



EXPERIENCE MAKERS CSC BOOTCAMP

19 – 21 August
2024
Napa





Welcome
Steve Michaelis

Who we are



Steve Michaelis
Group Manager
Expert Solutions Consulting



Ben Snyder
Practice Lead, Technical
Validation



Emily Jansen
Manager
Expert Solutions Consulting



Derek Lu
Principal
Technical Validation



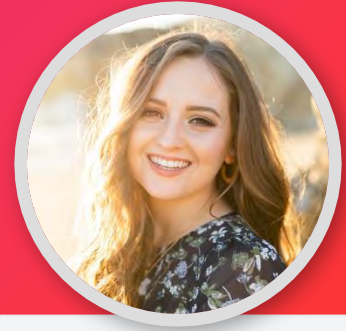
Gentry Lin – Reporting
Principal Solutions Consultant,
Platform Expert



Carol Tsang
Sr Practice Lead
Expert Solutions Consulting



Patrick Heart
Adobe Enterprise Architect
Content Supply Chain



Meghan Butler
Transformational Solutions
Consultant

CSC bootcamp agenda | program day 1

9:00am – 10:15am	Laying the Foundation of Content Supply Chain <i>Interactive Session:</i> Let's talk about your Content Supply Chain Bottlenecks
10:15am – 10:30am	Break
10:30am – 12:15pm	<i>Hands-on Lab:</i> Workflow and Planning – Gets hands-on with Adobe Workfront
12:15pm – 1:15pm	Lunch
1:15pm – 3:15pm	<i>Hands-on Lab:</i> Asset Creation and Production with Adobe Experience Manager and Adobe Firefly Services
3:15pm – 3:30pm	Break
3:30pm – 5:00pm	<i>Thought Leadership:</i> Reshaping Marketing with AI <i>Discussion:</i> Change Management and Keys to Successes
6:30pm – 9:30pm	Dinner



Every Org has a Content Supply Chain

Steve Michaelis

What do we mean by *content supply chain*?

A content supply chain is the end-to-end process companies use to deliver content for their marketing campaigns and personalized customer experiences. It includes:



Planning



Creating



Managing



Delivering



Measuring

*Every organization has one.
Most are inefficient and disconnected.*

What did Adobe find when they looked at their own Content Supply Chain processes?

A comprehensive review and discovery identified the working models, requirements, pain points and opportunities of the existing CSC. A review of the technical landscape revealed numerous applications facilitating content creation and management.

1

Siloed Processes:

Disconnected workflows hindered leadership's ability to get a holistic view of marketing activities.

2

Manual Efforts:

Significant manual efforts were required to consolidate insights from disparate sources, leading to inefficiencies.

3

Decentralized Asset Management:

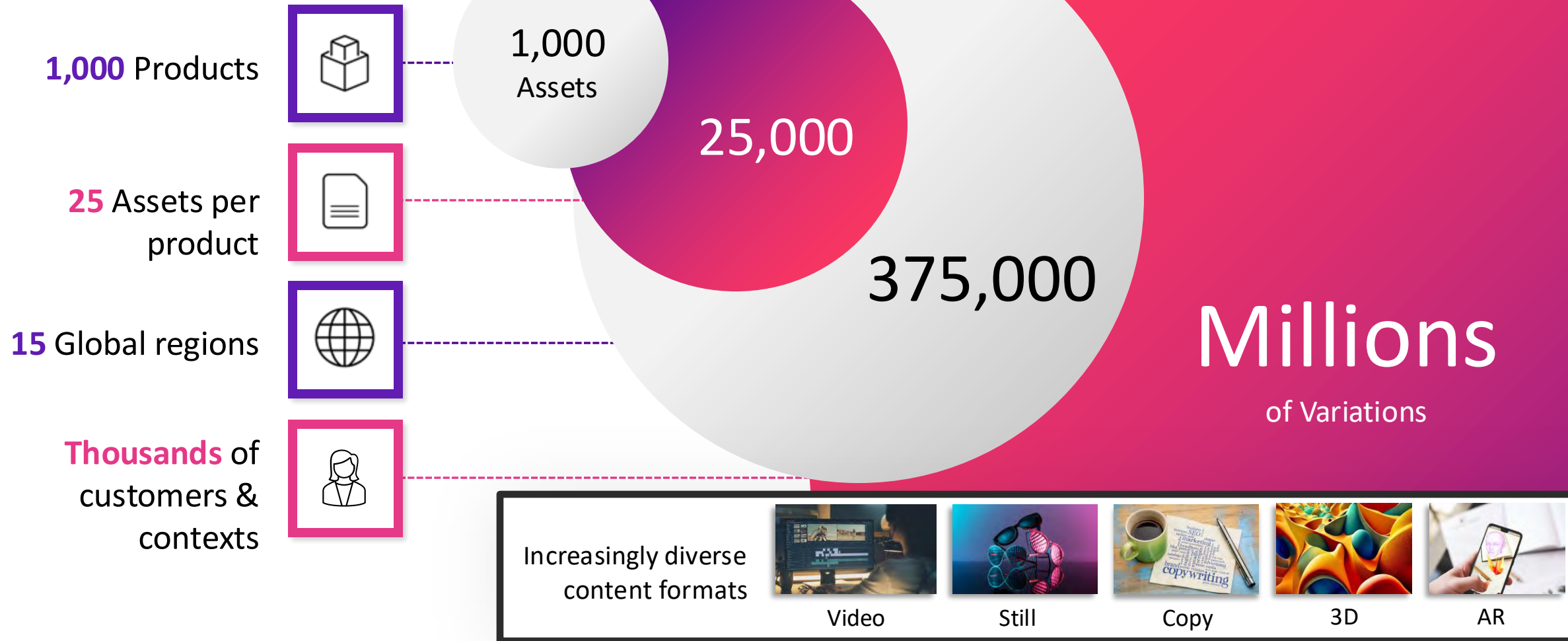
Assets were scattered without standardized metadata, complicating reuse and management.

4

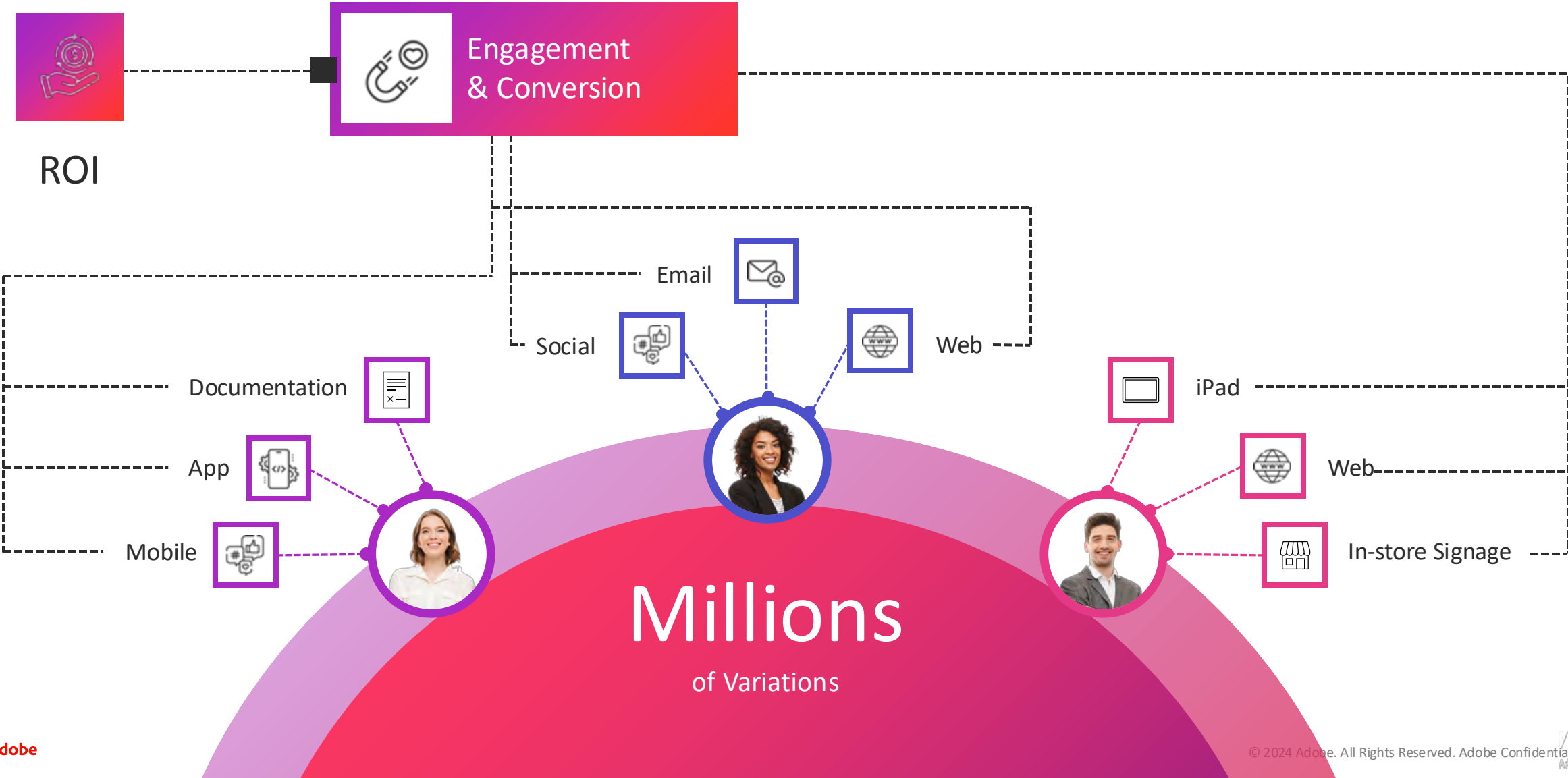
Lack of Visibility:

The creative asset generation process lacked transparency, with fragmented approval processes often managed via email.

The main challenge: Demand for content to drive personalization is skyrocketing, yet budgets are tightening

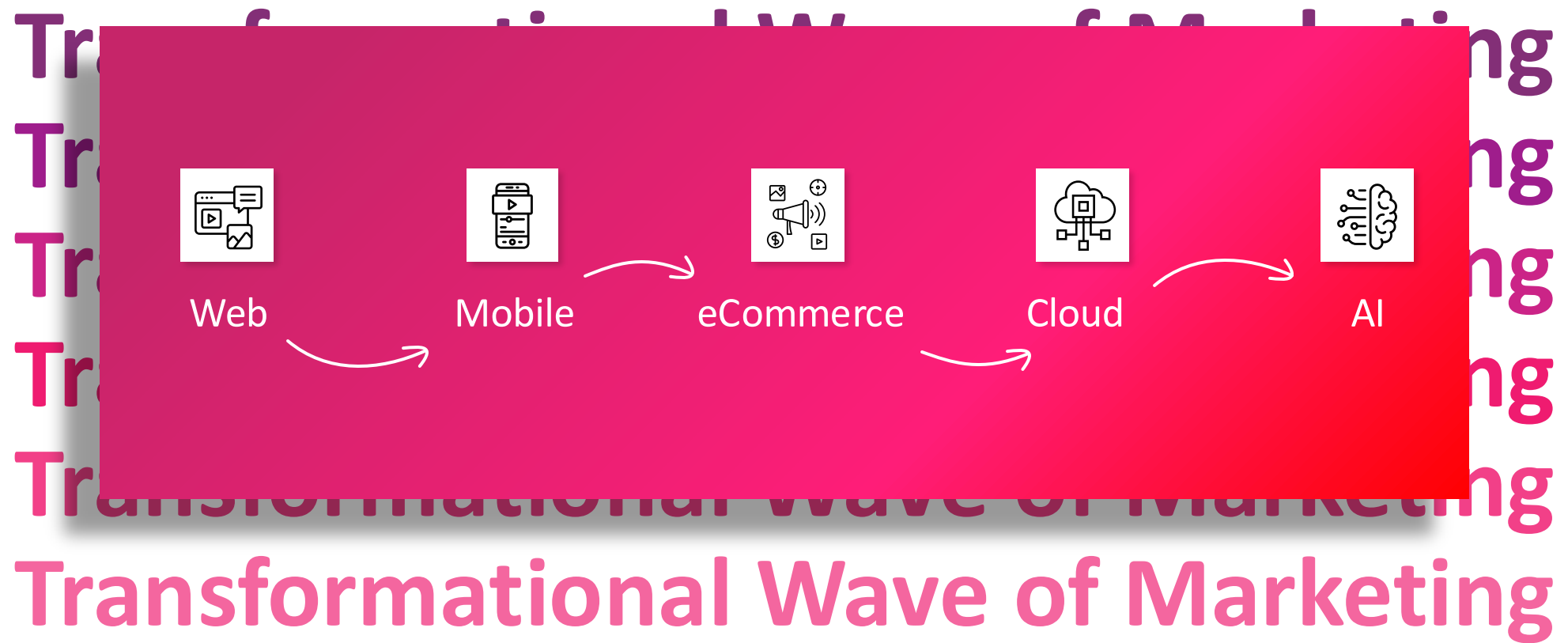


At the same time, teams struggle to seamlessly deploy content to drive engagement and results



Generative AI can help deliver on this demand, and drive the next

Transformational Wave of Marketing



Generative AI revolutionizes content creation

Drive scale and speed at lower cost by putting AI at the heart of your organization's workflows

Creative Teams

Enhance ideation, accelerate content production & free up time for true creativity



12X

Productivity lift for image editing¹

Operations & IT

Automate repetitive tasks, scale content variations, and speed up time to market



>100X

Greater scale with similar resources²

Marketing Teams

Empower teams to self-serve, edit and localize content while staying on brand



5X

Faster creation of social content²

However, organizations face common challenges in adopting & scaling GenAI



Legal risk

Many models trained on any readily available content, creating risk of copyright infringement



Limited ability to scale

GenAI tools not integrated in day-to-day workflows, limiting adoption and long-term value



Brand consistency

Outputs do not represent your brand, voice, products and campaign styles



Ethics Concerns

Concern with bias, inaccurate answers, and lack of transparency on provenance of content



Lack of Strategy

Siloed GenAI 'experiments' without a clear strategic vision, governance or sponsorship

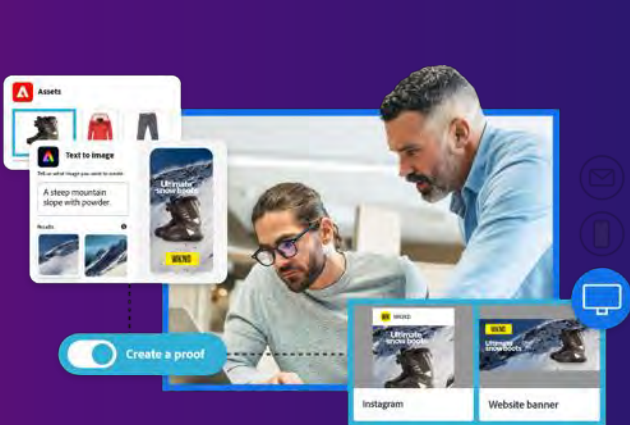
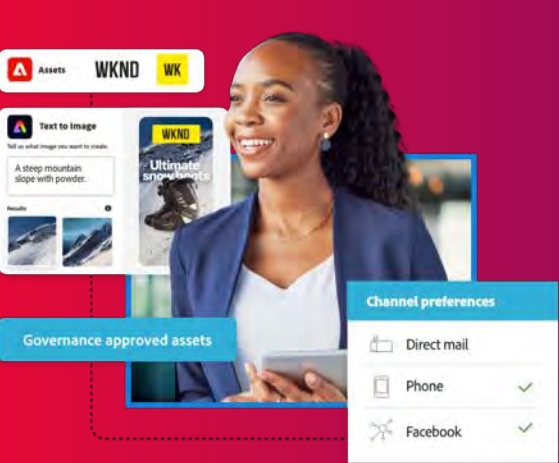


Insufficient Change Mgmt

Lack of sufficient change management, buy-in, and enablement to ensure success



Our generative AI approach is designed to fulfill enterprise needs



Delivering real business value from generative AI

Integration into core tools and workflows; scaled production via automation services

AI image generation designed to be safe for business

Trained on licensed and public domain content; designed to mitigate bias and harm

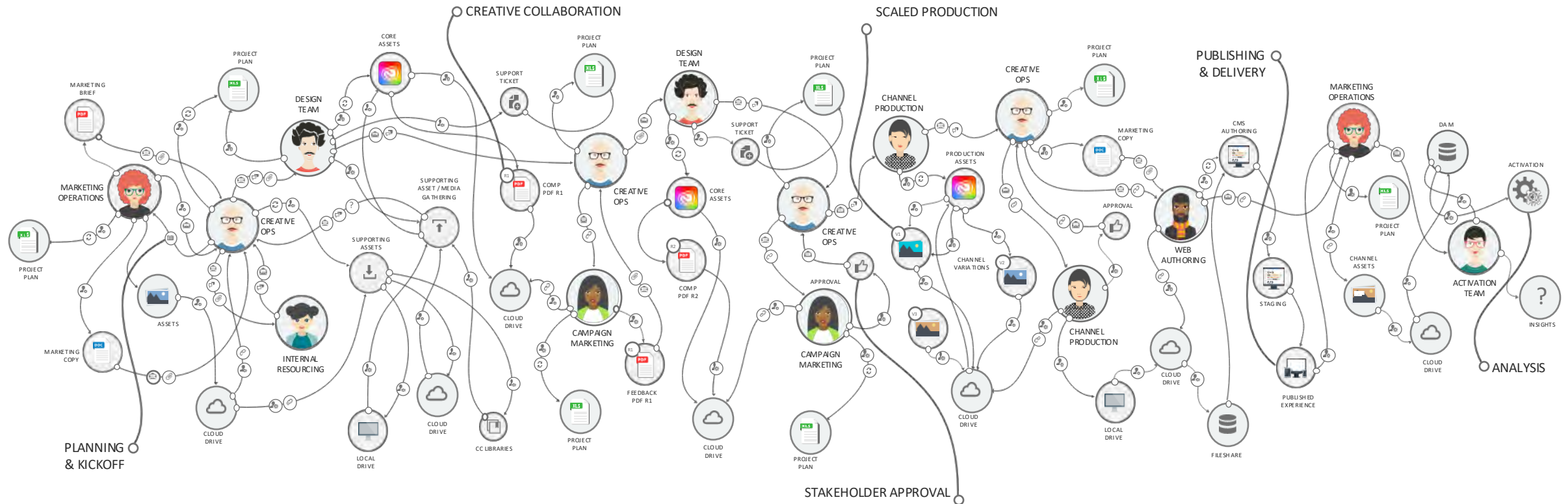
Brand consistency & customization of outputs

