

SOLUTION GUIDE

# Creative Cloud for business



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# Organizations need to rethink how they produce content.

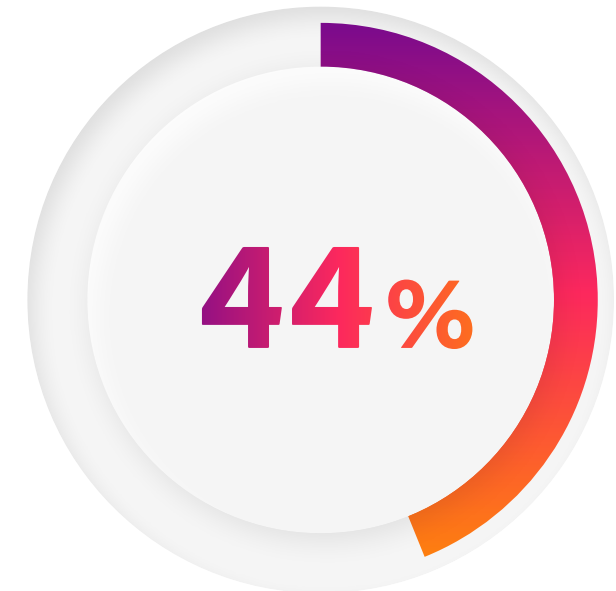
The demand for content is expected to grow between **5x** and **20x** over the next two years.

### Staying competitive requires a new approach.

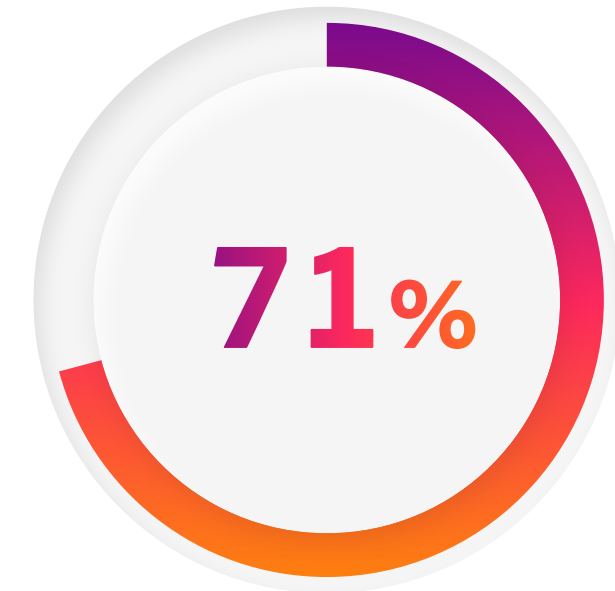
Adding headcount and budget isn't enough to keep up with the fast-changing content landscape. Large organizations must adopt fundamentally new ways of working, collaborating, and creating to succeed.

### Systems need to scale.

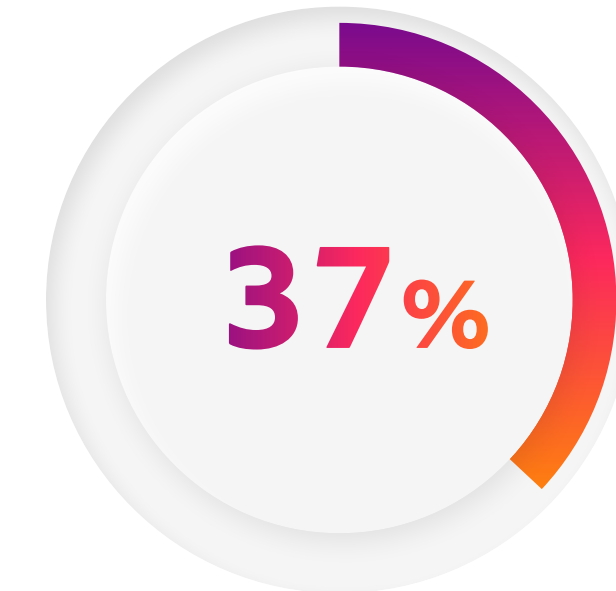
Disconnected systems and disparate tools create time-consuming processes and bottlenecks, which lead to lost time and money. To stay competitive in a world demanding high-quality and high-volume content, businesses need better, faster, and more intelligent ways to scale their creativity.



