Your guide to keeping the content supply chain flowing.

Find the right combination of work management, asset management, and creative tools.

Personalization matters more than ever. Customers want experiences that are consistent and connected across every touchpoint, and that feel tailored just to them. In fact, McKinsey & Company reports that 71% of consumers expect companies to deliver customized experiences and 76% get frustrated when it doesn't happen. This puts tremendous pressure on creatives and marketers—especially if they're using email and spreadsheets to plan, collaborate on, track, and get work out the door.

Just as challenging are the creation and management of the millions of different content assets it takes to deliver personalized experiences to upwards of thousands of audience segments. If those assets are difficult for teams to find, if there's no single source of truth, and if creatives end up re-creating them over and over, precious hours are wasted that could be spent designing great work.

The top two challenges for creative operations on marketing teams are:
1. Lack of workflows and processes
2. Bottlenecks and wasted time
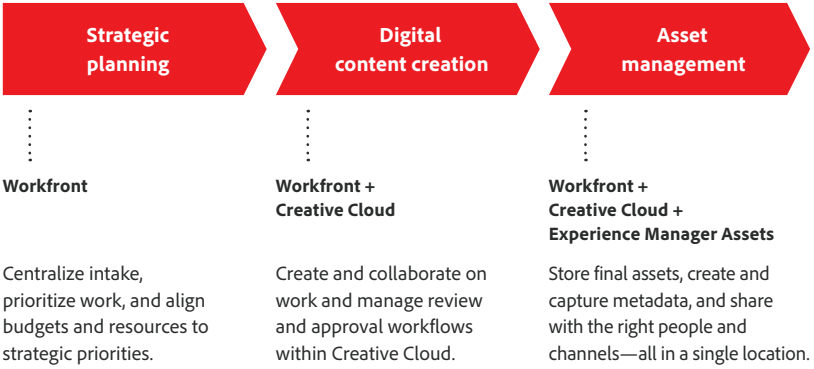
Source: IO Integration

A better way.

Delivering incredible experiences as fast as consumers expect them requires end-to-end visibility, automation, and collaboration throughout the entire process—from request to creation to delivery. This requires the alignment and integration of work management, asset management, and creative tools.

When these three tools are built to work together, everything flows seamlessly from start to finish. You'll be able to significantly reduce bottlenecks, eliminate inefficiencies, and focus more time and energy on meaningful work at every stage of the content lifecycle. You'll connect strategy, production, storage, management, and delivery—with automation and visibility at every step. Everyone and everything are connected, so great content gets out the door faster.
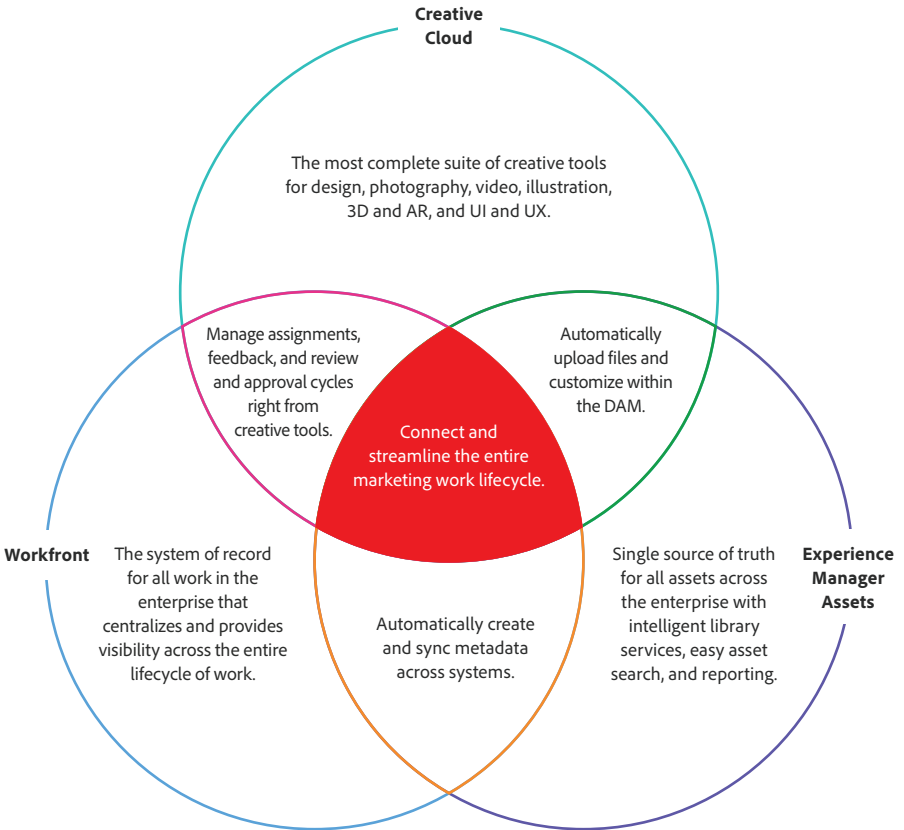
Adobe Workfront, Adobe Creative Cloud, and Adobe Experience Manager Assets natively integrate to power the entire lifecycle of marketing work.

