

CREATIVE CLOUD FOR ENTERPRISE EDITION 4:

# Designed for scale and speed.



# A challenging landscape.

In an expanding digital landscape already flooded with messages, creating content that stands out is more difficult than ever for organizations. To further complicate matters, marketers are challenged to deliver even more content at a faster pace—using only their existing resources.

The result? Creative professionals are working harder, but not necessarily on creating. Instead, they're spending too much of their time doing repetitive, labor-intensive work instead of the high-value work they love to do. And with the demand for content projected to grow at a rate of 5x over the next two years, producing standout creative will only become more challenging.

**5x** content in  
two years

---

**20** hours lost per week  
on mundane tasks

---

**70%** of people buy from  
brands they trust



# A creative ecosystem.

As innovators of industry-leading tools for creative professionals, Adobe understands the particular challenges of high-volume content creators. That's why we've designed Adobe Creative Cloud for enterprise Edition 4 for scale and speed. Creative Cloud for enterprise gives you the the world's leading tools for content creation, powered by commercially safe Firefly generative AI. The integrated platform helps teams ideate, design, edit, collaborate, and deliver, all within the Adobe ecosystem.



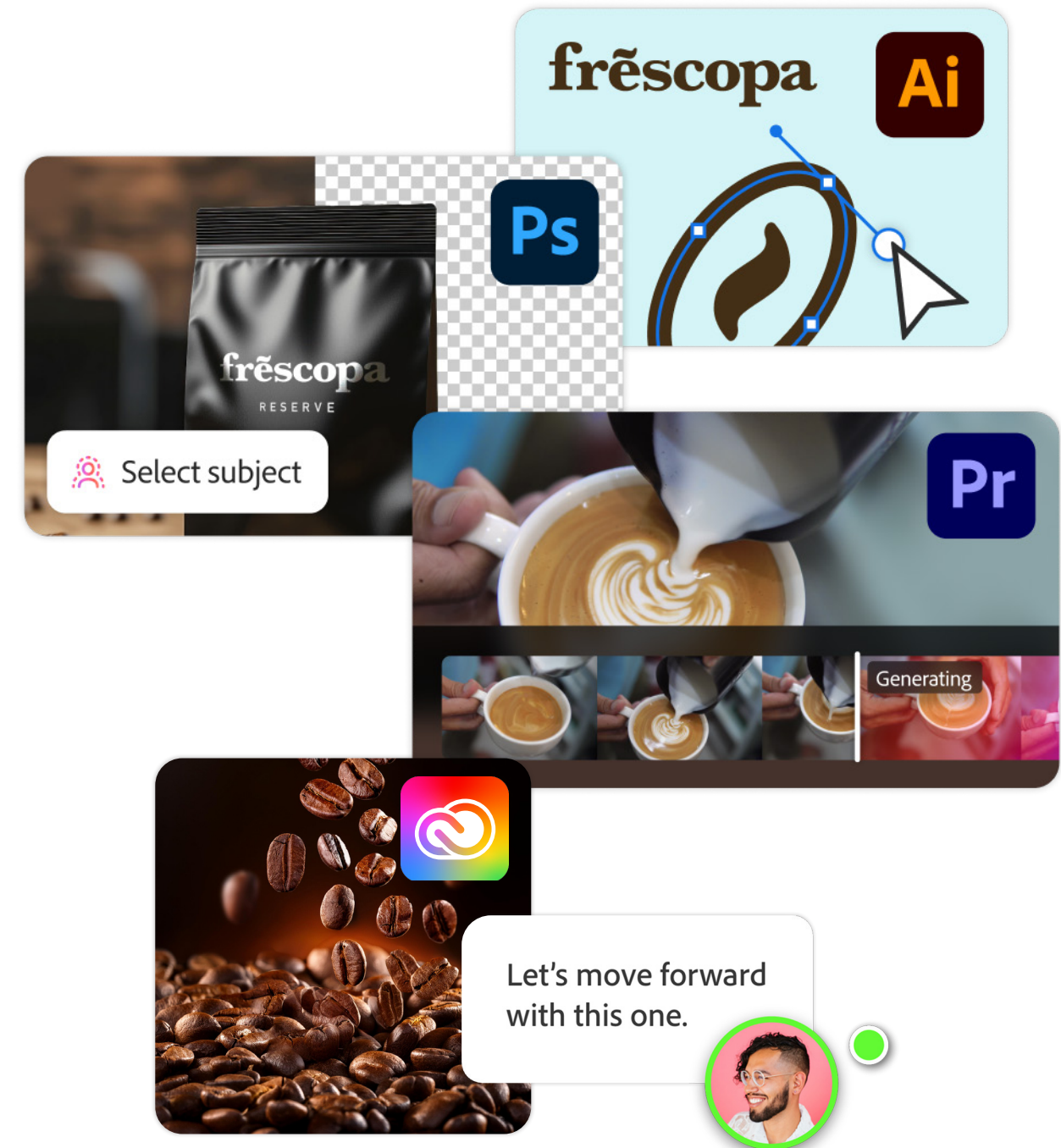


# 20+ creative apps. Infinite possibilities.

With our world-class creative apps, including Photoshop and Illustrator, you can produce stunning images, logos, typography, and packaging. Adobe Premiere Pro and After Effects provide a comprehensive set of tools for editing video and sound, and for creating animations and motion graphics. Adobe InDesign, plus access to thousands of high-quality fonts in Adobe Fonts, helps designers create polished layouts for both digital and print platforms. Adobe Express frees up creatives' time by letting them build templates with locked and unlocked sections that marketers and non-designers can customize to create on-brand content themselves.

Complementing all of that is the vast Adobe Stock collection of royalty-free photos, videos, music, and more to give you infinite possibilities to tell your story, your way.

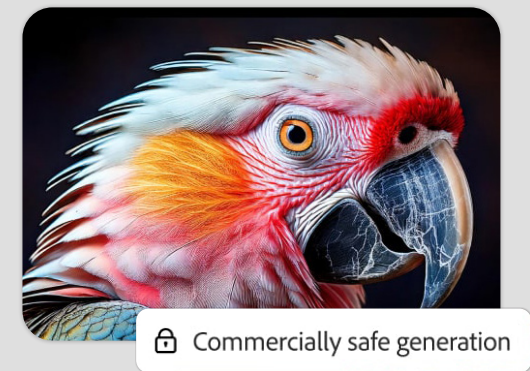
Creative Cloud Libraries let you collect, organize, and share core design assets, so your entire team stays on brand. There are also integrated review tools within Photoshop, Illustrator, and InDesign that help you get more focused feedback that reduces review cycles—so you can work through changes quickly and get faster approvals.



