



EXPERIENCE MAKERS_{ON TOUR}

**One Adobe: il valore dei
contenuti per realizzare
esperienze personalizzate**





The content landscape is changing...fast



Number of **supported channels, markets, and formats** is exploding



Customers are **expecting more and more personalized experiences**



Companies have **highly complex, costly, disjointed content workflows**



Increased pressure to demonstrate impact of content and manage spend



What are the evidences from the market



Demand for content is rising exponentially

Personalization is the #1 driver of increased demand for content

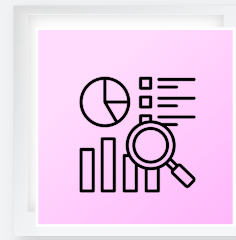
5x increase in assets to support growth in formats, channels, geos by 2024¹



Organizations are not set up to scale production

#1 challenge is lack of the right tech, followed by lack of people

70% of creatives time spent on non-core work, managing manual tasks²



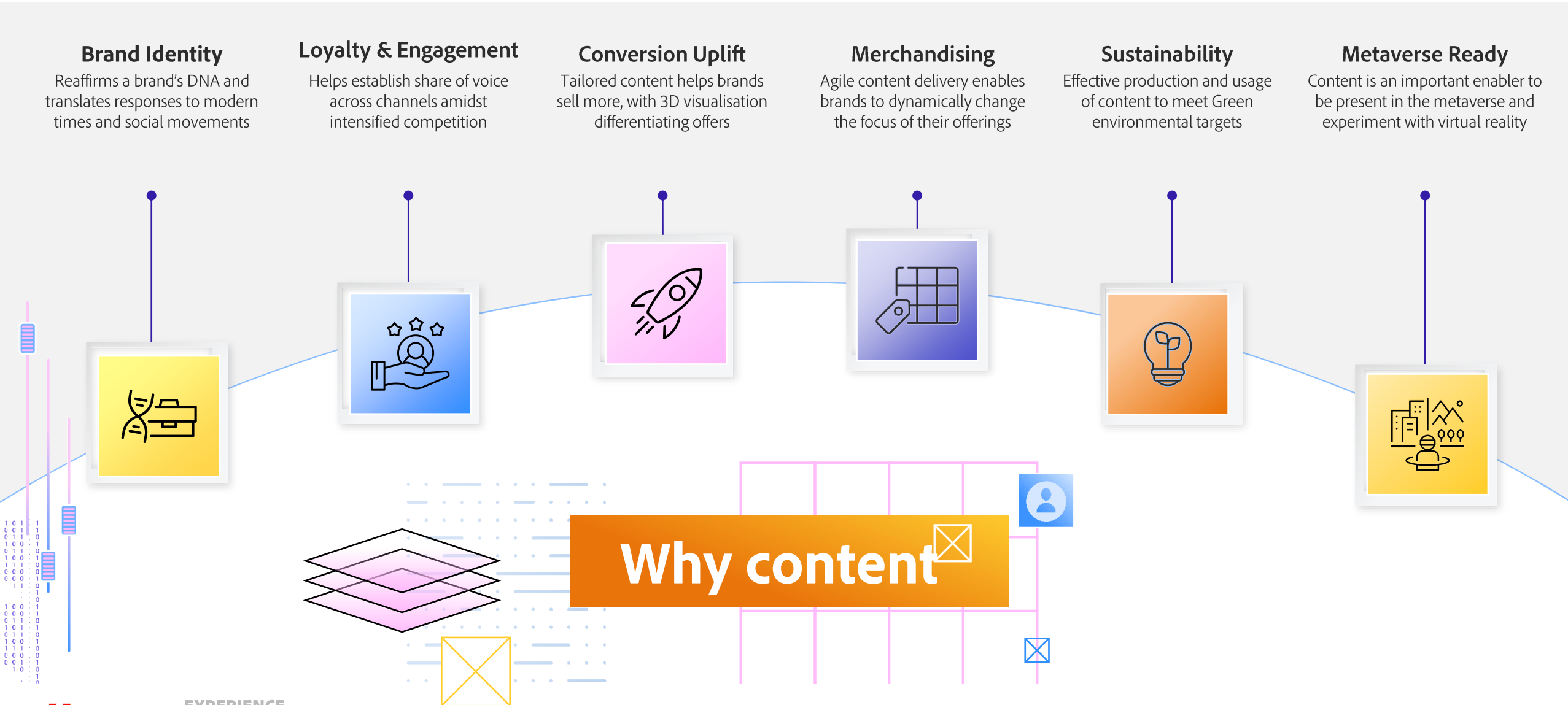
Budgets are not increasing relative to demand

