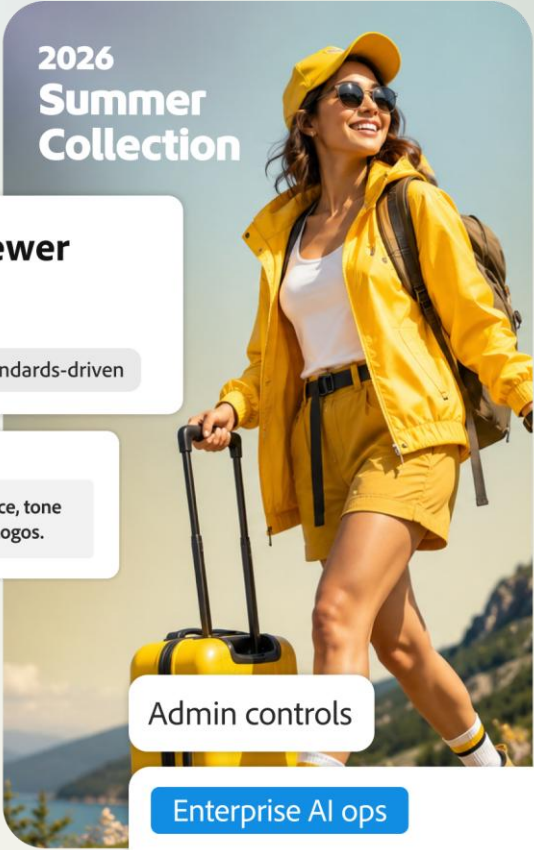


AI Collaborators Usher in a New Workfront Era

Adobe



**2026
Summer
Collection**

Content reviewer

Brand compliance

Consistent Precise Standards-driven

Instructions

Review assets for brand compliance, tone consistency, and correct usage of logos.

Admin controls

Enterprise AI ops

	AI brand review Review & approval	● Active
	Asset organizer Content organization	● Active

Today's speakers



Michelle Cascone

Vice President, Content Supply
Chain Solutions

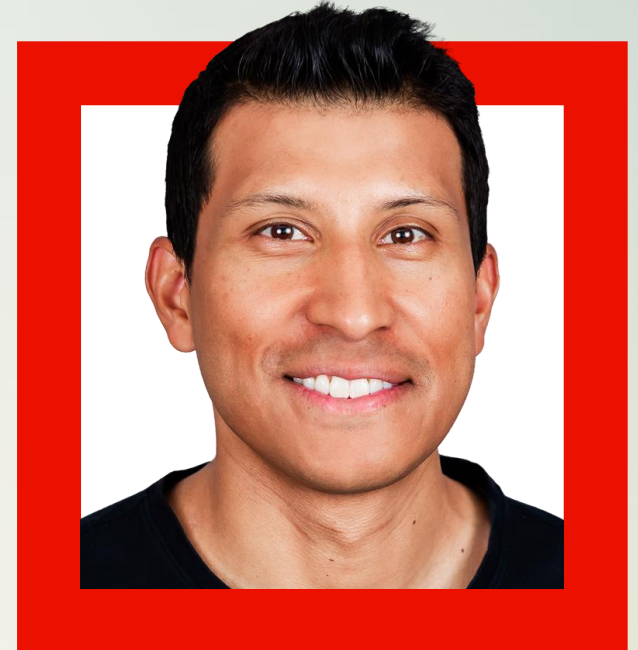
Merkle



Julie Johnson

Principal Product
Marketing Manager

Adobe



Jeremy Flores

Principal
Product Manager

Adobe

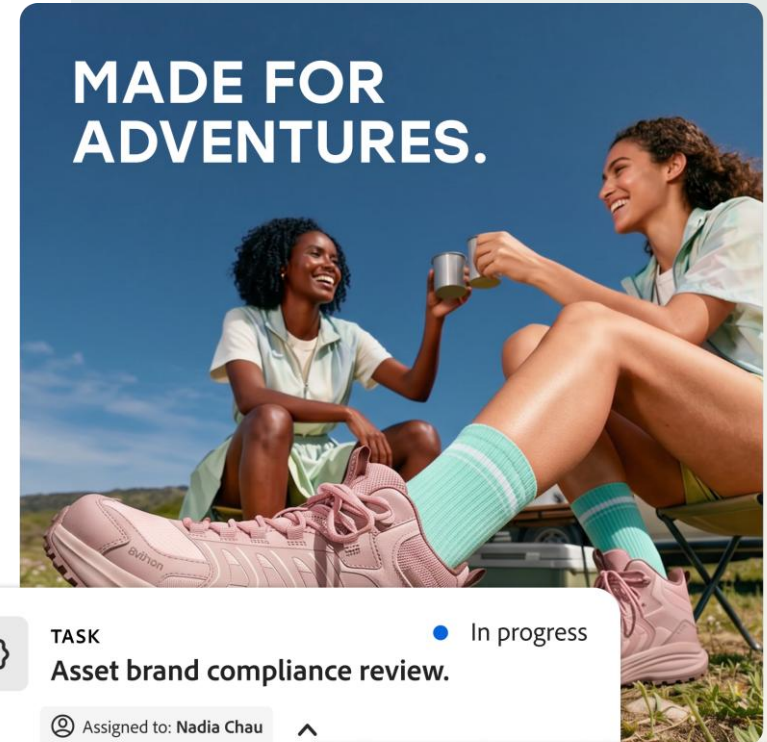
Agenda

The future of work with AI

AI Collaborators in action

Fireside chat with Merkle: Why trust decides if AI sticks

Q&A



TASK

● In progress

Asset brand compliance review.