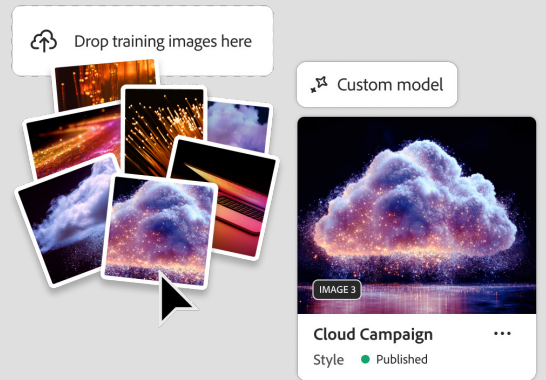


# Integrated creative AI for limitless creativity.

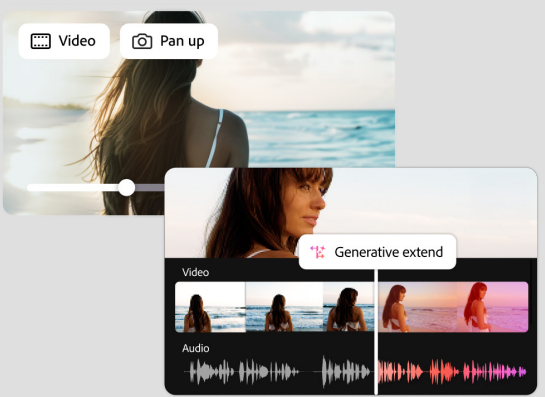
With features designed specifically for creative needs, use cases, and workflows, Adobe Firefly powers creation and production at scale. Generate high-quality images, audio, and video. Eliminate time-consuming tasks and unlock your creative team's potential with Firefly generative AI embedded directly into the creative apps they use every day. Do it all with confidence because Adobe Firefly is designed to be commercially safe for creating content.



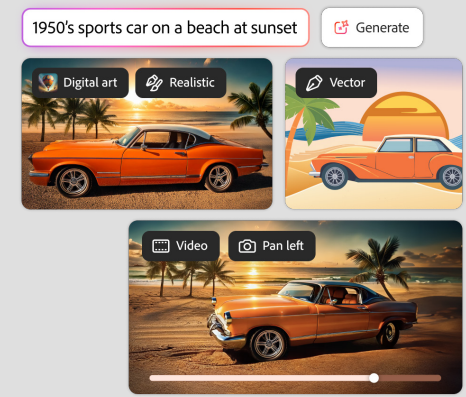
**Responsibly developed and safe for business.**  
Customers on qualifying plans are eligible for IP indemnification for generated imagery (terms apply).



**Customizable to your brand.**  
Create and share assets that are unique to your brand with templates, libraries, and custom versions of Firefly.



**Integrated into existing tools and workflows.**  
Reduce process bottlenecks and scale production with Firefly embedded in tools teams use every day.



**Precision, quality, and control.**  
Bring ideas to life with over 20 ways to control generative outputs across formats.

# Our approach to responsible AI.



## Responsible training

Firefly generative AI models are trained on licensed and public domain content



## Diverse representation

Training designed to be representative of regional markets and built to avoid harmful bias across gender, age, and skin tone



## Content transparency

Content credentials and provenance details automatically attached to Firefly-generated assets



## Security & privacy

We will not train our foundational Firefly generative AI models on your enterprise content



## Accountability

Adobe's AI Impact Assessments and Ethics Board provide ongoing review and refinement of Firefly data, approach, and outputs



## Sustainability

Prioritize energy efficiency and emissions reduction to minimize the footprint



## Protection

Adobe defends intellectual property rights by advocating for the Federal Anti-Impersonation Right Act, and indemnification is available on select Firefly workflows\*

\*opportunity to obtain an IP indemnity from Adobe for content generated by select workflows powered by Firefly under certain Adobe offers. Terms will apply.

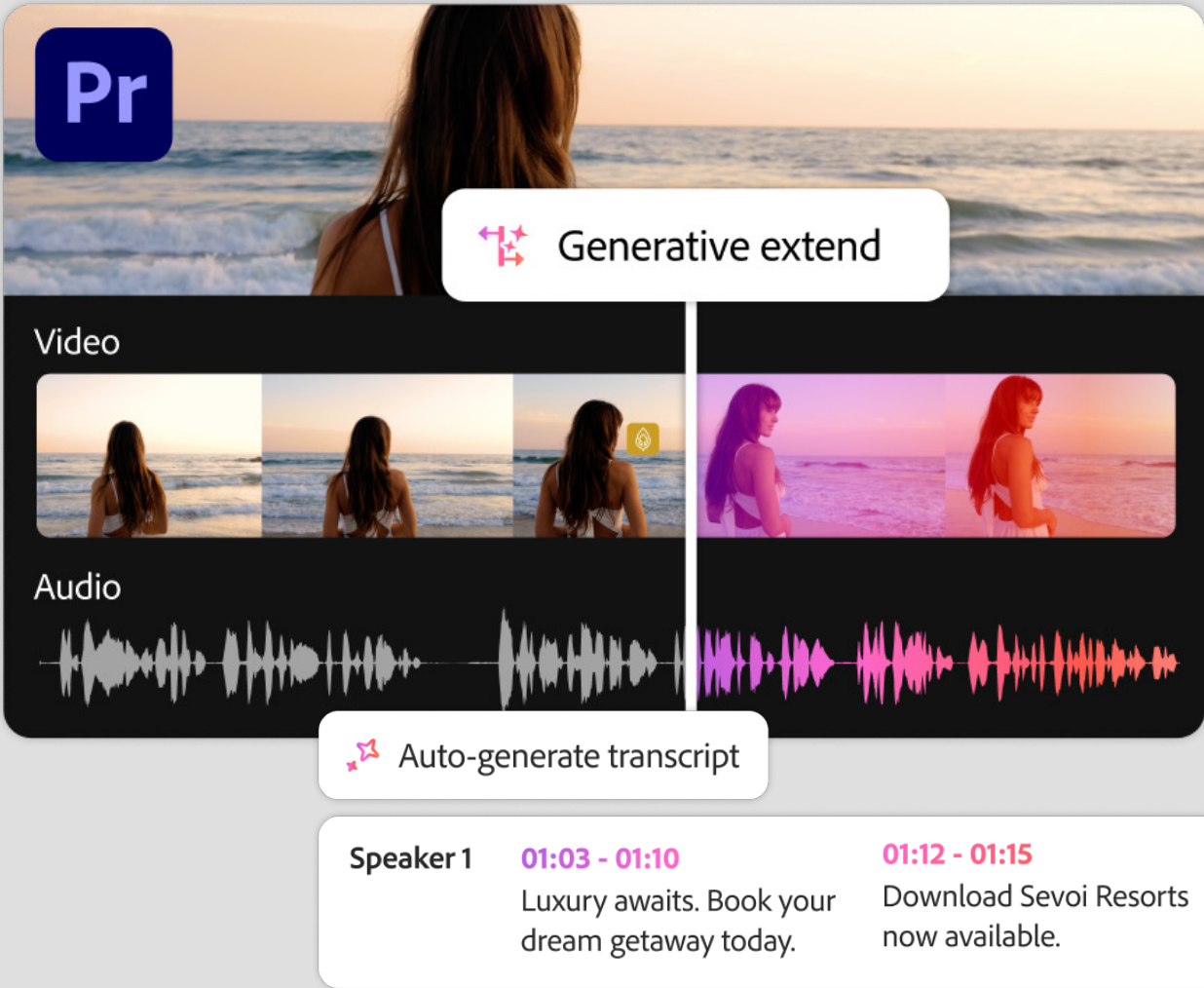


# Elevate video production.

Video production now accounts for up to 30% of marketing budgets and 89% of consumers demand more of it—which means that marketers are always looking for ways to produce video content more affordably.