Brands can create and share Custom Models, style kits and locked templates across teams

Creative quality & precision across media formats

Control over generative outputs, seamless editing, and ongoing advancement in models

That said, a broken content supply chain will still limit your ability to execute



Key challenges



Low adherence to brand standards



Time-consuming review and approvals



Regulatory / legal compliance risk

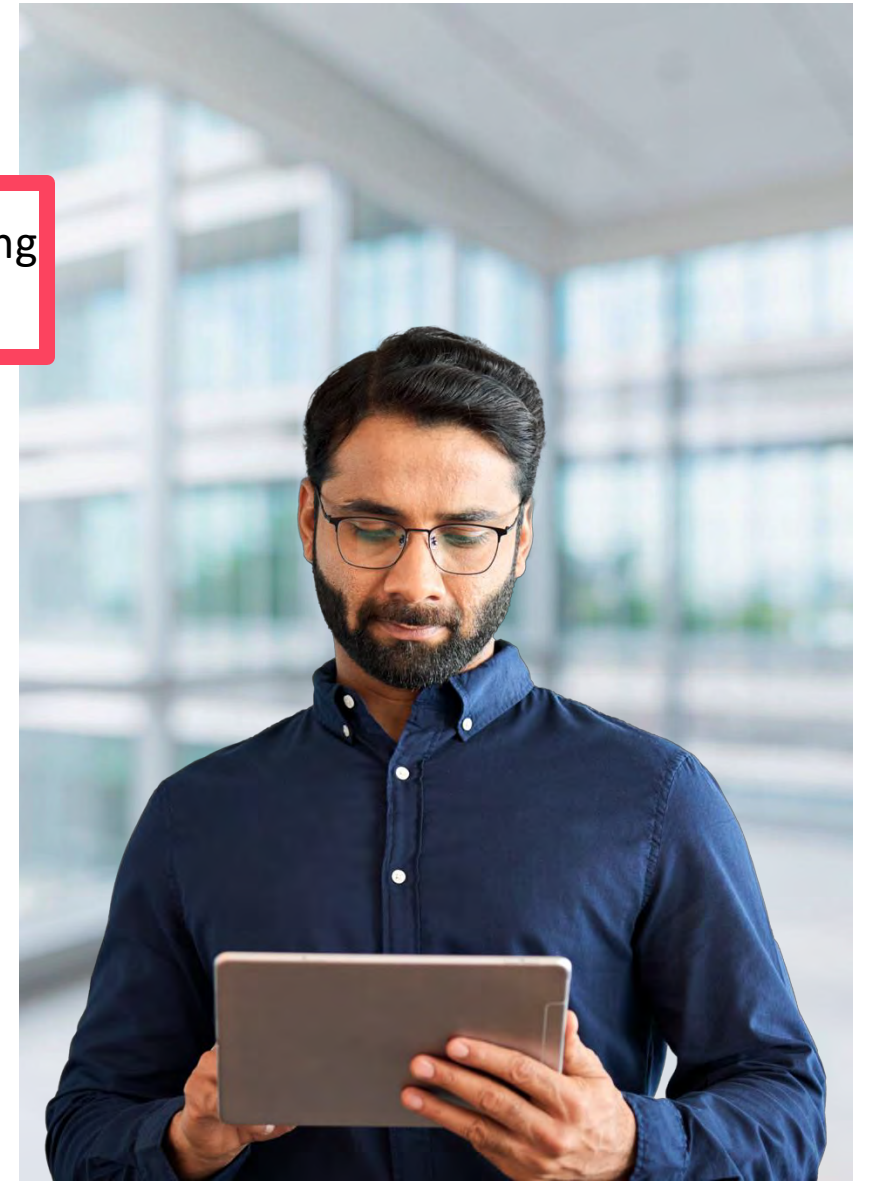
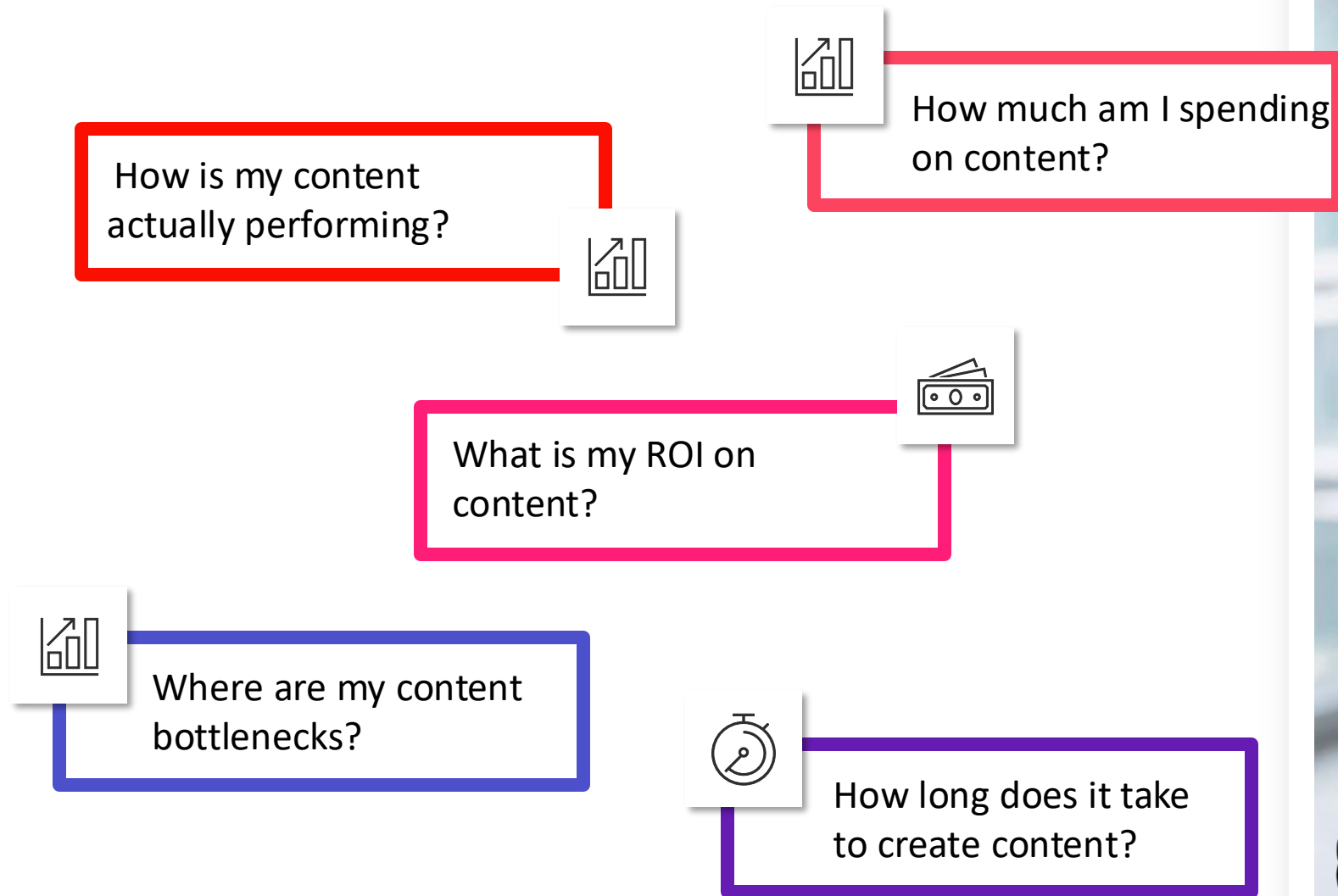


Inability to find and re-use assets



Limited insights on performance and ROI

A broken content supply chain leads to unanswered questions



We envision a content supply chain centered on speed, scale, and ROI

Manual work



AI and automation

Siloed teams, tools, data



Connected flows

Few content creators



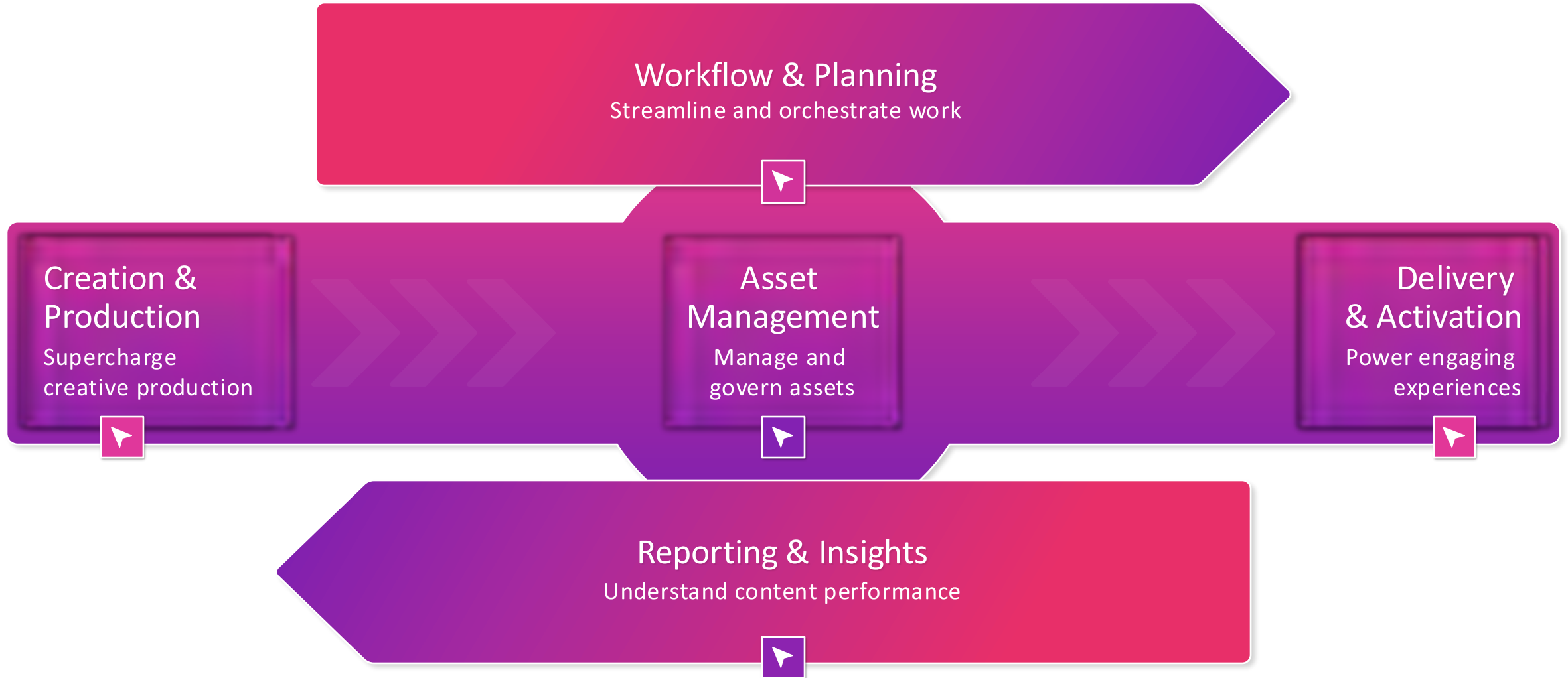
Democratized creativity

Black box



Transparent, trusted

Five building blocks to optimize your content supply chain



Leverage the integrated strength of Adobe applications

Workflow & Planning



Workfront



Frame.io

Creation & Production



CCE V4



Frame.io



Firefly Custom Models



Firefly Services (APIs)



Express (w/Firefly)