Content costs routinely in the hundreds of millions of dollars

Little visibility and oversight of agency spend



The need for rich content is expanding and fundamental for growth



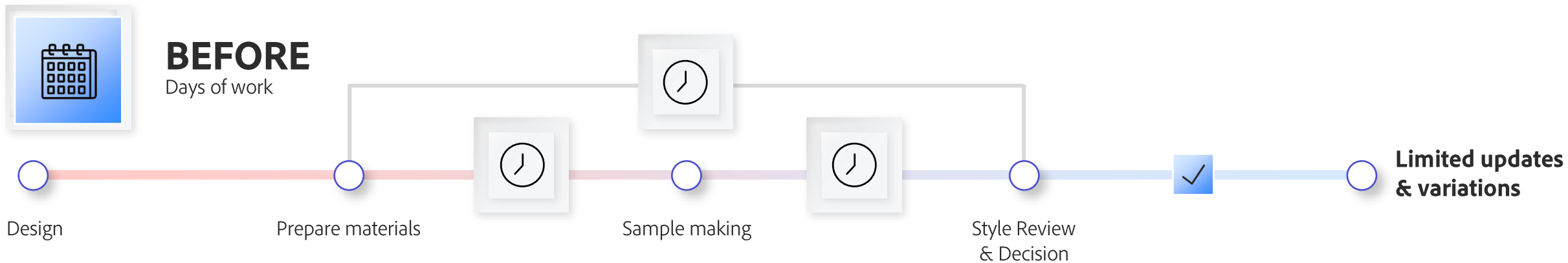


From traditional prototyping...

