

How Adobe transformed its enterprise content supply chain in the age of AI

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Adobe

 Generate

Surreal 3D fish



 Localize



Our speakers



Mike Inman

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Performance Measurement & Innovation



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Director, Business Architecture



We created business value through innovation & focus.

Marketing Hub – a centralized & data-rich source of all approved content – powered by Adobe Experience Manager.

1 Single Source for Approved Content

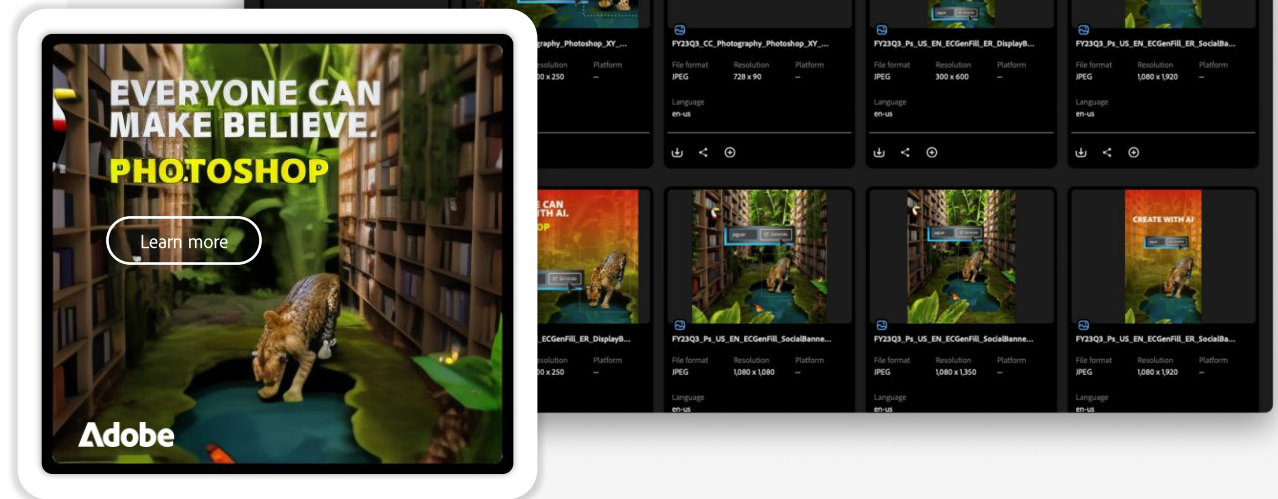
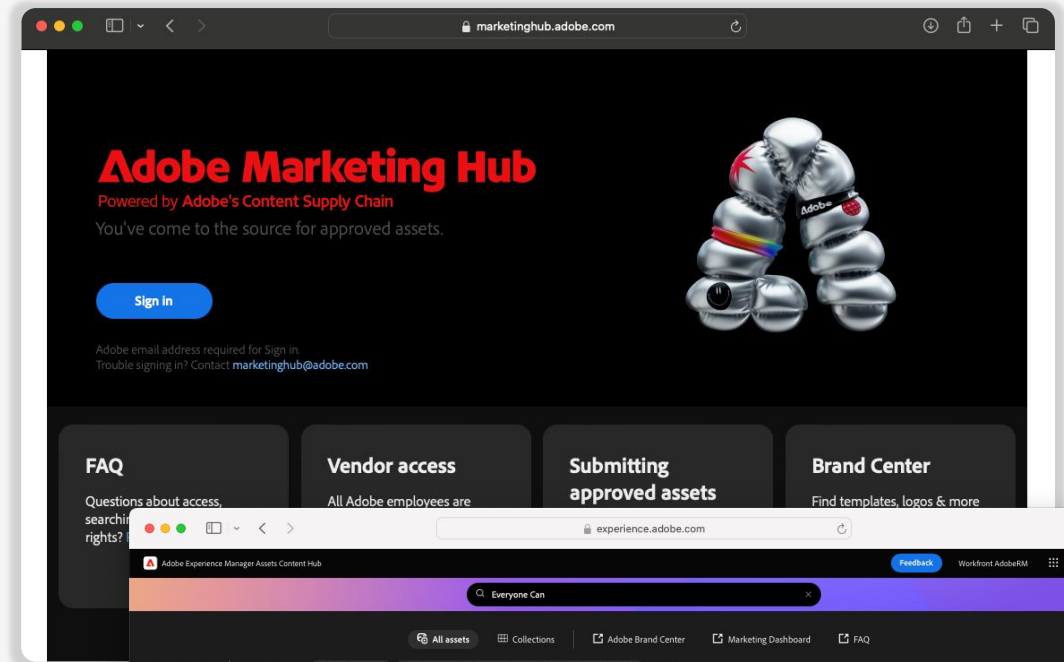
120k+ assets centrally governed and accessible by marketers.

2 Fully integrated with our content workflows

Asset ingestion from workflow, enterprise taxonomy and metadata, etc.

3 Innovation to drive content accessibility

AI-powered metadata, auto-collection creation, stakeholder notifications, asset usage stats, integration with Express, etc.



Market Context

The demand for content is accelerating and marketing budgets are under pressure.

Adobe



01

3x

Increase in enterprise content from 2021 to 2026.



02

26%

of consumers describe their digital experience with a brand as "excellent."

Adobe

03

68%

of creatives say bottlenecks are a challenge to creating effective experiences.

Adobe

04

70%

of time spent on non-core work i.e., manual tasks in disparate systems.

FORRESTER

05

310%

ROI achieved by interviewed Adobe customers, along with other benefits.

Like yours, our content spans many uses and functions.



