

SOLUTION GUIDE

Creative Cloud for teams Pro Edition with Adobe Firefly

A complete creative ecosystem, powered by generative AI.



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The shift towards faster, more creative work in organizations.

The demand for content is expected to grow **between five to 20 times** over the next two years.*

To thrive in the rapidly evolving content landscape, organizations must transform their approach beyond adding traditional headcount amidst budget increases. Adobe Firefly is revolutionizing creative workflows by equipping users with the ability to create and edit visual content quickly, enhancing content production and efficiency.

Creative Cloud Pro Edition with Adobe Firefly empowers organizations to evolve from concepts to prototypes, producing personalized content designed to be commercially safe.

*Source: Adobe customer experience and marketing professional survey, 2023

Organizations save time using Adobe Firefly:

80% of creative tasks completed faster with generative AI tools

≤ 5 minutes or less to remove unwanted elements compared to conventional retouching methods

≤ 1 minute or less to create variations and sizes of an asset

Source: Based On Independent Analyst Study, Pfeiffer Group, Adobe Generative AI: Redefining Productivity in Creative Imaging, 2023.

Introducing Creative Cloud Pro Edition with Adobe Firefly.

Adobe Firefly is Adobe's new family of creative generative AI models integrated throughout our world-class creative apps.

Jumpstart creative ideation.

Organizations can now create high volumes of content quickly with Firefly features, such as Text to Image or Generative Expand. And with unlimited downloads of Adobe Stock standard assets, they have more creative resources to produce high-quality content.

Boost creative productivity.

With Firefly and Adobe Stock native integrations inside your favorite creative apps, you save time with streamlined content workflows. Users can transition from concept to final asset without leaving their tool of choice.

Create with confidence.

- Designed to be commercially safe and indemnified, teams can trust that their data and intellectual property (IP) are secure.
- Create and modify social media marketing, digital marketing, A/B testing, and campaign content without requiring studio input.
- Quickly create on-brand assets, including marketing collateral for events and field marketing, and tailor them to regional or business unit needs.

Generative AI

New additional monthly generative credits with intellectual property (IP) indemnification.*

Creative apps

20+ creative apps, including Photoshop and Premiere Pro.

Connected services

Seamlessly integrated apps, single admin console.

Creative assets

Unlimited access to Adobe Stock standard assets inside creative 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.

Creative Cloud Pro Edition with Adobe Firefly revolutionizes creative work to be faster and more innovative.

Jump into the fast-changing content landscape with tailored, personalized customer experiences and modern, AI-first solutions designed for business. Using generative AI to automate manual tasks can result in a **two to eight times increase** in creative capacity.[†]

New Firefly enhancements include:

- 200 additional monthly Firefly generative credits.
Single Apps: 700 generative credits.
Apps: 1,200 generative credits.
- Intellectual property (IP) indemnification for Firefly outputs (up to USD 10,000 cap). Terms apply.

Native integrations.

Firefly generative AI capabilities are embedded across Creative Cloud workflows to help people work faster and smarter. Plus, enjoy unlimited downloads of 370+ million Adobe Stock standard assets.*

Responsible innovation.

Firefly is designed to be safe for commercial use and provides intellectual property (IP) indemnification for content generated by select workflows. *Content credentials indicate generative AI was used.

“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](#) →

[†] Based On Independent Analyst Study, Pfeiffer Group, Adobe Generative AI: Redefining Productivity in Creative Imaging, 2023