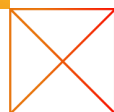


BEFORE

Days of work

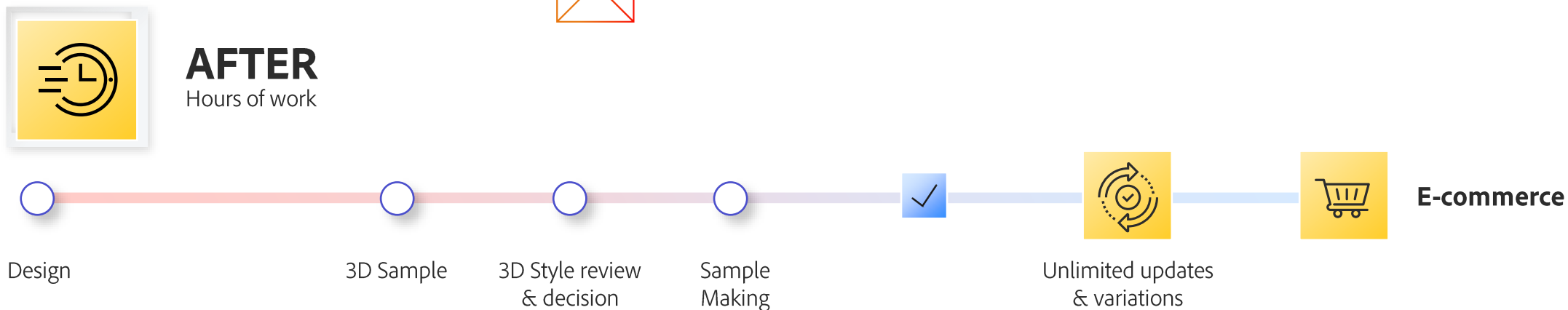


...to virtual prototyping



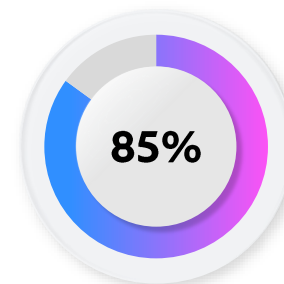
AFTER

Hours of work

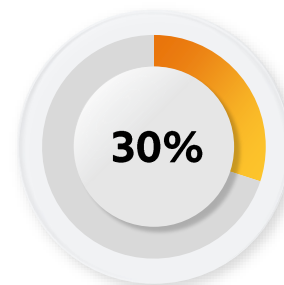




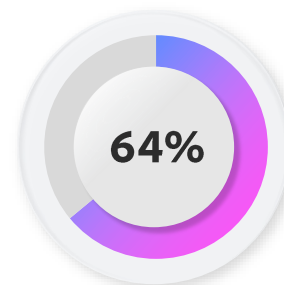
“Today, more than **400 designers**, pattern makers, collection managers, material library managers, and artists across the company use **Adobe Substance 3D** collection to drive innovation in design, manufacturing, marketing, e-commerce, and customer engagement.”



Faster creation-to-shelf timeline



Fewer physical samples created per collection



Of design workflows digitised

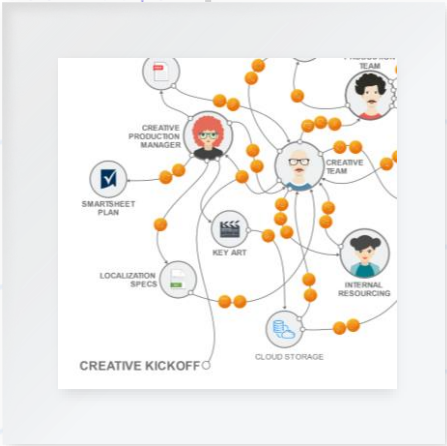
While a content supply chain is nothing new...

Proofs

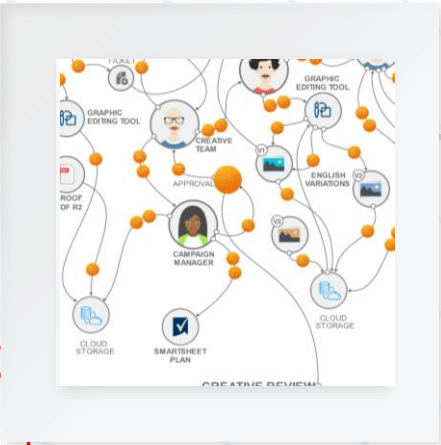
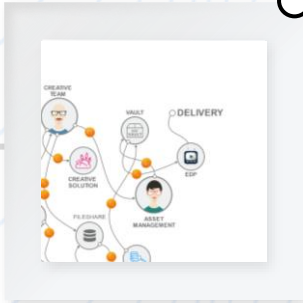
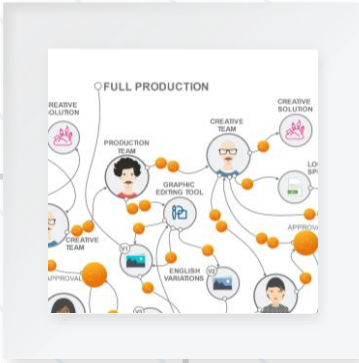
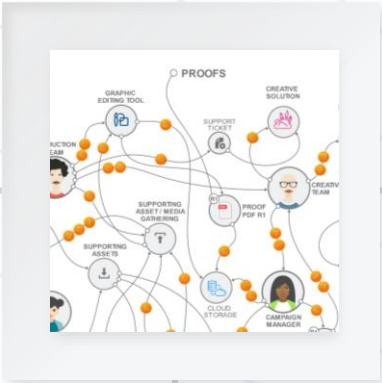
Full Production