**44%** of creatives spend more than half of their time on **repetitive tasks**, such as resizing assets.



**71%** of creatives face **challenges with project management and collaboration**, preventing a focus on creativity.

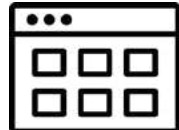




**37%** of marketers say **creative approvals** set back their projects by an average of three to four days.

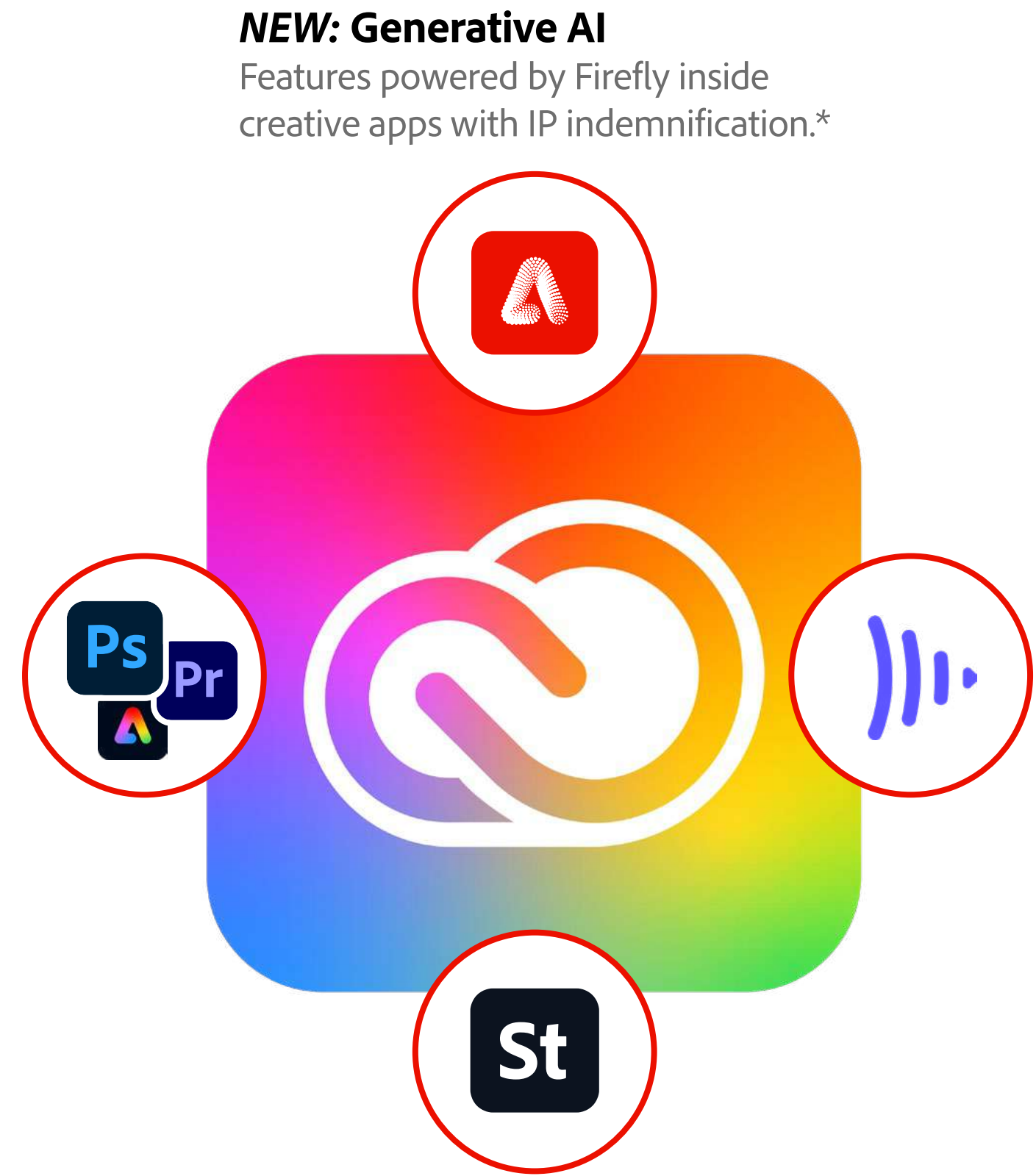
Source: Adobe and Edelman

# Introducing Adobe's newest version of Creative Cloud for business, powered by Adobe Firefly generative AI.

Creative Cloud for business with Firefly and Frame.io solves your content production needs by bringing together best-in-class creative solutions on an integrated platform for all creative work.