Assigned to: Nadia Chau



TREQ content reviewer

Brand compliance reviewer

● Active



Asset organizer

Content organization

● Active

The future of work with AI



**Julie
Johnson**

Principal Product
Marketing Manager
Adobe

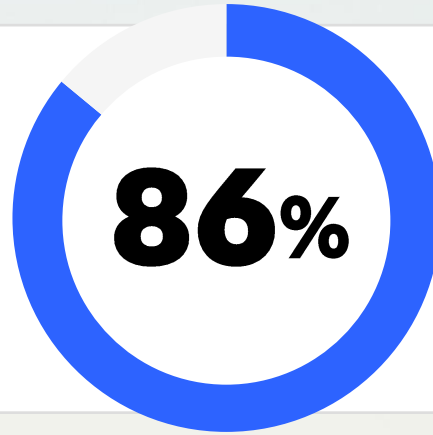
Enterprise agentic adoption



Enterprise agentic ambition is real



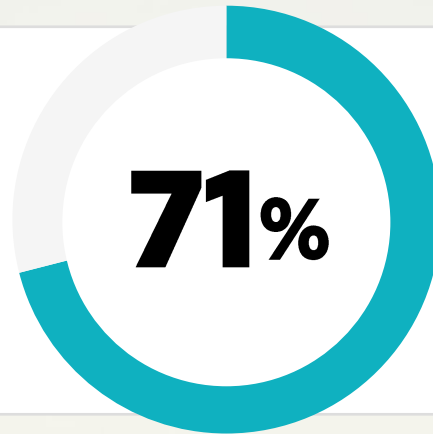
Enterprise marketers using AI daily



74% have AI integrated — not experimenting, integrated.



Piloting or deploying AI agents



Despite limited budgets and small teams, most enterprises have already committed to agentic AI — not just exploring it.

Sources: Gartner Generative and Agentic AI in Enterprise Applications Survey (2025) | 451 Research / S&P Global Future of Work Survey, March 2026

But adoption is stuck at the assistant layer

AI assistant

- Helps **individuals** work faster
- Operates **outside the workflow**
- No coordination across the **team**
- No **governance** or brand guardrails
- User explicitly passes **context**

Most "true agent" adopters remain in early pilot phases

True agentic workflow

- Operates **autonomously** inside the workflow
- **Coordinated** across the full team
- **Defined** human-agent handoffs
- Brand governance **built in**
- Rich, **implicit** context

Not just 2x productivity for one person — 10x throughput for the operation

Why is there an agentic adoption gap?

1

New systems required

Most agentic platforms require rearchitecting the stack. For marketing teams already managing tool sprawl, a rip-and-replace is a 12-month organizational trauma — not a capability upgrade.

The result:

Pilots never graduate to production.

Sources: Gartner Generative and Agentic AI in Enterprise Applications Survey (2025) | Gartner, Current State of Agentic AI Adoption in Enterprise Application Portfolios, March 2026

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Governance gaps

Agents operating without guardrails don't produce brand content at scale — they produce brand liability at scale. Governance and cost are the top barriers enterprises cite. Lack of control is the biggest barrier.

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Change management

Even when the technology is ready, restructuring how a marketing team works — who directs, where handoffs happen, how approvals flow — is the hardest part. The technology arrives before the organization is ready.

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Gartner, 2026

52%

of enterprises plan to use multiple vendors for AI agents — adding even more complexity

Gartner, 2026

#1

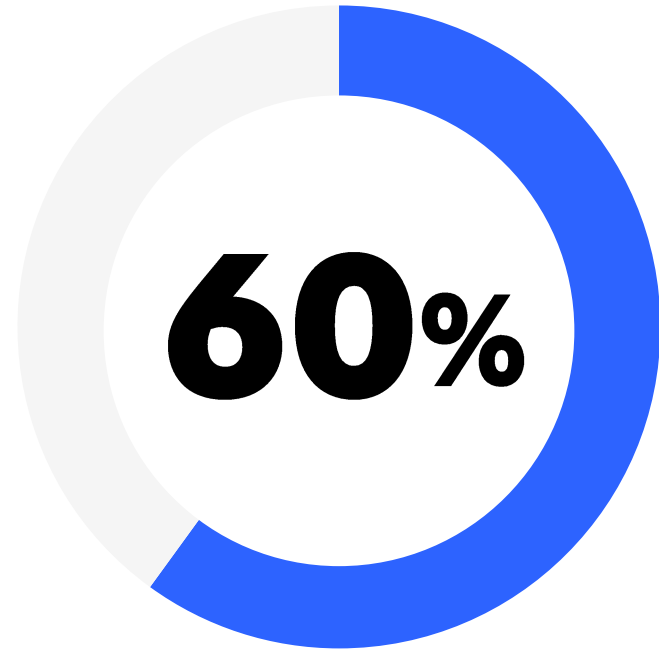
barrier to agentic AI adoption is governance — not technology readiness

Gartner, 2026

65%

of enterprises see only moderate value from their implemented GenAI tools today

Sources: Gartner Generative and Agentic AI in Enterprise Applications Survey (2025) | Gartner, Current State of Agentic AI Adoption in Enterprise Application Portfolios, March 2026



of marketers use AI tools daily



From AI assistance to AI participation



Great marketing copy must be...



On-brand

Maintaining your unique brand tone and voice



Correct format

The right length, tailored to the right channel and format



Campaign-ready

Aligned to campaign objectives and goals

Frequent context sharing



Stop managing systems.
Start accelerating...