Events



Website



Campaigns



Analyst/Public Relations



Corporate Communications



Product Marketing



SEO/SEM



Performance Marketing

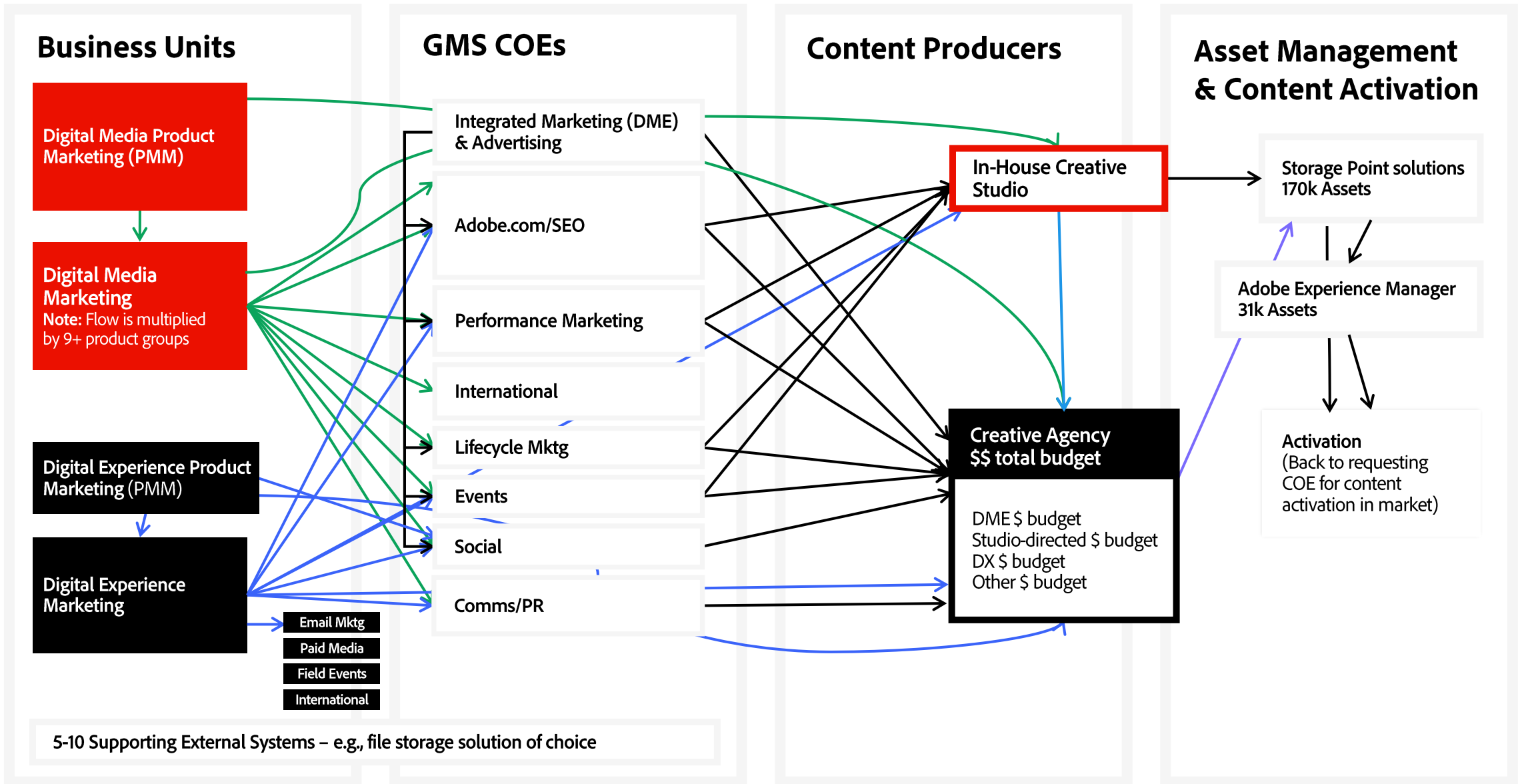


International



In-House Creative & Agency





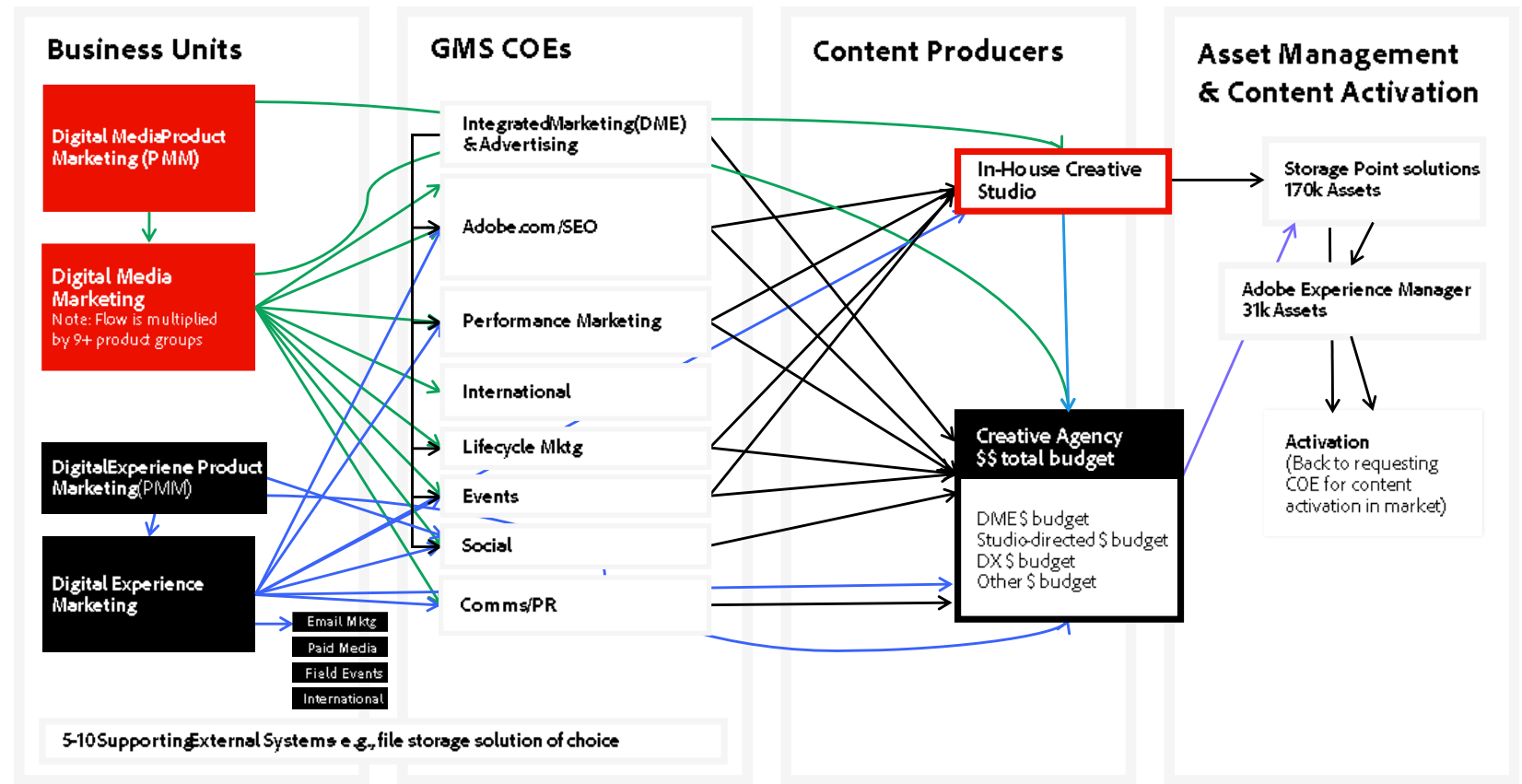
Thousands of people

Millions in marketing spend

Disconnected tools & processes

Level-setting on where Adobe got started.

- 01** C-level sponsorship important to driving change across the enterprise.
- 02** End-to-end discovery across functions. Give each team a voice.
- 03** Content spend audit – bring Finance along as a key partner.
- 04** MarTech infrastructure – bring IT along as another critical partner.