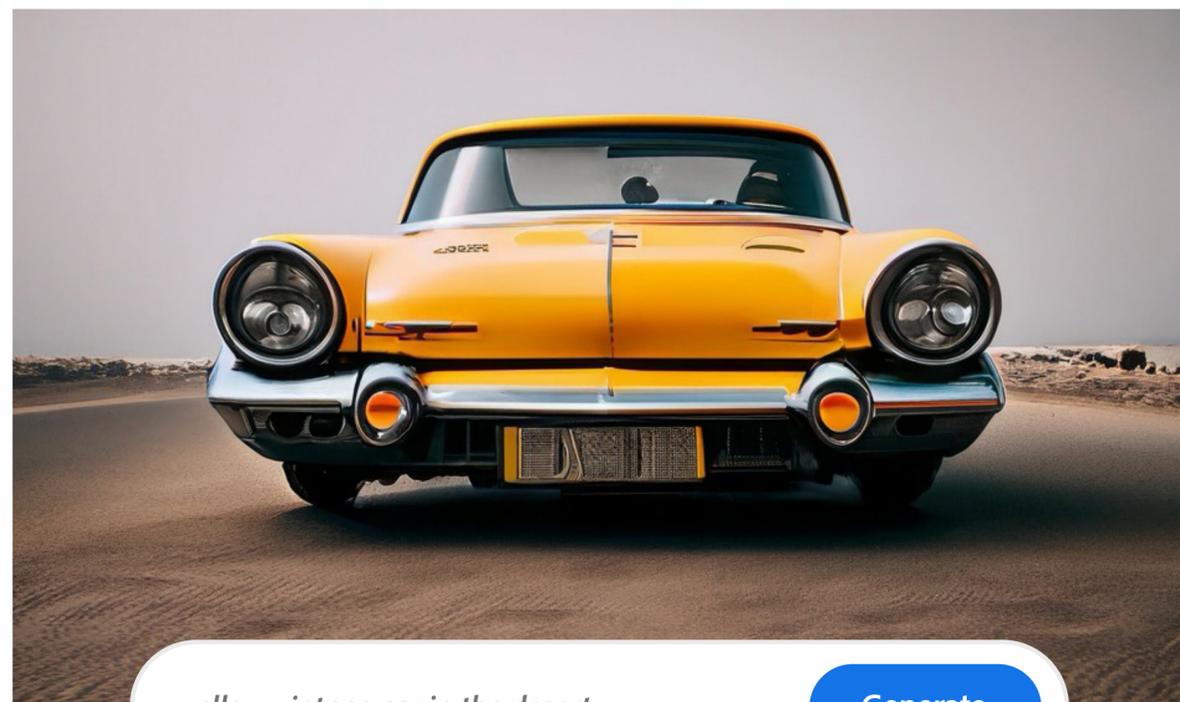
*Opportunity to obtain an intellectual property (IP) indemnity from Adobe for content generated by select Firefly-powered workflows under certain Adobe offers. Terms will apply.



Firefly unlocks endless possibilities.

Text to image

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



yellow vintage car in the desert



Generate



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.

Create with confidence.

Adobe is committed to developing creative generative AI responsibly, which is why Firefly upholds our AI ethics principles of accountability, responsibility, and transparency.

Accountability.