Upload document

**Uploading
documents or
pasting excerpts**

Uplifting

1000 words

Editorial

**Explaining
tone, format,
and constraints**

Write prompt here... |

**Reengineer the
prompt, again
and again**

**AI assistants
increase individual
velocity, but **only**
after a lot of
human prep**



11.5 hours per week
spent info gathering



Invoking AI from **inside** the workflow



Stop **reassembling** **context**



Share context **automatically**



Campaign objectives



Brand rules & tone of voice



Output format



Historical insights



Success metrics



Channel requirements

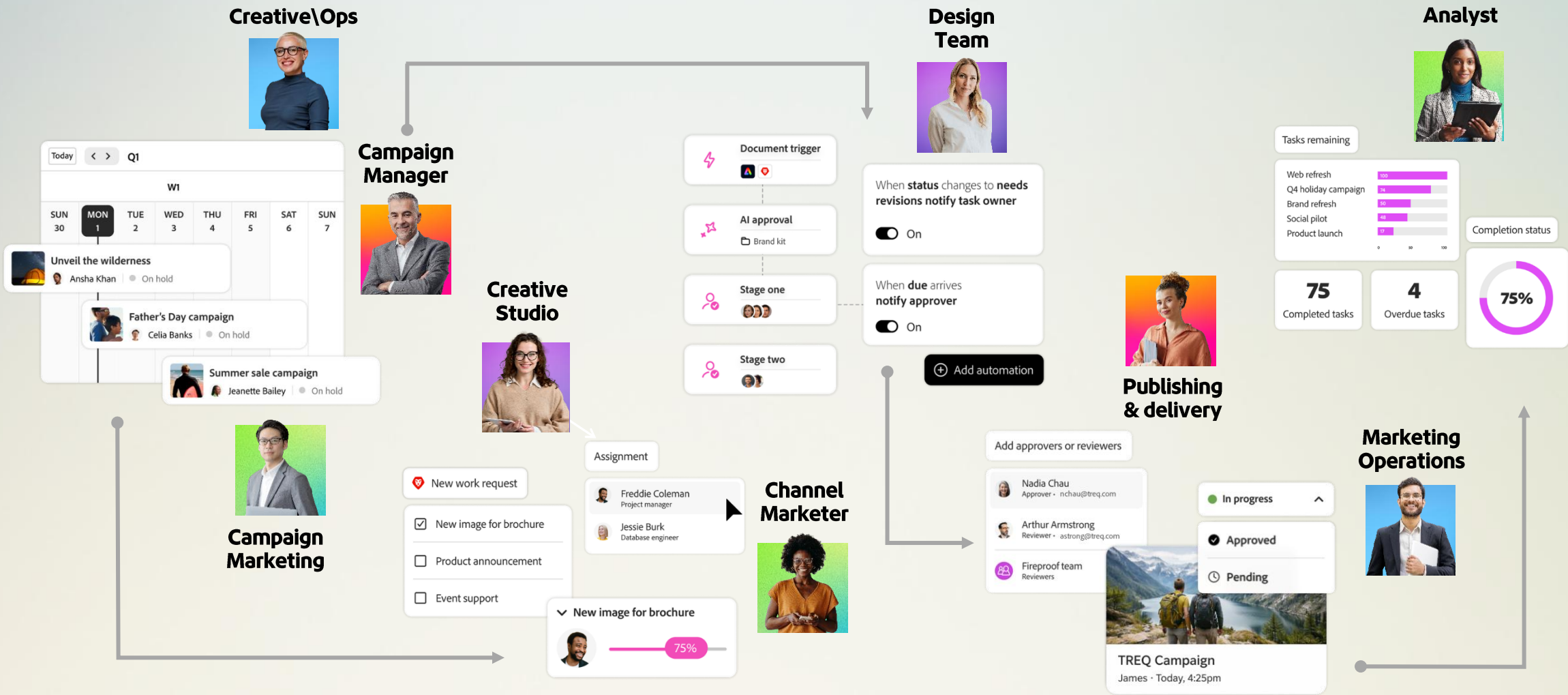


Relationship to other assets (hero vs. derivative)