Our discovery process and summary.

	Key Observations	Solution Hypotheses
Business Process & Operations	<ul style="list-style-type: none">No unified operational system	<ul style="list-style-type: none">Develop unified content planning and production process
Technology Assessment	<ul style="list-style-type: none">Limited tech governance and standardsWorkfront is used inconsistently, limiting its effectiveness and value	<ul style="list-style-type: none">Build end-to-end content supply chain stack overseen by cross-functional operations & tech management team
Asset Inventory	<ul style="list-style-type: none">No centralized Enterprise DAM. 200k+ assets spread across various places	<ul style="list-style-type: none">Deploy AEM as a unified Enterprise DAM supported by best practice roles & governance
Operational Metrics	<ul style="list-style-type: none">Limited operational data on asset creation, management or expense – manual data gathering required	<ul style="list-style-type: none">Create strategy for content production tracking, including key operational and cost metrics, and build it into workflow
Marketing Spend Inventory	<ul style="list-style-type: none">Content spend is tracked through org structures not outcomes	<ul style="list-style-type: none">Utilize Workfront to track content production spend and measure results against targets for reducing content spend and optimize production efficiency
Agency Vendor Assessment	<ul style="list-style-type: none">Many teams engaging agencies directly resulting in sub-optimal contracting/pricing (490 agencies, \$110M in FY22). No mandate for Adobe tools	<ul style="list-style-type: none">Establish production control and governance while reducing the total number of agencies and driving more favorable pricing structures
Organizational Model	<ul style="list-style-type: none">Roles across teams not clear or consistent with excess layers in process that slow velocity and innovation, whilst creating bottlenecks	<ul style="list-style-type: none">Install a consistent operating model across teams while empowering teams to develop content directly

Defining our vision & approach.

Hypothesis

Adobe can dramatically improve content development and management to find efficiencies in cost, speed, and effectiveness (while also informing a best-in-class content supply chain product suite).



Ai

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Discover what you can do with generative AI tools in Adobe Illustrator, powered by Adobe Firefly. Type a description and watch as new Text to Vector Graphic turns it into a fully editable image.

[Explore Illustrator](#)



Ai

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With new Text to Vector Graphic in Adobe Illustrator, your ideas can become rich, editable images. Just type a description and let the magic happen. It's all powered by Adobe Firefly generative AI.

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Ai

Generative AI. Your shortcut to stunning illustrations.

Transform your ideas into rich, editable images with Text to Vector Graphic in Adobe Illustrator. Just type a description and Adobe Firefly generative AI does the rest.

[Discover Illustrator](#)



Ai

Accelerate from idea to art with generative AI.

Unleash the power of Adobe Firefly generative AI in Adobe Illustrator. Transform simple text prompts into stunning editable art with Text to Vector Graphic.

[Dive into Illustrator](#)

Activating key workstreams for implementation.



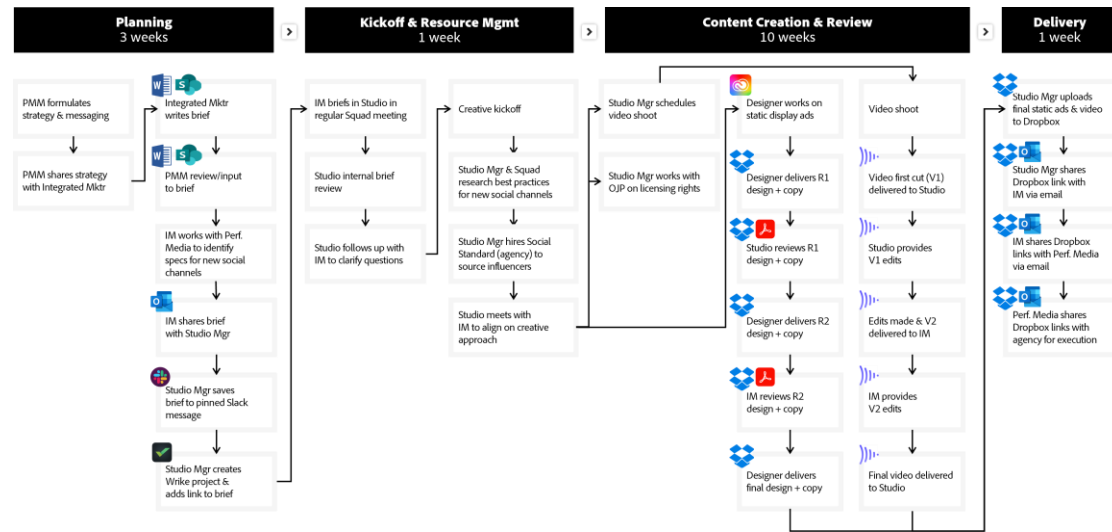
Setting clear objectives for our initial pilot.

Issue	Objective
Lack of team scheduling, prioritization, and process visibility	Enable schedule tracking and visibility with reports and dashboards.
Unclear R&Rs and approval processes	Define and document R&Rs, language, approval processes, and threshold requirements then integrate into the workflows powered by Workfront.
Inconsistent briefs, lengthy feedback cycles, and unclear change control processes	Standardize brief template, review process, change control process and expectations across teams then configure into the workflows.
Non-standardized project templates and lack of visibility into projects	Create reusable project templates and dashboards/reports for key stakeholders.
No shared metrics or central progress tracking, leading to inefficiency	Outline operating metrics across all phases and create campaign execution dashboard with clear view of status across teams.
Team can't self-serve existing content unless manually searching Dropbox folders	Establish a central, searchable asset repository with defined metadata, taxonomy, and governance standards including historical assets.
Localization for non-US markets is often reactive and lacks early integration in planning	Include localization requirements in the overall schedule & plan, including access to concepts before they are final.

Contrast Old vs. New Process.

