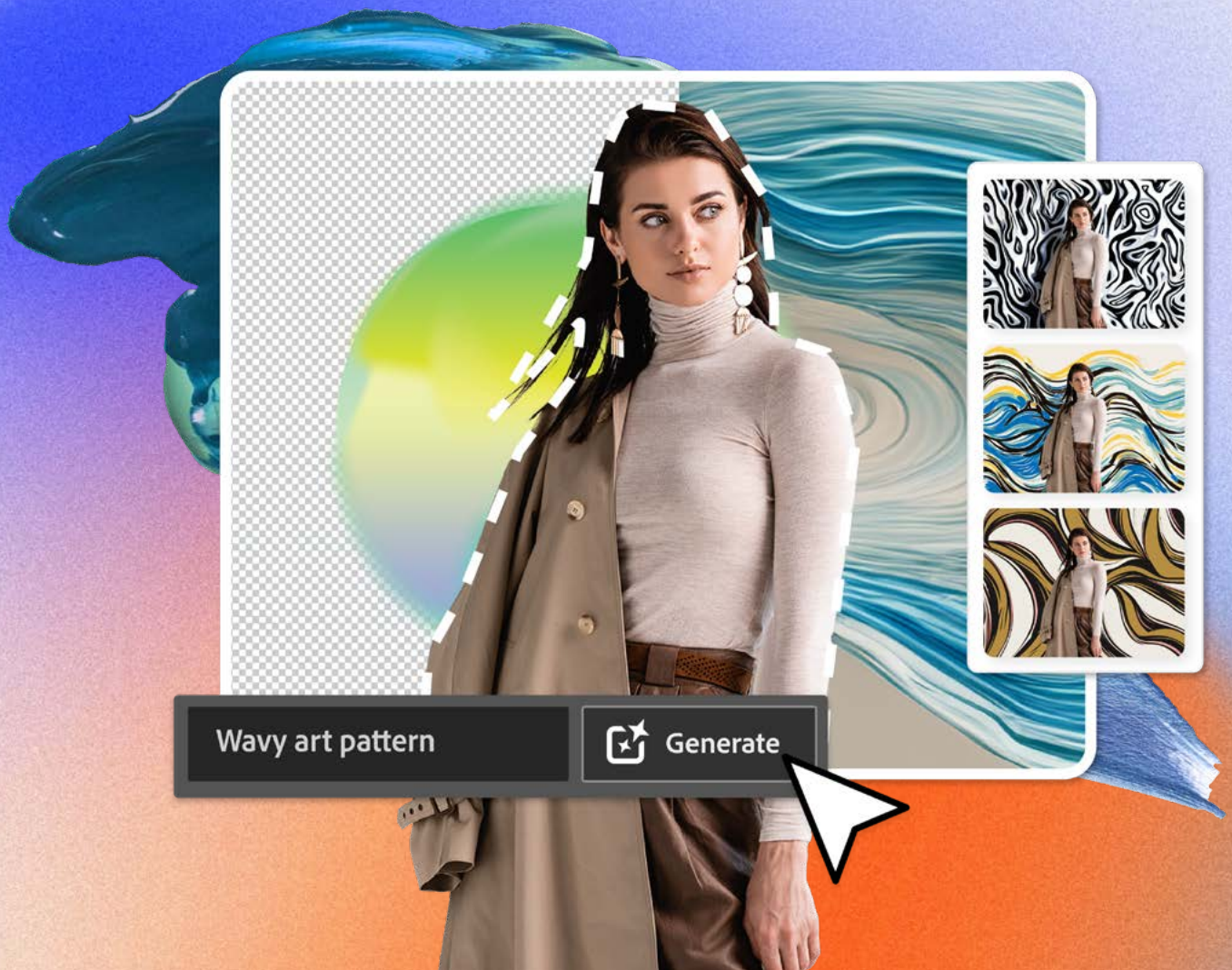




EBOOK

# Creating with confidence: Using generative AI with integrity.



# Drive content, drive change.

Content has become central to B2B and B2C customer journeys. No matter the industry, consumers are bombarded with content constantly – so much so that only the most engaging and spot-on relevant pieces stand out.

Achieving this level of content velocity is a challenge. Many traditional methods fall short because of the increased need for speed, personalisation and value. But generative AI has quickly emerged as a contender with trailblazing tools designed to redefine content creation.