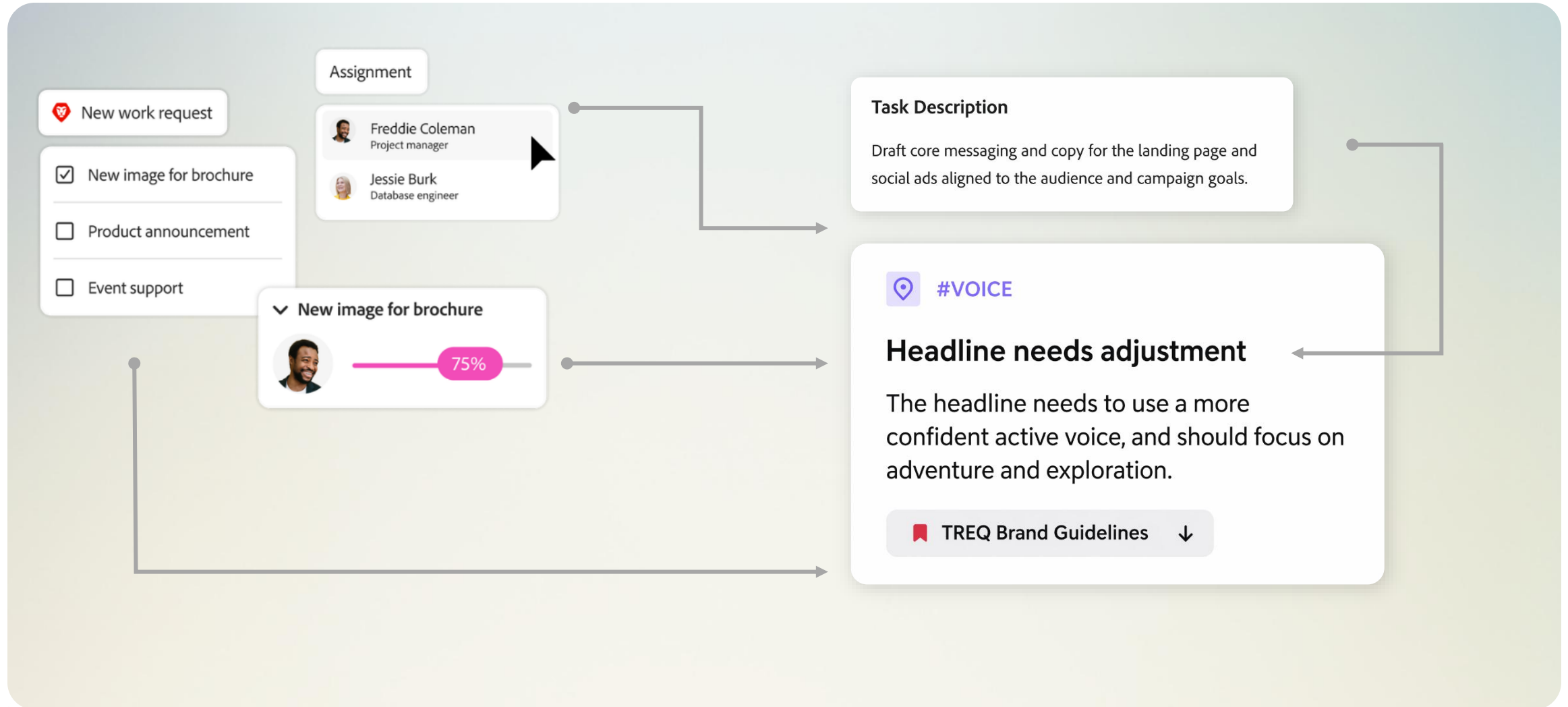


Market or competitive context

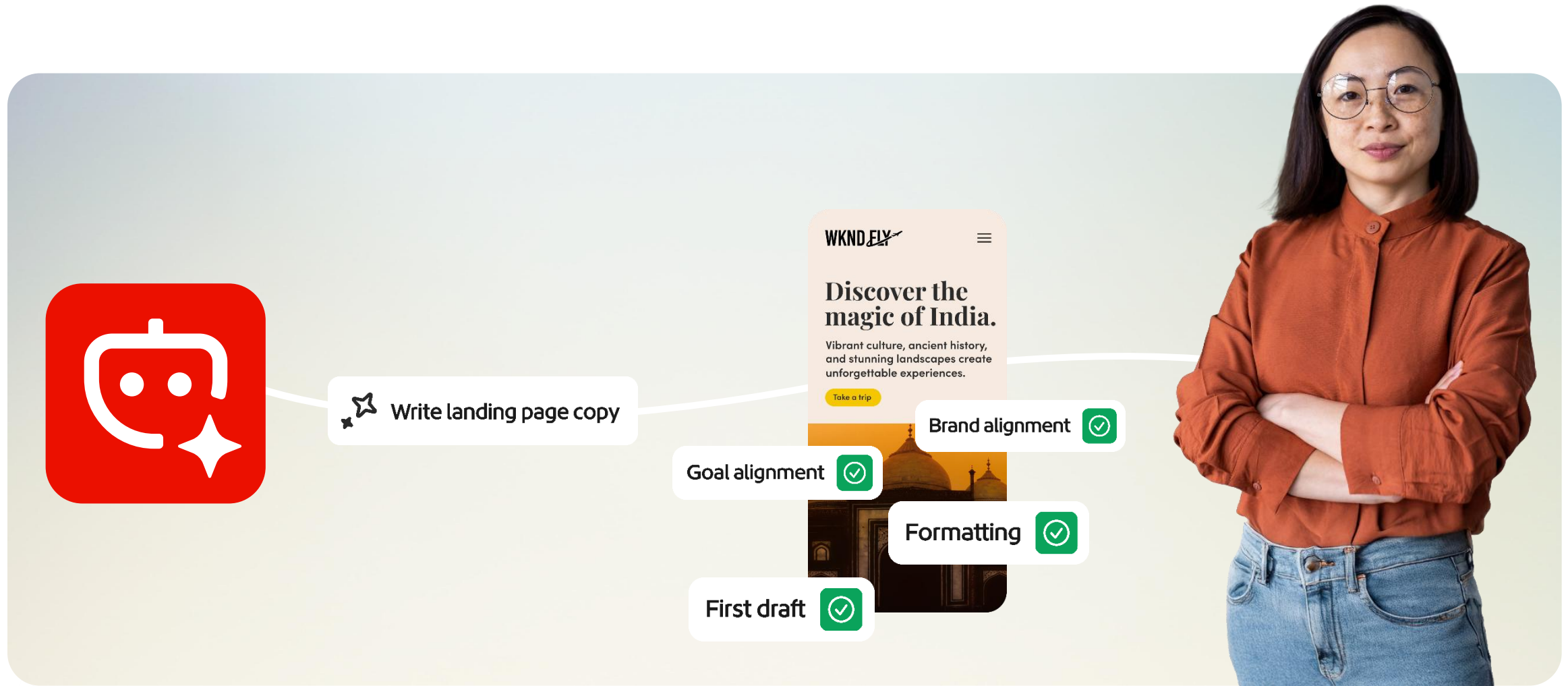
Context lives inside Adobe Workfront



In project tasks, templates, briefs, campaign metadata etc....



AI invoked from **inside** the workflow



The human's role shifts



Workflow execution



Outcome driving



Asset production



System coordination



Content strategy

From crafting content to leading on strategy.

Fragmentation

Even though we have corporate accounts with ChatGPT, somebody on my team could be working on one thing, and the way they prompt it could produce a completely different output than I would—on the exact same topic.

Siloed prompting limits impact



Repeatability

Get the same results, no matter who enters the prompt



Consistency

Maintain high-quality, on-brand outputs across teams



Scalability

Everybody benefits from the most successful prompts



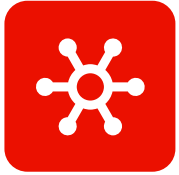
Individual AI usage limits leadership visibility

**Each one of us ends up using our own [AI] tool...
and we're losing cohesion in our key messages.**

”

Adobe

Clarity is critical for human↔agent collaboration



Centralized

One place where
work is orchestrated—
not scattered



Traceable

Clear handoffs
between humans
and agents



Visible

See where AI is acting,
and where human
judgment applies

Agents developed once, used across teams, and improved over time

Which parts of this workflow should be human led and AI executed?



Adobe Workfront

Search Experience Cloud (⌘+ /)

TREQ

More

Campaign TREQ

Project TREQ Open Trail C...

PROJECT

TREQ Open Trail Campaign

Percent Complete

100%

Project Owner

TREQ Project Manager

Status

Completed

5

Overview

Filter

Columns

Group

Search

Task name	Assignees	Duration	Start date	End Date	Status	Progress
1. Write Landing Page & Social Ad Copy	Copilot Copywriter	5 mins Saved 2 hrs	Mar 12, 2026	Mar 12, 2026	Completed	
2. Review Copy	James Lund	30 mins	Mar 12, 2026	Mar 14, 2026	Completed	
3. Create Hero Assets	Lindsey Lopez	4 hrs	Mar 15, 2026	Mar 17, 2026	Completed	
4. Create Asset Channel Variations	Firefly Creative Production	10 mins Saved 3 hrs	March 17, 2026	March 17, 2026	Completed	
5. Validate Brand Compliance	Content Reviewer	2 mins Review cycle shortened by 3 days	March 17, 2026	March 17, 2026	Completed	
6. Create Webpage in AEM	AEM Site Optimizer	10 mins Saved 3 hrs	March 17, 2026	March 17, 2026	Completed	
7. Stakeholder Final Review	Claire Snow	1 hr	March 17, 2026	March 20, 2026	Completed	
+ New task Showing 6 "records"						