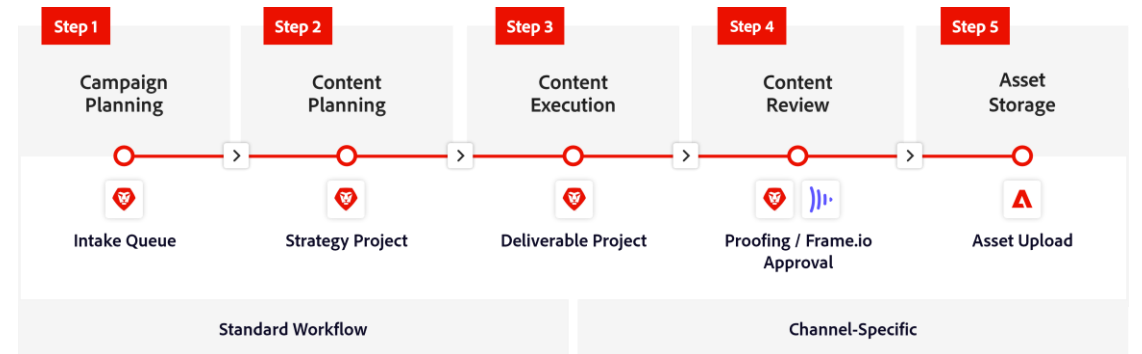
Old

Digital Media Asset Lifecycle

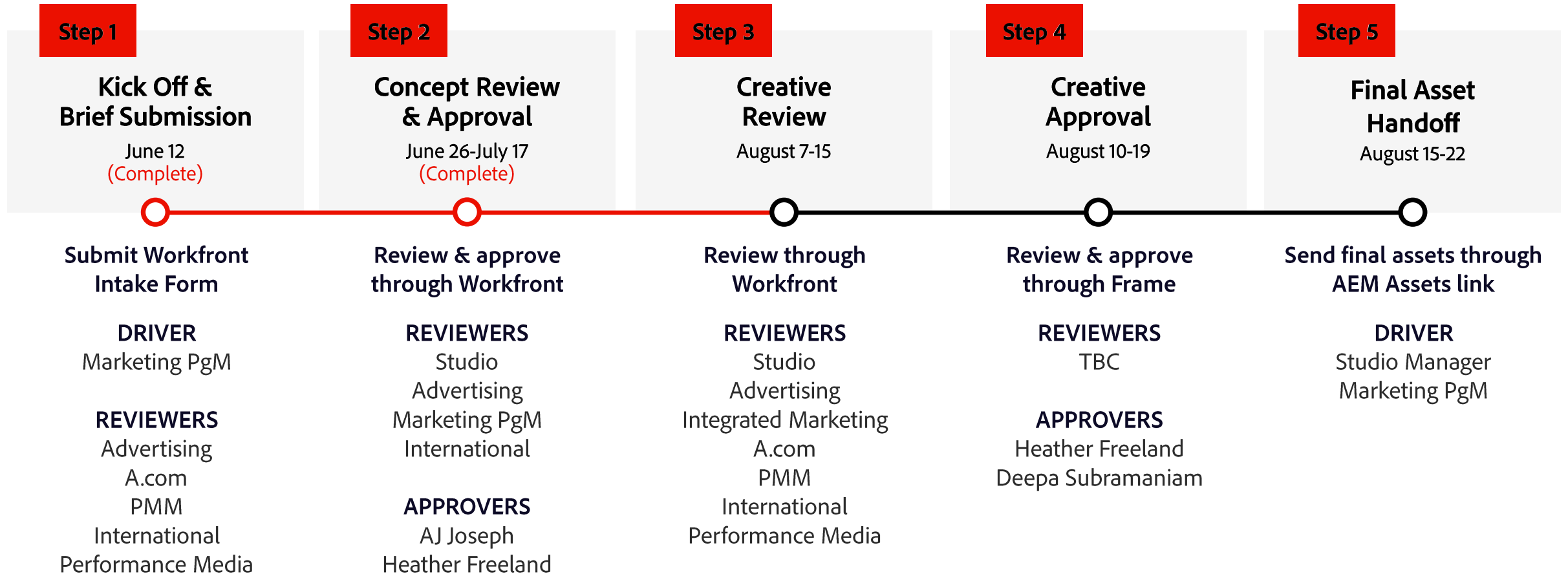


New

Photoshop Pilot Workflow Overview



Pilot – Photoshop Everyone Can Campaign.



Delivering on our objectives.

Issue	Objective	
Lack of team scheduling, prioritization, and process visibility	Enable schedule tracking and visibility with Workfront dashboards.	
Unclear R&Rs and approval processes	Define and document R&Rs, language, approval processes, and threshold requirements then integrate into the Workfront workflow.	
Inconsistent briefs, lengthy feedback cycles, and unclear change control processes	Standardize brief template, review process, change control process and expectations across teams then configure into the Workfront workflow.	
Non-standardized project templates and lack of visibility into projects	Create reusable project templates and dashboards/reports for key stakeholders in Workfront.	
No shared metrics or central progress tracking, leading to inefficiency	Outline operating metrics across all phases and create campaign execution dashboard with clear view of status across teams.	
Team can't self-serve existing content unless manually searching Dropbox folders	Establish a central, searchable asset repository with defined metadata, taxonomy, and governance standards including historical assets.	
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Adobe Marketing Hub

Powered by Adobe's Content Supply Chain

Scaling up

You've got the source for approved assets.

