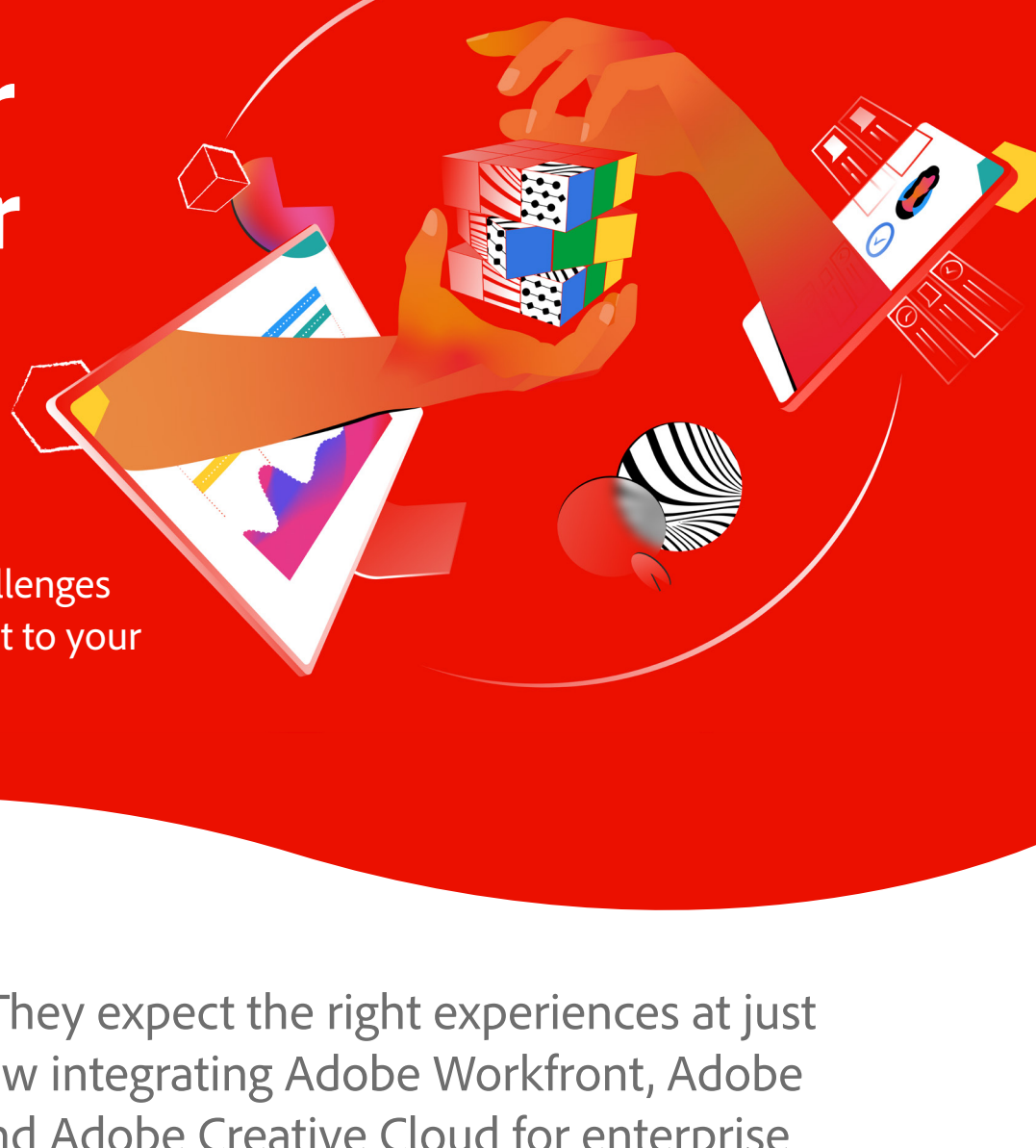




# Three tools for building better experiences—faster.

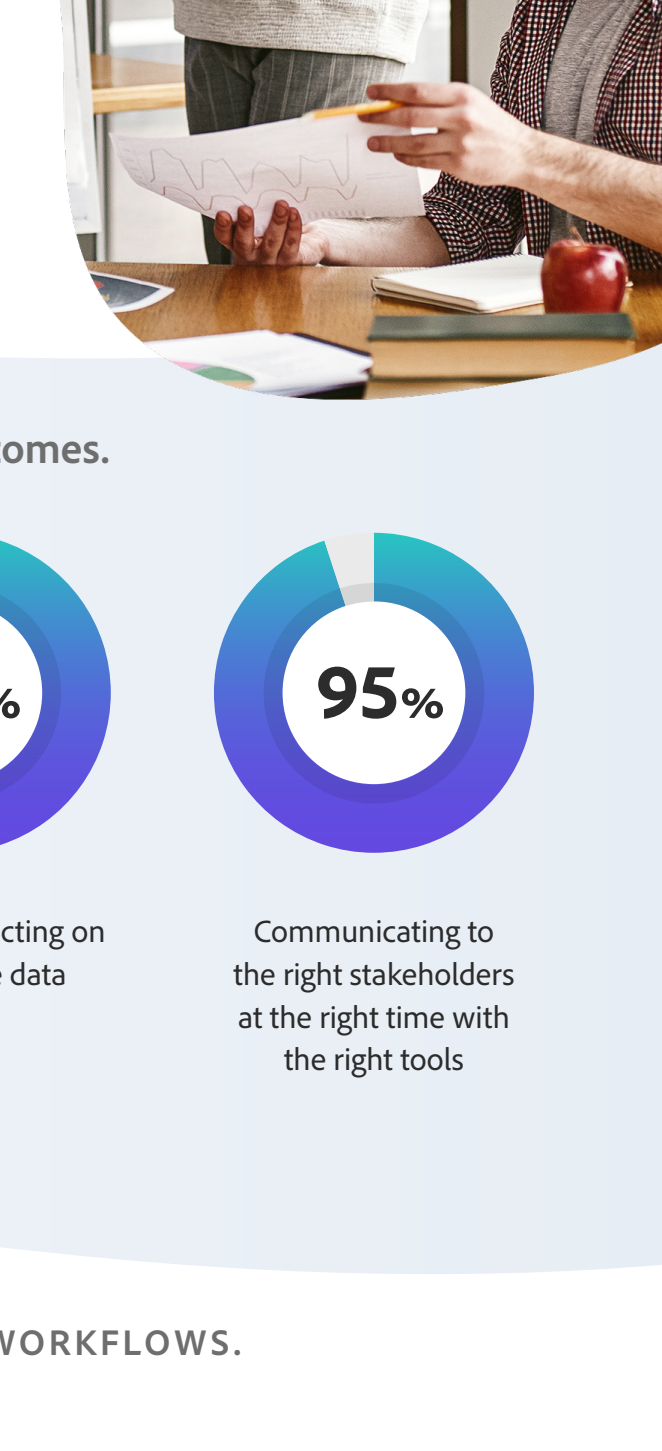
Learn how to overcome common challenges and create personalized experiences fit to your customers' unique needs.



With customers, it's personal. They expect the right experiences at just the right moments. Explore how integrating Adobe Workfront, Adobe Experience Manager Assets, and Adobe Creative Cloud for enterprise can help organizations streamline and optimize the entire content development process to deliver exceptional experiences faster—and with fewer hassles.

## Great experiences take focus.

Creating content can feel like an endless cycle. Focus on empowering creative outcomes and staying in tune with how digital is affecting content workflows to make the most of your efforts.



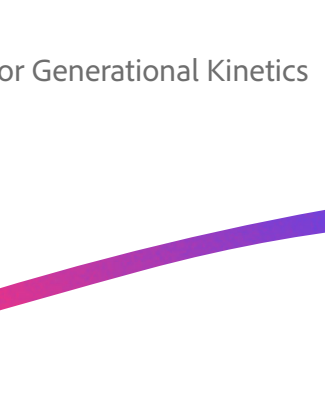
### Most important content creator outcomes.