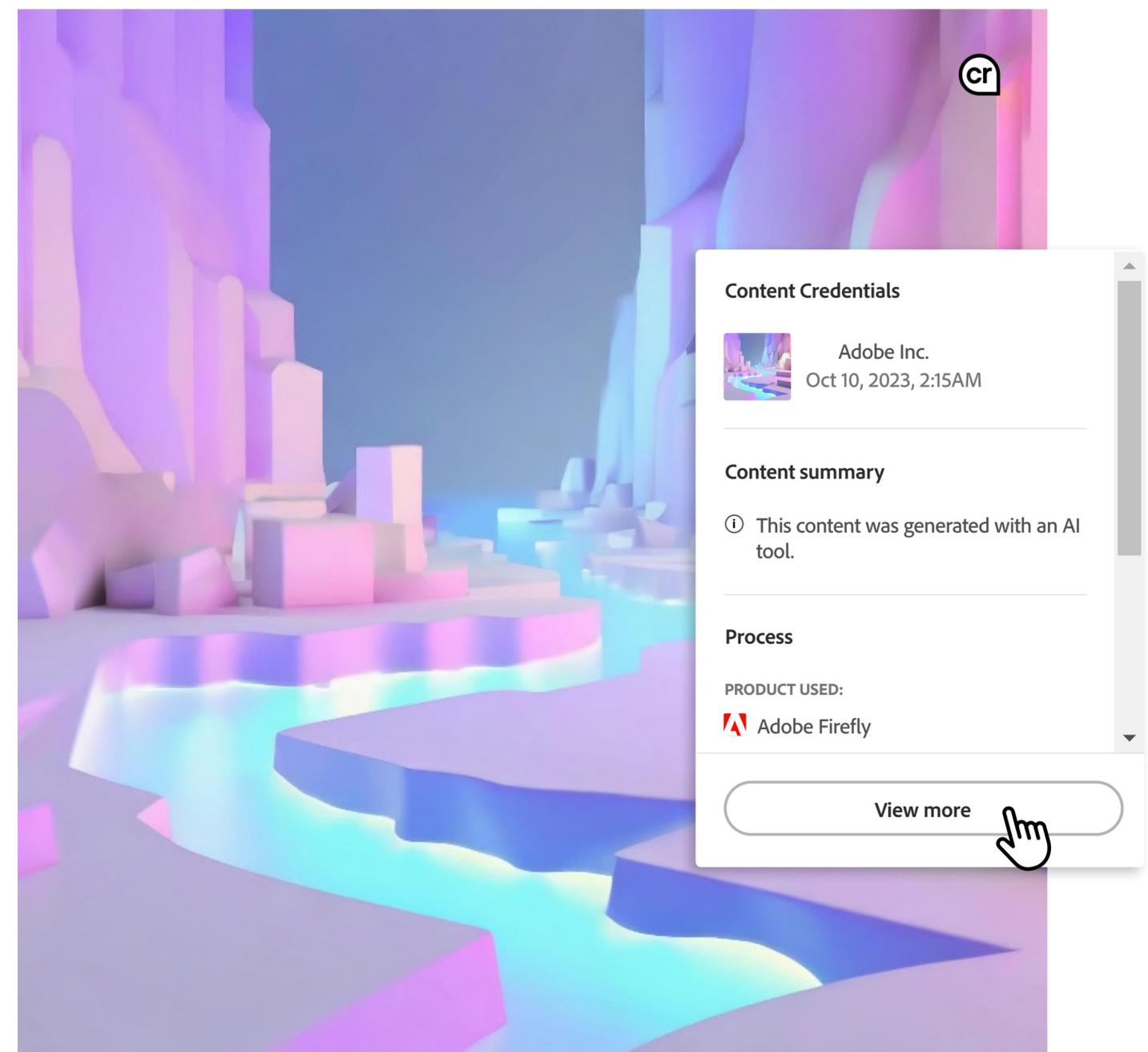
Firefly is continuously checked for biases — and there are prompt guardrails in place to prevent harmful content from being generated.

Transparency.

Adobe provides transparency in content credentials with the Content Authenticity Initiative and a compensation model for Adobe Stock contributors for Firefly.

Responsibility.

Firefly is designed to be safe for commercial use and provides intellectual property (IP) indemnification for content generated by select workflows. *Content credentials indicate generative AI was used.



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

Get unlimited Adobe Stock downloads with Pro Edition.

With unlimited access to Adobe Stock, your creative team can:

Design freely.

By using high-resolution, unwatermarked assets to create concepts and mockups, your team can experiment, push creativity, and express the brand in new ways.

Create faster.

Team members can hit the ground running with artist-designed templates for your top creative projects. They're fully customizable and available right inside your Adobe Creative Cloud apps.

Jump-start future projects.