Asset Management



AEM Assets

Delivery & Activation



AEM Sites



Campaign



Journey Optimizer



Marketo



Target

Reporting & Insights



Customer Journey Analytics

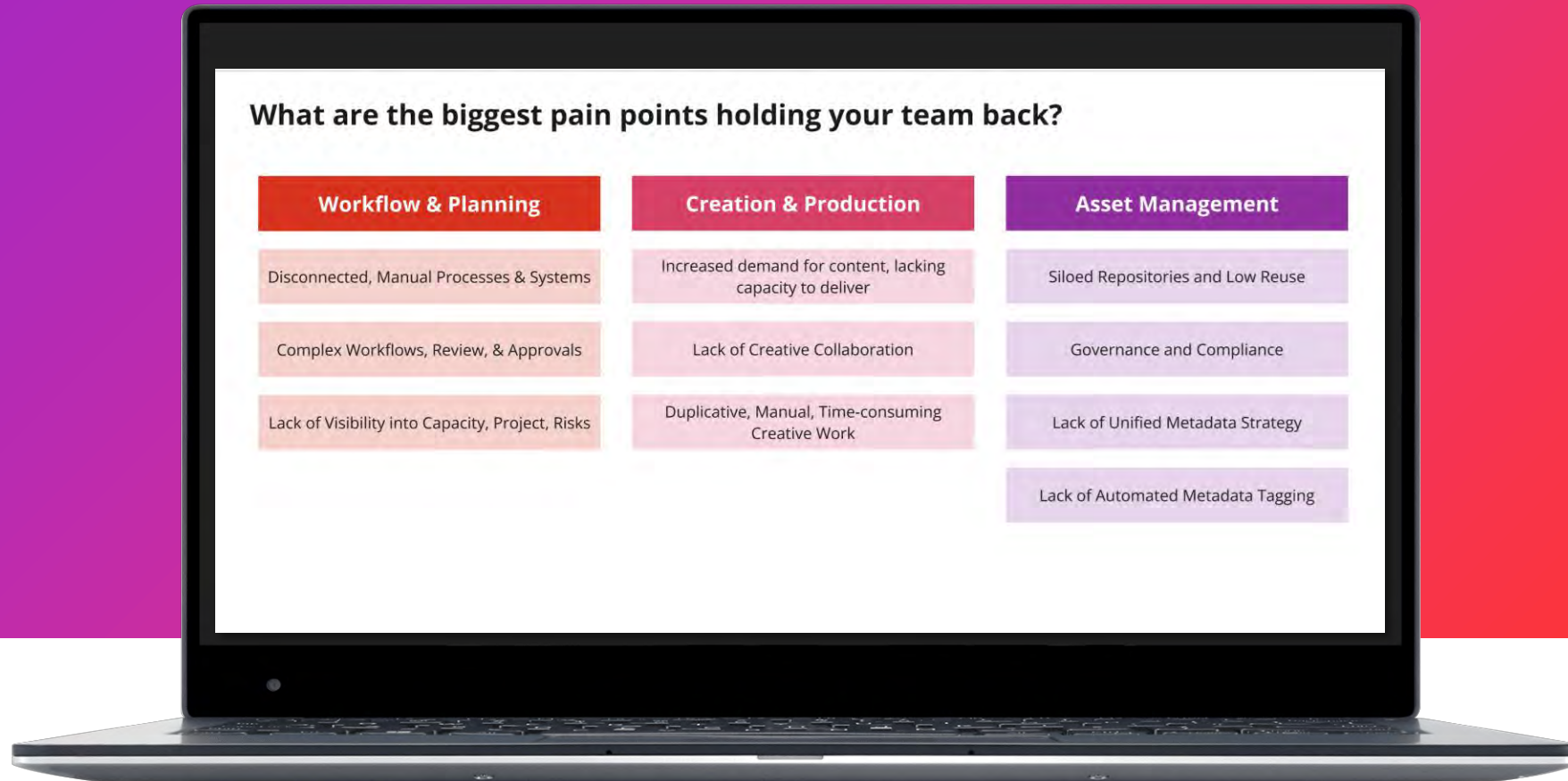


Discussion – CSC Bottlenecks

Meghan Butler

Content Supply Chain in focus – Let's chat about your challenges

<https://bit.ly/adobecsc-napa> Password: adobecsc

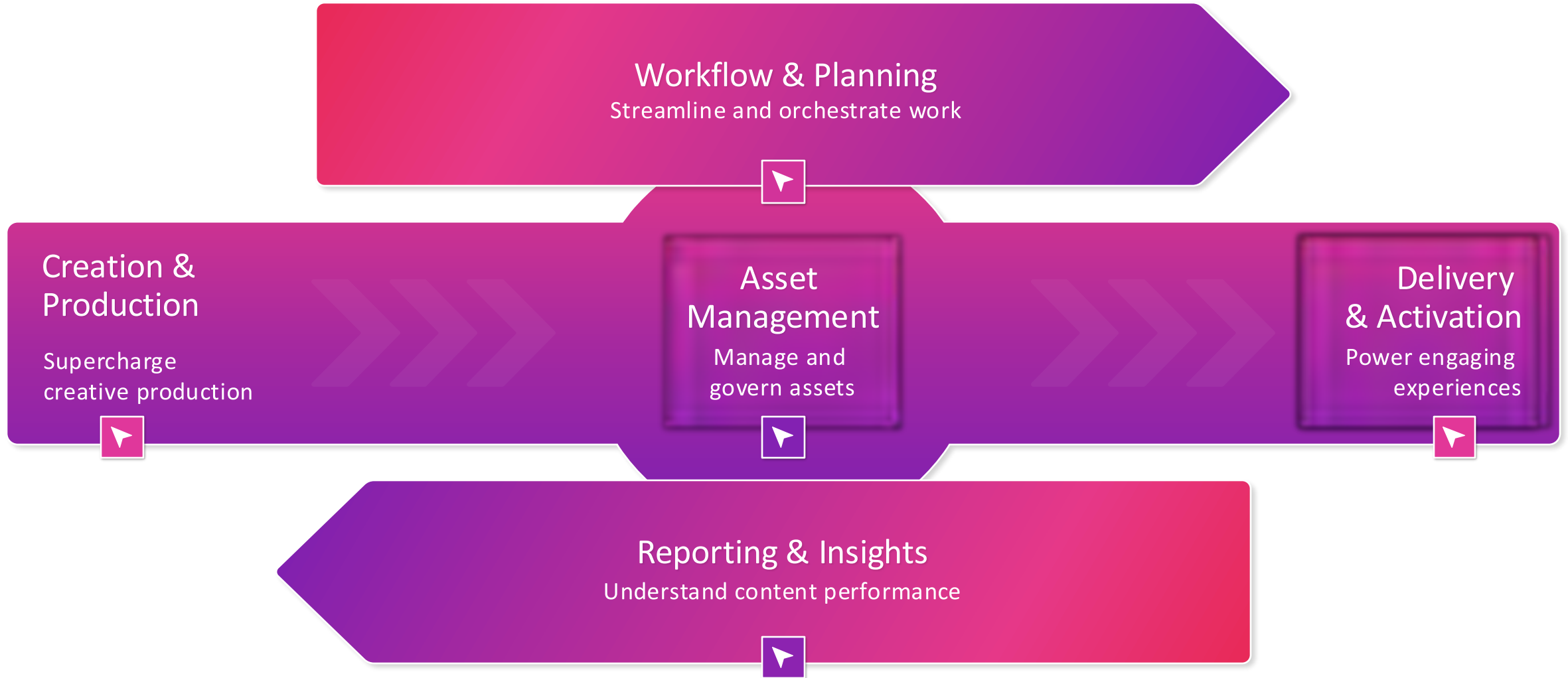




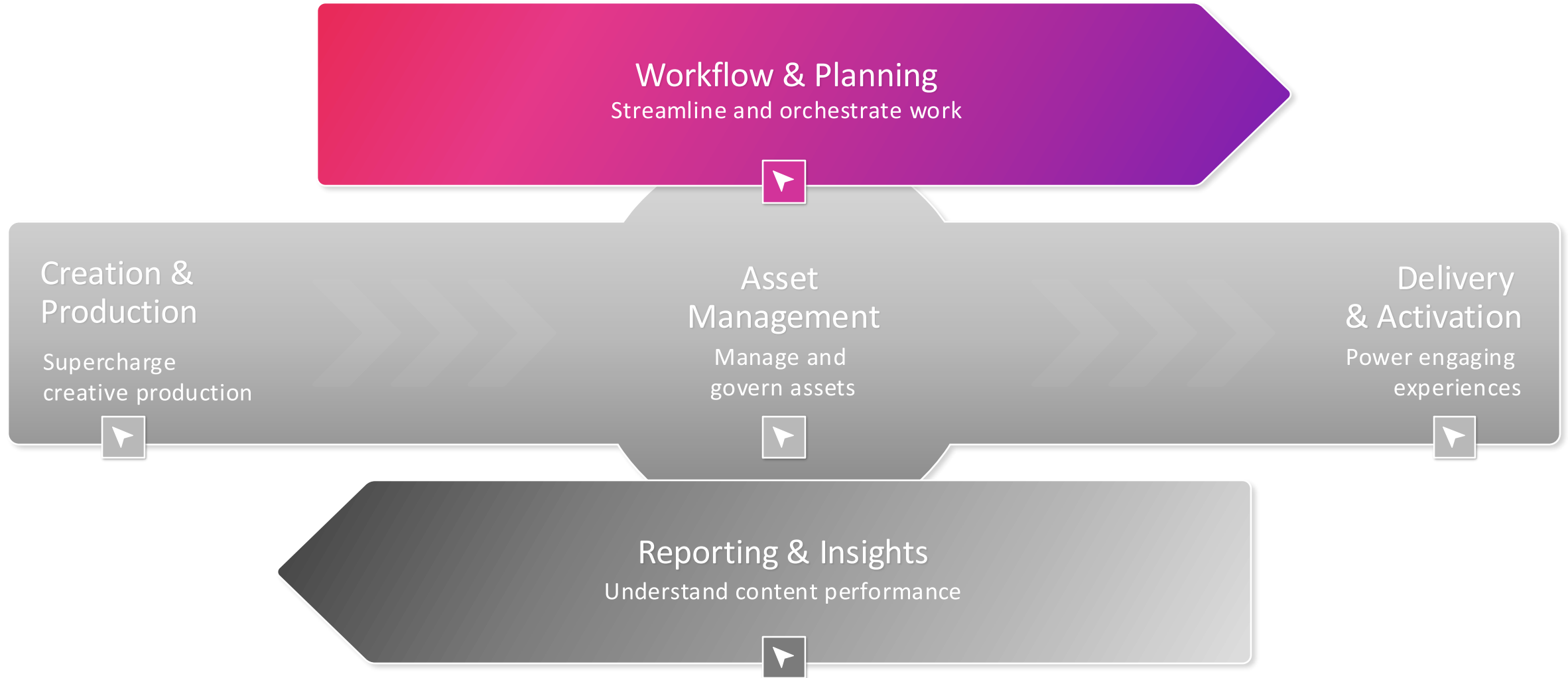
Break



Five building blocks to optimize your content supply chain



Lab 1 – Workflow & Planning





Lab Session 1

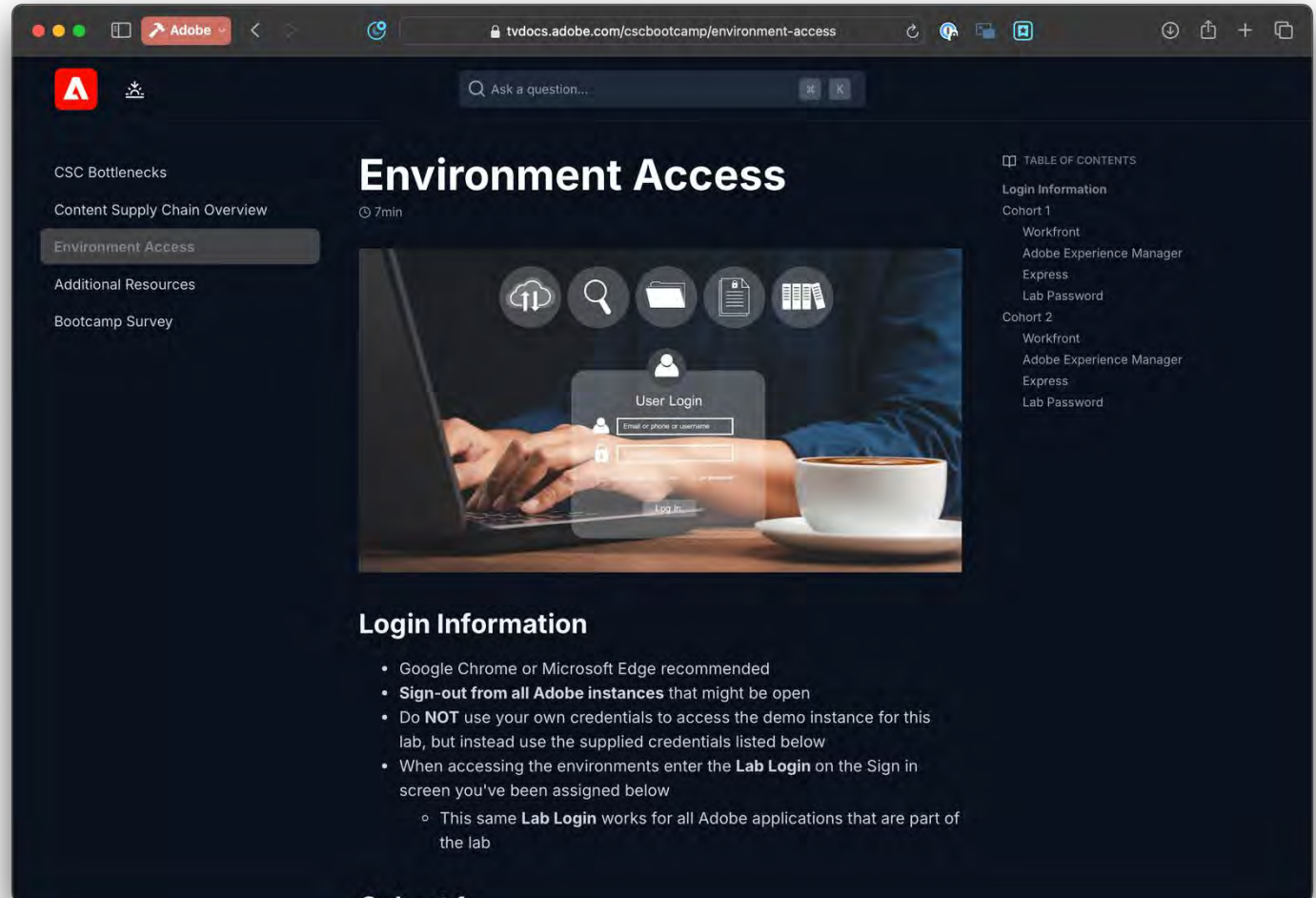
Workflow and Planning User Journey

Ben Snyder

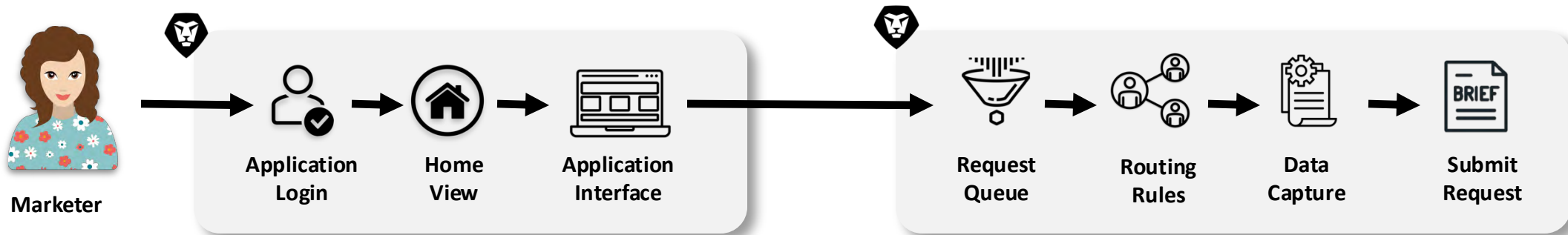
Hands-on getting started

<https://tvdocs.adobe.com/cscbootcamp>

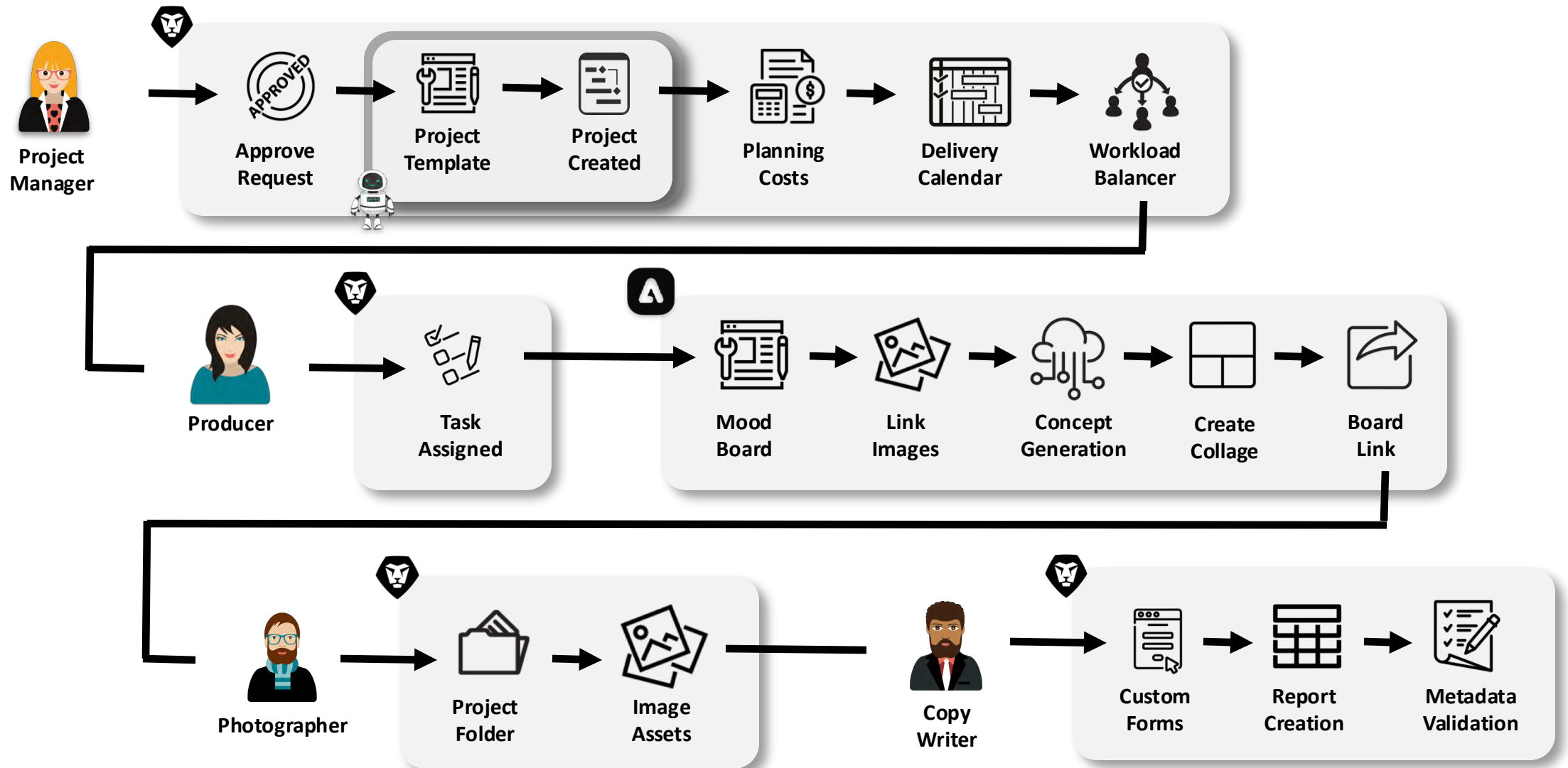
- Engagement Site
- Lab Details
- Application Access
- Workfront Walk Through
- Production Workflow User Journey