-  **Unleash creativity.** Accelerate ideation and creation with powerful generative AI tools inside creative apps. Scale branding using custom model extensions and APIs.
-  **Scale productivity.** Enhance storytelling with **350M+** natively integrated high-quality photos, videos, music tracks, and more.
-  **Unify collaboration.** Integrate creative collaboration on a platform that centralizes lightning-fast, secure review and versioning across the creative lifecycle with centralized storage and sharing.

**Industry-leading apps**  
20+ creative apps, including Photoshop, Premiere Pro, and Adobe Express.



**NEW: Generative AI**  
Features powered by Firefly inside creative apps with IP indemnification.\*

**Creative assets**  
Unlimited access to Adobe Stock inside creative apps.

**Centralized creative review**  
One solution for creative storage, collaboration, and review with Frame.io.

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



# Meet Adobe Firefly.

Adobe Firefly is Adobe's new family of creative generative AI models. Firefly combines the transformative power of generative AI with our world-class creative apps, empowering users of any skill level to instantly turn ideas into content. Using generative AI to automate low-value manual tasks can result in a **2x–8x increase** in creative capacity.

## Native integrations

Firefly generative AI capabilities are embedded across Creative Cloud, Document Cloud, and Experience Cloud workflows to help people work faster and smarter.

## Designed to be commercially safe

Trained on 350M+ high-res, high-value Adobe Stock assets, as well as openly licensed and public domain content where copyright has expired. Enterprise plans offer IP indemnification on select Firefly workflows.\*

## Enterprise-friendly extensibility

Partner with the leader in creative generative AI with full stack ownership of data, models, and apps.

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

**“Adobe Firefly gives me a whole new way of working. I can try out new ideas very quickly, and they look much closer to the final results compared to my quick sketches.”**

**Sakura Martin**

Global Brand and Design Lead  
dentsu →





# Firefly unlocks endless possibilities.



## Text to image

Create unique images from a text prompt and apply style presets.



## Generative recolor

Generate color variations of your vector artwork from a detailed text description.



## Generative fill

Use a brush to remove objects, or paint new ones from text descriptions.



## Generative expand

Enlarge or elongate images while ensuring they maintain their original quality and essence.



## Generative match

Apply a style reference image to a prompt to create images at scale with a consistent look and feel.



## Text effects

Apply styles or textures to text with a text prompt.



## Text to template

Generate editable templates for social posts, posters, flyers, and cards from a text description within seconds.



# Scale productivity with unlimited access to Adobe Stock.

Enhance your storytelling with quick access to creative assets that inspire great work. Access more than 350 million royalty-free photos, video clips, music tracks, and templates — helping your team reduce the need for onsite shoots and speed up production timelines.