New Firefly features in Premiere Pro like Generative Extend help editors smooth transitions, cover gaps in footage, or extend room tone by creating additional frames. Media Intelligence helps editors find the shots they're looking for faster, and Enhance Speech lets them remove background noise or sharpen audio.

Text to Video or Image to Video in Firefly can help you create B-roll that matches your A-roll footage, reducing the need for pickup shots. Editors can also use these features to create previsualizations or mockups of VFX shots to show directors or stakeholders, so they have a better sense of what the final video will look like.



# We're here for you.

State-of-the-art security is built into Creative Cloud, ensuring that your organization's content and data remain protected at every stage. Single sign-on (SSO) provides a secure and streamlined authorization process. And the centralized Admin Console simplifies license and user management, so teams always have access to the latest tools.

Enterprise users also benefit from exclusive onboarding, 24/7 dedicated technical support, and unlimited 1:1 Adobe Expert sessions. All of which means that your teams can stay focused on being creative.



## Rapid Deployment & Robust Security

- Enable teams to access the latest tools quickly
- Industry-leading security processes and controls
- Federated IDs with single sign-on



## Powerful Admin Console

- Provision software, track licenses, and reassign seats
- Download detailed usage reports



## Comprehensive Support

- 24/7 dedicated technical support
- Onboarding and unlimited Adobe Expert sessions



# Unlock more creative power with add-ons.

Extend the power of Creative Cloud for enterprise with some of the other innovative apps, tools, and services that seamlessly integrate into creative workflows.

Manage access

View access

Commenting

Downloading

Copy passcode

Frame.io Transfer

	Final trailer	1 file	1.41GB ↑
	VFX shots	1K files	256GB ↑
	Audio mix	2 files	1.2GB ↓

Winter traveler

WKND  
Winter awaits, Liz.

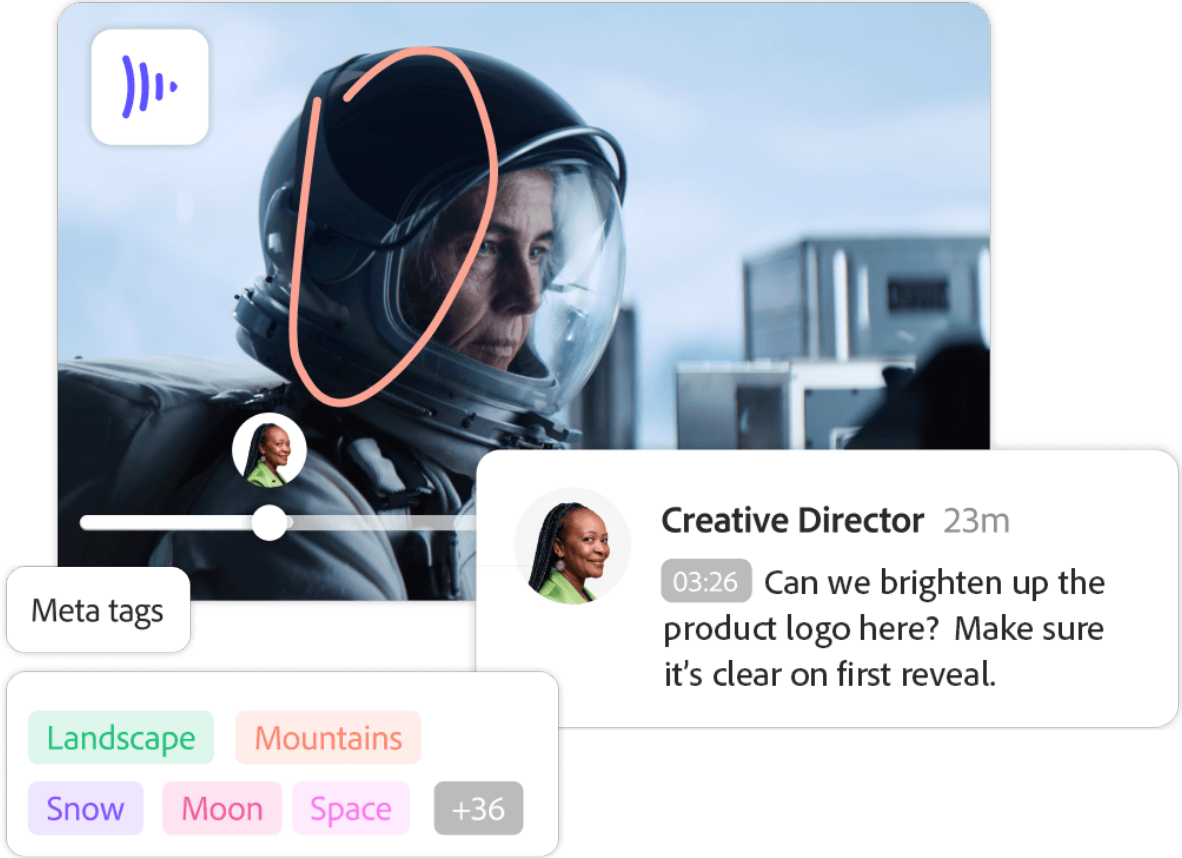
Luxury traveler

WKND  
Luxury awaits, Josh.