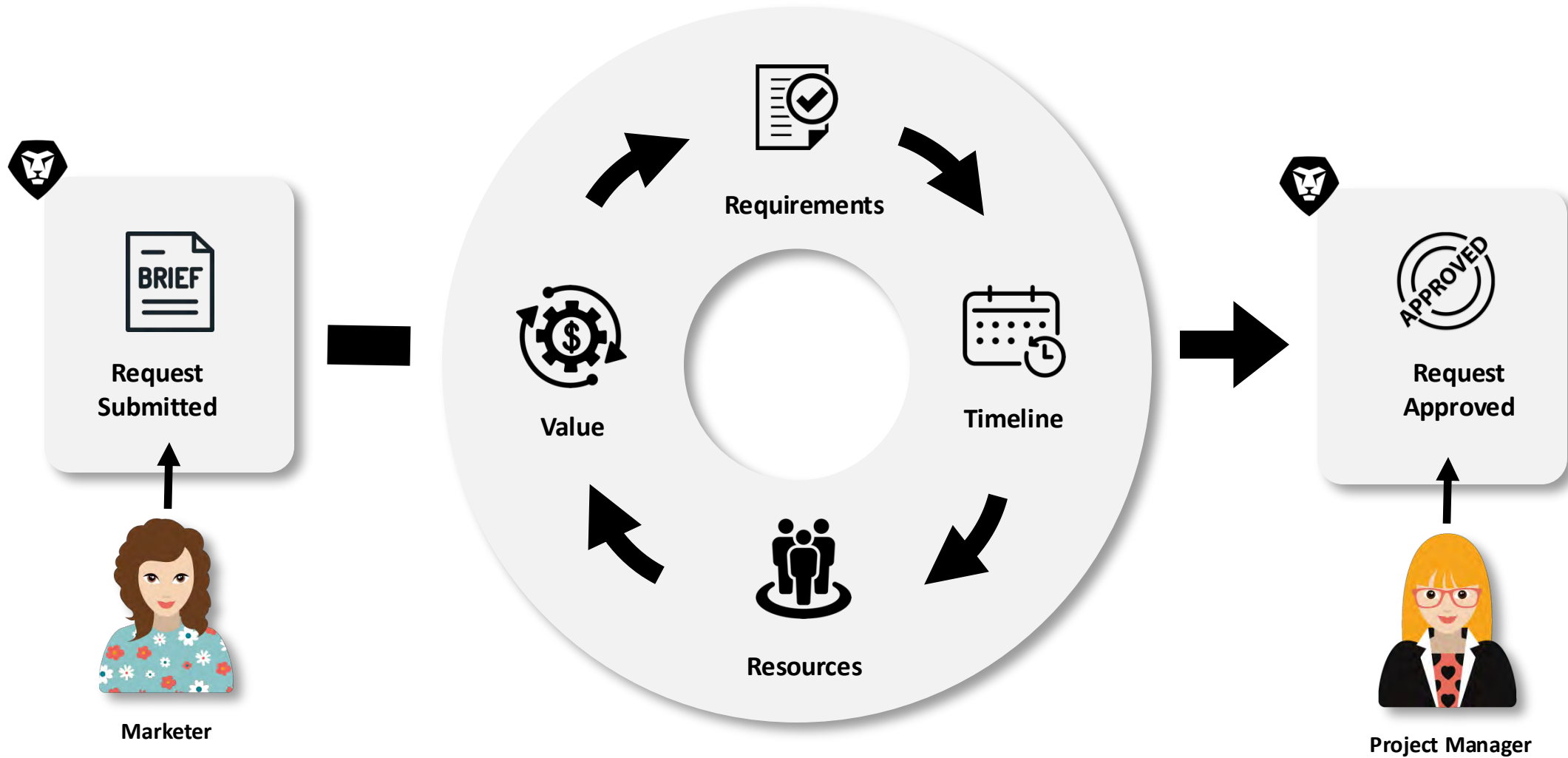
Application access user journey



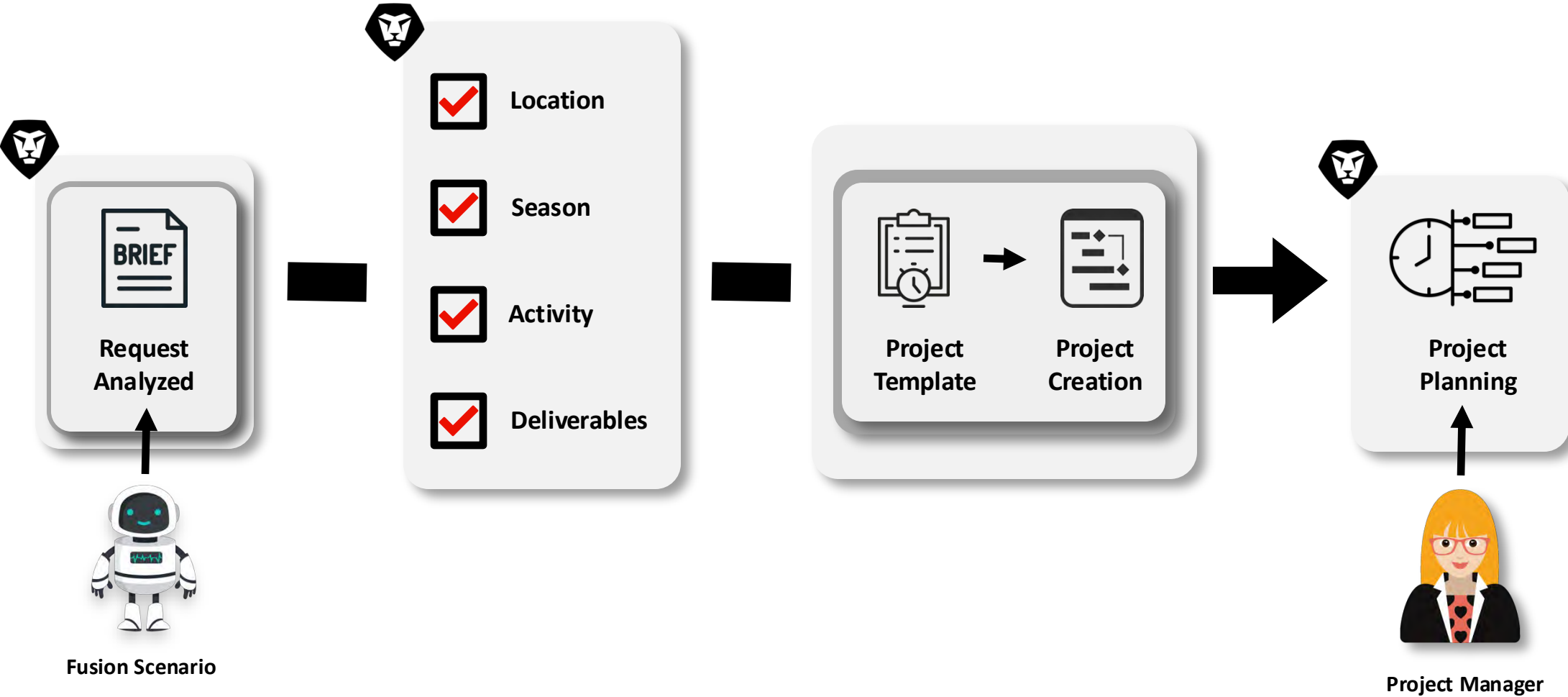
Production workflow user journey



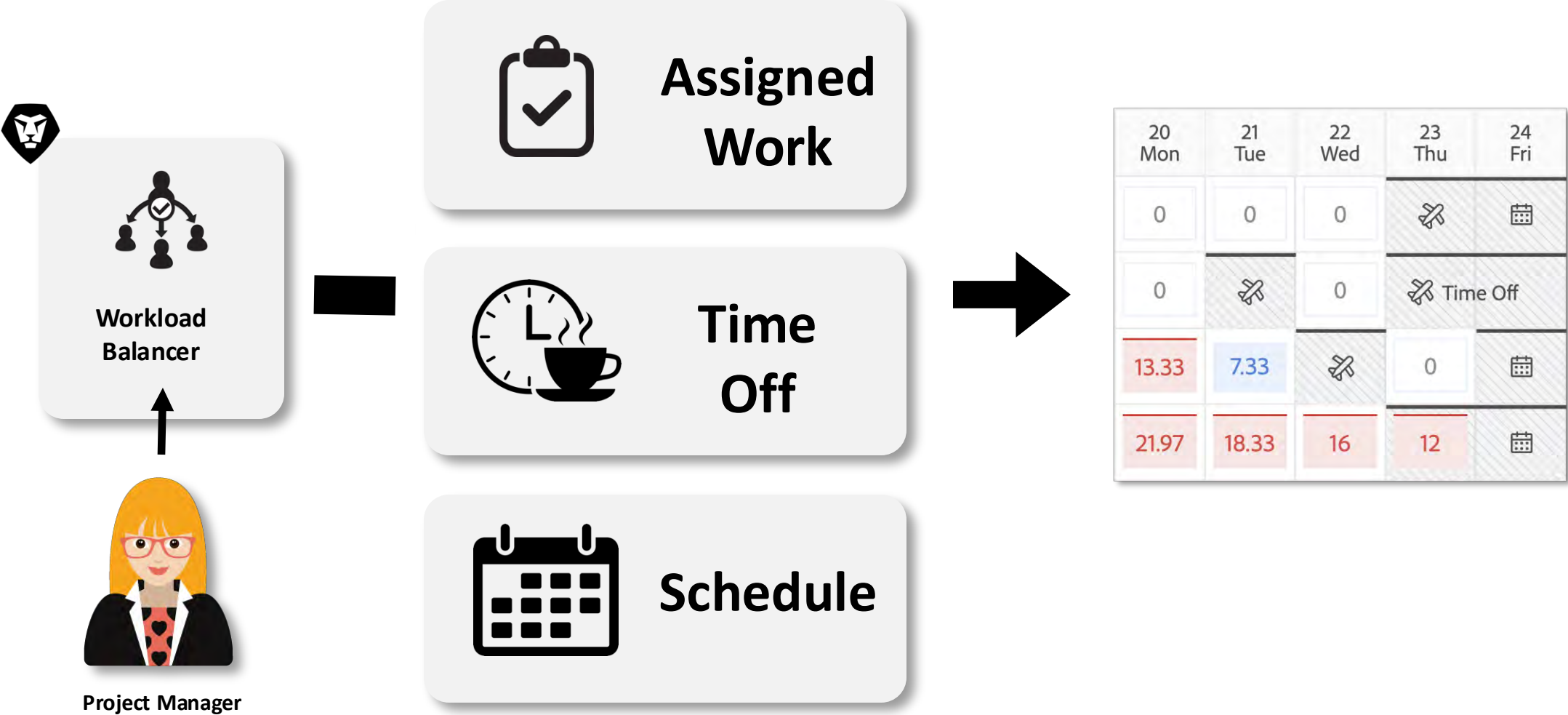
Validating the intake of requests



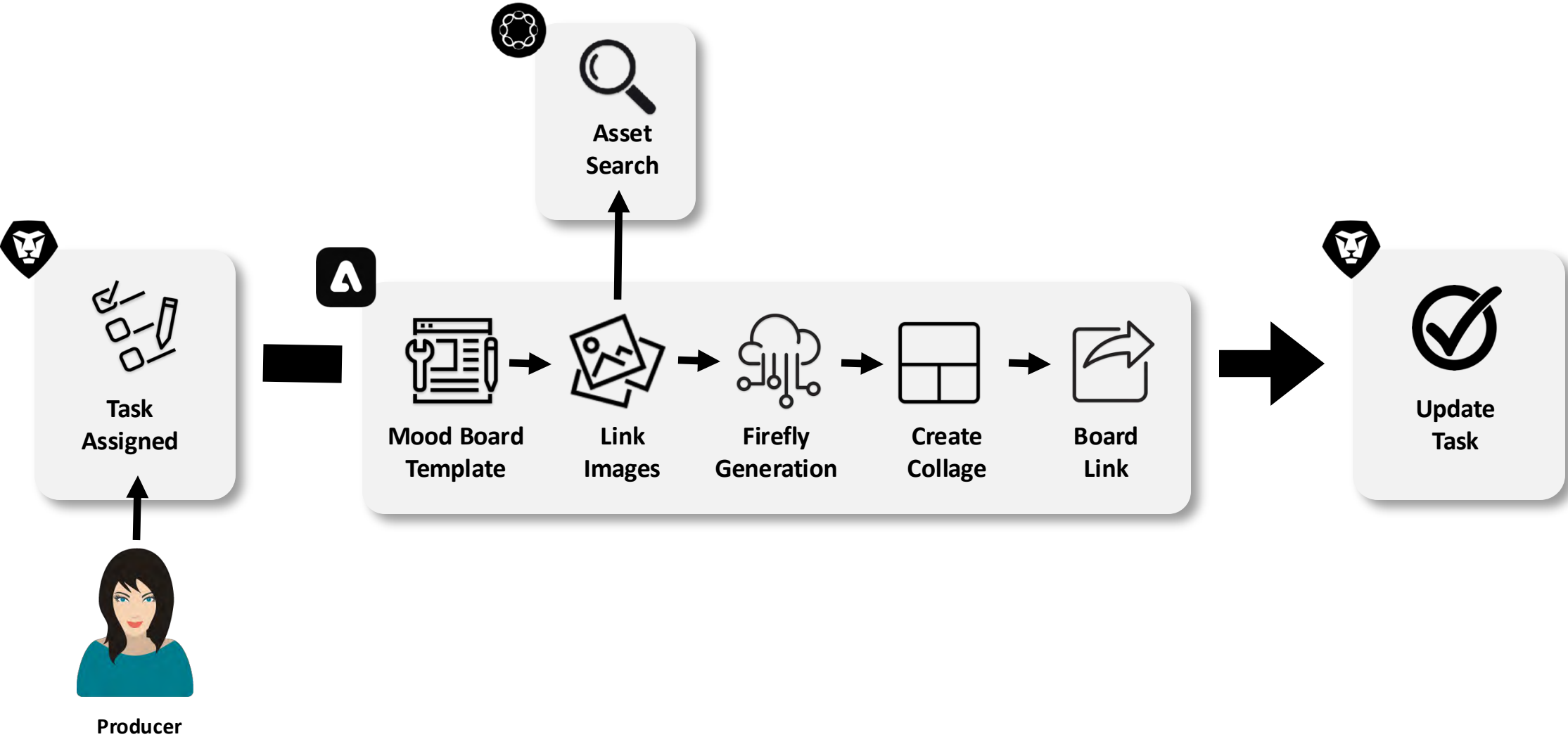
Smart project creation with template automation



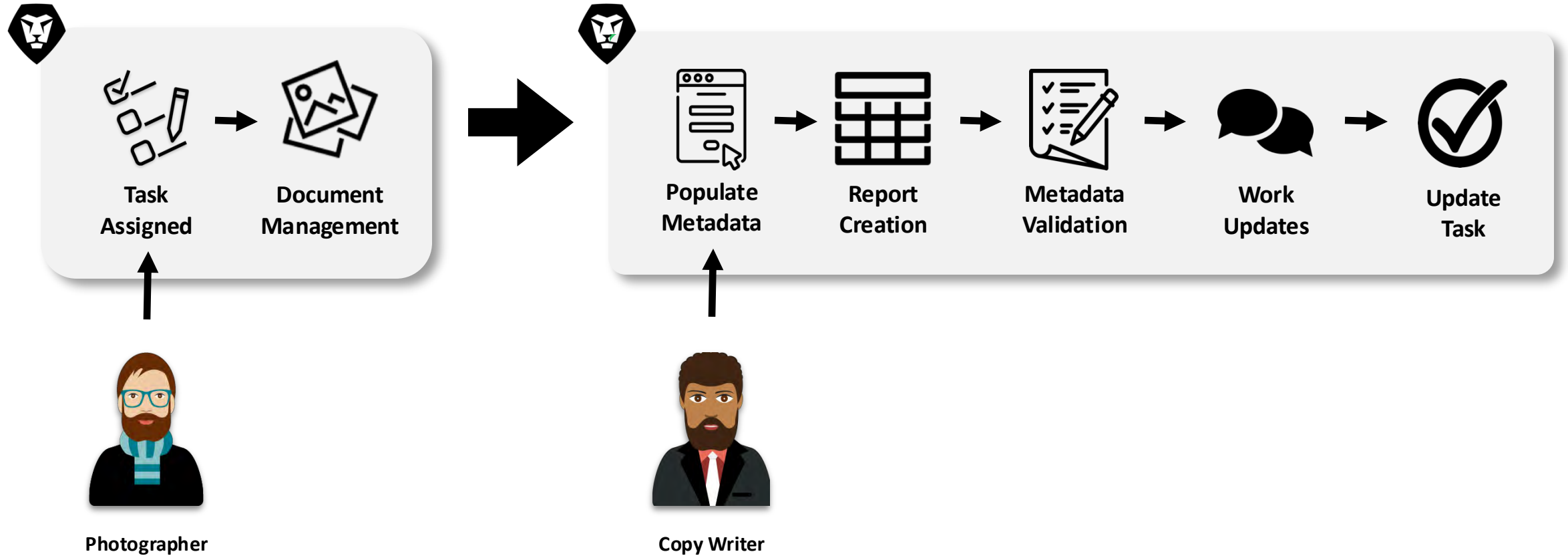
Intelligent resource management



Creating campaign concepts



Document management and governance





Demo

Sneak Peek: Workfront Planning?

Carol Tsang

Use cases

Use cases

Description

Centralized Plan Management

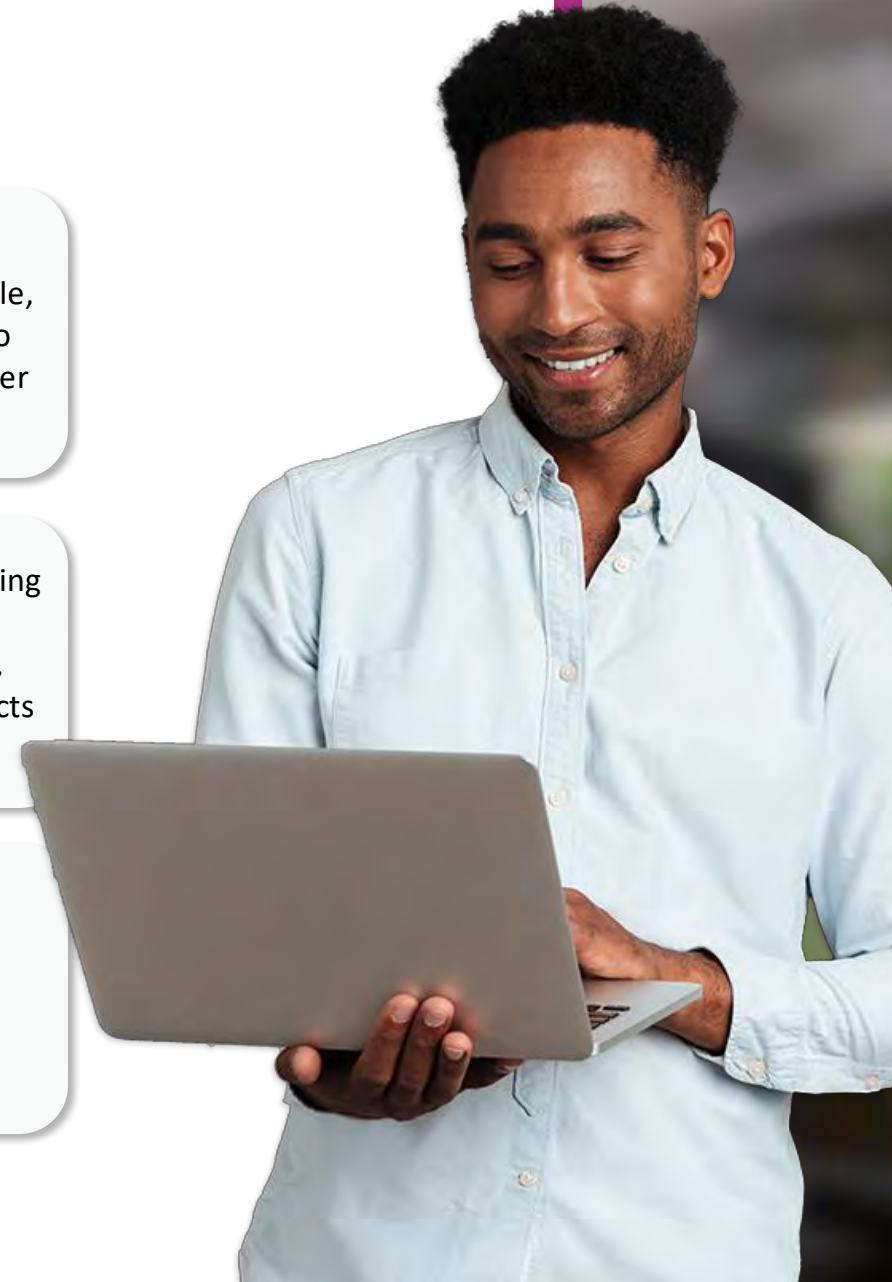
Centralize plan management with all planning activities and decision-making process coordinated and controlled from a single, central point – ensuring consistency, alignment, and efficiency so that you can deliver exceptional customer experiences and deliver business changing results.