Human-to-human collaboration

Human-to-agent collaboration

AI Collaborators in action



**Jeremy
Flores**

Principal
Product Manager
Adobe



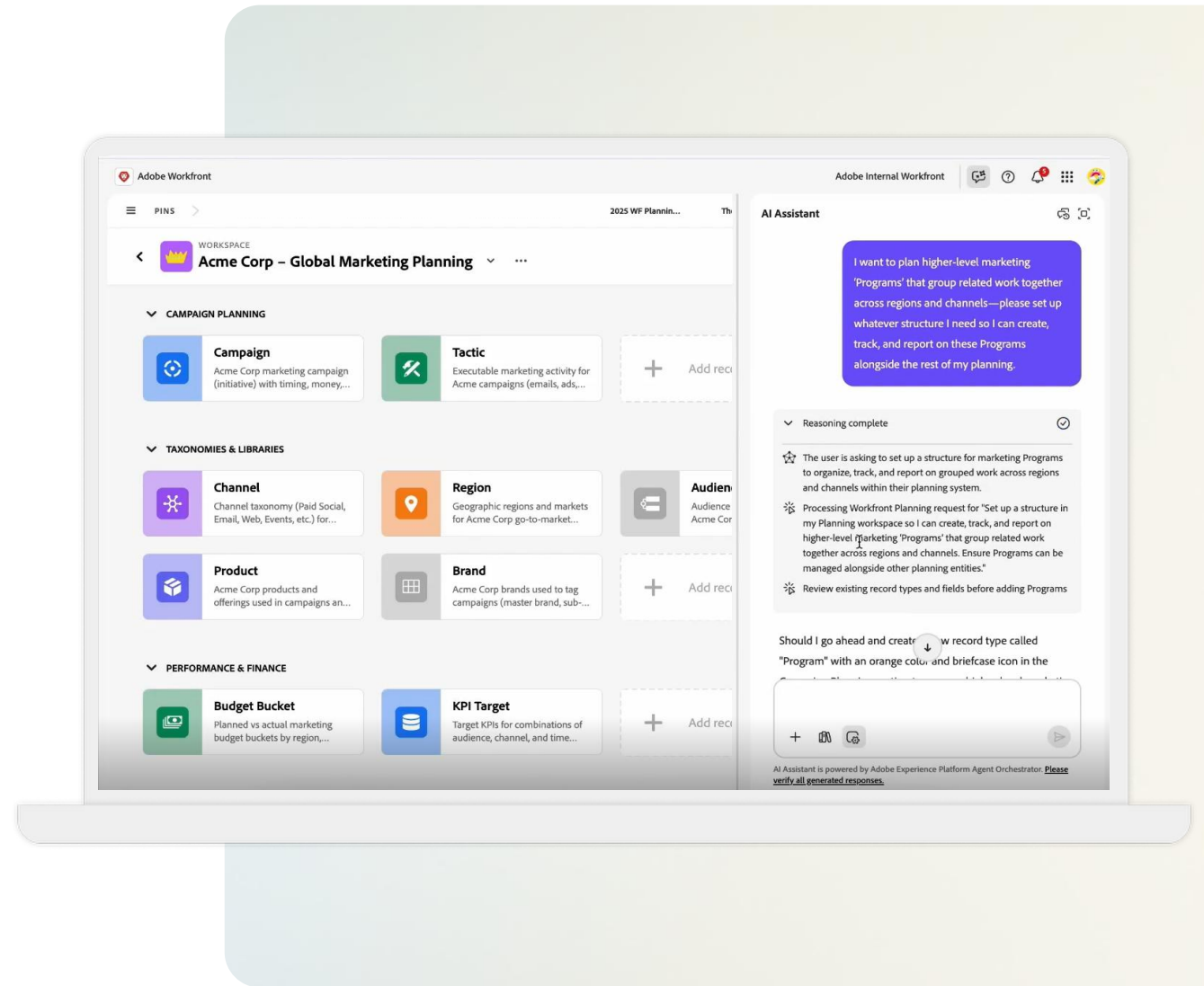
By 2028 the **execution layer,
not the model, will drive
differentiation**