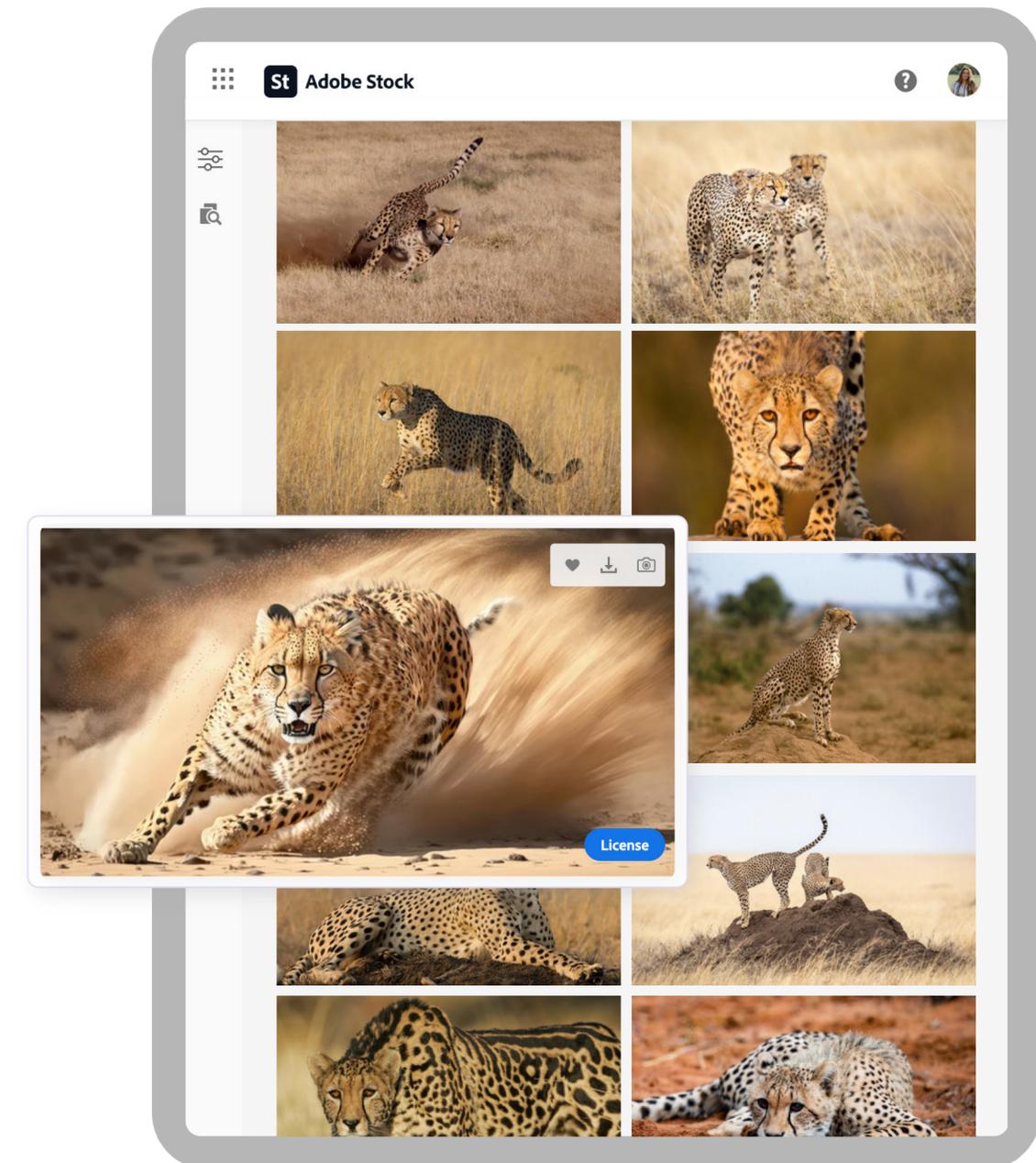
By filling their custom libraries and mood boards with interesting icons, textures, backgrounds, and other assets, your team will always be ready for the next project or campaign.

Avoid approval issues.

Team members will automatically have access to the assets they need — no more time wasted on seeking or management purchase approvals.

Simplify management and compliance.

No need to worry about purchasing the same asset twice or using unlicensed assets. With unlimited Adobe Stock, everyone has the access they need.



Customer story

Pacific Neuroscience Institute Communicates with Compassion and Creativity using Adobe Creative Cloud and Adobe Firefly



Receiving a major medical diagnosis throws lives into turmoil. Patients and their caregivers struggle to understand options and deal with challenging emotions. Pacific Neuroscience Institute (PNI) is at the forefront of making treatment of neurologic diseases less stressful and more successful. The institute operates in partnership with Providence Health & Services, a system that includes 51 hospitals throughout the western United States.

Investing in communications

Coordinated care results in less confusion and more comfort for patients, which has big impacts on experiences, costs, and outcomes. PNI staff invest time and energy in effective communications, with many using Adobe products as part of their work. The marketing team shares photographs and videos detailing patient success. Office administrators create and edit dynamic forms with Acrobat Pro. Even Dr. Walavan Sivakumar, director of The Stroke and Neurovascular Center at PNI, uses Adobe Premiere Pro to condense six hours of surgery into a four-minute overview for surgical fellows.