Connected Campaign Planning

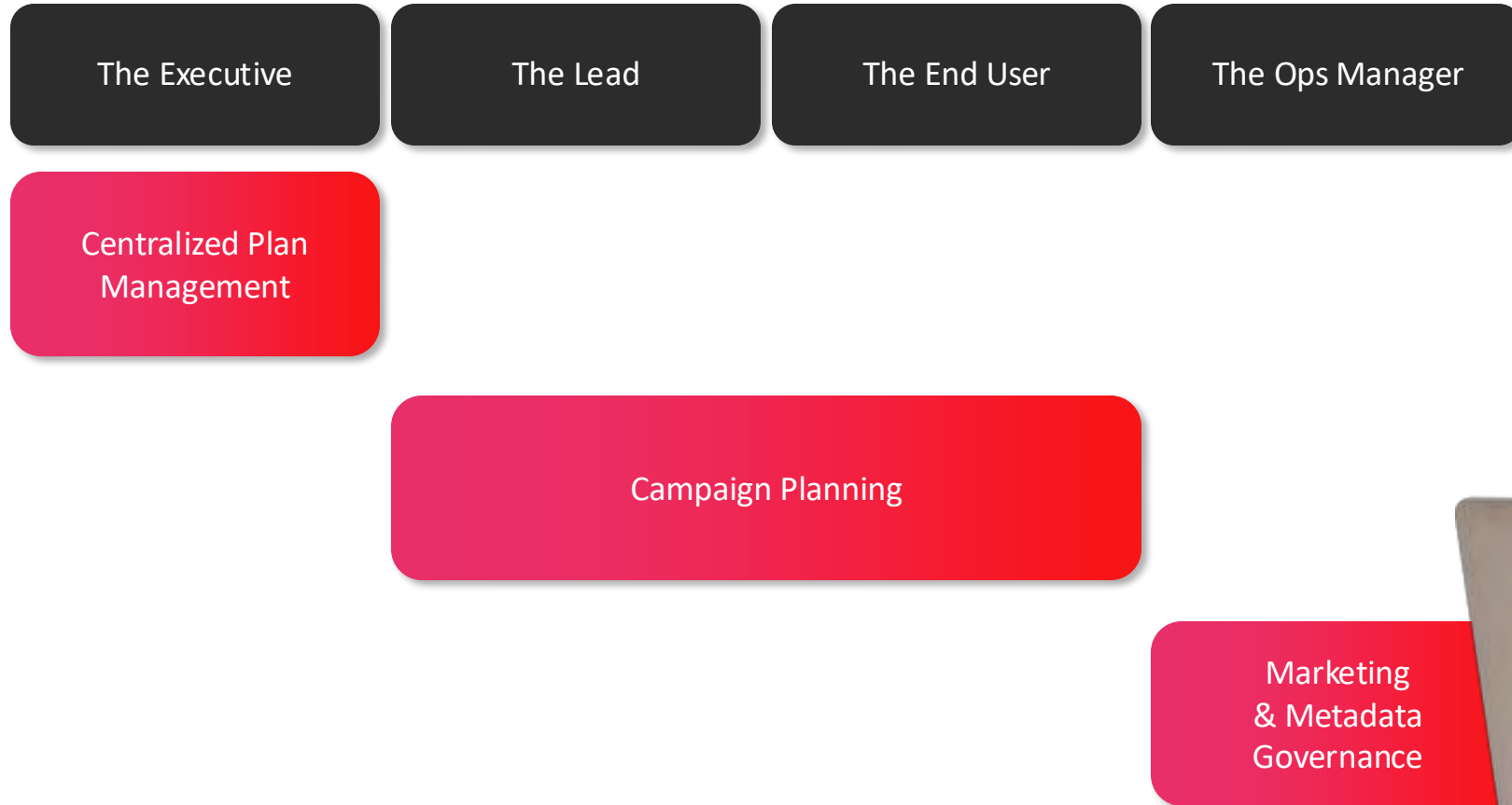
Outline and organizing the steps needed to achieve your marketing goals with Workfront Planning. Defining clear objectives, identifying the target audience, developing a strategic approach, create a timelines, and connect approved plans directly to projects for execution.

Marketing & Metadata Governance

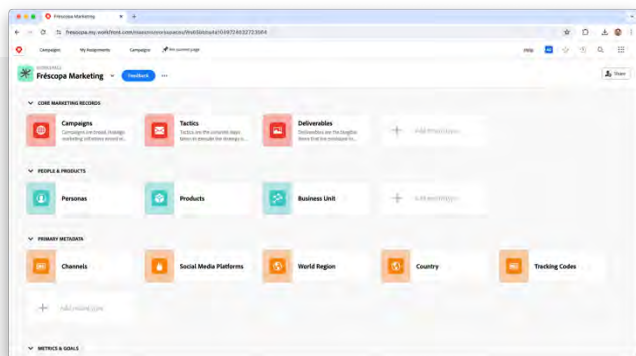
Dedicate a central solution for managing the entire marketing lifecycle with Workfront Planning – ensure that the data driving your marketing system of record is unified and governed so that you can trust your data driven decisions.



Personas + use cases



Summary: Govern your marketing data



Standardize and centralize the metadata strategy

- Centralize and standardize your marketing operational framework in one place, including metadata
- Realize cost savings through tool consolidation
- Reduce context switching by keeping users in fewer tools and in the context of their work



Extend the metadata strategy across the content supply chain

- Accelerate the overall Adobe investment with a connected metadata strategy
- Define and track key metrics across channels, brands, markets, etc.
- Calculate marketing ROI with a consistent data model across channels and campaigns





An integrated, automated, and connected Content Supply Chain?

Carol Tsang

Use cases

Use cases	Description
Automate Content Draft Creation	Use automation to drafts hero asset size variations and copy translations, allowing your creative team to focus on value work requiring creativity. Shortening the turnaround time for large volume asset needs.
Integrated MarTech solution	Map and synchronize critical metadata across platforms, enrich approved assets with appropriate tags and metadata information, improving searchability and reusability, providing executives and leaders with progress visibility on end-to-end Content Supply Chain process.



Summary: Synchronize metadata across martech stack and support content automation with Workfront Fusion



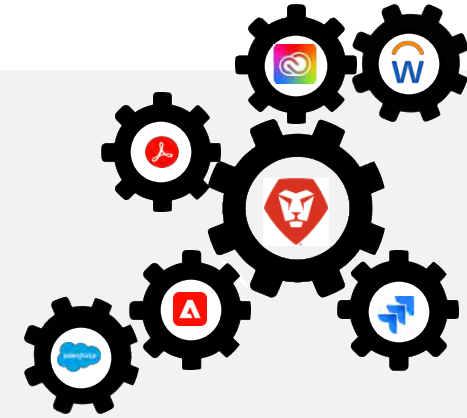
Accelerate your time to market by automating processes

- Increase ability to scale and support demand for large volume asset personalization
- Reduce administrative overheads in manual work setup and process tracking efforts
- Improve consistency in marketing processes output



Connect the flow of data across the content supply chain

- Accelerate the overall Adobe investment with a connected metadata strategy
- Synchronize marketing information across content supply chain applications
- Calculate marketing ROI with a consistent data model across channels and campaigns



Position for the future

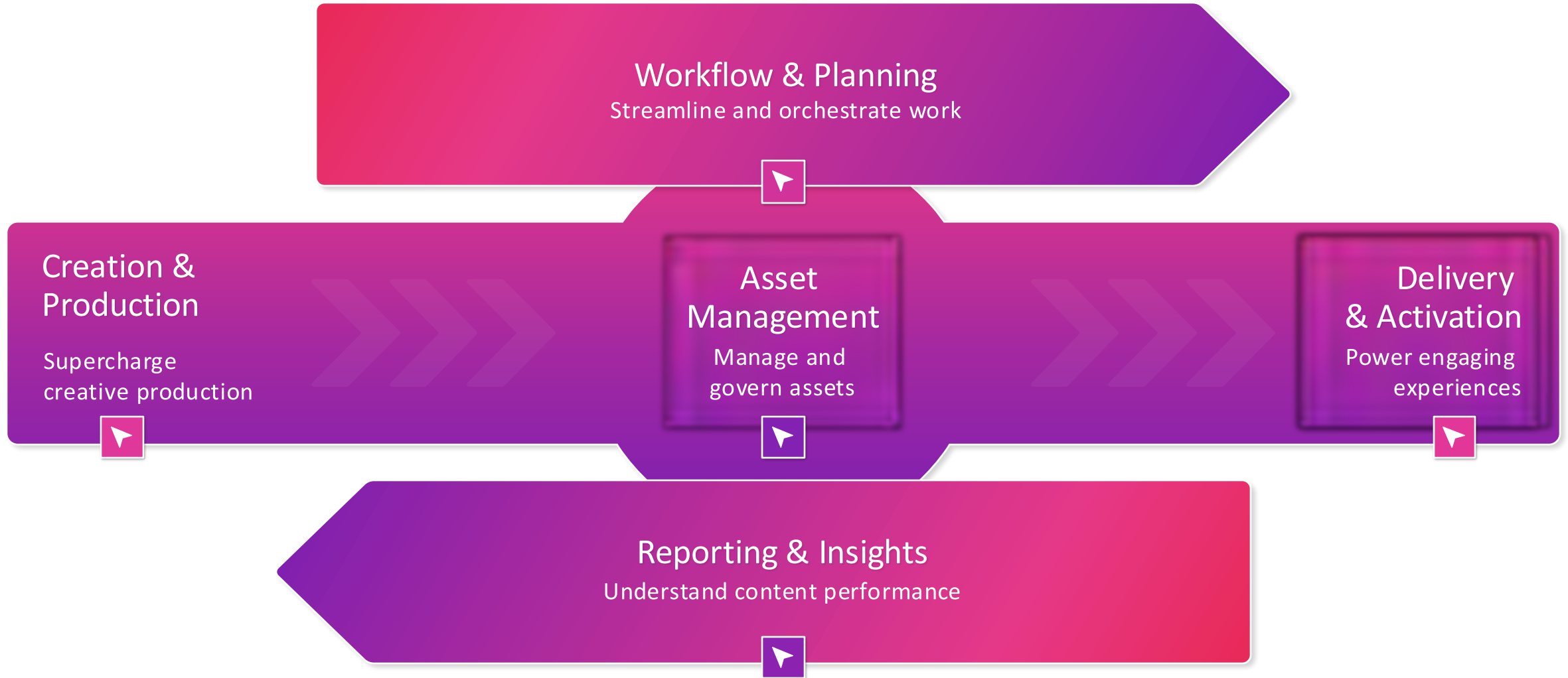
- Ability to leverage planning, operational and activation metadata at any stage of the content supply chain lifecycle through integrated Adobe solutions.
- Support volume and velocity demand on content creation for personalization at scale by automation of process steps.



Lunch Time



Five building blocks to optimize your content supply chain



Lab 2 – Creation & Production





Lab Session 2

Creation and Production

Ben Snyder

Firefly Services

Generate

- Text to Image
- Generative Match
- Generative Fill
- Generative Expand
- Create Mask

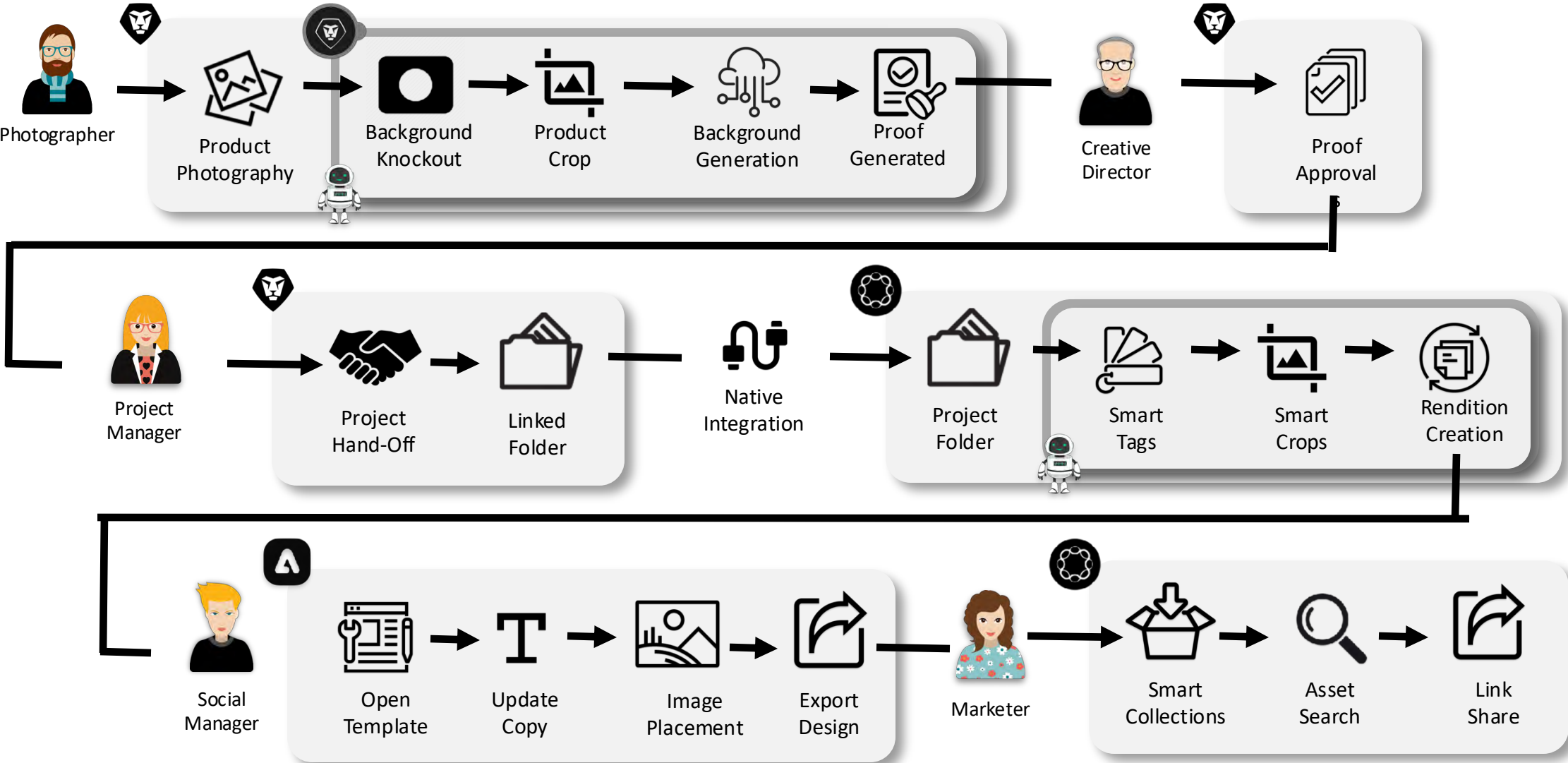
Edit

- Remove Background
- Smart Crop
- Depth Blue
- Auto Straighten
- Auto Tone
- Apply Lightroom Presets
- Apply Lightroom Edits
- Add XMP to Image

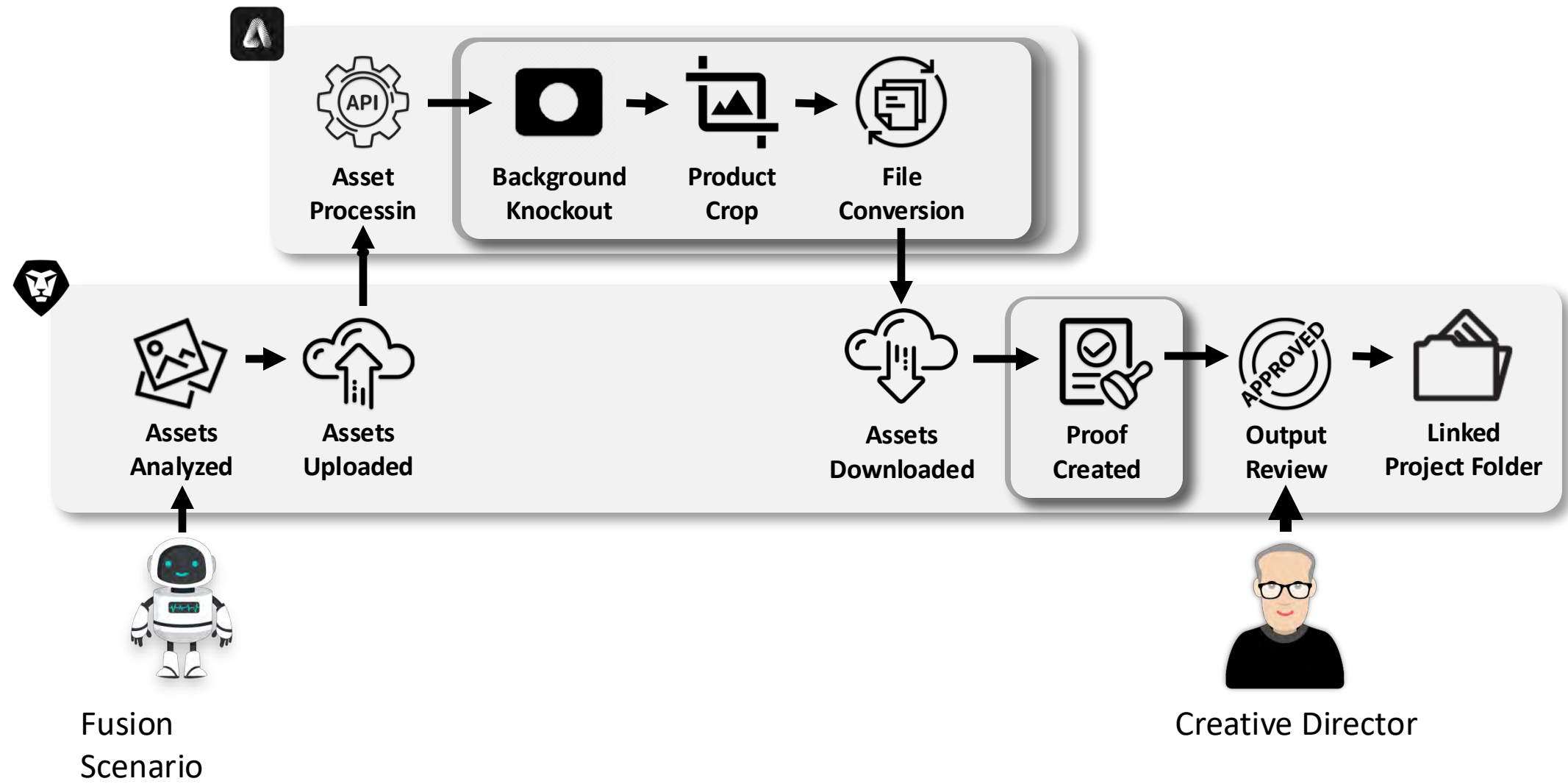
Assemble

- Run Photoshop Actions
- Replace Smart Object
- Create PSD
- Apply Photoshop Edits
- Edit Text Layers
- Create Artboards
- Create Renditions
- Content Tagging