Source: Gartner, Outcome-Focused Workflows Article



Workfront for enterprise workflows

Where collaboration becomes operational



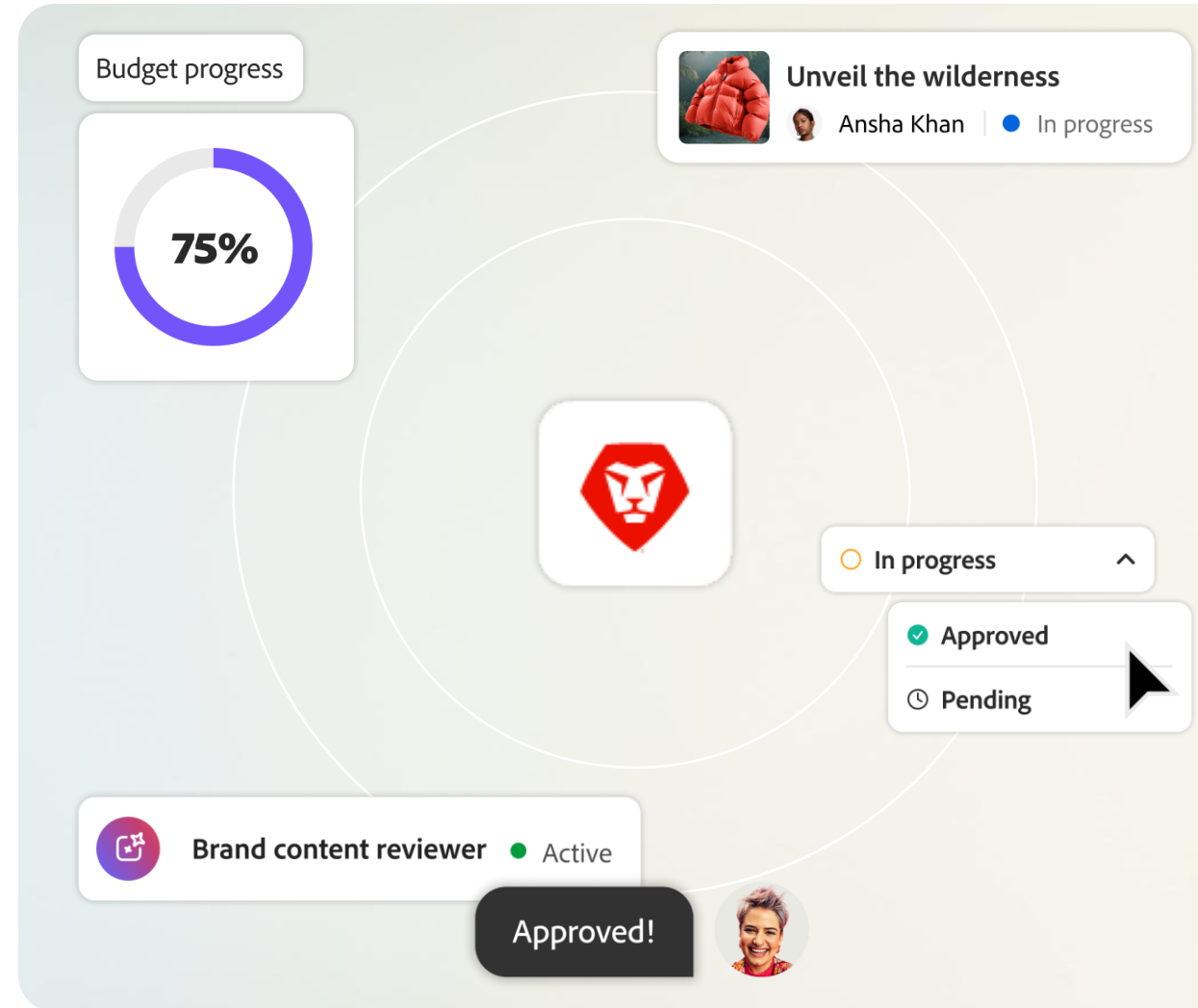
Simply plug into your collaboration framework



Workfront is already the operational backbone for enterprises across the globe



Projects still need to get done



What is an AI Collaborator?



An AI Collaborator invokes an existing agent to execute tasks within your marketing workflows



It leverages instructions and context and operates as a permissioned user in Workfront



It can be assigned to execute a task, resolve an issue, or perform a review

*AI Collaborators are **not** new agents

The screenshot displays the Adobe Workfront interface for a project named 'Frescopa Spring Campaign'. The interface includes a sidebar with navigation icons, a top navigation bar with 'PROGRAM Frescopa 2026' and 'PROJECT Frescopa Spring Campaign', and a main content area. The main content area shows a table of tasks with columns for Task name, Assignees, Start date, Due Date, and Duration. The tasks listed are: Landing Page & Social Ad Copy (assigned to Co-Pilot Copywriter Collaborator), Copy Review (assigned to James Lund), Create Hero Assets (assigned to Lindsey Lopez), Create Asset Channel Variations (assigned to Firefly Creative Production Collaborator), Validate Brand Compliance (assigned to Content Reviewer Collaborator), and Stakeholder Final Review (assigned to Claire Snow). The interface also includes a search bar, a filter icon, and a 'Share' button.

Task name	Assignees	Start date	Due Date	Duration
Landing Page & Social Ad Copy	Co-Pilot Copywriter Collaborator	Apr 13	Apr 16	5 min
Copy Review	James Lund	Apr 16	Apr 17	1 hour
Create Hero Assets	Lindsey Lopez	Apr 13	Apr 17	10 hours
Create Asset Channel Variations	Firefly Creative Production Collaborator	Apr 17	Apr 20	10 min
Validate Brand Compliance	Content Reviewer Collaborator	Apr 20	Apr 22	1 hour
Stakeholder Final Review	Claire Snow	Apr 22	Apr 24	1 hour

Demo

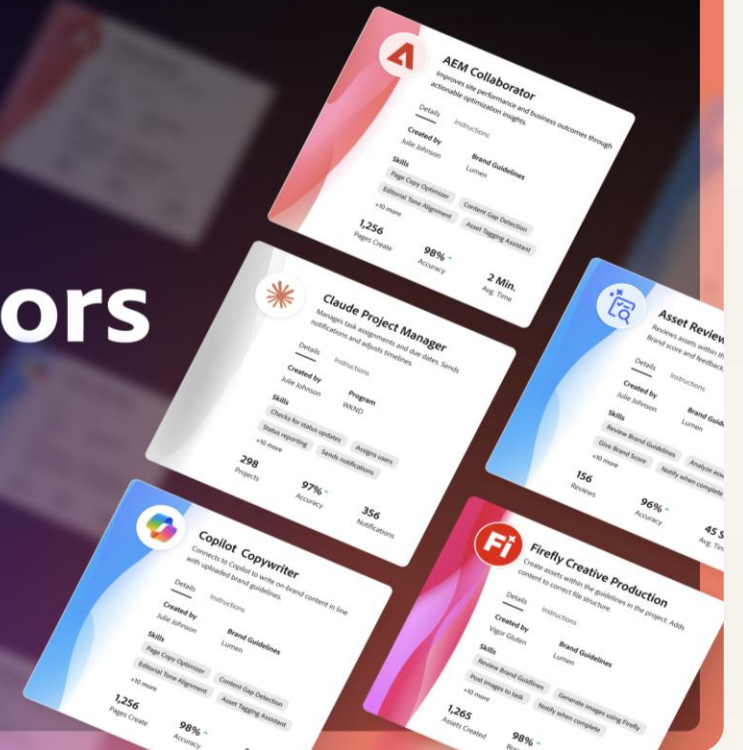
AI Collaborators

Supercharge your Team Workflows

Start

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Adobe Confidential.



AI Collaborator – Connect any agent to a task in Workfront

Adobe Workfront

Search Experience Cloud (+/)

?

🔔

👤

TREQ

More >

Campaign TREQ

Project TREQ Open Trail C...