Localisation

Delivery



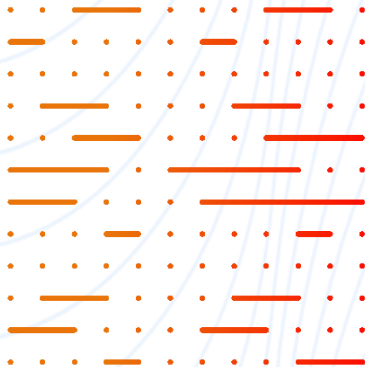
Creative Kick-off



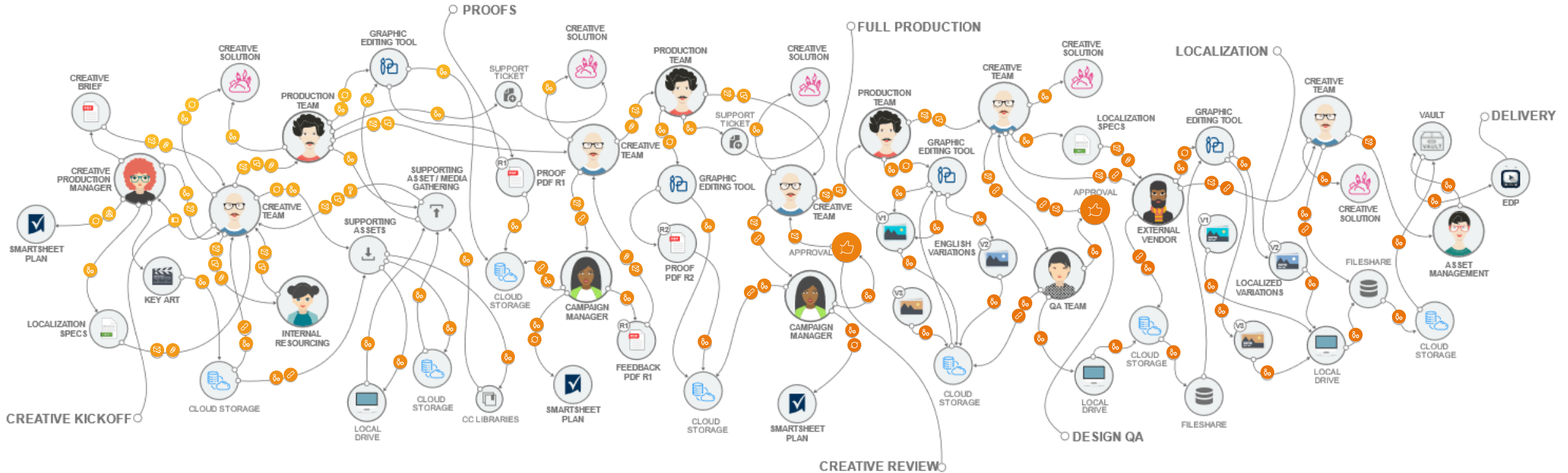
Creative Review



Design QA



...it's become increasingly costly and complex...



Workflow

- Manual step
- Questions / feedback
- Multiple cycles
- Approval

Communication

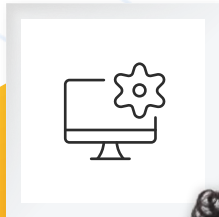
- Email
- Chat / messaging
- Ticket
- Meeting
- Attachment
- Link

The problem is a disconnect between strategy and execution

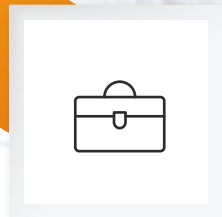


QA
Program Manager
Project Manager
Legal
Sales Ops
C Suite
Operations
Dev Ops
Data Scientist
UI Design
UX Design
3D Designers
Videographers
Graphic Designers
Developers
Campaign Managers
Community
Authors