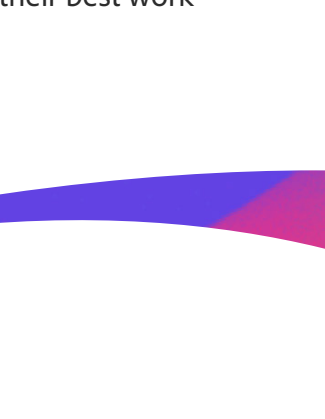
Responding quickly to market forces



Enhancing the customer experience



Accessing and acting on performance data



Communicating to the right stakeholders at the right time with the right tools

Source: Adobe

### HOW DIGITAL HAS AFFECTED CONTENT WORKFLOWS.

**+8%**

reliance on technology to develop new ideas

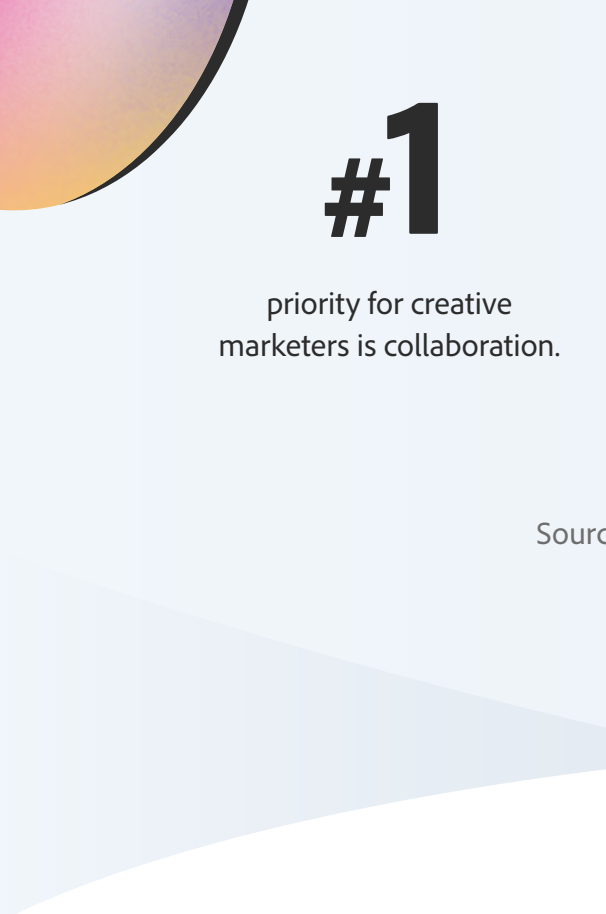
**+4%**

feelings of difficulty collaborating remotely

**+9%**

technology being "very important" for creative marketers to do their best work

Source: Adobe and the Center for Generational Kinetics



## Transform challenges into solutions.

Explore five challenges to creating, managing, and delivering content and learn how an integrated Adobe platform can help.

**1**

### CHALLENGE Content creation can feel chaotic.

When teams and systems are fragmented, work can quickly become disconnected, slow, and bogged down by broken processes. Without a way to organize workflows and connect teams, those efforts can't get translated into great customer experiences.

**#1**

priority for creative marketers is collaboration.

**75%**

of creatives say they want more collaboration and alignment during content creation.

**+9%**

increase in creative marketers saying technology is "very important" for collaborating.

Source: Adobe

Source: Adobe and the Center for Generational Kinetics

### How Adobe can help

#### Workfront

Centralize all work in one place and streamline processes from intake to review and approval.

#### Workfront Creative Cloud

Execute and manage work from within Creative Cloud, including review and approval cycles with digital proofs, side-by-side comparisons, and version controls.

#### Experience Manager Assets

Store final assets in a single location and easily share them with the right people and channels.

“The ability for our technology solutions to play nice with others and fully integrate into our tech stack is crucial. It gives us the power to deliver amazing customer experiences with efficiency and scale.”

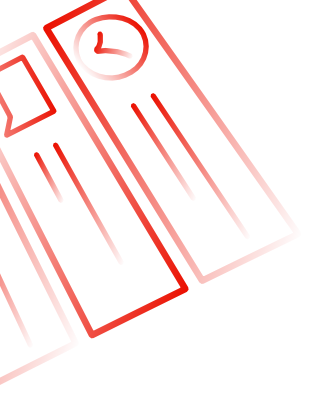
**Brennan Swing**  
Vice President of Creative Media and Creative Director  
Mohawk

**2**

### CHALLENGE

### Personalizing at scale means creating a lot more content.

For experiences to be personalized, brands need to deliver just the right content. That means creating more of it—quickly. To manage increased work volume and shifting priorities, brands need to standardize their processes.



of customers want **personalized experiences**

Source: SurveyMonkey

of creatives says it's harder to produce content **on a global scale**.