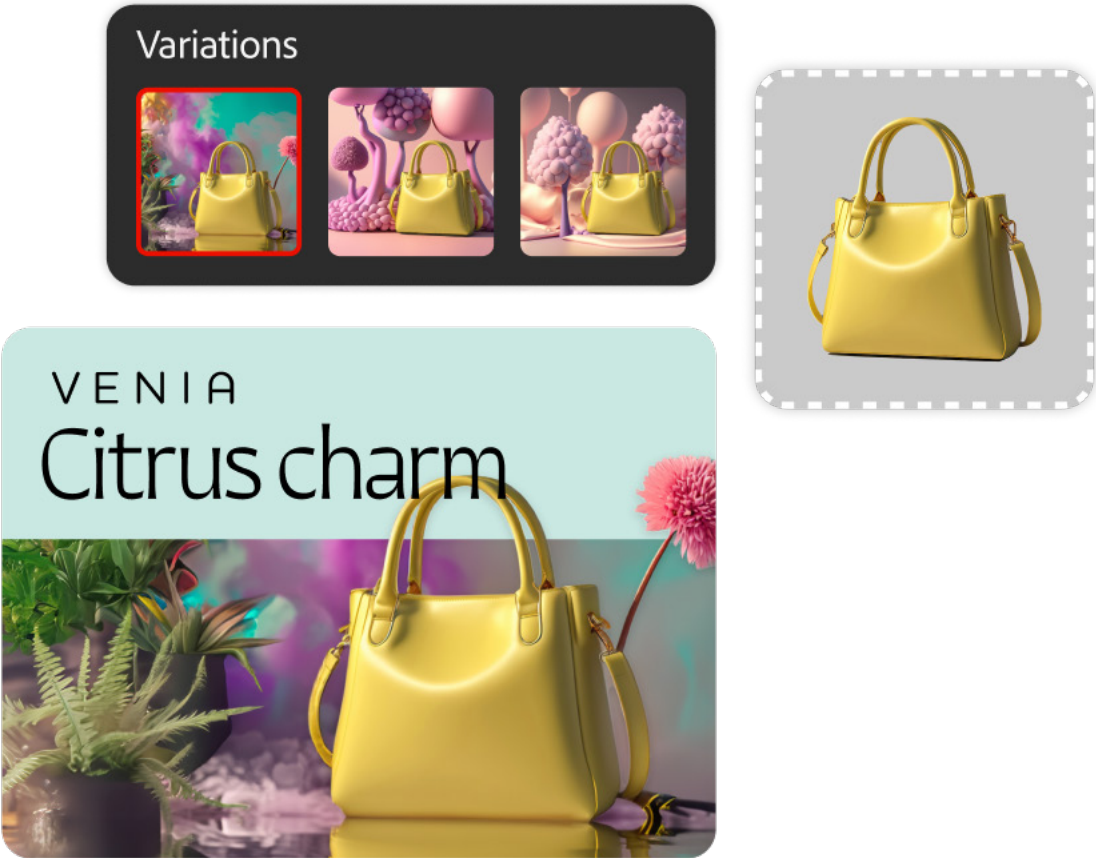
Beach traveler

WKND  
Sunshine awaits, Hanna.

Generating variant  
4/1000

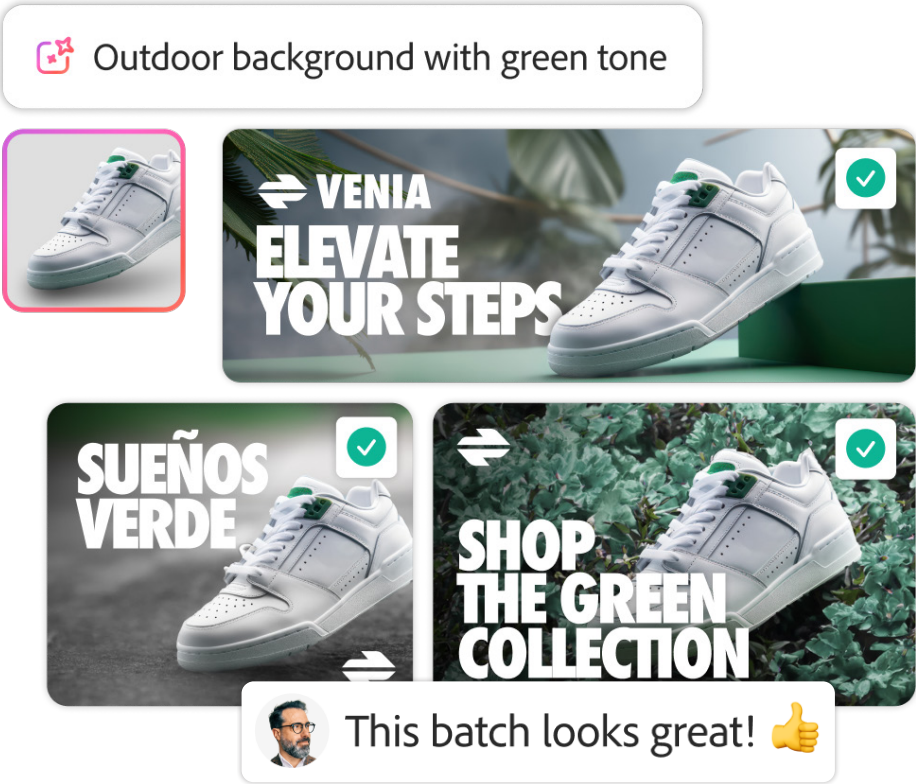


**Frame.io for business** lets teams collaborate from anywhere, enabling them to organize, review, and manage work-in-progress assets in real time.

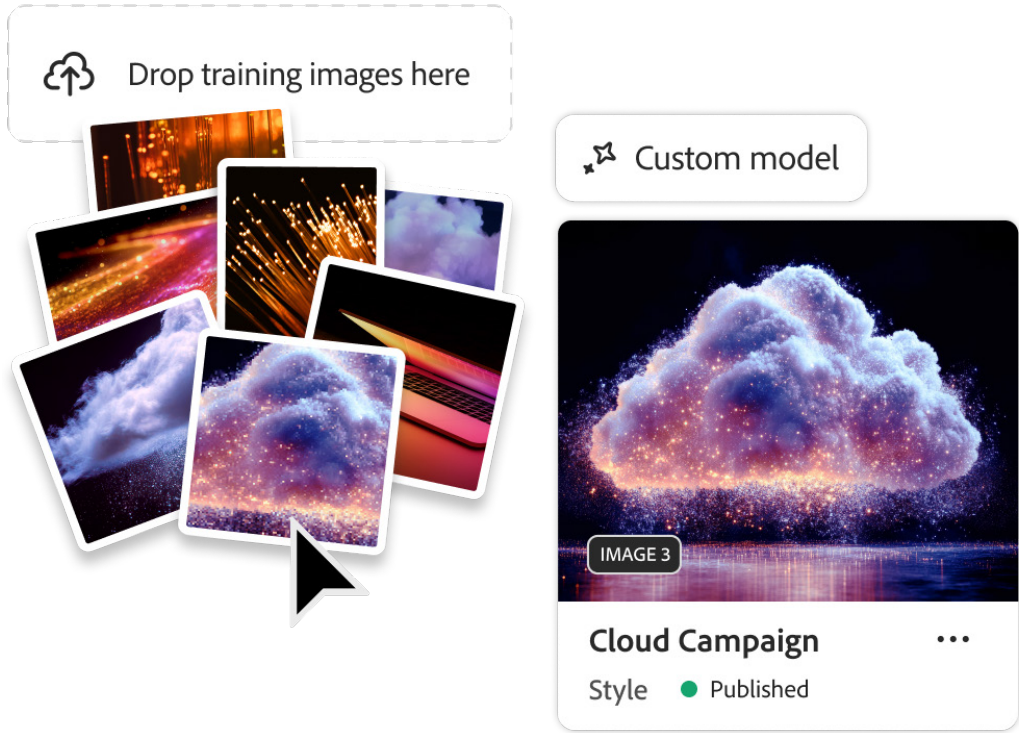


**Firefly Services**, with 25+ Firefly and Creative Cloud APIs, automates the process of creating high-quality asset variations for different audiences, channels, and markets, reducing the time your creatives spend on what were once manual tasks.