Rolling out

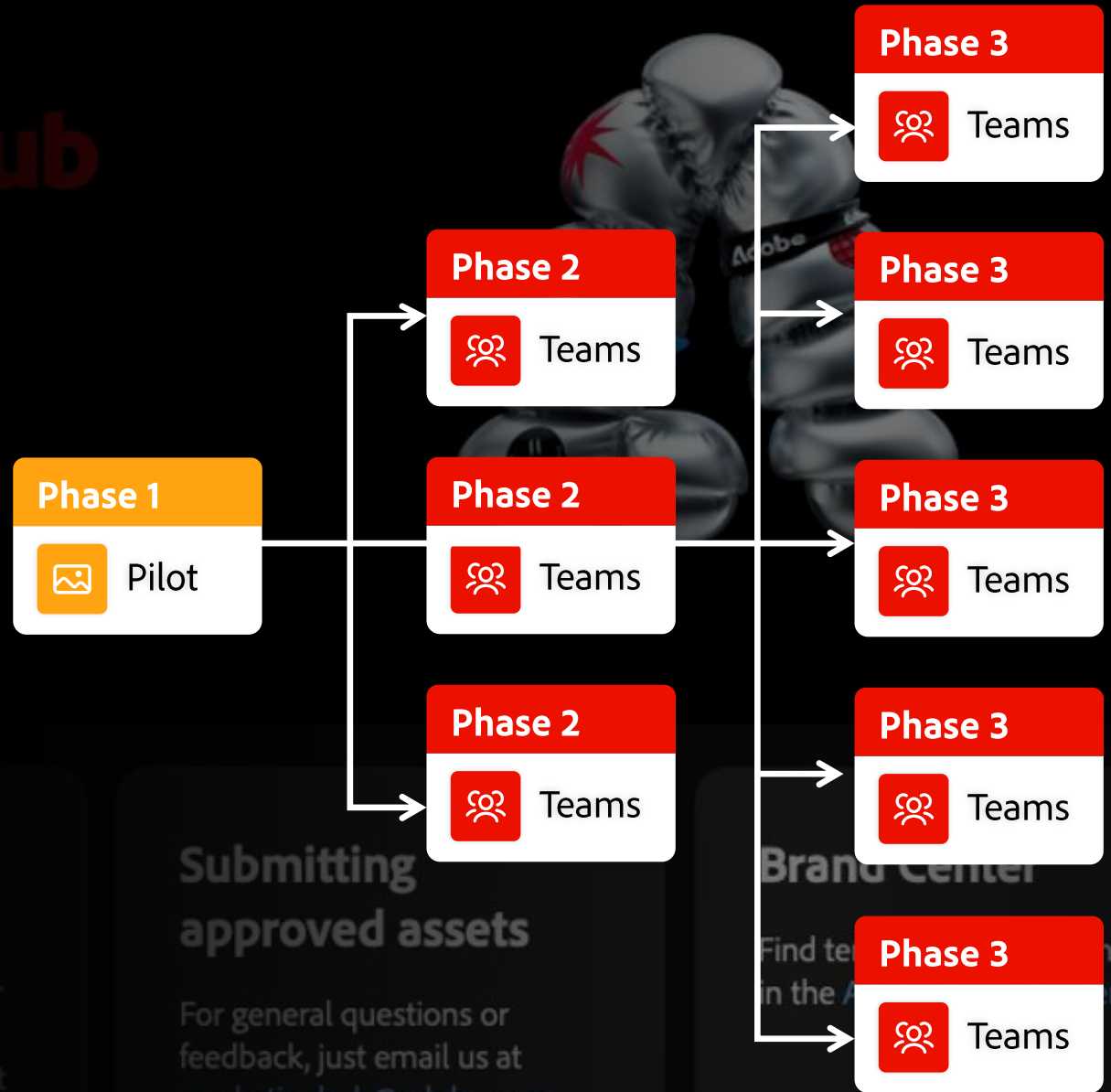
Sign in

to more

Adobe Marketing Hub is a beta program.

Need help signing in? Contact marketinghub@adobe.com

teams.



FAQ

Questions about access, searching for assets, and usage rights? Read FAQ

Vendor access

All Adobe employees are granted access by default. For contractors or vendors, your Adobe manager must request on your behalf. See our FAQ's.

Submitting approved assets

For general questions or feedback, just email us at marketinghub@adobe.com

Brand Center

Find templates and more in the Brand Center.

Achieving scale through AI.

- 1 Metadata management**
AI-powered metadata capture through smart tags in AEM – driving improved search and use/re-use
- 2 GenAI in Creative Tools**
Adobe Express, FireFly & FireFly Services
- 3 Workflow recommendations (future)**
AI-powered recommendations (task entry, resource recommendations, etc.)

Adobe
Black Friday is on.
Save 30% now.
Upgrade now

This advertisement features a large, stylized letter 'A' composed of colorful, swirling patterns. A black arrow points upwards through the center of the 'A'.

Adobe
Get 45% off for Cyber Monday.
Save on Creative Cloud All Apps for the first year. Ends 3 Dec.
Buy now

This advertisement features a large, stylized letter 'A' composed of colorful, swirling patterns. A red arrow points upwards through the center of the 'A'.

Adobe
Black Friday is on. Get over 70% off Adobe Creative Cloud All Apps for students.
Upgrade now

This advertisement features a large, stylized letter 'A' composed of colorful, swirling patterns. A black arrow points upwards through the center of the 'A'.

Adobe
White Friday is almost gone. Get an extra 20% off.
Students save on Creative Cloud All Apps for the first year. Ends Nov 24.

This advertisement features a tiger illustration on the left side.

Adobe
White Friday is almost gone. Get 50% off.
Save on the Substance 3D Collection for the first 6 months. Ends Nov 24.
Buy now

This advertisement features a 3D rendered object, possibly a mechanical part or a piece of furniture, in green and purple.

Adobe
Få ytterligere 20% rabatt på Cyber Monday.
Få studentrabatt på Creative Cloud Alle applikasjoner det første året. Utløper 3. des.
Kjøp nå

This advertisement features a tiger illustration on the right side.

Adobe
الجمعة البيضاء أوشكت على الانتهاء. خصم 20%.
وفّر على Substance 3D Collection للمرة الأولى. ينتهي في 24 نوفمبر.
شراء الآن

This advertisement features a 3D rendered object, similar to the one in the previous block, in green and purple.

Adobe
Black Friday is on.
Upgrade now

This advertisement features a large, stylized letter 'A' composed of colorful, swirling patterns. A black arrow points upwards through the center of the 'A'.

Adobe
Black Friday is on. Save 30%.
50% reduction
White Friday is going, almost gone. Get 50% off the Adobe Substance 3D Collection.

This advertisement features a large, stylized letter 'A' composed of colorful, swirling patterns. A black arrow points upwards through the center of the 'A'.

The CSC transformation journey



**We've seen
this all
before.**



Six Sigma

Just in time

Lean Manufacturing

Flexible Manufacturing System



Market Forces

With GenAI, we're at an inflection point.



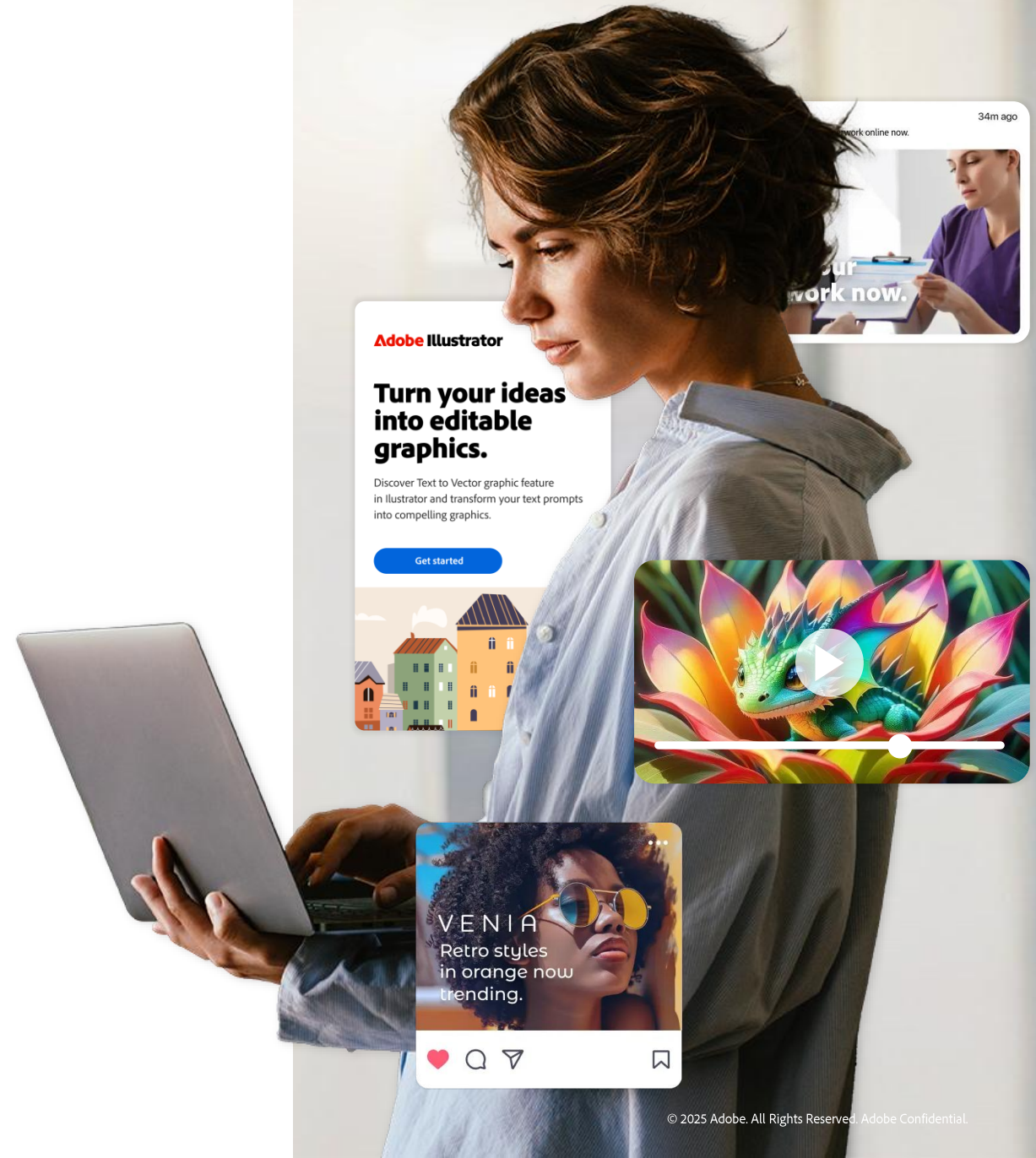
Increased demand for content from our customers