Source: Adobe

### How Adobe can help.

#### Workfront

Standardize workflows from intake to delivery, manage demand, and align work to strategy to eliminate overhead work.

#### Workfront Experience Manager Assets Creative Cloud

Task assignments, feedback, asset publishing, and reviews are all routed to Creative Cloud—so creatives spend more time creating.

#### Experience Manager Assets

Accelerate versioning workflows with Creative Cloud capabilities directly within the data asset management platform (DAM).

“With a fully integrated technology portfolio, we can reduce our time to market by 85% thanks to the improved collaboration we are seeing between product and marketing teams.”

**Brennan Swing**  
Vice President of Creative Media and Creative Director  
Mohawk

### How Adobe can help.

#### Workfront Creative Cloud

Create content and update the status of a task without leaving Creative Cloud.

#### Workfront Experience Manager Assets

Automatically sync metadata between Workfront projects and final assets.

#### Workfront

Store final assets with associated metadata and share them with the right people.

“One key to our transformation was to have visibility, transparency, and measurability to all our work. We started on the journey to find a tool that would help us transform the way we worked. We looked at several, but Adobe Workfront came out on top.”

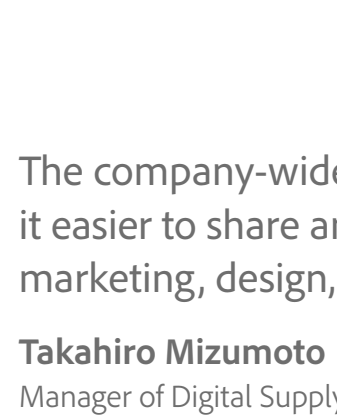
**Christina Sullivan**  
Marketing Leader  
Esri

**3**

### CHALLENGE

### Manual work slows teams—and content—down.

Automating processes for managing content projects, tasks, and finalized assets frees creatives up to do what they do best—create exceptional experiences.



of creatives' time is spent on project management, meetings, and admin work.

Source: Adobe

### How Adobe can help.

#### Workfront Creative Cloud

Streamline workflows in one place for content creators, project managers, and stakeholders to collaborate from within their preferred tools.

#### Workfront

Automatically inform stakeholders when assets are ready for review and final delivery.

#### Workfront Experience Manager Assets

Use artificial intelligence to tag, crop, and distribute assets while automating metadata tagging back to the parent project.

“By extending [Workfront] automation through our processes, we've freed up 2,000 hours a year for value-add activities and increased demand.”

**Yvonne Miaoulis**  
Marketing Operations Manager  
Sage

**4**

### CHALLENGE

### Tracking project progress takes visibility.

When creative teams don't have visibility into how projects are going, they can't do their best work. A lack of data makes it difficult to understand priorities, and the time spent tracking down reviews and approvals pulls creatives further out of their flow.

**#3**

priority for creatives is work management.

**95%**

of creatives say data access leads to better personalization.

Source: Adobe

**50%**

of creatives don't have access to the technology they need outside of the office.

**80%**

of companies still rely heavily on email and spreadsheets to manage work.

Source: Adobe and the Center for Generational Kinetics

“The company-wide integration of [Experience Manager Assets] has made it easier to share and utilize assets for a wide range of purposes, including marketing, design, and development.”

**Takahiro Mizumoto**  
Manager of Digital Supply Chain Department  
ASICS

## Empower your creative flow.

Integrating content creation into a seamless workflow means you'll spend less time managing processes and more time building exceptional experiences. Together, Adobe Workfront, Adobe Experience Manager Assets, and Adobe Creative Cloud for enterprise can help build the right experiences for your unique customers, right when they need them.

[Learn more](#)



1. "Growing a Global Sports Brand" Adobe customer story for ASICS, 2022.
2. "How the Esri Marketing Team Navigated Change to Get More Done," Adobe customer story for Esri, 2021.
3. "How Mohawk Industries Partnered with Adobe to Accelerate Their Digital Transformation from Five Years to One," Adobe customer story for Mohawk Industries, April 25, 2021.
4. "Sage's Inspired Digital Transformation Journey," Adobe customer story for Sage, 2021.
5. "State of Work, 2021—How COVID-19 Changed Digital Work," Adobe and the Center for Generational Kinetics, 2021.
6. "The Future of Creative Experiences," Adobe, 2021; SurveyMonkey, September 2021.

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