PNI doctors previously created numerous medical planners with key treatment schedules and other information. After realizing patients struggled with managing multiple planners, they came up with a better approach. The Patient Organizer, designed with Adobe Creative Cloud applications, distills complicated processes and multiple planners into a simpler 30-page document. The organizer reinforces need-to-know information with visuals that reassure people that they are in good hands with PNI.

“Good communication gives patients the information they need to return home faster,” says Dr. Sivakumar. “They understand the steps to recovery and are less likely to be readmitted. The median length of stay after brain tumor surgery in the U.S. is about four days, but our median is 1.25 days. That’s a big step in helping people get back to the comfort of their homes.”

“ [Patients] understand the steps to recovery and are less likely to be readmitted. The median length of stay after brain tumor surgery in the U.S. is about four days, but our median is 1.25 days.”

Customer story

Guiding patients through difficult treatment

Marketing project coordinator Robin Banuelos turned to Adobe apps to create the Patient Organizer. A painter growing up, Banuelos understands the power of visuals when shaping narratives. The organizer's visual style leans into PNI's southern California location, incorporating soft colors, images of water, and people walking along a beach. Banuelos sourced 90 percent of the imagery from Adobe Stock. She then used Adobe Photoshop and Adobe Illustrator to edit, blend, color correct, and merge images for a cohesive layout. Next, she created the final draft in InDesign with further edits in Adobe Acrobat.

But for Banuelos that was just the beginning. She wanted to include more abstract illustrations of brains, without making the document feel impersonal. By associating brains with unique and beautiful imagery, she hoped to alleviate some patient fears around their upcoming surgeries.



“After collecting the initial images, I was able to edit and turn them into my own unique vision. This was an exciting discovery. What would have previously taken hours to illustrate independently, is drastically reduced. I also appreciate that Firefly is trained on Adobe’s royalty-free image library, an important consideration for ethical designers.”

“I’m an illustrator who loves making detailed visuals,” says Banuelos. “However, I don’t have hours to spend on every illustration, so there’s no way I can achieve the detailed look without the help of generative AI.”

Using Text to Image, a feature powered by Adobe Firefly, Adobe’s generative AI model, Banuelos created illustrations using simple keywords such as brain, meditation, ocean, healing, and community.

“As I typed in new keywords, the machine learning algorithm increasingly recognized my style and generated images better aligned with what I envisioned,” notes Banuelos. “After collecting the initial images, I was able to edit and turn them into my own unique vision. This was an exciting discovery. What would have previously taken hours to illustrate independently, is drastically reduced. I also appreciate that Firefly is trained on Adobe’s royalty-free image library, an important consideration for ethical designers.”

Customer story

Making more time for care

“Being diagnosed with a neurologic problem can be one of the scariest moments of someone’s life,” says Dr. Sivakumar. “The Patient Organizer engages all of our patients’ senses to make things less overwhelming. They talk to their doctors but then also have something to review later, with images and other details that reinforce information and can reduce stress.”

According to Banuelos and Sivakumar, patients seem happier with the organizer. They feel more in control of their treatments and have fewer questions for clinic staff. With less time spent answering questions and fewer hospital readmissions, doctors and hospitals can provide faster care to more people. According to Dr. Sivakumar, he currently sees up to 50 people per week, with no one waiting more than two weeks for an appointment.

“Even though people have similar diseases, everyone is unique,” says Dr. Sivakumar. “The Patient Organizer enables us to create a resource to address each person’s needs. It’s excellent for patients and caregivers, but also great for us as physicians. The more time we spend doing things that make the biggest difference in someone’s life, the happier we are.”

For more information about Dr. Sivakumar's publication on enhanced recovery after brain tumor surgery, please [click here](#).

Learn more about Firefly-powered workflows in Adobe Stock [here](#).