According to an Adobe survey of 13,000 consumers and 4,250 creative and marketing professionals, [72% of global consumers say generative AI will improve their customer experiences](#). Consumers want companies to use generative AI responsibly to improve how they do business and there's a great deal of personalised content and omnichannel experiences needed for the modern customer journey. Business leaders, marketing teams and creatives are all collaborating more than ever to deliver customer engagement at every step.

# 72%

of global consumers say generative AI will improve their customer experiences.

Source: "Generative AI Will Play a Role in Customer Experiences", Adobe, March 2023.

With millions of content creators who range from creatives, marketing, sales, human resources, internal communications and more, Adobe strongly believes AI must be developed with creators at the forefront. AI can unlock incredible new opportunities for creators, allowing them to be more productive than ever and to design entirely new experiences bound only by their imagination. But using a technology as powerful as AI requires a thoughtful and comprehensive approach. That's why Adobe is guided by our [AI Ethics Principles](#) of accountability, responsibility and transparency, and has created standardised processes from design to development to deployment, including training, testing and a review process overseen by a diverse AI Ethics Review Board.

When consumers were asked what was most important to them when companies use generative AI, they prioritised a broad range of activities. Having "[strong guardrails in place to ensure it is used ethically](#)" came out on top, ranked first by 19% of consumers, according to an Adobe customer survey of over 17,000 consumers and experienced professionals. Consumers also highly rated using generative AI to make products better (17%), making work easier and more efficient for their employees (15%) and using it to make their own customer experiences awesome (15%). And while 11% don't want companies to use generative AI at all, that number sinks to only 6% for millennials and 3% for Gen Z creators.



# The Adobe difference: Safe, ethical and ready for business.

There are a lot of questions out there about generative AI. Here's Adobe's approach.



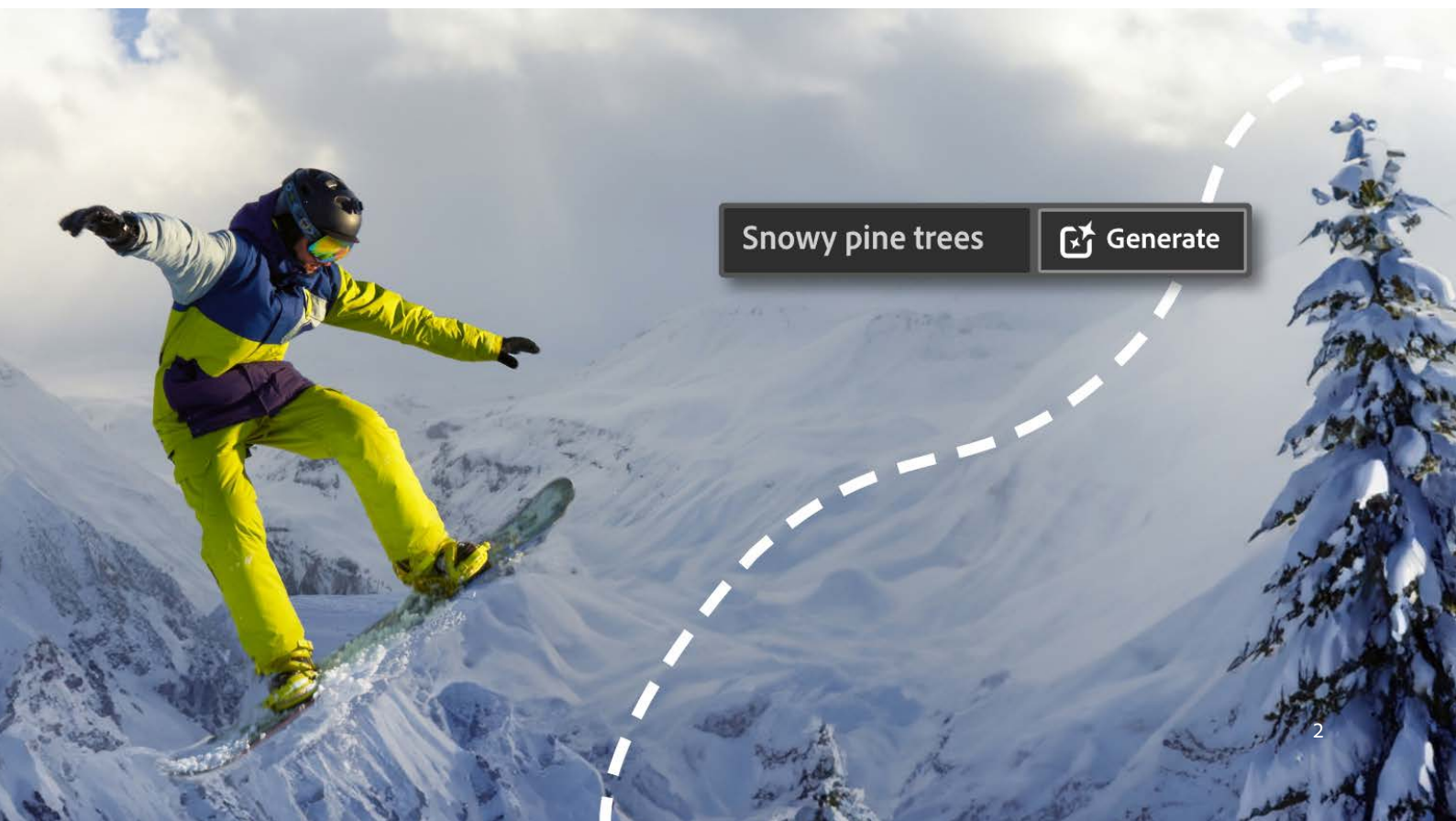
## A commitment beyond code.