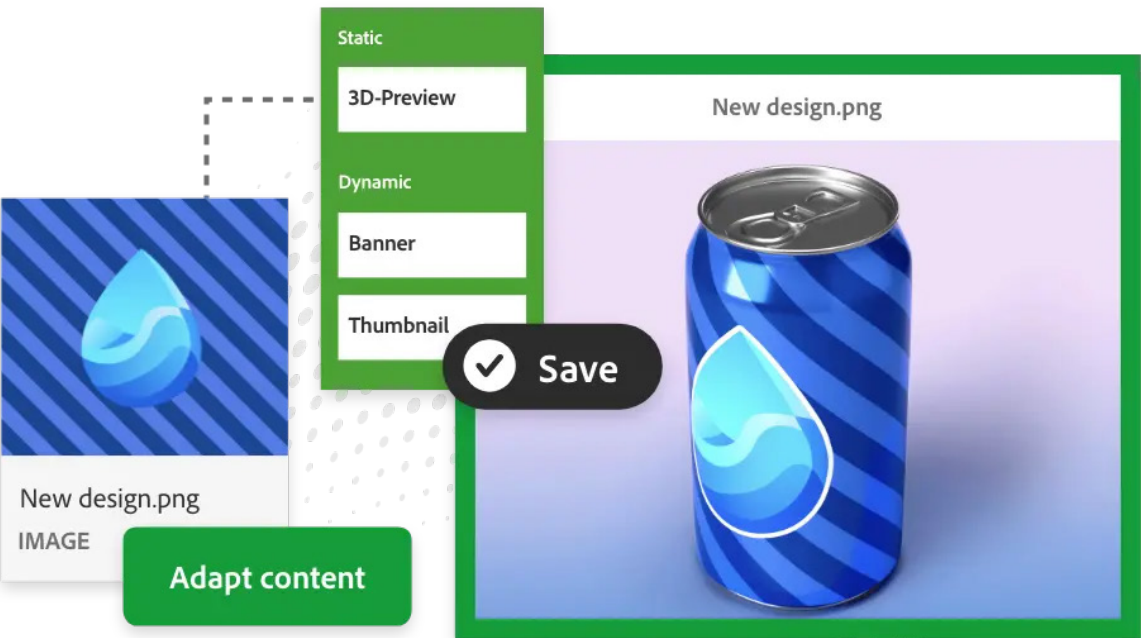
**Firefly Creative Production** helps creative teams struggling to produce large volumes of assets that require repetitive tasks such as removing and replacing backgrounds for e-commerce product listings, using hundreds of headshots to create company badges, or cropping and resizing images for multiple ad formats. Using a no-code interface, you can easily perform tedious tasks in bulk, while maintaining control for last-mile edits with layered output files, saving time and money.



**Firefly Custom Models** lets you train Adobe Firefly on your own brand assets to quickly expand campaigns with consistent brand styles, on-brand ideas and concepts, or even product characters and mascots to drive engagement.



**The Substance 3D ecosystem** provides powerful tools that allow even those not specifically trained in 3D apps to bring detailed, high-quality 3D assets into their creations.



**Adobe Experience Manager Assets** offers a cloud-based digital asset management system, making it easy to store, access, and reuse creative content.



# Learn how our customers innovate with Creative Cloud and Firefly.

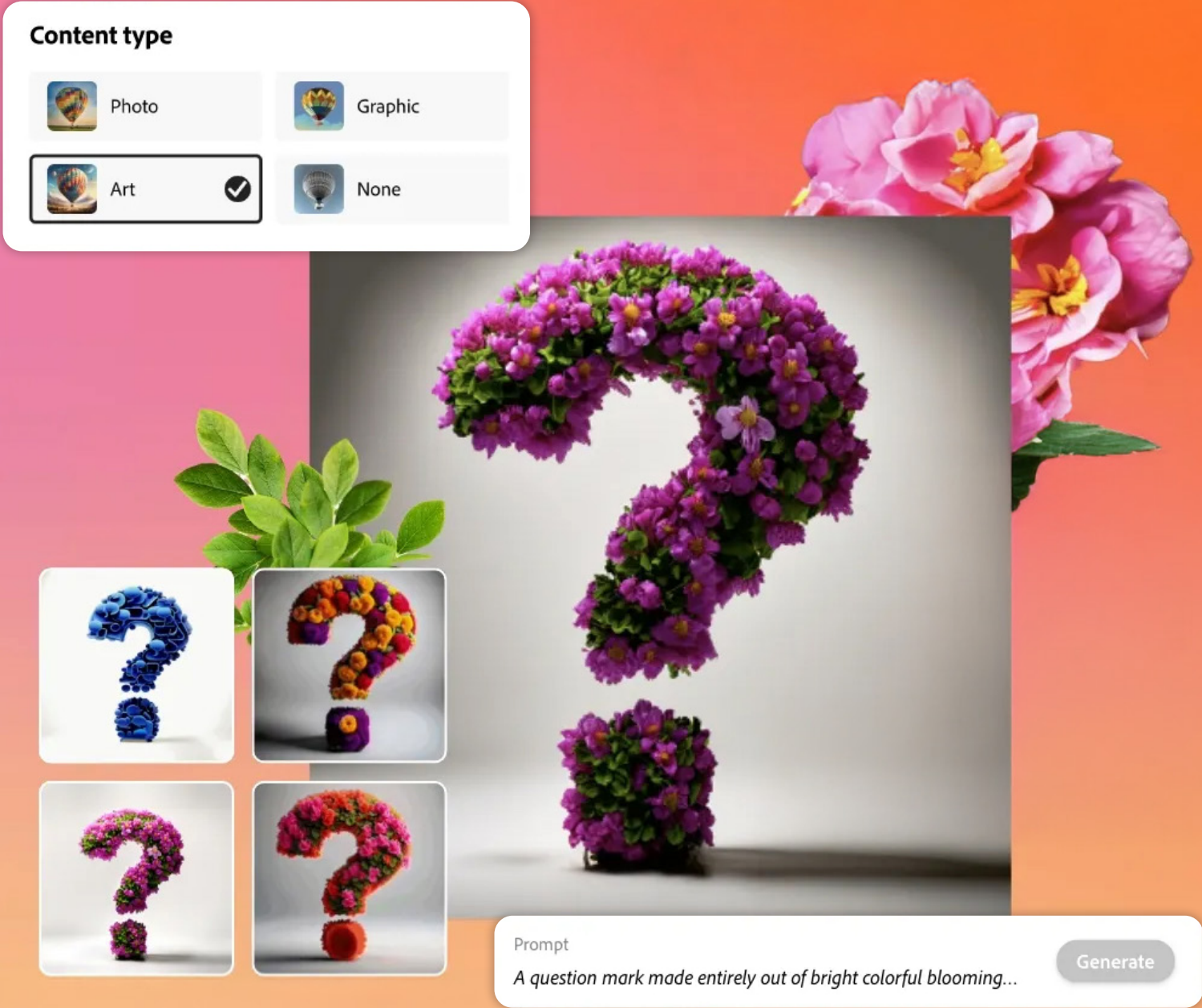
From creating social media campaigns for IBM and improving the packaging design workflow for Mattel, to accelerating the video workflow for Monster Energy and speeding product development for Coach, Adobe Creative Cloud with Firefly gives creative organizations the flexibility to develop innovative new workflows for a wide variety of large-scale projects and campaigns.



**IBM**

# Prompting their way to higher productivity.

IBM’s “Let’s Create” brand campaign, designed to focus on co-developing technology solutions with their partners, produced successful results with the help of Adobe Firefly. Using simple text prompts, the IBM team was able to generate 200 commercially safe assets and over 1,000 marketing variations for the campaign in a matter of minutes.