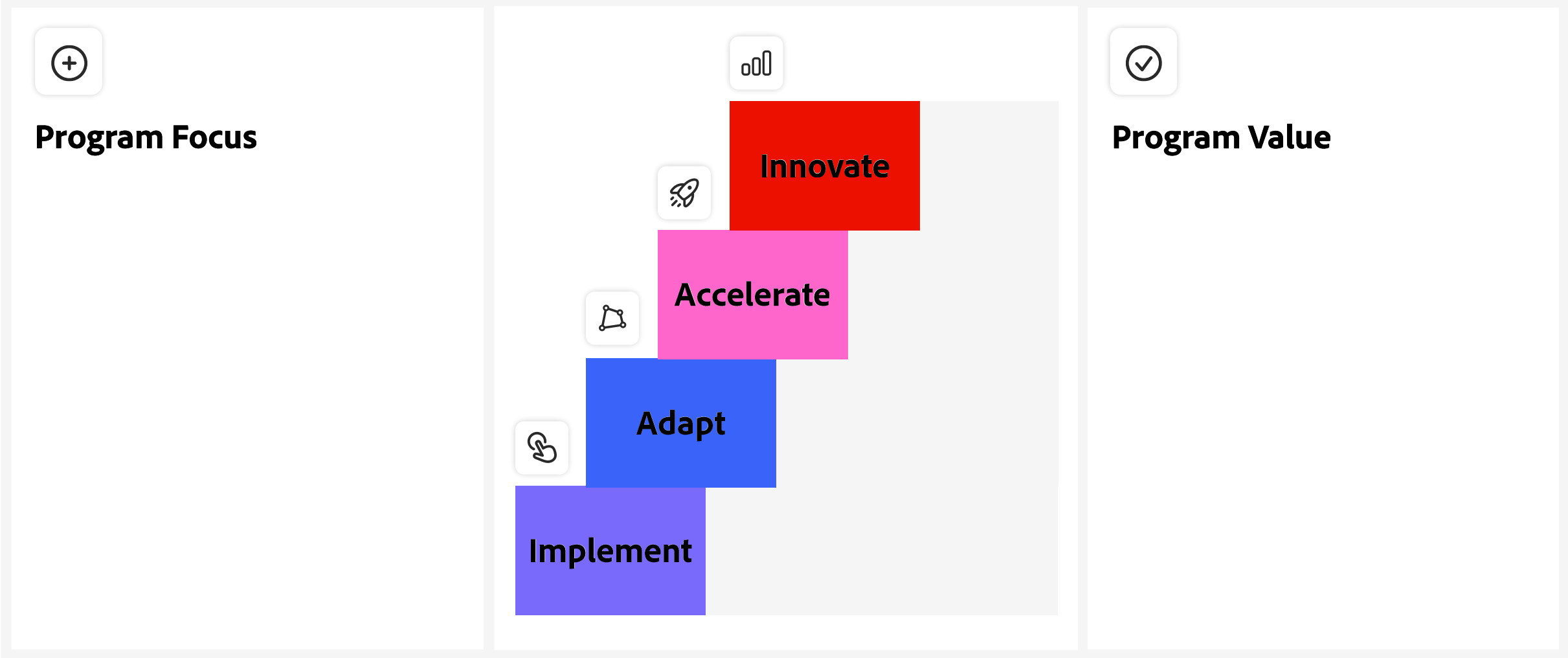
Increased competition for attention and investment



Increased supply of creative inputs: images, text, audio, video, AR/VR



The CSC transformation journey.