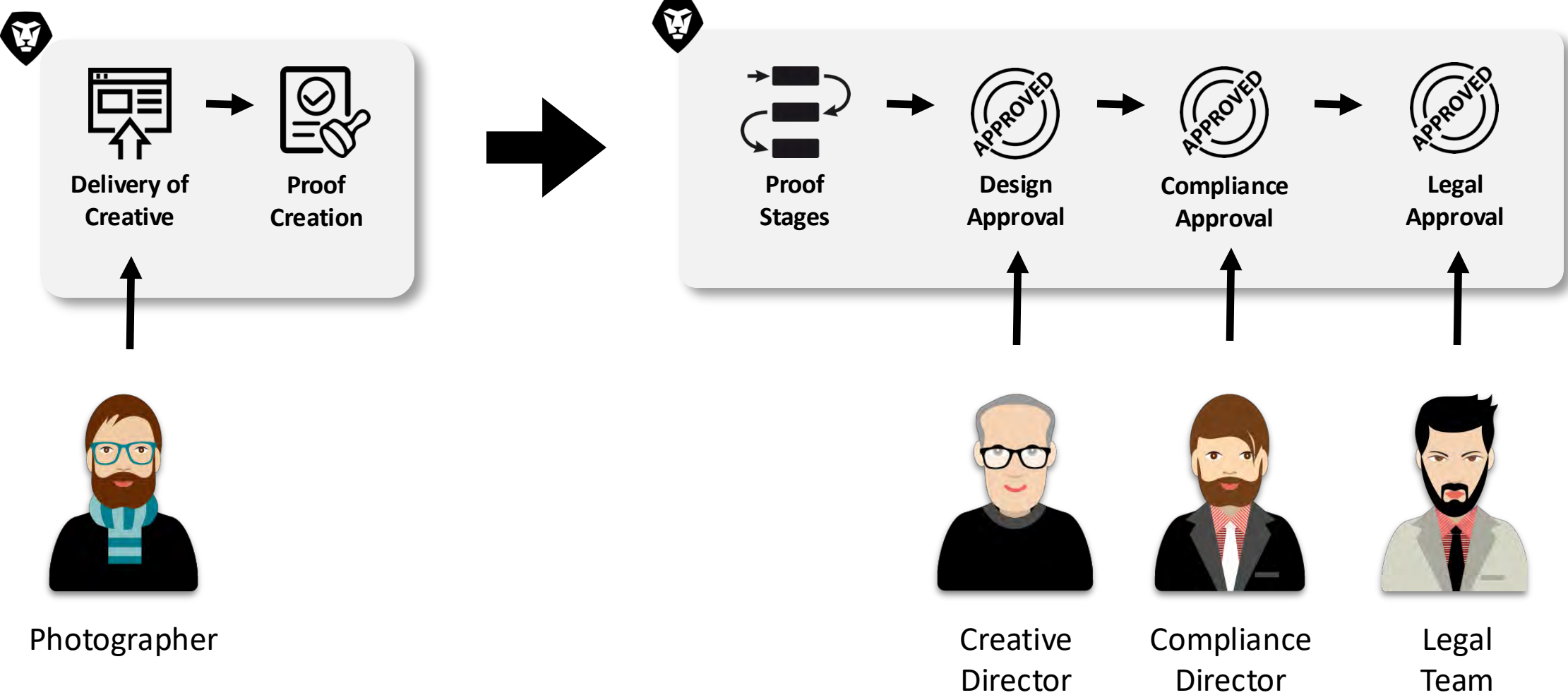
Asset automation user journey



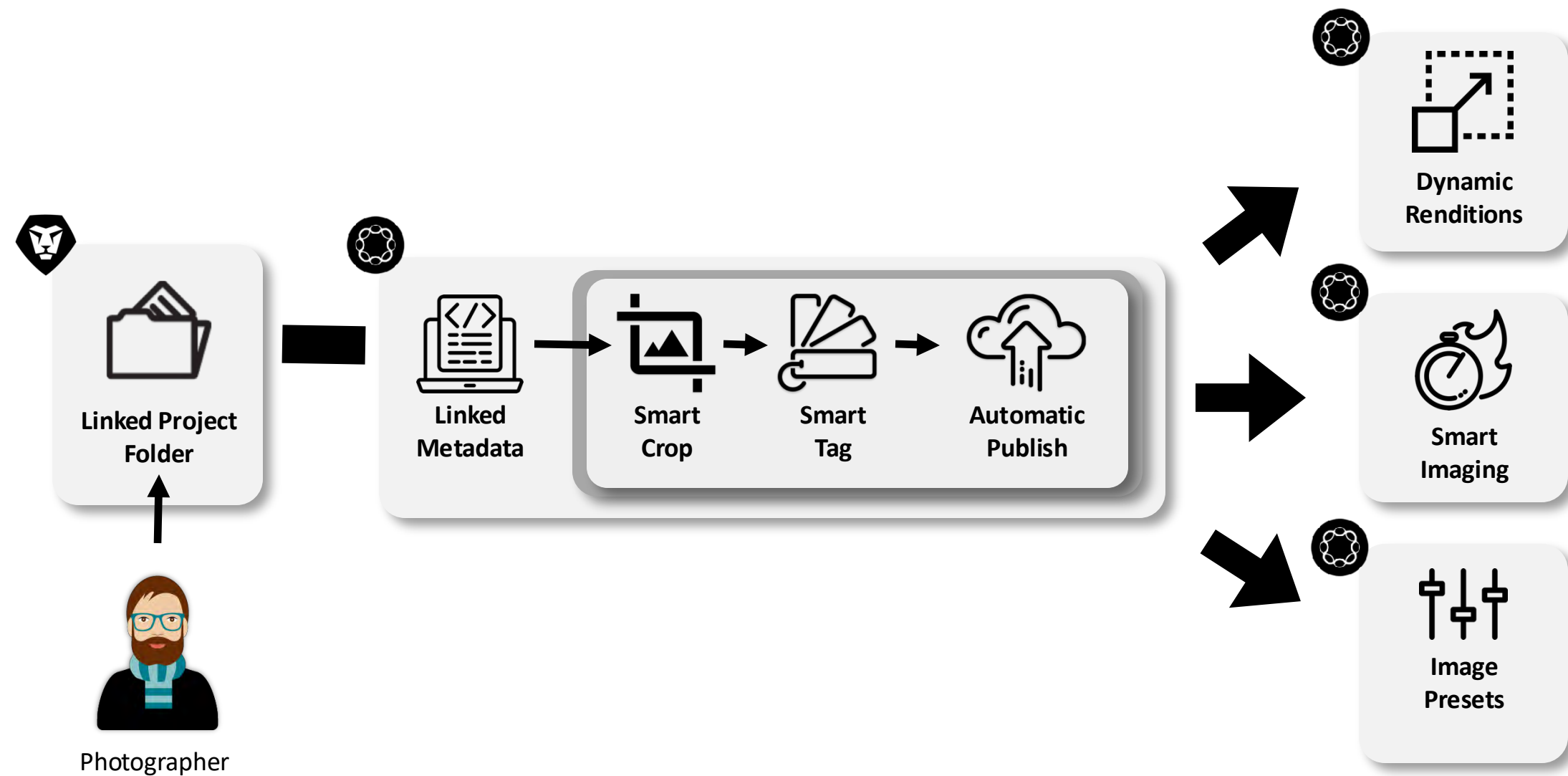
Production automation



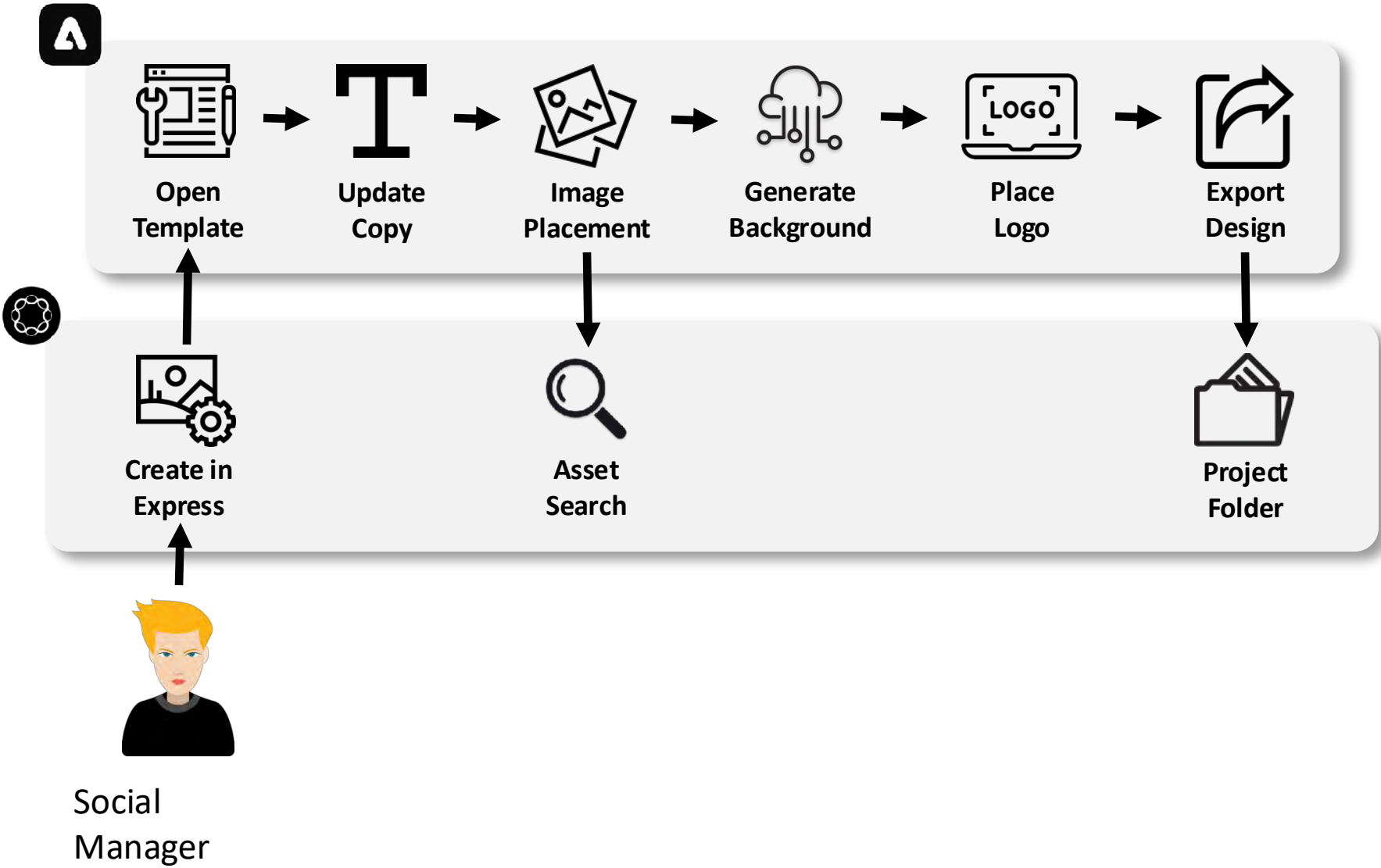
Governance of approval process



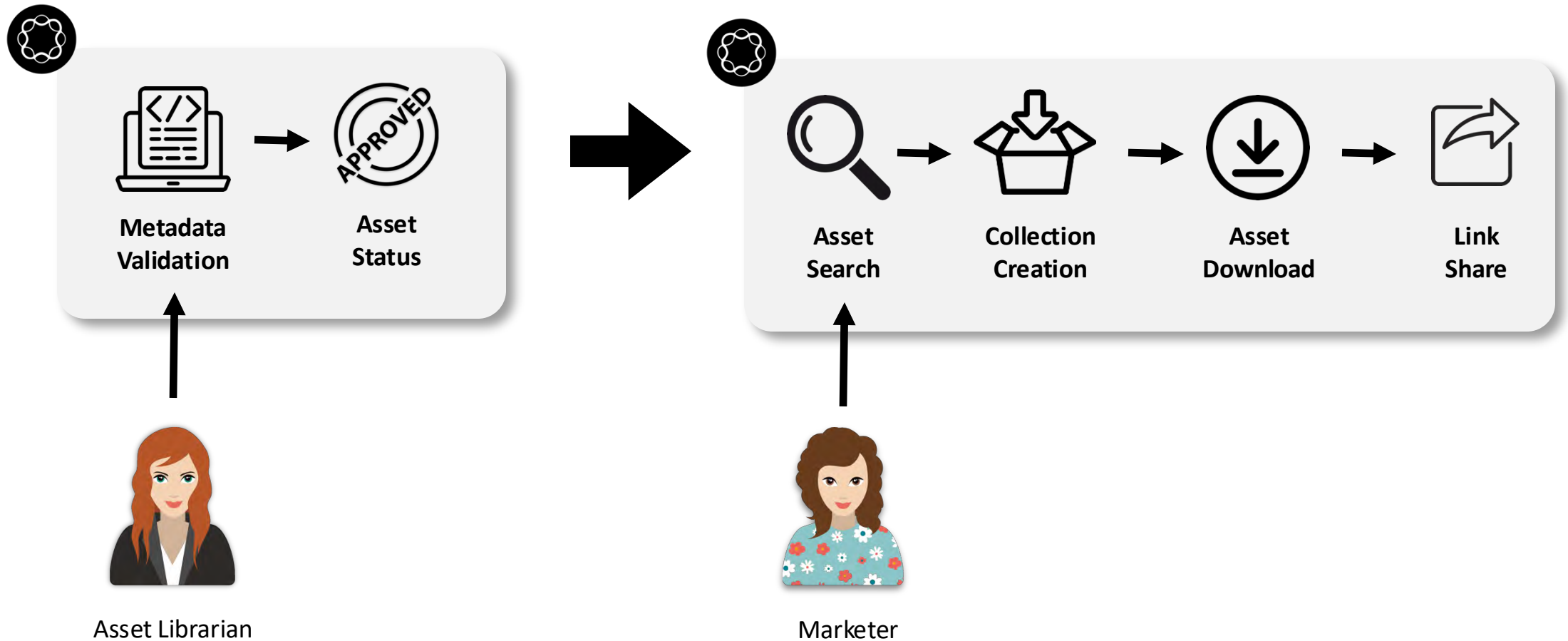
Asset variation



Asset remix and reuse



Distribution with Content Hub



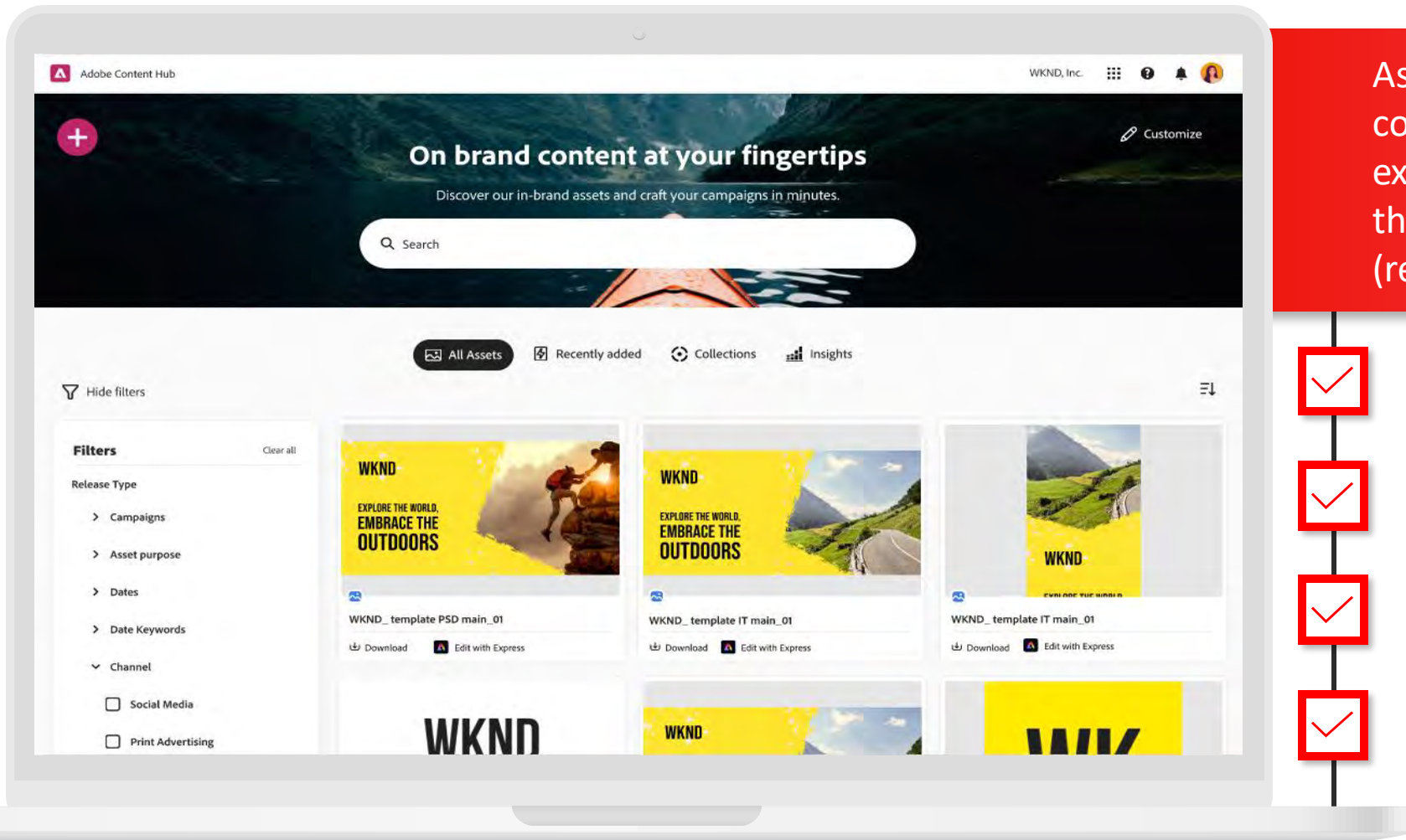


Demo

What's New in Asset Management?