“

**Creatives spend too much of their days on mundane tasks that can now be automated with generative AI. The productivity gains are incredible, but even more exciting is the time we can make available for creative ideation.”**

—Billy Seabrook  
Global Chief Design Officer, IBM Consulting

**Most notable of all:** The campaign performed well above IBM’s benchmark, driving an impressive 26 times higher engagement and reaching a high-value audience, with 20% identifying as C-level decision makers.

**26x** increase in paid social engagement

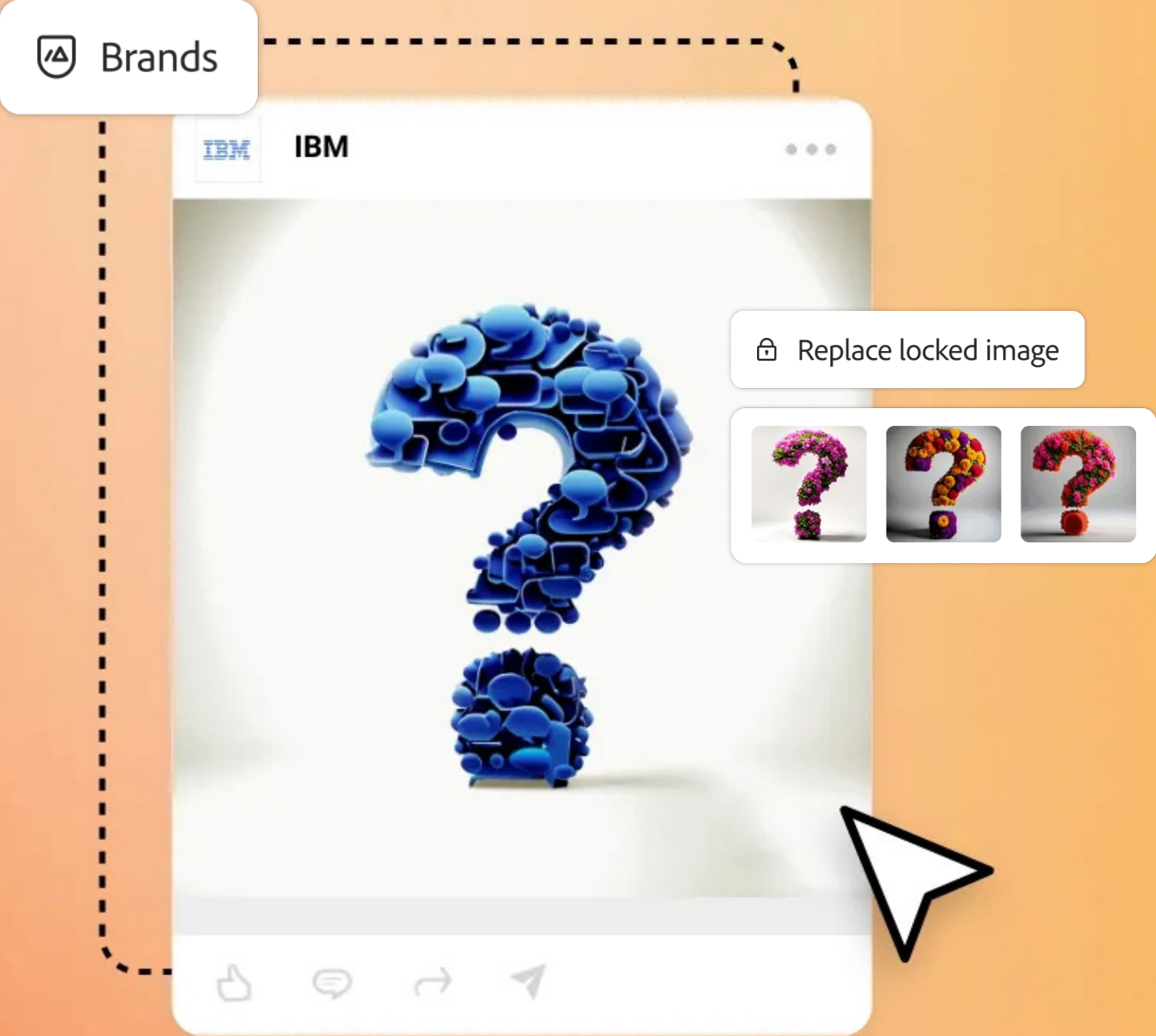
**5x** boost in creative efficiency

**75%** reduction in ideation time and storyboarding

# Adobe Express saves creatives' time.

Firefly is also helping IBM create guardrails that improve adherence to brand standards. Using templates created in Adobe Express, non-designers can produce compelling, brand-compliant visual content, leaving creatives more time to focus on imaginative brainstorming, visual storyboarding, and retouching designs—which they expect to increase their productivity tenfold.

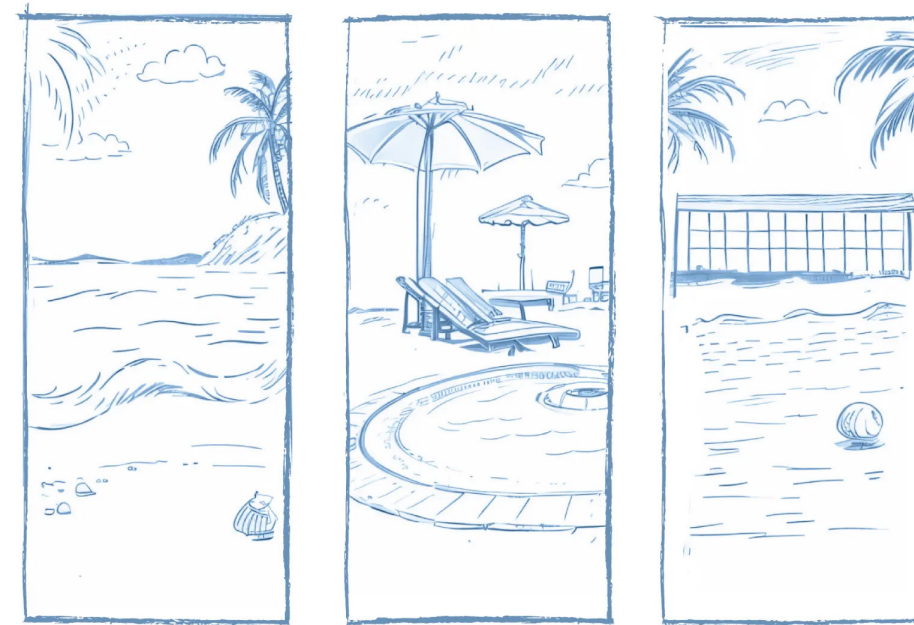
[Read more](#)