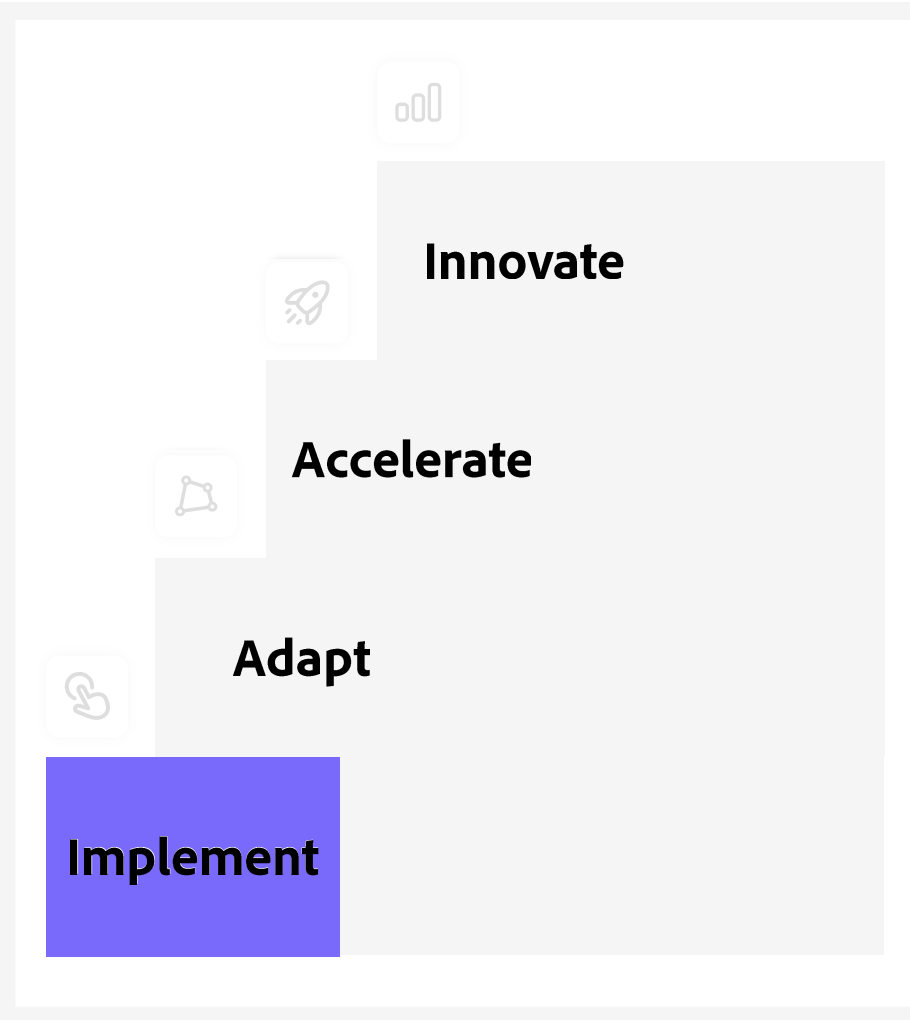


The CSC transformation journey.



Program Focus

- Strategy and planning
- Standard installation, integration and configuration
- Foundational operating model
- Aligning taxonomies to experience strategy
- Holistic training and enablement



Program Value

- Higher CSAT, engagement and brand affinity
- Faster time to value
- Improved user adoption
- Avoid technical debt

The CSC transformation journey.



Program Focus

- Reorient processes and promote culture
- Standardize roles and responsibilities
- Connect and refine workflows
- Measure and report asset lifecycle and content attributes



Innovate



Accelerate



Adapt



Implement



Program Value

- Reduced time to market
- Lower cost per asset
- Higher conversion rates
- Avoid operational debt
- § Increased ESAT, talent retention and engagement

The CSC transformation journey.



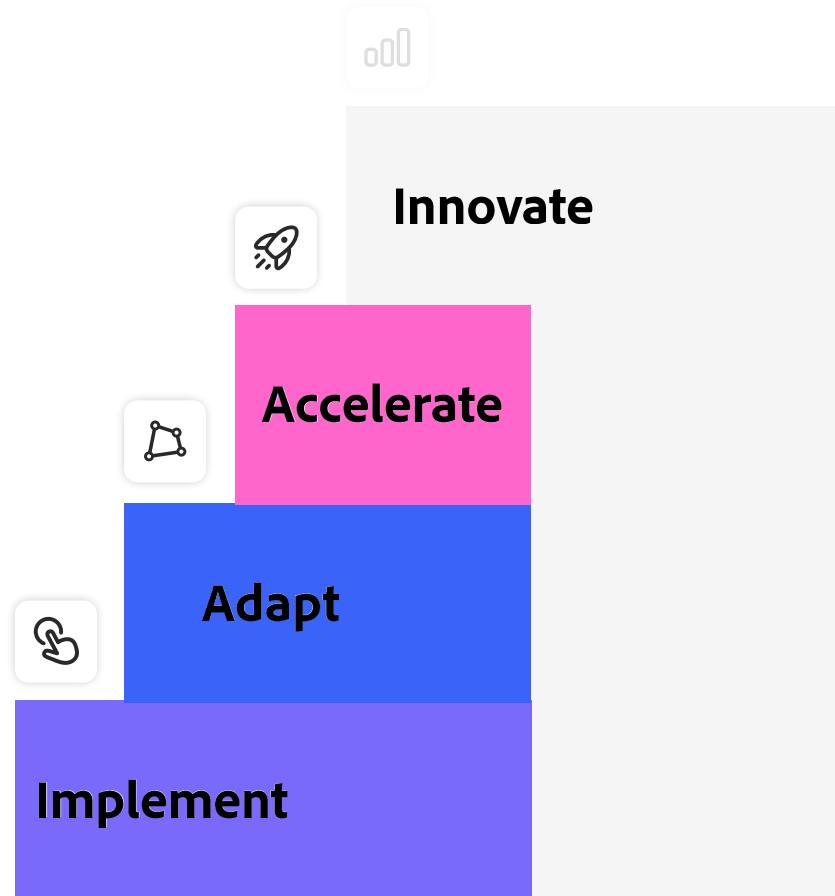
Program Focus

- Streamline production
- Democratize insights and creative iteration
- Agency/creative relationship management
- Expand channels and audiences



Program Value

- Increased revenue contribution per channel
- Improved responsiveness
- Higher campaign ROI
- Better agency cost efficiency
- Lower customer acquisition costs



The CSC transformation journey.



Program Focus

- Demand forecasting and planning
- Lean asset inventory management
- Value attribution and continuous improvement
- Explore experimental use cases



Innovate



Accelerate



Adapt



Implement



Program Value

- Higher asset utilization rates
- Lower asset costs and production variance
- Accurate forecasts
- Improved revenue per campaign/experience

Key success enablers.