## Save time and money.

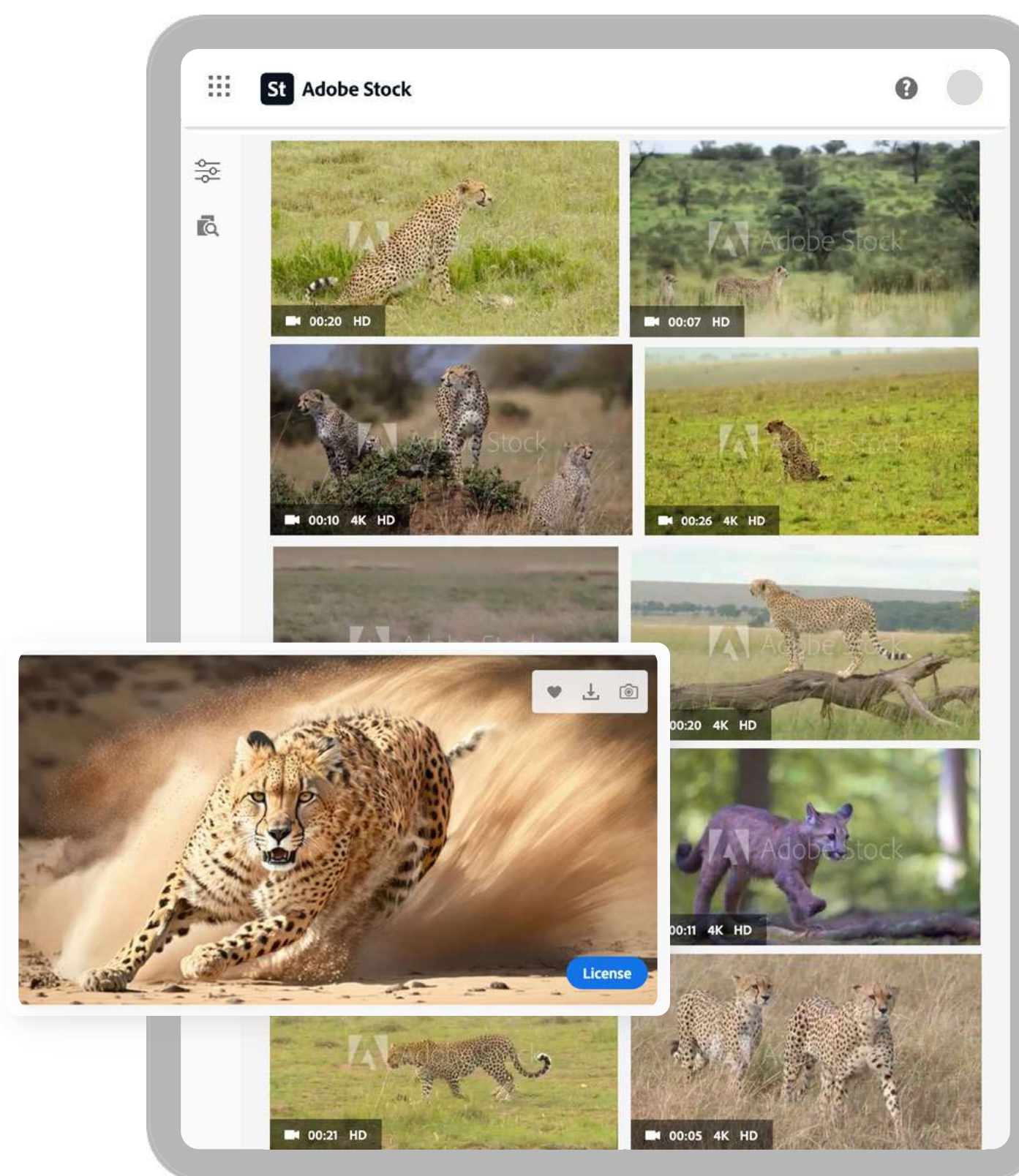
Lower your organization's total stock spend and reduce time-consuming administrative work with the simplicity of a single, all-inclusive subscription.

- No need to track and manage license approvals.
- No more waste from duplicate license purchases.
- No more need for multiple plans for different asset types.

Every asset comes with enterprise-grade extended licensing and IP indemnification, protecting your organization and your users.

**91%** of creatives say stock assets get campaigns to market more quickly.

Source: Adobe and Edelman



**“ By collaborating with Adobe and using Adobe Stock, it allowed us to explore our creativity and deliver a better campaign on time.”**