Adobe Firefly is the new family of creative generative AI models that integrate into Adobe products. We recognise the concerns that businesses and individuals have about generative AI, from protecting intellectual property to ensuring that the tool doesn't unintentionally perpetuate biases. As part of Adobe's effort to design Firefly to be commercially safe, we are training our initial commercial Firefly model on moderated Adobe Stock images with ethical considerations top of mind, openly licensed content and public domain content where copyright has expired.



## Ready for business, big or small.

Adobe Firefly is designed to cater to businesses of all sizes. Whether you're a startup looking to carve your niche or an established brand seeking to innovate, Firefly is designed to be commercially safe – and is equipped to handle your creative needs.



Snowy pine trees

Generate

# Navigating the legalese: Adobe's IP indemnification.

Incorporating new tools and technologies into your business operations often involves navigating complex legal waters. This landscape can be uncertain, especially when adopting innovative generative AI solutions. Adobe understands these challenges and has a proactive stance: our indemnification option.

At its core, indemnification is about protection and assurance. Because the Firefly model is designed to generate content safe for commercial use, enterprise customers have the opportunity to purchase an entitlement that comes with contractual IP indemnification in the unlikely event of a claim involving a Firefly output.

## **Risk mitigation.**

Knowing that Adobe backs its products to this extent gives businesses an added layer of confidence. It reduces the potential financial and legal risks associated with product usage.