**Recognize the market forces
and their economic impacts**



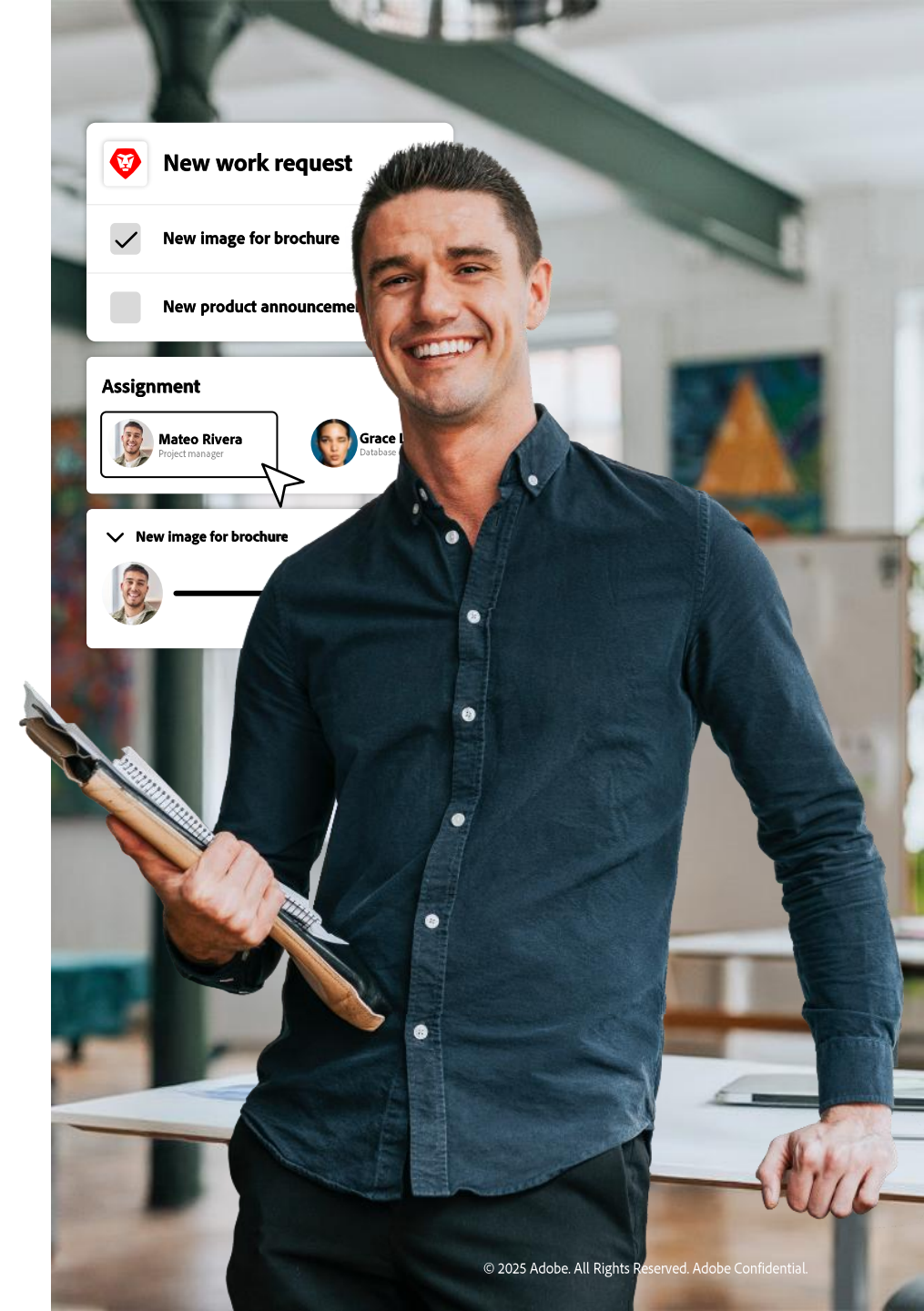
**Partner with software
and services firms who
share your vision**



**Drive value and reduce
risk at every step**



**Establish a long term
plan, with near term
and accretive value**



Questions & Answers

Related Resources

GenAI and Marketing in the Enterprise Webinar:

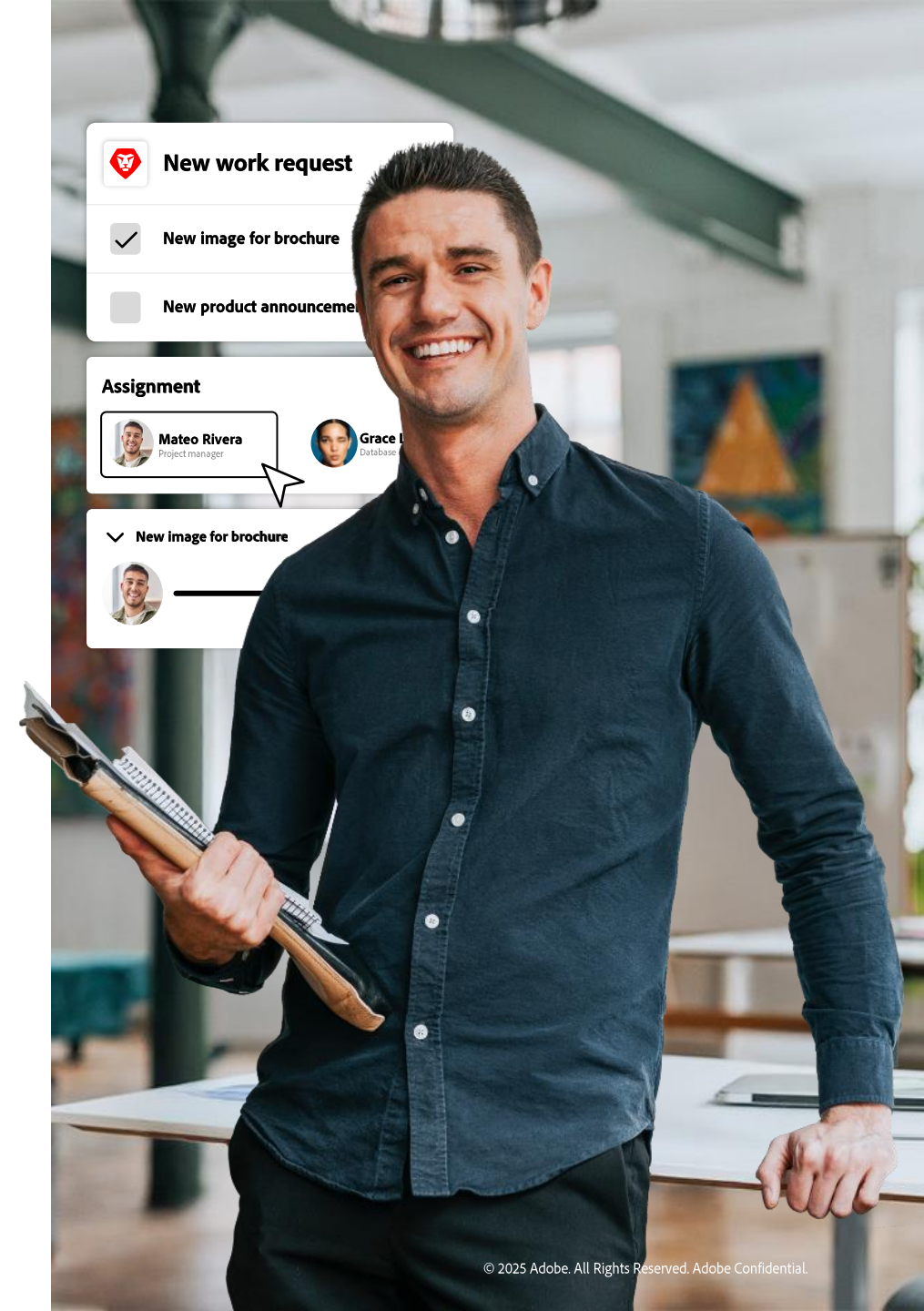
<https://engage.adobe.com/GENAISUCCESS-register.html>

Content Supply Chain:

<https://business.adobe.com/solutions/content-supply-chain.html>

How Adobe transformed its enterprise content supply chain in the age of AI:

[how-adobe-transformed-its-enterprise-content-supply-chain-in-the-age-of-ai.pdf](https://business.adobe.com/solutions/content-supply-chain-in-the-age-of-ai.pdf)



Adobe