# Mattel

## Reimagining their design process.

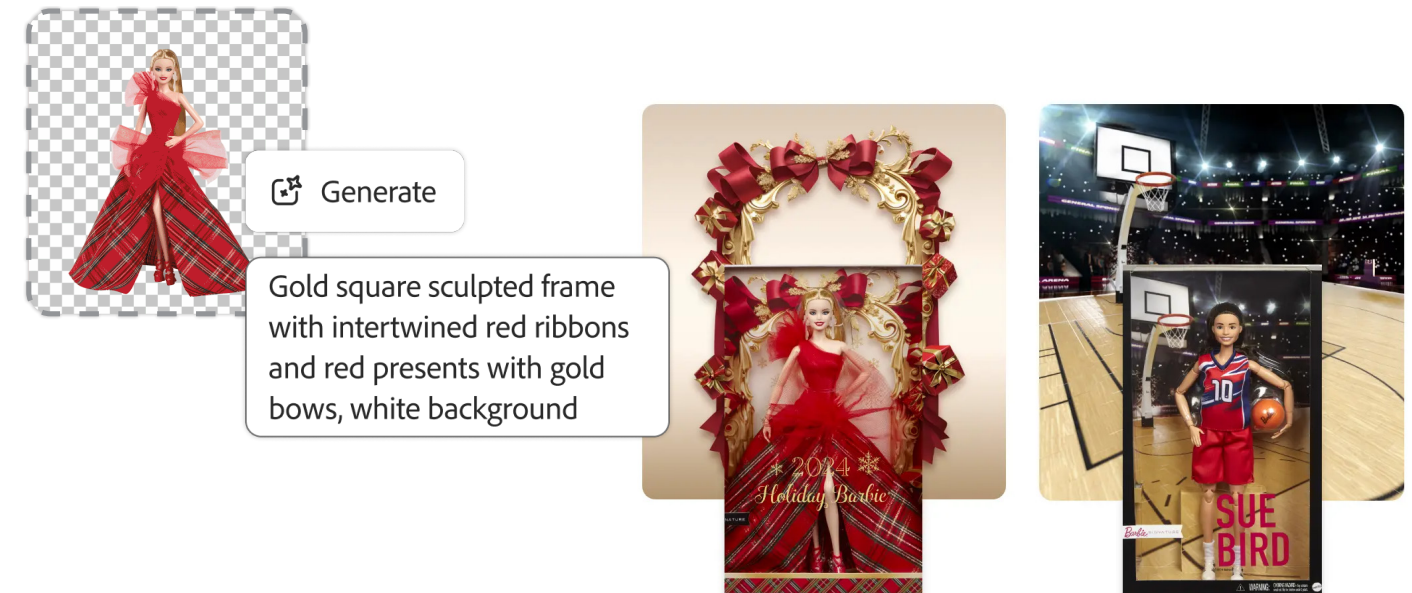
As the leading global toy and family entertainment company, Mattel creates a massive amount of eye-catching packaging that has to be designed, approved, and iterated across different creative and marketing teams. Mattel explored the pre-production process for ways to be more efficient and get toys into market faster—while also maintaining a high bar for delivering amazing packaging concepts.





**“Bringing Adobe Firefly into our design process has created better alignment between our creative and marketing teams, eliminating time-intensive review cycles that often limited our ability to finesse and polish our packaging designs.”**

—**Sal Velazquez**  
Barbie Staff Packaging Designer, Mattel



With Adobe Firefly, Mattel designers use simple text prompts through the Firefly web app and Adobe Creative Cloud applications to instantly generate high-quality packaging concepts onto digital “paper.” When concepts are ready for internal review, the images give reviewers a way to visualize renderings that are much closer to the final packaging.

Once approved, designers can easily edit and enhance the images through Adobe Photoshop. Backgrounds can be expanded for different packaging sizes with Generative Expand, while Generative Fill allows users to add or remove different creative elements. This new process has greatly shortened the time it takes to get toys into stores.

[Read more](#)

## Monster Energy Feeding a content-hungry audience.

Monster Energy grows its brand not through traditional advertisements, but by sponsoring people working to achieve their best: athletes, artists, fighters, musicians, and gamers. Following their achievers around the world, Monster publishes about 3,000 videos a year across marketing channels, with another 1,000 videos for internal use—a 200% increase over the past three years.



**200%** video production  
increase in 3 years

**“  
We’re reducing time to  
market by 50% while giving  
teams the time they need  
to be creative and deliver  
videos that make our  
audiences pay attention.”**

—Phillip Kauffman

Senior Director Digital Asset Management, Monster Energy



With many short clips created on the road during international sporting events, remote collaboration is essential for their workflow. Previously, they relied on streaming or file-sharing services for video reviews, often causing lag and playback issues. By integrating Frame.io into their video workflow, which already included Premiere Pro and After Effects, teams working anywhere in the world can give precise feedback and help deliver videos that excite fans around the world.


[Read more](#)



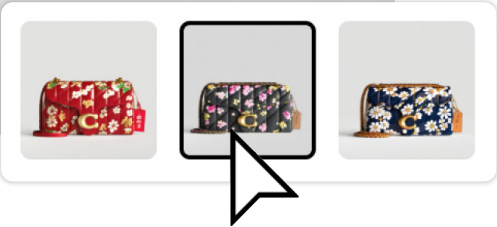
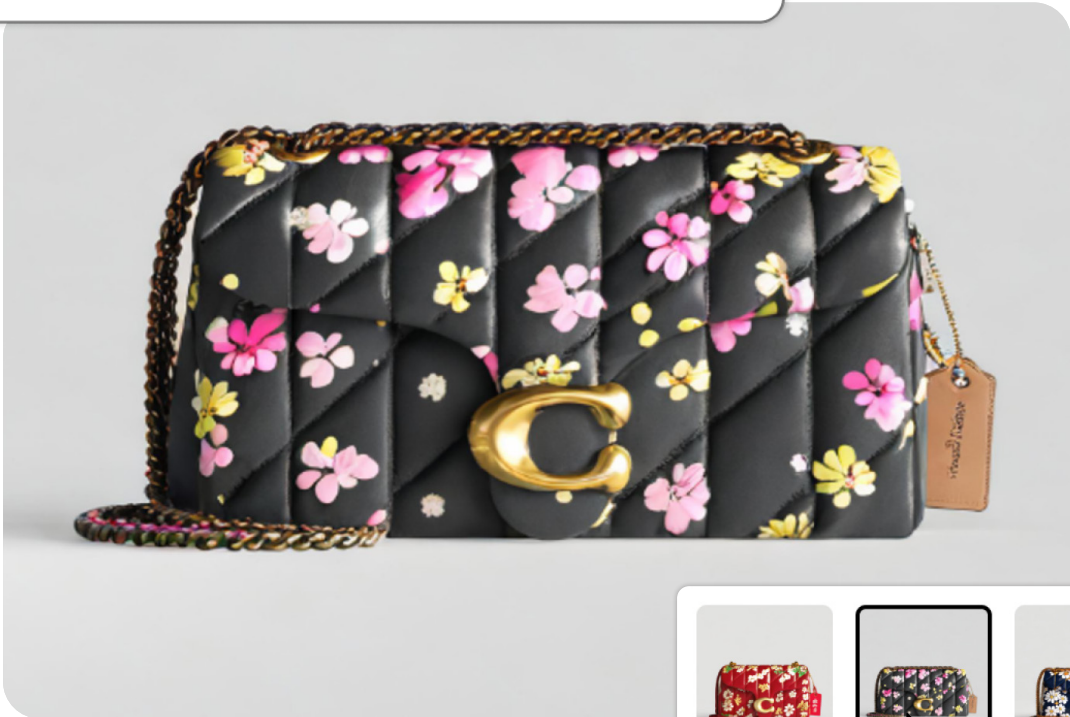
Coach

# Unlocking ideation with Firefly Custom Models.

Digital twins, virtual replicas of physical products, are popular among fashion brands for enhancing the product development cycle. Created through a mix of photoshoots and CAD technical drawing, teams can experiment with new concepts more easily while bringing in direct consumer feedback.