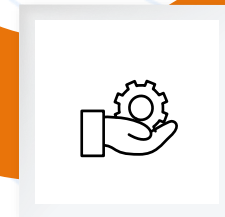
Programs



Creative

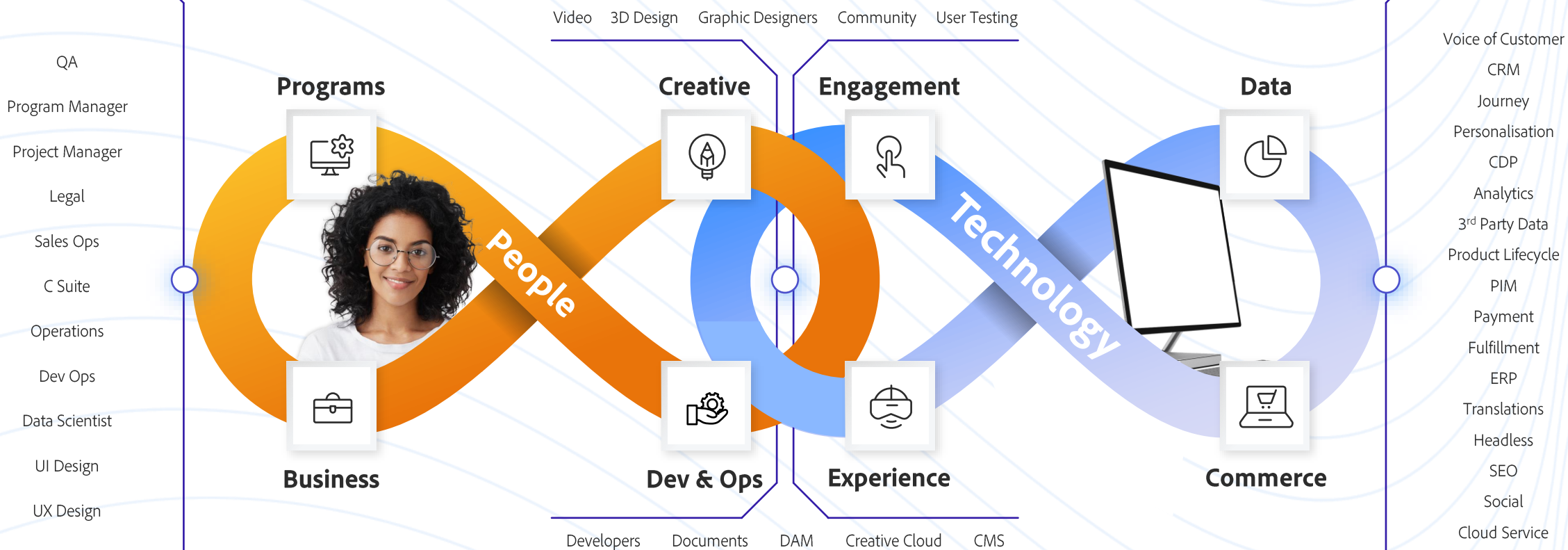


Business



Dev & Ops

People



CONTENT SUPPLY CHAIN

Planning and Intake

Design Collaboration

Review and Approval

Store & Share

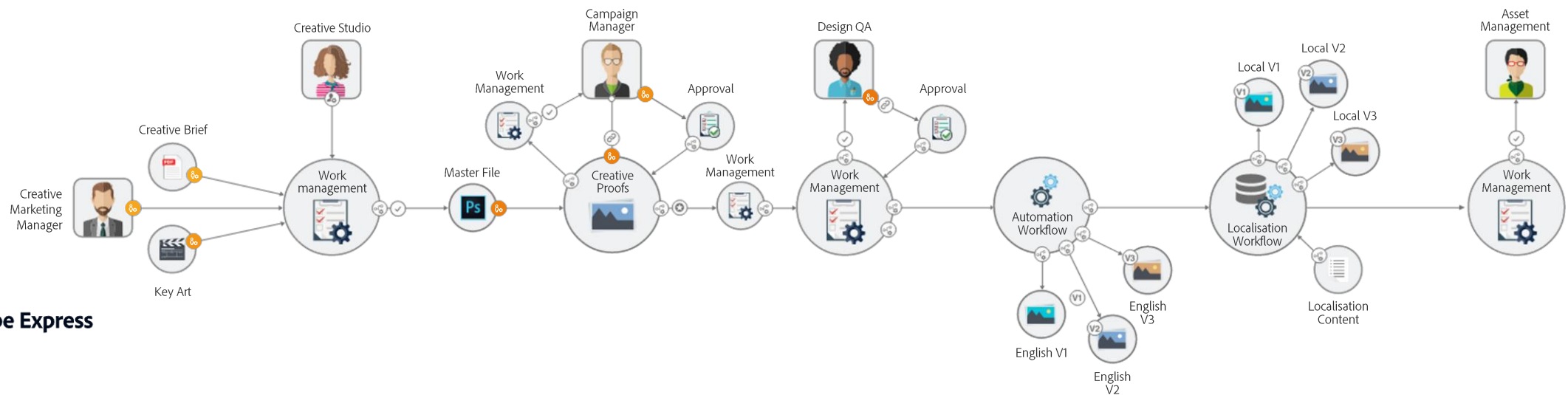
Distribution & Measurement



Adobe Workfront: Organize project intake, Resource management and task list, Collaboration, Review & Approve...