**Oisín Griffin**

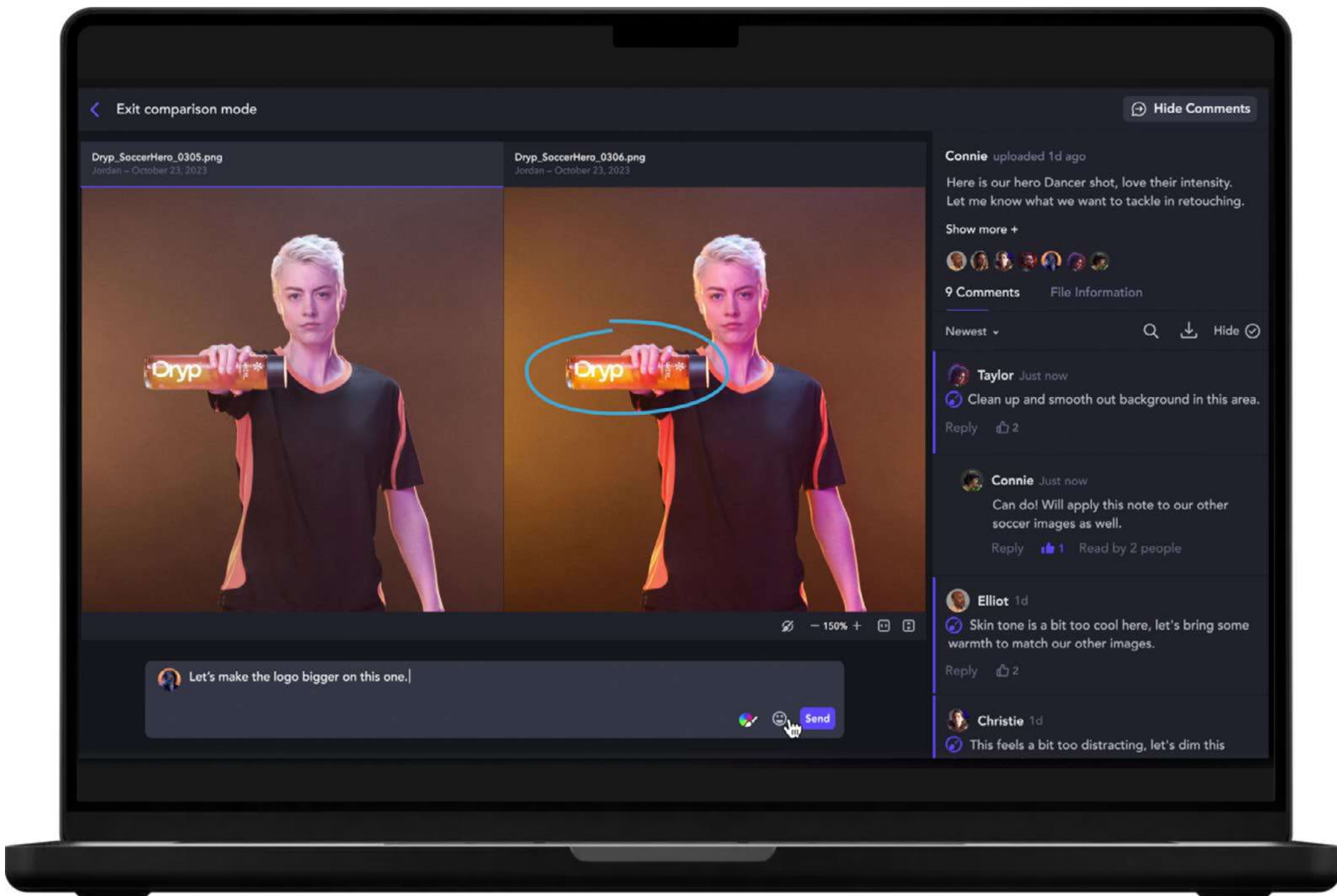
Multimedia Video Producer  
Hogarth Creative Studio →

# Unify collaboration with Frame.io.

Frame.io integrates powerful cloud-based review and collaboration tools across creative workflows. With support across video, photography, design, and more, you can simplify workflows with one platform to store, share, communicate, review, and approve all of your creative projects.