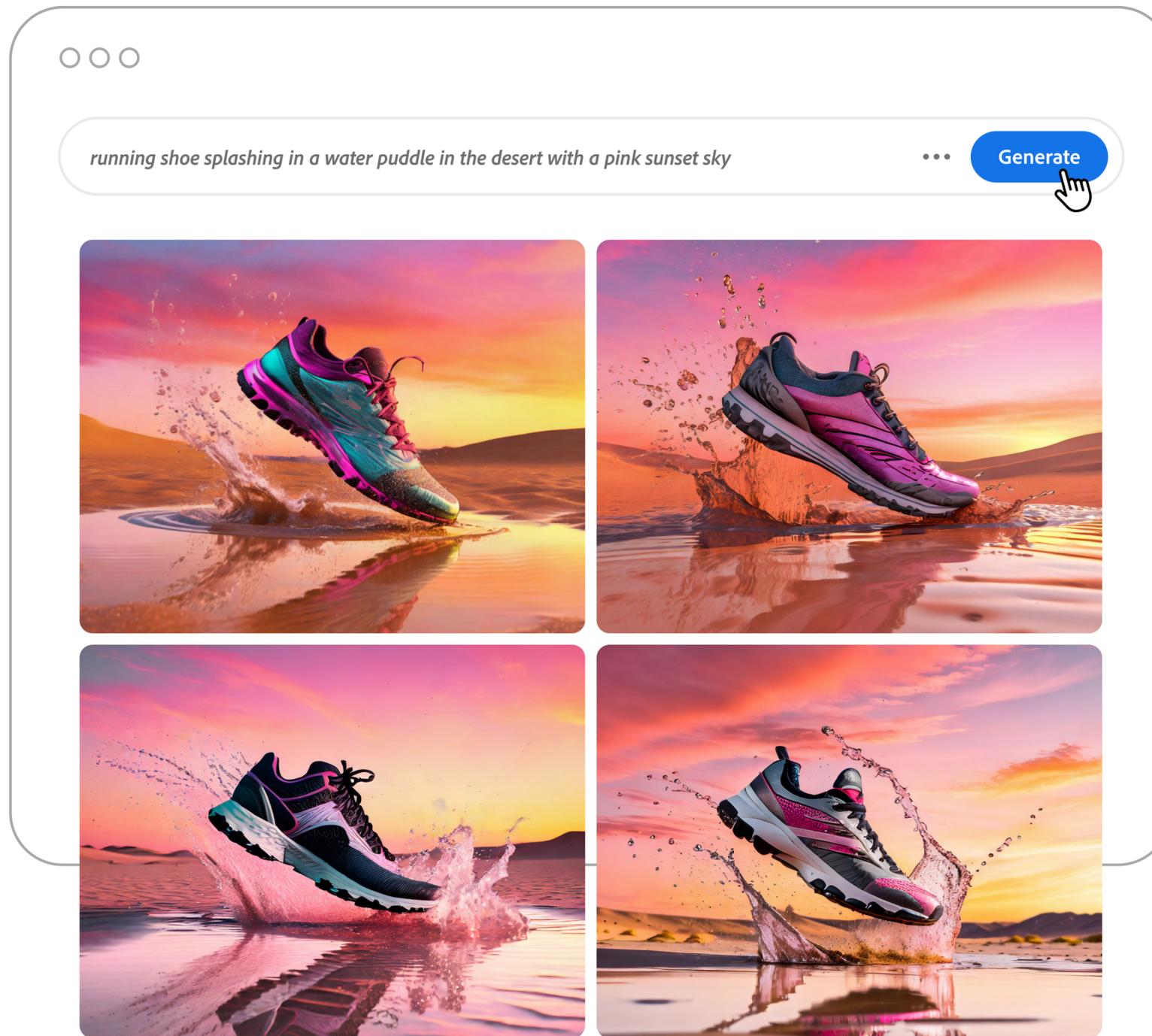
Create without limits.

Upgrade to Pro Edition with Adobe Firefly.

Creative teams can evolve and amplify their creative work through the powerful generative AI of Adobe Firefly. Enhance storytelling with unlimited access to 370+ million Adobe Stock standard assets, including high-quality photos, illustrations, vectors, and more.

Request a callback from our experts to learn more or to schedule a demo.

[Find out more](#)



Sources

[“The State of Digital Customer Experience”](#), Adobe, 2023

[“dentsu speeds time to market for social content by 70%.”](#), dentsu, 2023

Lindsay Morris, [“Pacific Neuroscience Institute Communicates with Compassion and Creativity using Adobe Creative Cloud and Adobe Firefly,”](#) Adobe, January 16, 2024



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