## **Solidifying partnerships.**

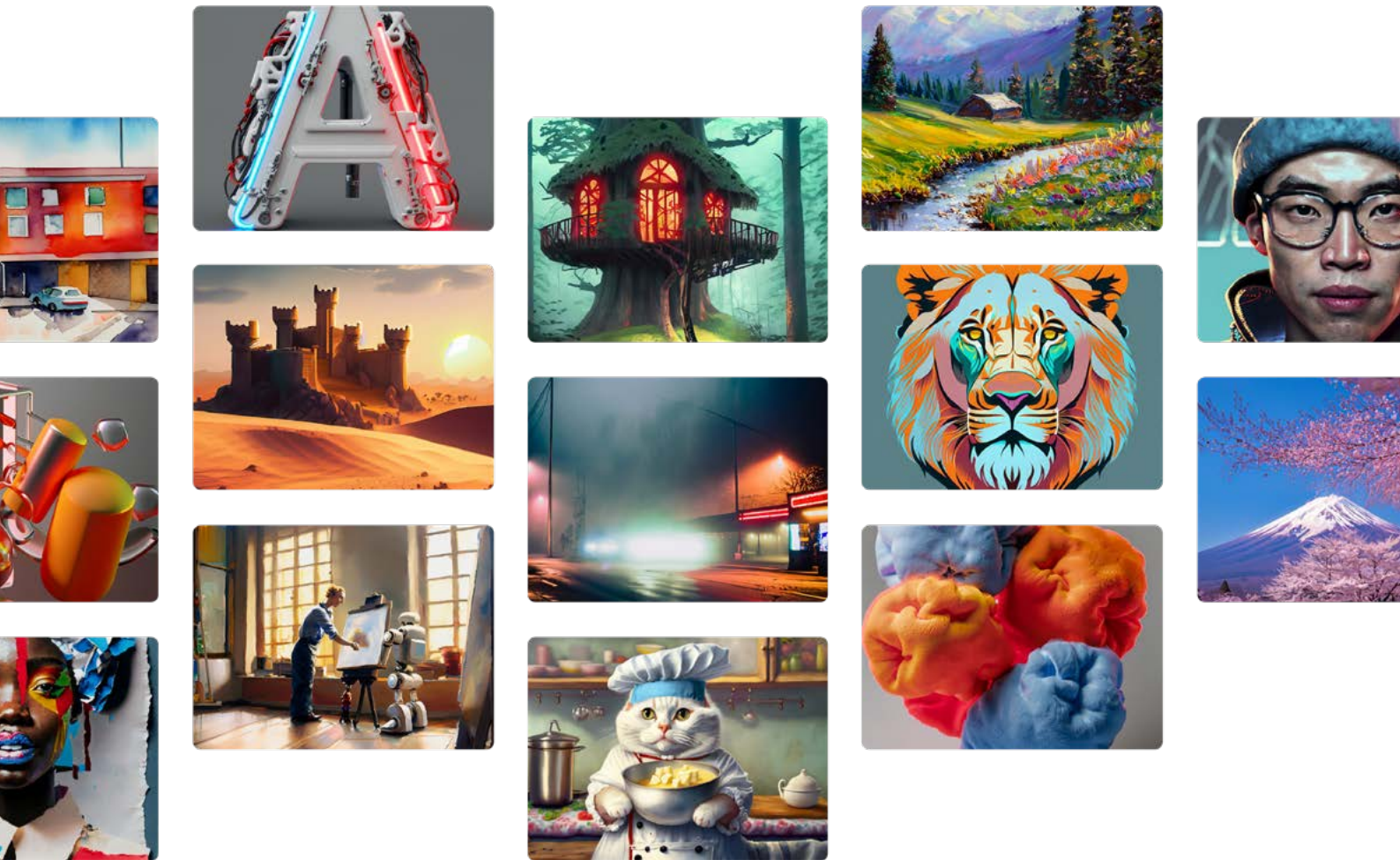
The Adobe indemnification stance emphasises our role not just as a vendor or platform provider but as a long-term partner invested in your business's success and security.



# Delivering business value: Accelerated workflows and boosted creativity.

Firefly isn't just offering another generative AI solution. Instead, it's providing a vision for the future of content, where creatives and businesses collaborate with generative AI to elevate content strategies, drive engagement and stay ahead of the curve.

Organisations are already harnessing the power of generative AI tools to enhance their creative workflows. Don't let your business be left behind. The combination of Adobe Express and Adobe Firefly is designed to elevate productivity, streamline processes and allow teams to focus on what they do best – creating.



# Harnessing the power of generative AI tools.

## Text to Image

Have a conceptual idea? With Adobe Firefly Text to Image, abstract thoughts become tangible visuals within moments. It's like having a painter that instantly brings your visions to life on a canvas.



## Generative Fill

Gone are the days of struggling with gaps in your content. Adobe Firefly Generative Fill understands the context and fills spaces with coherent and aesthetically fitting content, making the design feel complete and unified.



## Text Effects

Text is not just about conveying information – it's about making an impact. Add flair, mood and depth to your typography with dynamic effects that captivate and hold attention.



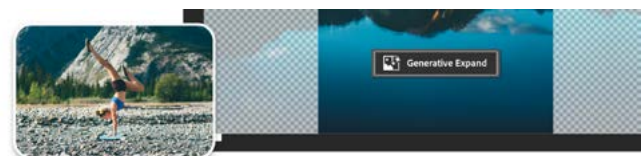
## Generative Recolor

Reimagining content in different colour palettes can be challenging – and time-consuming. Adobe Firefly Generative Recolor intuitively understands content structure and intention, allowing you to revamp colour schemes effortlessly, ensuring consistency and balance.



## Generative Expand

Every designer has faced the challenge of working with images that don't quite fit the required dimensions. The Generative Expand feature makes it easy to enlarge or elongate images while ensuring they maintain their original quality and essence.



# Ready to revolutionise your workflow?

Adobe's commitment to generative AI is clear, and our tools, especially Adobe Firefly and Adobe Express, are here to set new standards in creative workflows. Contact your account manager to dive deeper into the potential of Firefly and schedule a demonstration, and we'll be in touch to discuss next steps.

[Learn more](#)

# Create



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*"Generative AI will play a role in customer experiences", Adobe, March 2023.*

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