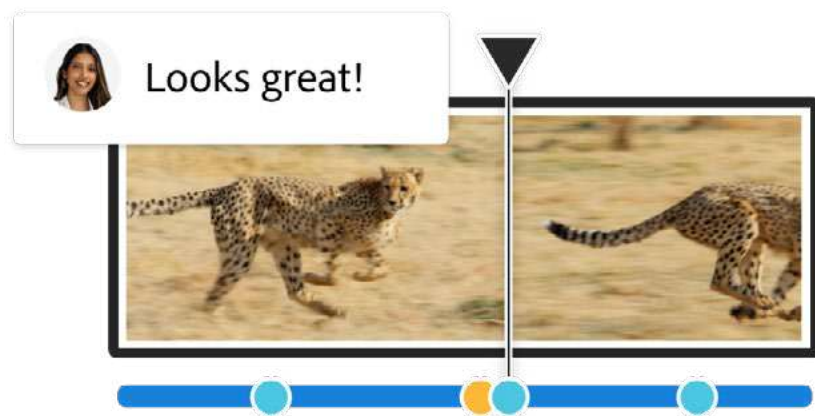
**“ Working with Frame.io saves creative teams over an hour per day per person. We’re reducing time to market by 50% while giving teams more time to be creative. ”**

**Phillip Kauffman**  
Senior Director of Digital Asset Management  
Monster Energy →





# Break down silos and get to final faster.



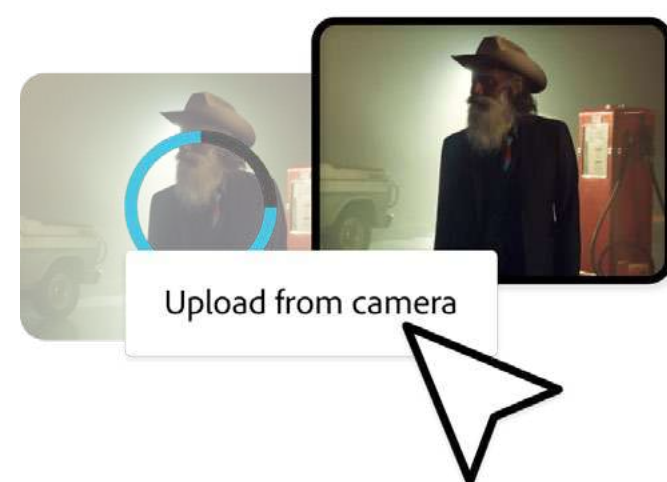
## Creative review and approval

Compare images, videos, and more side by side. Intuitive interfaces and app integrations make it easy to say exactly what you mean.



## Team organization and file management

No more endless searching or wheel spinning. Instead, access a single place to manage assets, projects, creatives — and the collaboration that comes with them.



## High-speed file transfer

Thanks to Camera to Cloud, videos and photos can appear on post-production screens before the shoot is even over.



## Secure storage and sharing

Share assets safely and instantly, scale your cloud storage, and manage who can look at what — all in one convenient space.

# Efficiencies with Frame.io.

Streamline reviews and accelerate production with one platform to store, share, communicate, review, and approve all of your creative projects.

**26%** more productive creative teams.

**31%** faster turnaround time per revision.

**26%** increase in the number of deadlines met.

Source: IDC 2020

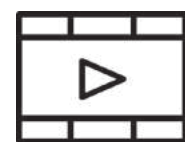
## Finish projects faster.

Unlock a **6x** productivity increase by skipping on-site shoots with high-quality Adobe Stock assets and music inside Premiere Pro and After Effects.

Source: Pfeiffer

# Transform content creation.

With Creative Cloud for business, brands can amplify their creative process from start to finish.



**Every type of creative project.** Craft inspiring customer experiences in every medium: graphic design, video, 3D animation, and more.



**Every type of creator.** Empower everyone on your team — from designers to marketers — with the creative tools they need to excel in their visual storytelling and content creation.



**Every step of the workflow.** Collaborate efficiently with a seamless workflow — from ideation through all stages of creation to stakeholder review and approval.



**Built for businesses.** Protect valuable company assets, easily assign and reassign licenses across teams, and enable brand consistency with Creative Cloud for business and Adobe Firefly.

**“ Rather than limiting creative possibilities, a strong focus on consistency can help us maximize the utility of our assets, allowing designers to prioritize messaging and storytelling. We use Adobe Creative Cloud for all of our designs, and with apps like Frame.io, Workfront, and Creative Cloud Libraries, we can share and collaborate more easily to let our creativity shine. ”**

**Nadim Malvat**

Head of Motion Graphics

Xero →

Discover what else is possible by getting in touch with a Creative Cloud team member today.

[Request a demo](#)



## Sources

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