PROJECT

TREQ Open Trail Campaign ...

Percent Complete 100%

Project Owner TREQ Project Manager

Status Completed

👤

👤

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👤

5 v

Overview

Filter

Columns

Group

🔽

🔼

Search

Task name	Assignees	Duration	Start date	End Date	Status	Progress
1. Write Landing Page & Social Ad Copy	Copilot Copywriter	5		2026	Completed	
2. Review Copy	James Lund	3		2026	Completed	
3. Create Hero Assets	Lindsey Lopez	4		2026	Completed	
4. Create Asset Channel Variations	Firefly Creative Production	1		17, 2026	Completed	
5. Validate Brand Compliance	Content Reviewer	2		17, 2026	Completed	
6. Create Webpage in AEM	AEM Site Optimizer	1		17, 2026	Completed	
7. Stakeholder Final Review	Claire Snow	1		20, 2026	Completed	
+ New task						

Copilot Copywriter

Connects to Copilot to write on-brand content in line with uploaded brand guidelines.

Details

Instructions

Created by Julie Johnson

Brand Guidelines TREQ

Skills

Page Copy Optimizer

Content Gap Detection

Editorial Tone Alignment

Asset Tagging Assistant

+10 more

56,034 Words Written

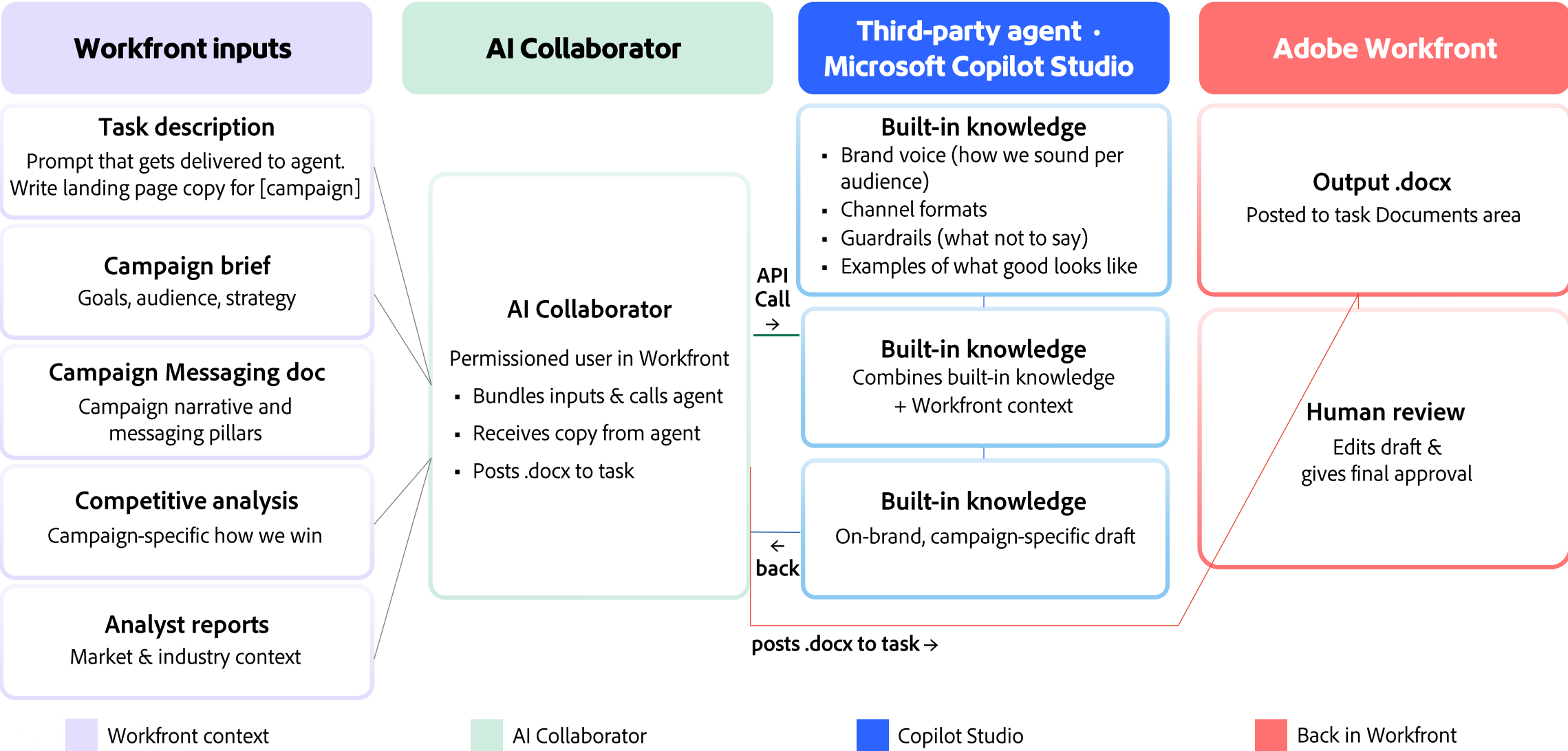
98% Accuracy

5 Min. Avg. Time

View Document

Showing 6 "records"

AI Collaborator – How it works



Which agents can connect as an AI Collaborator?

Key requirement: Any third-party AI agent with a public API endpoint, MCP endpoint, or agent-to-agent connection



Microsoft (Provider)

Copilot Studio
(platform/product name)



Microsoft

Azure AI Foundry



Writer

Writer AI Studio



OpenAI

Frontier Agent Builder



Google

Gemini Enterprise
Agent Platform



Anthropic

Claude Managed Agents



IBM

watsonx Orchestrate

Do I need Fusion to use AI Collaborators?



No—AI Collaborators and Fusion are separate capabilities.



Customers could kick off a Fusion scenario with an AI Collaborator.



The Fusion scenario would essentially replace a Copilot agent.