 Generate

Tabby handbag with quilting and floral pattern |



**“We have a long relationship with Adobe, and our teams love their design tools. We felt confident in what Adobe Firefly could generate, and the result from our customized model will dramatically change how we support our brands from concept to consumer.”**

—JJ Camara

Senior Director of Digital Product Creation at Tapestry



Coach took it a step further by training Firefly with their own proprietary assets to create a custom model. This means that when text prompts are used to generate a new image with Firefly, the generation will match the brand's identity. The team gathered a set of images of existing Coach handbags and used them for training single-concept models for each bag, object, and style. It allowed Adobe Firefly to ingest different “Coach Codes,” design components such as the iconic hang tag or nuances around materials and hardware. Their breakthrough moment came when an initial test of their Custom Model produced tailored digital twins that accurately mirrored products already seen on store shelves.

Generative AI allows their product designers to experiment with new concepts or to take advantage of cultural trends, while the Strategy and Global Visual Experience teams also use digital twins to scale content for everything from social media campaigns to in-store merchandising.

[Read more](#)



# Your questions. Our experts.

Teams across your organization can enhance their creative output with the power of Adobe Creative Cloud and Firefly to create commercially safe, high-quality visuals, automate repetitive tasks, and scale content creation efficiently across various projects and platforms.

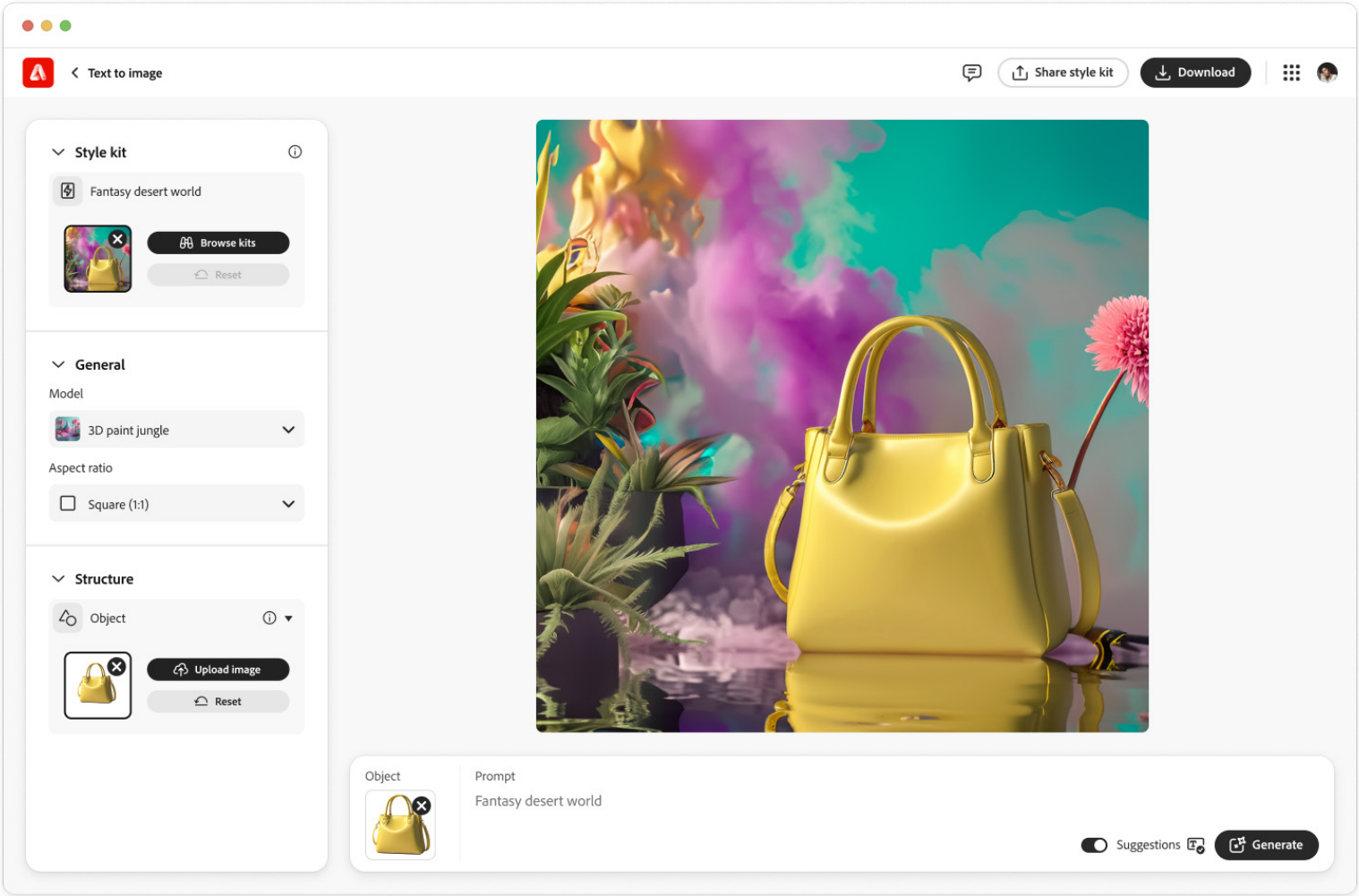
## Ready to try it out?

Start a conversation with your sales representative about optimizing your creative workflow.

Contact us

Learn more about the power of Creative Cloud for enterprise Edition 4.

Learn more



## Sources

[“Demand for content shows no sign of slowing,”](#) Luc Dammann for Adobe, 2023

[“The evolving role of creativity in the future of work,”](#) Adobe, 2024

[“7 in 10 Customers Will Buy More from Brands They Trust; Abandon Those They Don’t,”](#) Adobe, 2021

[“IBM reimagines content creation and digital marketing with Adobe Firefly Generative AI,”](#) Adobe customer story for IBM.

[“Barbie packaging powered by Adobe Firefly Generative AI hits store shelves this holiday season,”](#) Adobe customer story for Mattel.

[“Unleashing a lifestyle: Monster Energy brings excitement of global events to fans with Adobe Creative Cloud and Frame.io,”](#) Adobe customer story for Monster Energy.

[“Coach reimagines handbag design process with Adobe Firefly generative AI,”](#) Adobe customer story for Coach.



Adobe, the Adobe logo, Adobe Experience Manager, Adobe Express, Adobe Firefly, Adobe Fonts, Adobe Premiere, Adobe Stock, Creative Cloud, Illustrator, InDesign, Photoshop, and Workfront are either registered trademarks or trademarks of Adobe in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2025 Adobe. All rights reserved.