Emily Jansen

Adobe Experience Manager Assets with Content Hub



Asset Distribution as a composable service and expanding access of DAM through two user types (read-only and remix in-context)



Democratize assets across the organization to access and share content



Integrate with downstream applications for a unified experience



Gain control, governance, velocity, and remix in-context with a scalable DAM



Seamless connection with GenStudio powered by content hub



Thought Leadership Reshaping Marketing with AI

Emily Jansen

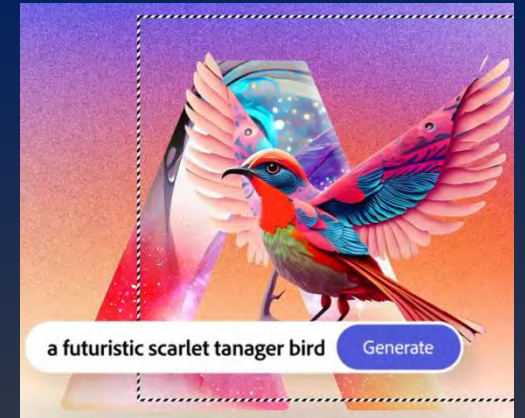


Poll



We have been building our AI foundation for over a decade

Adobe Sensei



Natively integrated AI

AI features that work within Experience Cloud applications

AI-as-a-service

Shared AI services across Experience Cloud applications

Sensei GenAI

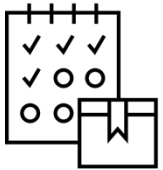
GenAI services powering an assistant for marketers and other customer experience teams

Adobe Firefly

Adobe's family of creative generative AI models to generate visual content

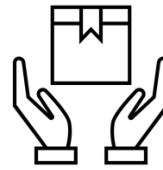
Adobe's approach to responsible AI

Accountability



We are committed to taking ownership for the impacts of our work by having processes and resources dedicated to respond to internal and external concerns.

Responsibility

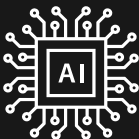


We will be responsible during every phase of designing, deploying and maintaining our AI systems through thoughtful evaluation and careful due diligence.

Transparency



We will be open about, and explain, our use of AI to our customers so they have a clear understanding of our AI systems and their application.



AI ethics review board

Ensure human oversight and evaluate features to mitigate against potential biases



Risk-based approach

Focus on the highest potential ethical impact without slowing down the pace of innovation



Testing and feedback

Rigorous, continuous testing and improvement based on feedback

Our vision

Adobe's generative AI capabilities will reshape every aspect of marketing; from planning, to execution, to analysis

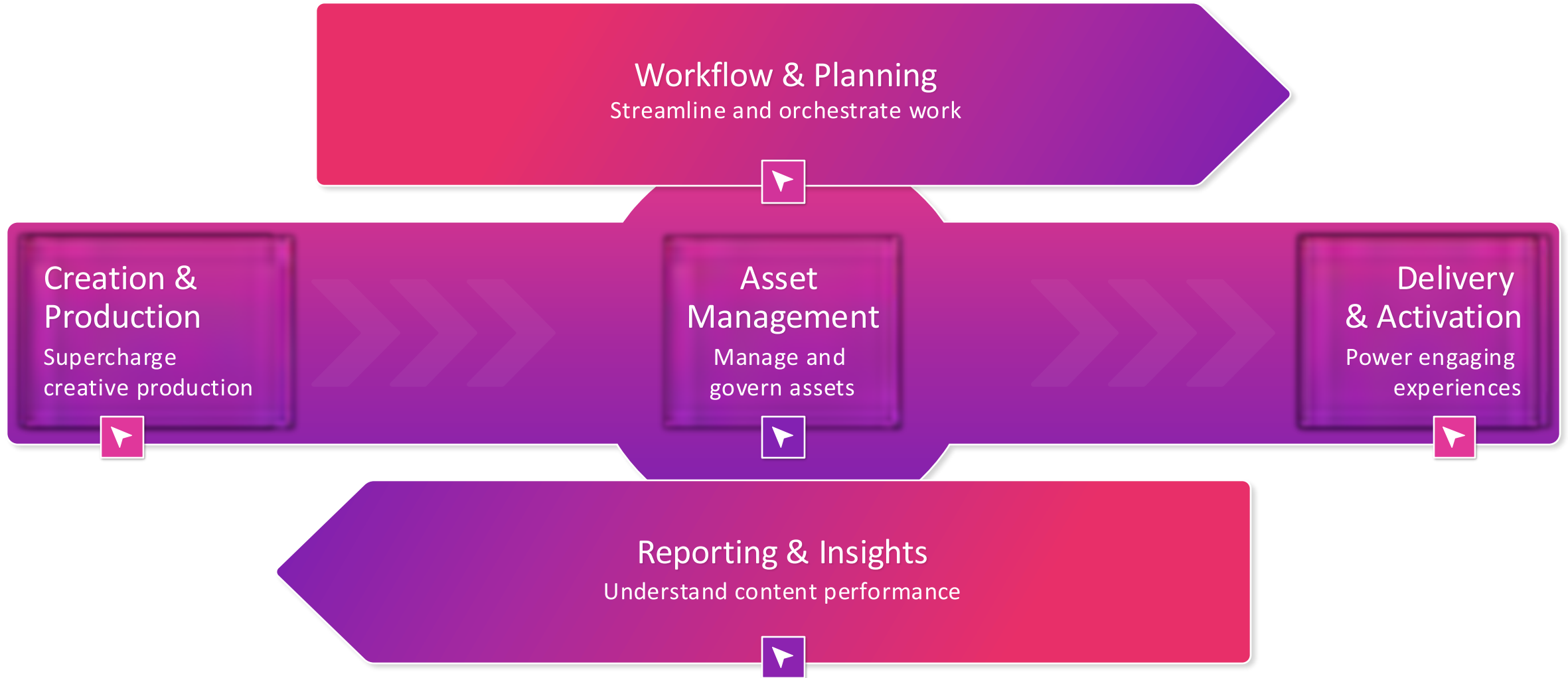
Sensei GenAI will be the assistant for marketers, transforming how **content, campaigns, audiences, experiences, journeys and insights** are generated at scale



Poll



AI is foundational to Adobe's Content Supply Chain



Let's see it in
action



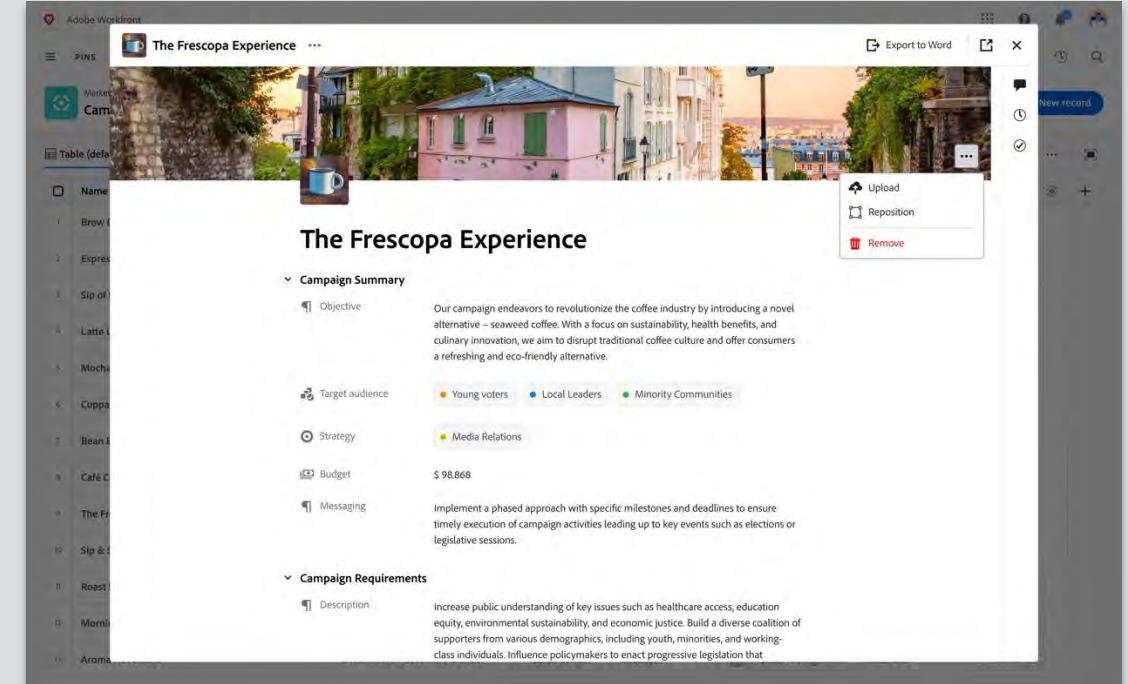
Create and share engaging briefs supported by AI



WORKFLOW & PLANNING

➤ Overview: Each record details page provides the ability to visualize the metadata in a clean and easy to read brief experience. You can generate the brief via document upload or by interacting with an AI Assistant.

➤ *Limited release: Q3 2024*



VALUE

- Capture and share strategic context across teams via briefs



Fusion AI Assistant



WORKFLOW & PLANNING



Get the information you need, right away. Ask a question or choose a suggested topic to get fast AI-generated answers based on data insights, [product documentation](#), Workfront app usage, and more.

- > Overview: The Fusion AI Assistant will help users navigate Experience League documentation
- > Benefits: Faster, easier access to user documentation and information; help in understanding the meaning of an error message and finding the cause for the error; getting a summary of what a scenario does; and help in understanding how to perform specific actions related to modules and automations
- > *Limited release: Q3 2024*



VALUE • Unlock critical capabilities for digital agencies



Creative ideation and production



CREATION & PRODUCTION



- ▶ Accelerate production and editing of high-quality content with Firefly in Creative Cloud (e.g., generative fill)



VALUE

- Higher efficiency and speed to market
- Greater breadth of new ideas and creative concepts
- Enhanced employee experience



Democratize and scale production to marketers



CREATION & PRODUCTION



- Enable anyone in the organization to easily create or adjust on-brand content using Adobe Express with Firefly
- Rapidly create variations from AEM Assets, such as updating backgrounds for different geos, via Express and Firefly



VALUE

- Increased content production
- Lower cost per asset by eliminating manual effort
- Faster speed to market and higher confidence in scaled content

Find, share, and distribute assets faster

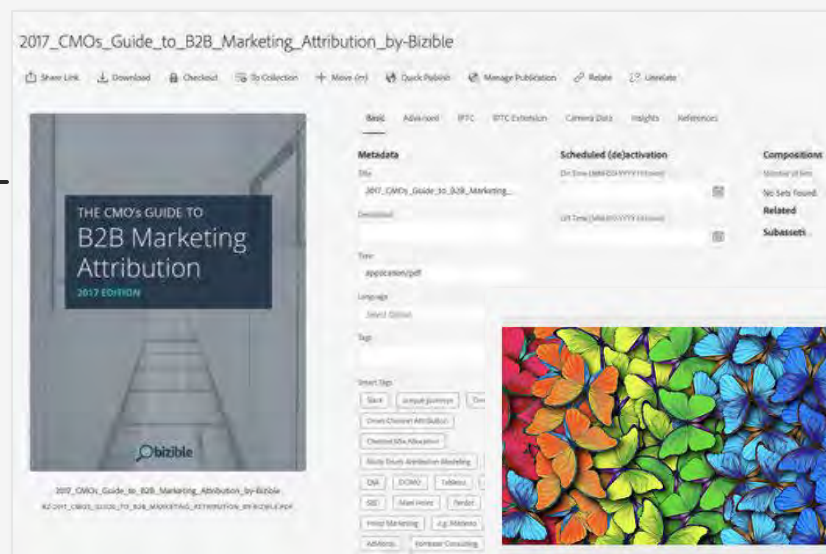


ASSET MANAGEMENT



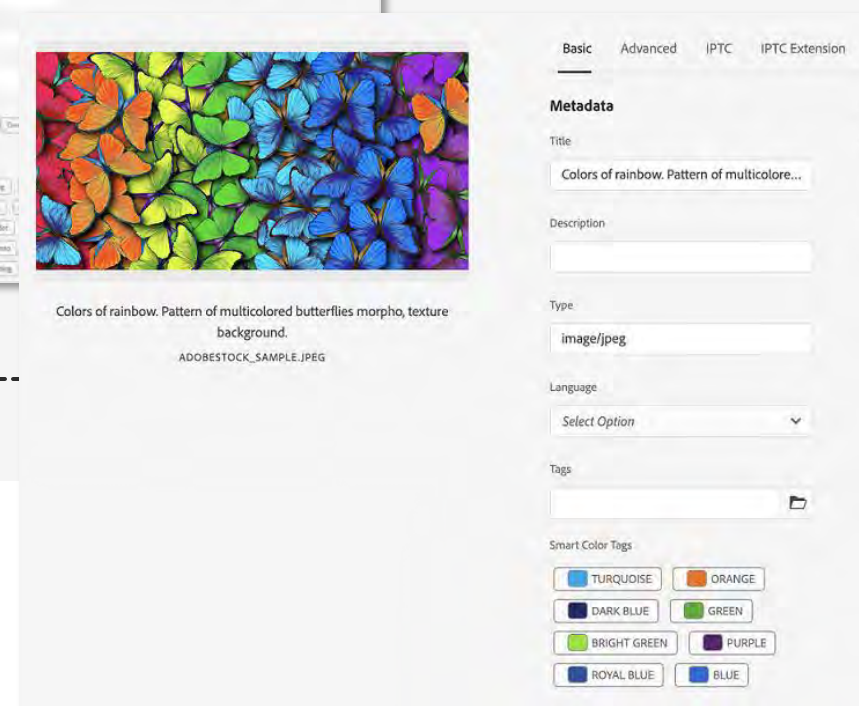
Smart Tags for text

AI-powered auto-tagging extended to support salient keywords in documents and text-based content



Color Tags

AI-powered labeling, organization and search of all imagery with the best color labels



VALUE

- Easily search and find existing assets via AI-powered metadata tagging
- Improve asset ROI by driving asset usage and eliminating re-creation of existing assets



Boost marketing copy generation

- Use Sensei Gen AI for copywriting, re-writing and summarization in the AEM advanced in-context editor
- Rapidly create copy variations in Journey Optimizer to test and optimize engagement across segments or channels
- Deploy content styling that incorporates brand tone of voice, up-to-date product information, and behaviors



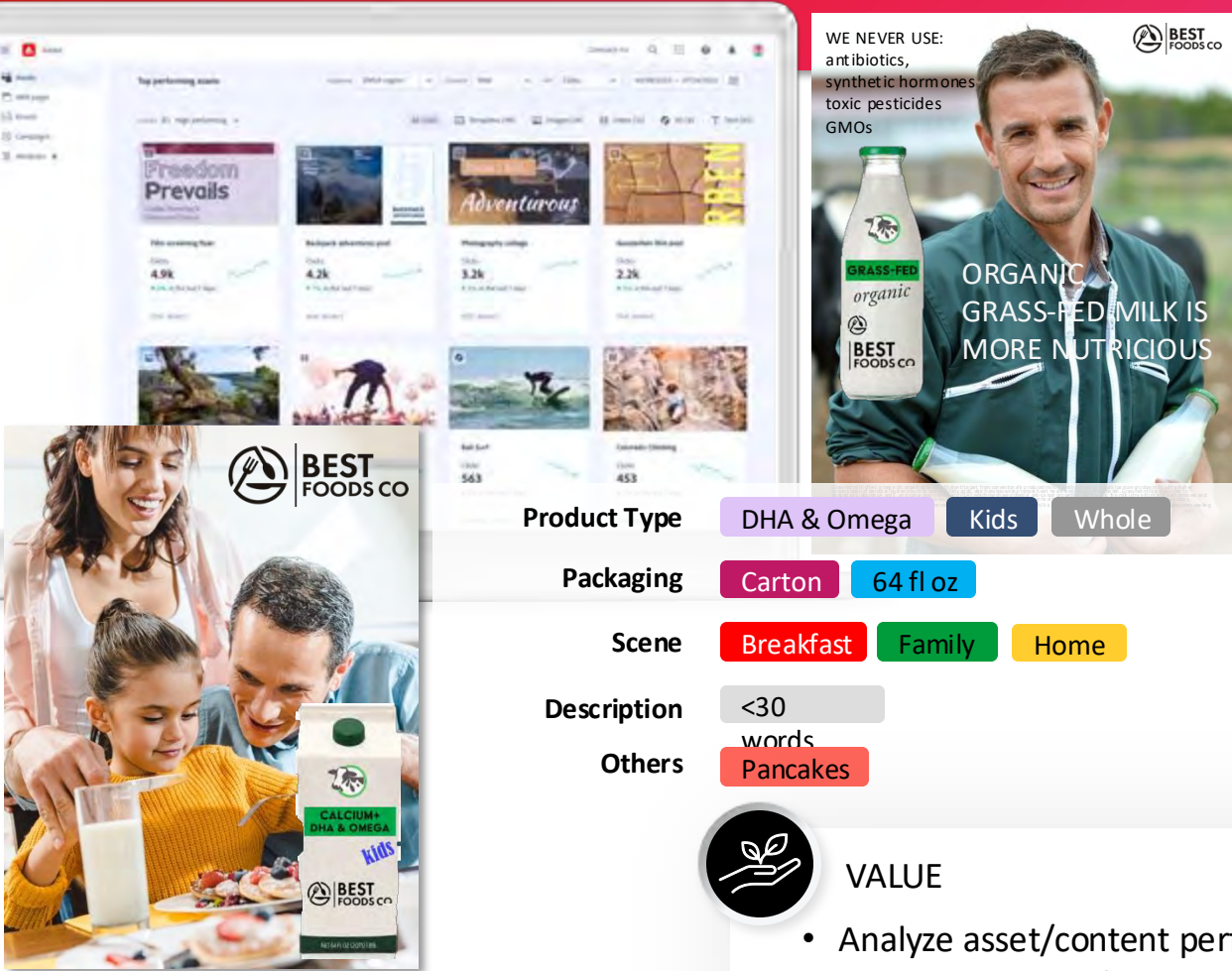
VALUE

- Faster speed to market for marketing messages
- Enhanced customer engagement and experiences
- Improved productivity / employee experience