Fireside chat with Merkle



**Michelle
Cascone**

Vice President, Content
Supply Chain Solutions
Merkle

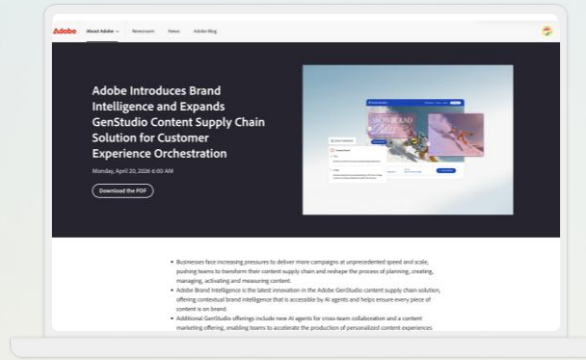


**Jeremy
Flores**

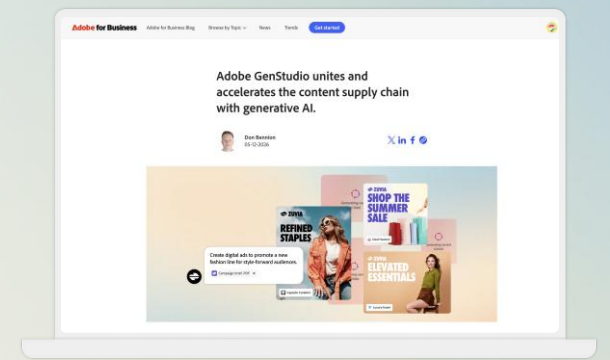
Principal
Product Manager
Adobe

Resources

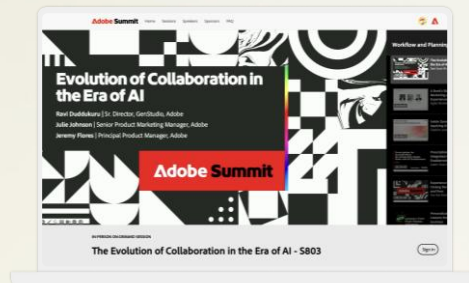
Adobe introduces Brand Intelligence and expands GenStudio content supply chain solution



Adobe GenStudio unites and accelerates the content supply chain with generative AI



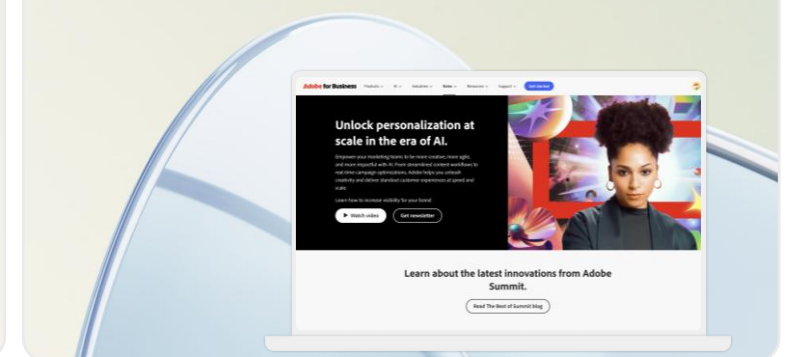
Watch now: The evolution of collaboration in the era of AI



Merkle & Adobe: Powering the future of customer experience orchestration

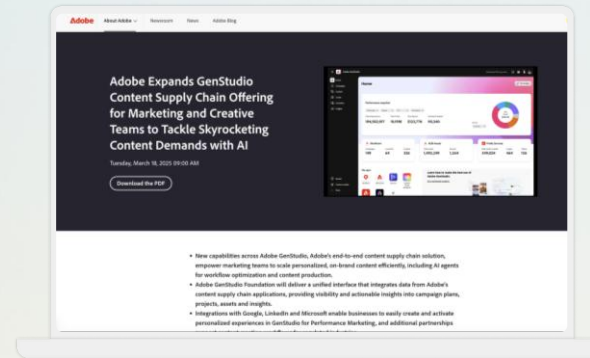


Unlock personalization at scale in the era of AI

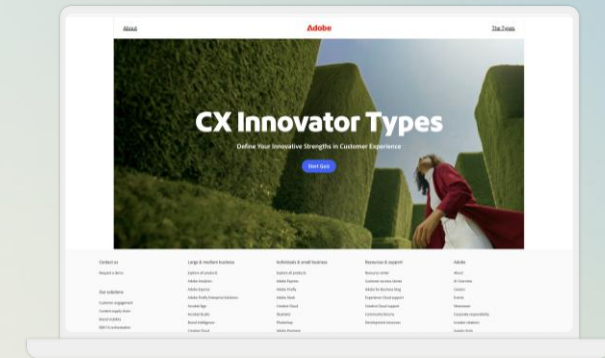


Resources continued

Adobe expands GenStudio content supply chain offering for marketing and creative teams



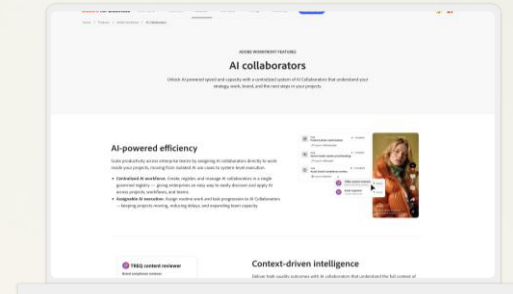
CX innovator types: Take the quiz



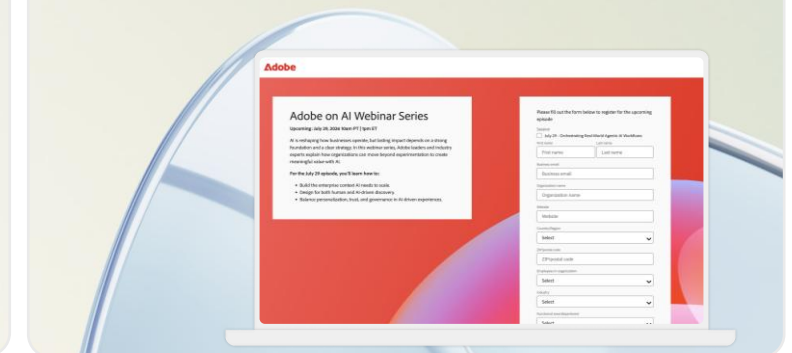
Adobe x LinkedIn: AI essentials for marketers



Adobe Workfront: AI Collaborators



Register today for the next Adobe on AI webinar



Adobe