The connected marketing work lifecycle

Strategic planning	Digital content creation	Asset management
Workfront	**Workfront + Creative Cloud**	**Workfront + Creative Cloud + Experience Manager Assets**
Centralize intake, prioritize work, and align budgets and resources to strategic priorities.	Create and collaborate on work and manage review and approval workflows within Creative Cloud.	Store final assets, create and capture metadata, and share with the right people and channels—all in a single location.

Compare solutions and the benefits of integration.

Workfront, Experience Manager Assets, and Creative Cloud are all industry-leading solutions that can help you deliver amazing experiences. And they're even better when you use them together. The following chart outlines the capabilities of the three products, and what you gain from the powerful content engine created by connecting all three through Adobe's native integrations.

Creative Cloud

The most complete suite of creative tools for design, photography, video, illustration, 3D and AR, and UI and UX.

Manage assignments, feedback, and review and approval cycles right from creative tools.

Automatically upload files and customize within the DAM.

Connect and streamline the entire marketing work lifecycle.

Workfront

The system of record for all work in the enterprise that centralizes and provides visibility across the entire lifecycle of work.

Automatically create and sync metadata across systems.

Single source of truth for all assets across the enterprise with intelligent library services, easy asset search, and reporting.

Experience Manager Assets

Capability	Creative Cloud	Experience Manager Assets	Workfront	Description
CREATIVE TOOLS				
The most complete suite of creative tools for design, photography, video, illustration, 3D and AR, and UI and UX.	X			Whatever you want to create, Adobe's best-in-class creative suite has what you need to make it amazing.
ASSET MANAGEMENT				
Automated upload, metadata tagging, editing, and delivery		X		Adobe automates uploading, tagging, cropping, and manipulation of images and videos, plus adaptation for cross-channel delivery—with support for emerging media.
Single source of truth for all assets across the enterprise		X		Adobe streamlines the compilation of asset metadata into a single location for better reporting, compliance, and governance of work.
Easy asset search and retrieval		X		Intelligent library services and reporting allow anyone in the enterprise to quicky find and reuse assets.
Content creation and customization within the DAM		X		With built-in Creative Cloud capabilities, Adobe lets you generate millions of asset variations and deliver immersive experiences from within the DAM.
WORK MANAGEMENT				
Single source of truth for all work in the enterprise			X	Workfront centralizes all work and provides visibility across the enterprise in a single system of record.
All work is connected to strategy			X	Workfront seamlessly cascades strategy and goals throughout the work lifecycle, so everyone can connect their work to business results.
Streamline and automate workflows from request to delivery			X	Workfront has automated workflows with customizable templates to streamline the way your team works at every step in the process.
Iteratively plan and prioritize work			X	Workfront provides scenario planning and transparency into work to make informed decisions on the fly.
WHEN YOU INTEGRATE ALL THREE				
Keep creatives in creative tools	X	X	X	Native integrations allow creatives to respond to comments, provide updates, manage reviews, and upload files directly from Adobe Creative Cloud.
Connect and streamline all processes in the marketing work lifecycle	X	X	X	When the three solutions work together, all work, assets, and data flow seamlessly between the products and processes, eliminating bottlenecks.
Deliver personalized customer experiences faster than ever	X	X	X	With every team and tool connected and assets edited and delivered right from the DAM, you can easily create millions of amazing experiences.

Meet the demand for personal experiences with Adobe solutions.

Adobe has natively integrated tools to power amazing experiences with the kind of customized feel consumers are looking for. When Workfront, Experience Manager Assets, and Creative Cloud work together, you align strategy, content creation, and delivery of deeply relevant experiences—all in an automated and streamlined process.

Integrating the three means projects flow smoother and fewer hours are spent in meetings and on administrative tasks. Creatives stay in their tools to manage, review, and approve all work, and all team members can access, adapt, and deliver assets directly from the DAM. This kind of end-to-end alignment is a must for creating highly personalized experiences wherever and whenever your customers find you.

5 years

Adobe recognized by the Gartner Magic Quadrant as a Leader for digital experience platforms five years in a row.

Source: Gartner

285%

3-month ROI with Workfront.

Source: Forrester

366%

3-year ROI with Experience Manager Assets.

Source: IDC

Discover more about how integrating Adobe Workfront, Adobe Experience Manager Assets, and Adobe Creative Cloud can help you stay ahead of the demand for amazing and personalized experiences.

Sources

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