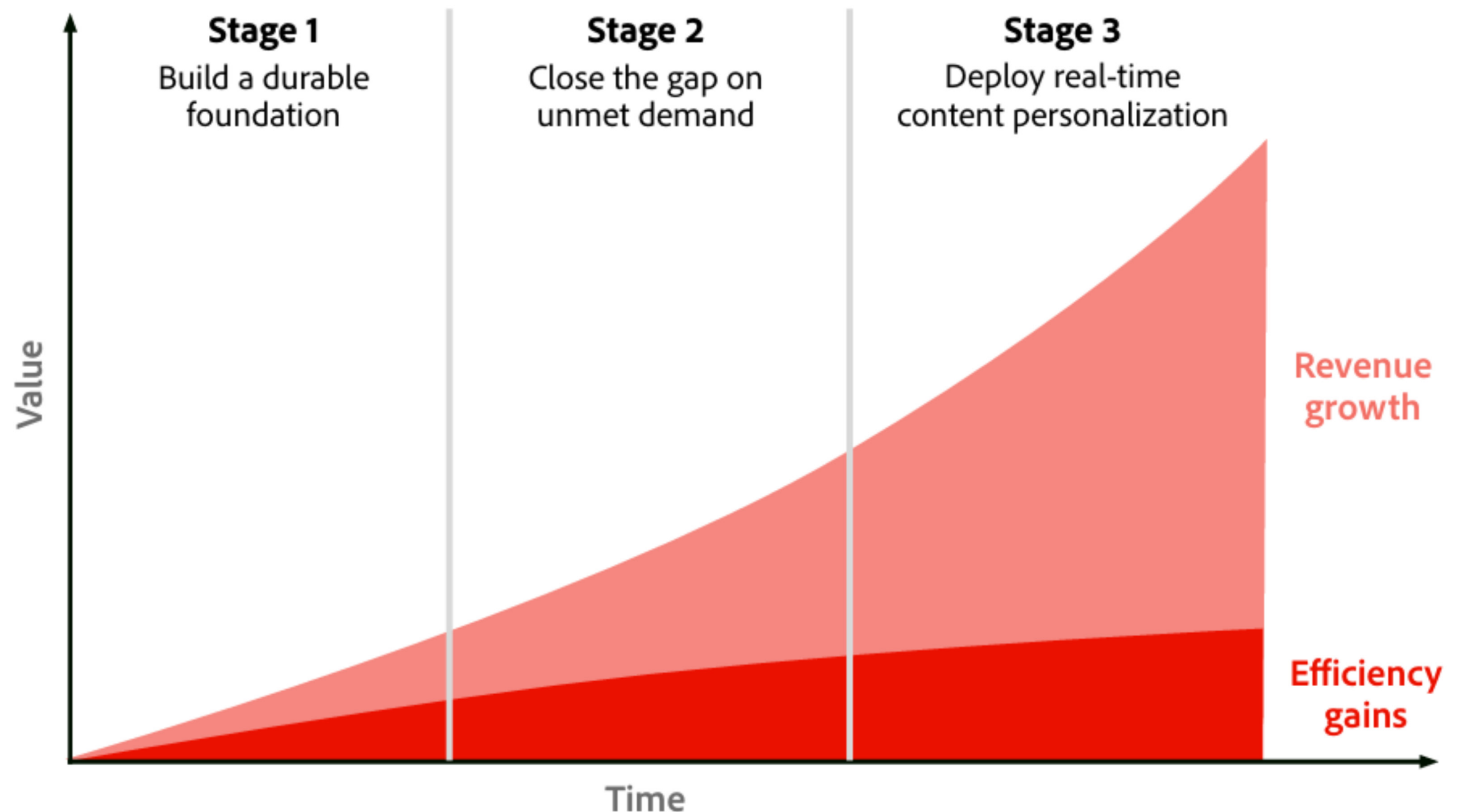
3

Stage 3: Deploy Real-Time Personalization

Connect AI-driven content production to data and journey orchestration capabilities, enabling intelligent creation at the edge

Three Stages – operationalized with the right people, process, and technology at every stage

Staged outcomes at a glance

Stage 1 ⟶ Remove production drag

Stage 2 ⟶ Feed campaigns + new markets

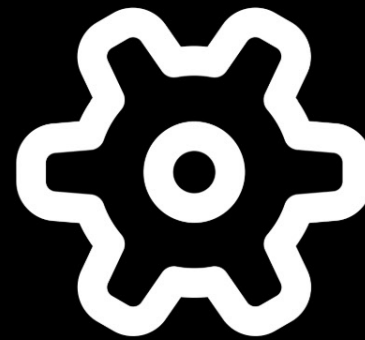**Stage 3** ⟶ Connect GenAI to data & journeys

Stage 1
Build a durable foundation

Stage 2
Close the gap on unmet demand

Stage 3
Deploy real-time content personalization

Value

Time

Revenue growth

Efficiency gains

Stage 1

People
Create early advocates, elevate creatives, introduce creative technologists.

Process
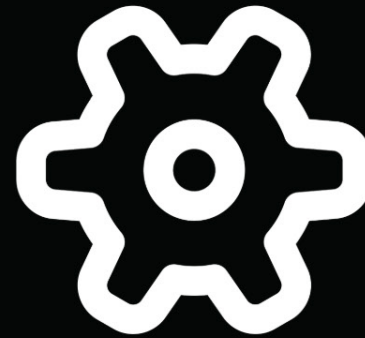Clarify ownership, codify workflows, automate routine checks.

Tech
Align requirements, integrate with DAM, ensure security and AI ethics compliance.

Stage 2

People
Evolve roles, expand readiness across marketing functions.

Process
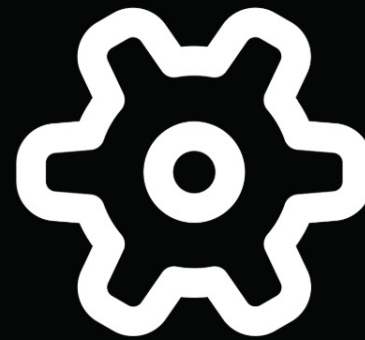Streamline execution, embed automation, enable regional flexibility.

Tech
Integrate systems, standardize metadata, connect content to campaigns.

Stage 3

People

Advance governance for real-time production; enable new hybrid roles (content engineers, COEs).

Process

Build adaptive workflows for edge creation; rethink approval flow.

Tech

Connect data, AI, and orchestration platforms; enable dynamic asset deployment.

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Helpful resources

- [Paper: The Scale Imperative](#)
- [Adobe Firefly Creative Production for Enterprise](#)
- [Article: Adobe Firefly Design Intelligence](#)
- [Adobe GenStudio for Performance Marketing](#)
- [Get Started with Adobe Firefly](#)
- [Adobe Firefly Boards](#)
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