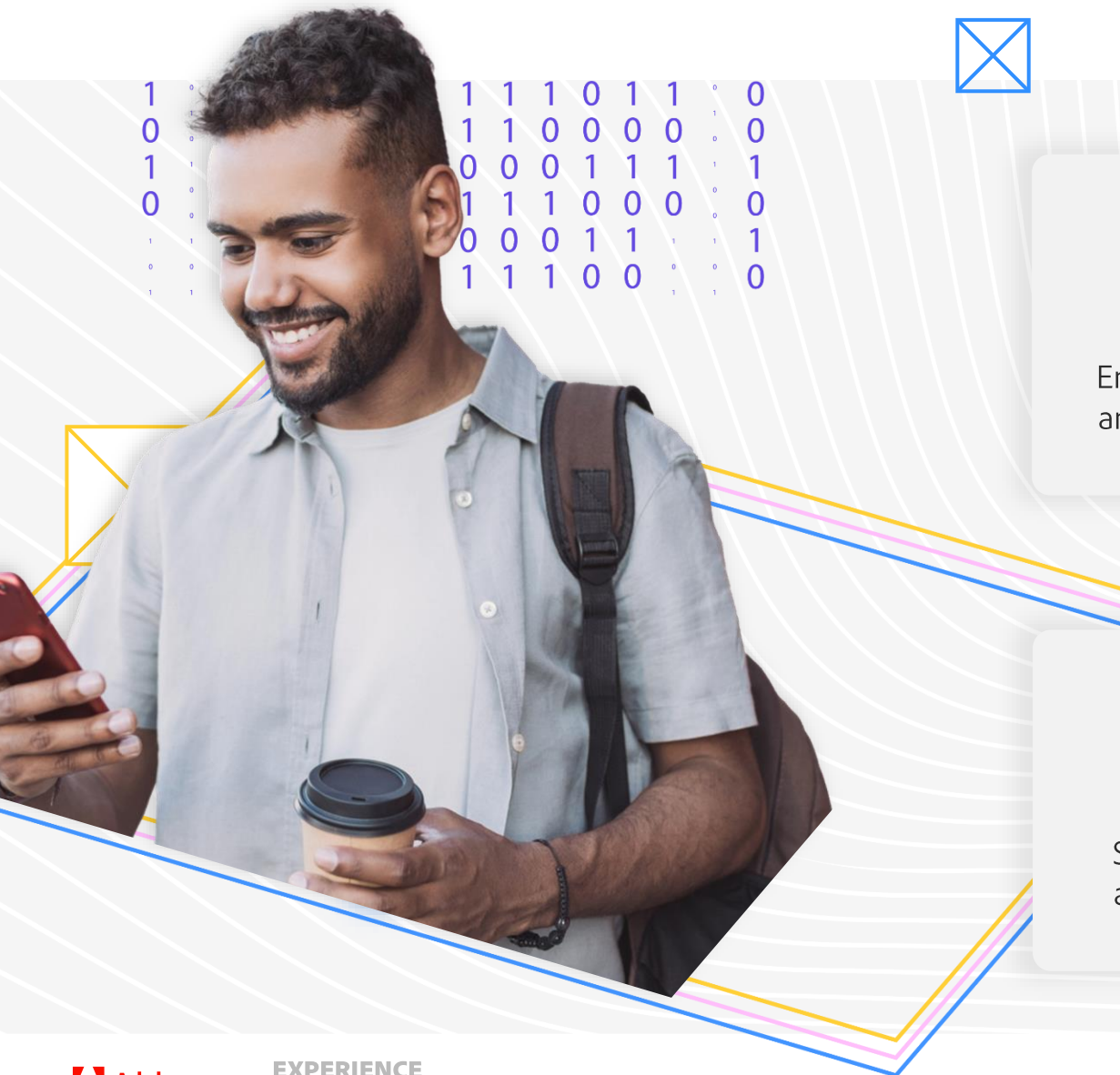


Adobe Express



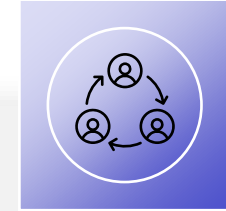
Adobe Experience Manager - DAM; Central Asset repository, Taxonomy and Renditions, Permissions and Sharing

Unlocking the value of your content supply chain is a journey



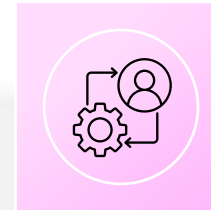
Talent Enablement

Enable individuals with new skills and content capabilities in-house



Cross Function Collaboration

Partner between IT, Marketing, Design and Manufacturing teams



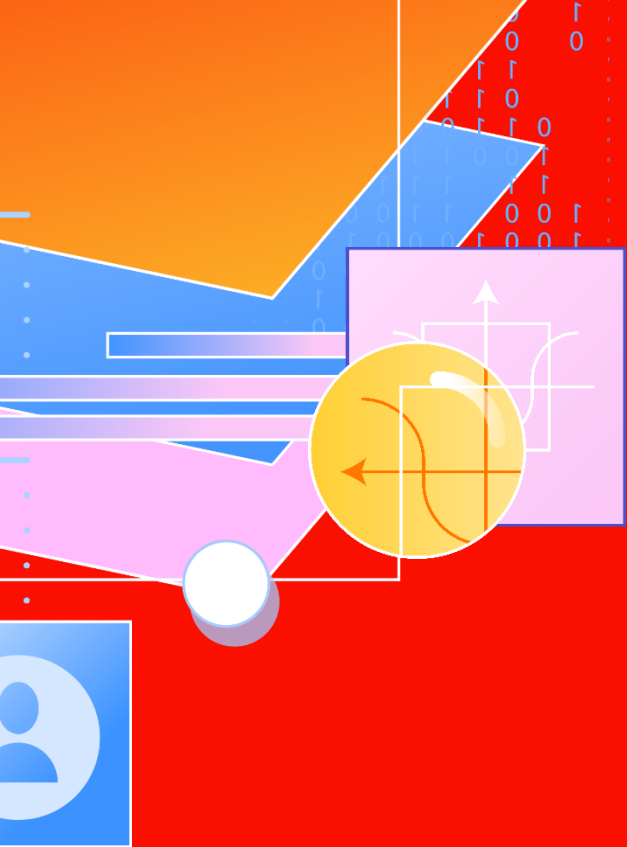
Iterative Approach

Start small, test, measure, learn and then scale to minimise risk



Business Case

Quantify the value from potential projects, with an ROI focused mindset



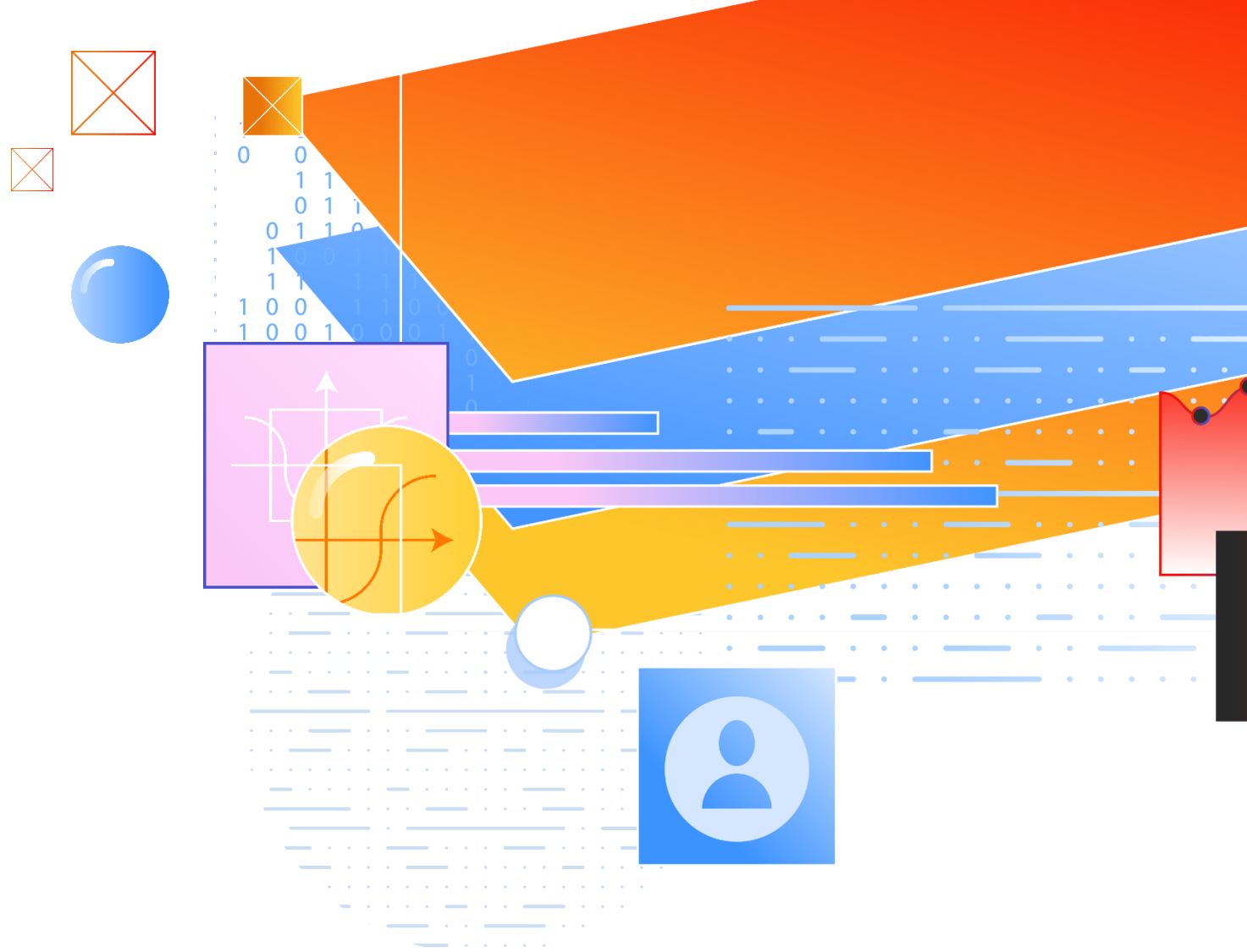
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Q&A



Q&A