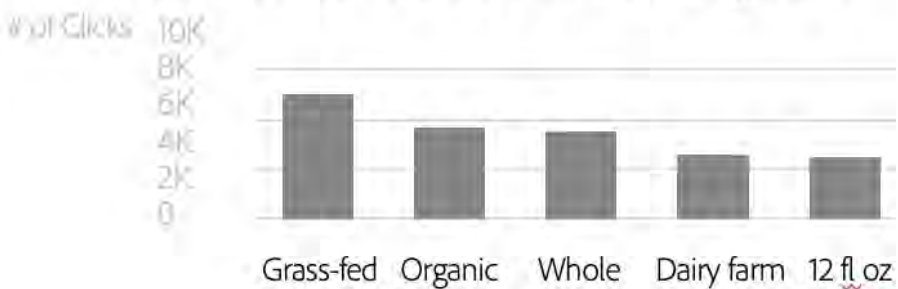
Content Analytics

Analyze asset/content performance at an attribute level to feed insights driving higher content ROI

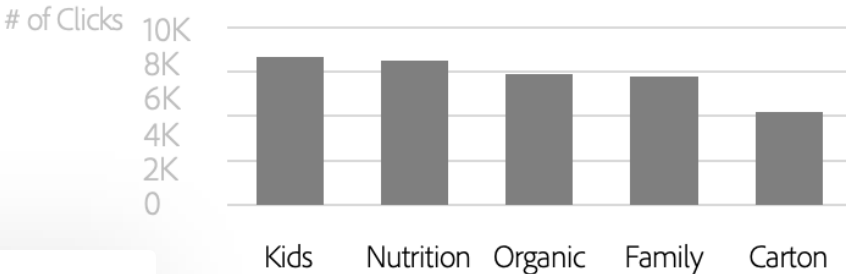


Content attribute performance by micro-segment

"HEALTH-CONSCIOUS SENIOR" segment



"SOCCER MOM" segment

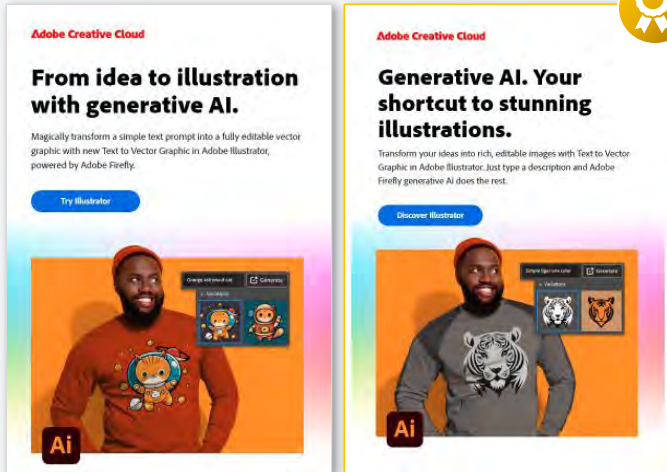


VALUE

- Analyze asset/content performance at an attribute level to feed insights driving higher content ROI

GenAI in action with Adobe marketing

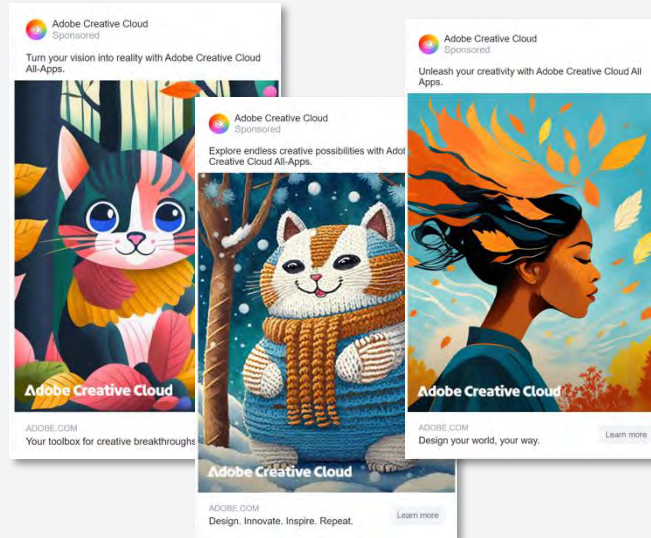
1 Adobe MAX Email Campaign



LLM + Illustrator Text-to-Vector

Create an email for Adobe MAX with multiple image and text variants (two of five variants shown)

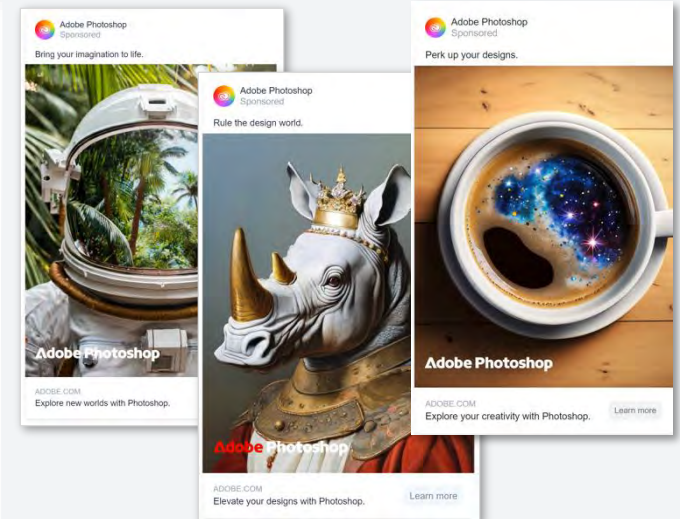
2 Studio-Led Facebook Social Ads



LLM + Firefly

Save time on content creation and optimize sourced ARR for display ads on paid social channels

3 Marketing-Led Facebook Social Ads

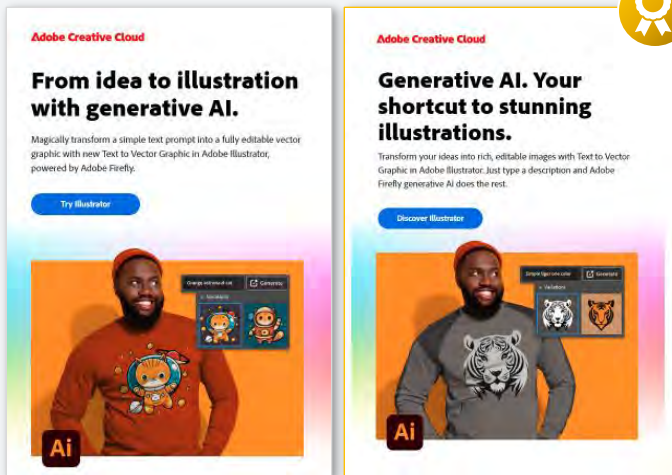


LLM + Firefly

Create content that would otherwise not exist to improve ROI on paid social channels

Impact

1 Adobe MAX Email Campaign

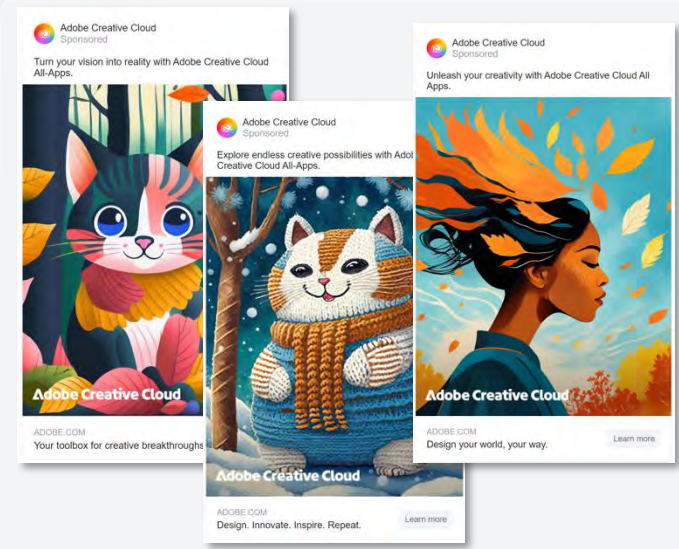


LLM + Illustrator Text-to-Vector

50+%

lift in clickthrough rate over average CTR of other variants

2 Studio-Led Facebook Social Ads



LLM + Firefly

125+%

ROI, 10+% better than comparable campaigns

3 Marketing-Led Facebook Social Ads



LLM + Firefly

155+%

ROI, 20+% better than comparable campaigns



Change Management and Keys to Success

Steve Michaelis

What did Adobe find when they looked at their own Content Supply Chain processes?

A comprehensive review and discovery identified the working models, requirements, pain points and opportunities of the existing CSC. A review of the technical landscape revealed numerous applications facilitating content creation and management.

1

Siloed Processes:

Disconnected workflows hindered leadership's ability to get a holistic view of marketing activities.

2

Manual Efforts:

Significant manual efforts were required to consolidate insights from disparate sources, leading to inefficiencies.

3

Decentralized Asset Management:

Assets were scattered without standardized metadata, complicating reuse and management.

4

Lack of Visibility:

The creative asset generation process lacked transparency, with fragmented approval processes often managed via email.

Establishing the vision and the plan

Adobe set clear goals to optimize its content supply chain:

Clear goals

Comprehensive visibility

Maximized reuse

Agile processes

Effective localization

High quality content

Democratized asset usage

Streamlined production

Implementation and best practices

Successful implementation required executive engagement, regular steering team readouts, and the establishment of governance committees.

Key findings

Executive engagement

Transparent communication

Change management

Governance structures

Workflow and asset management

Technology tools

Effective onboarding

Keys to success

Adobe identified key pitfalls to avoid

1

Minimize excessive voices

Too many decision-makers can cause delays and lack of accountability. Empower core teams with decision-making authority.

2

Data accessibility

Ensure necessary data is accessible for measuring progress. Invest in data integration early.

3

Empowerment

Core team must be empowered to make decisions without excessive reliance on external approvals.

4

System overload

Avoid creating multiple fields for the same data elements to prevent reporting issues.

Helping enterprises drive business impact

**Saved \$2 million+
by automating
workflows**

T Mobile

**700% increase in
delivered projects**

IBM

**26% higher
engagement from
Firefly-generated
assets**

xfinity

**Reduced content
waste by 30%**

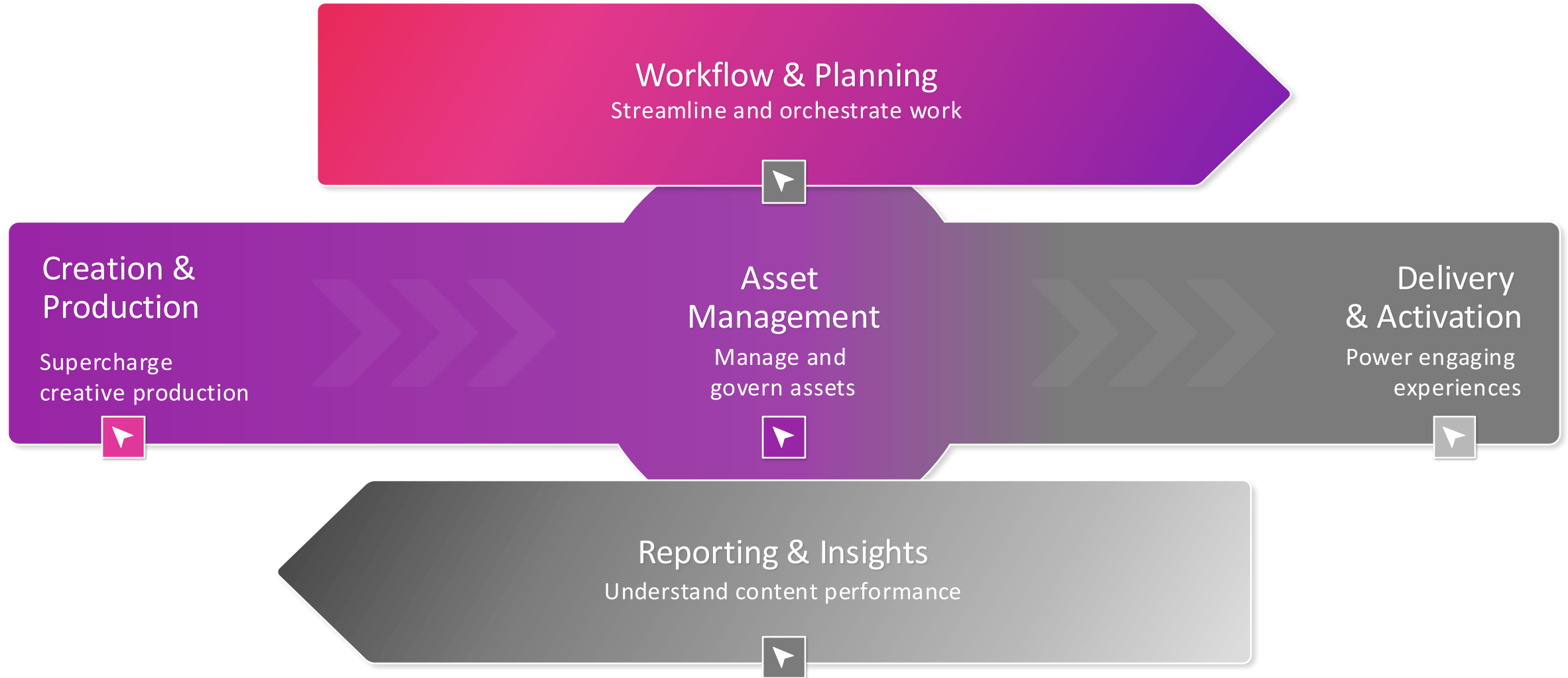
asics

“Now we’re driving operational efficiencies and content velocity by connecting the tools the creative team is using to downstream marketing systems.”

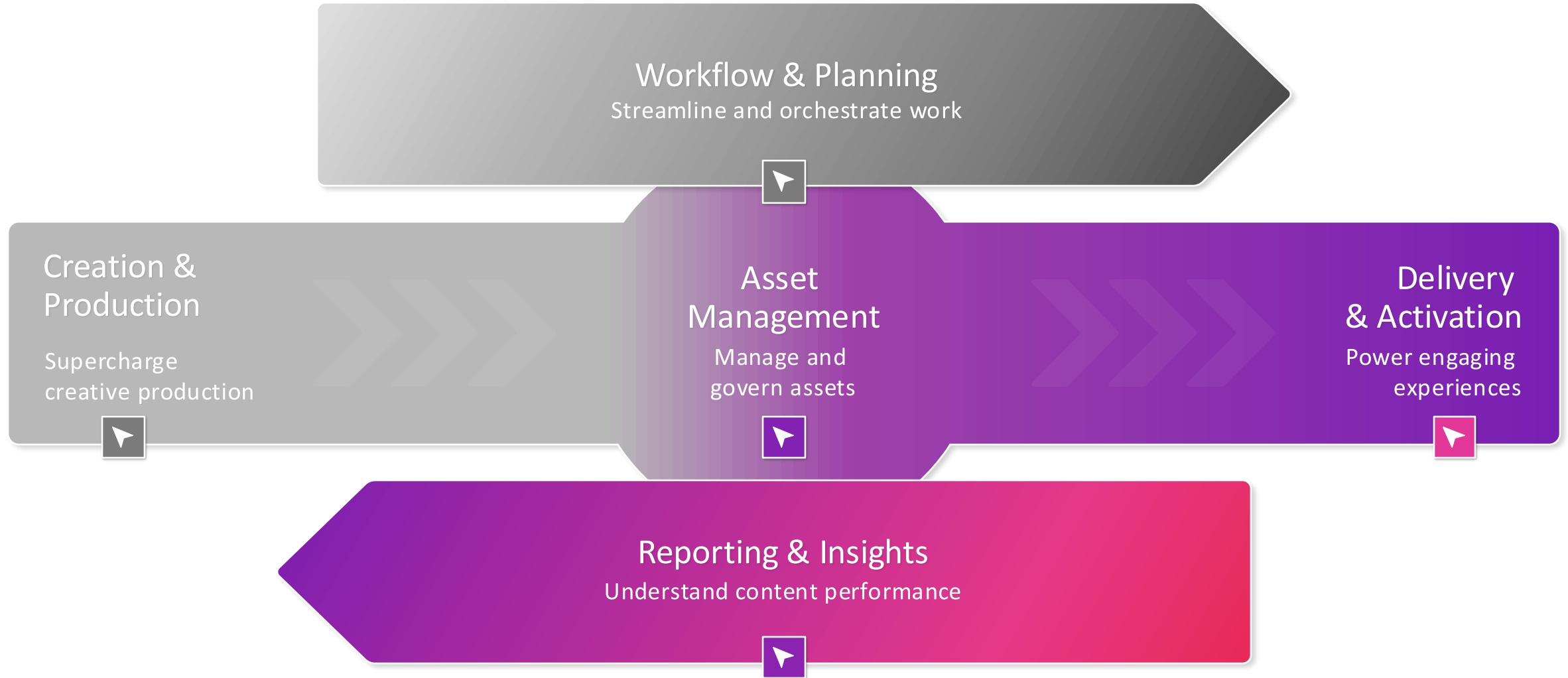


ANNA HUDES • Chief Product Officer, Prudential Financial

Day 1 review



Day 2 preview







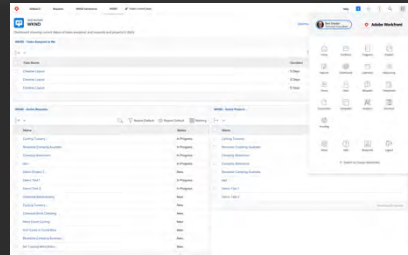
Appendix



Workfront references

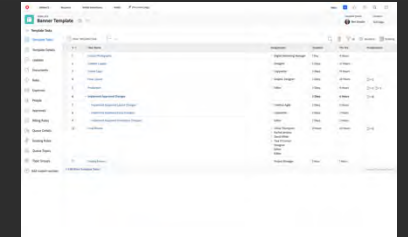
System Basics

- [Understanding Navigation Workfront](#)



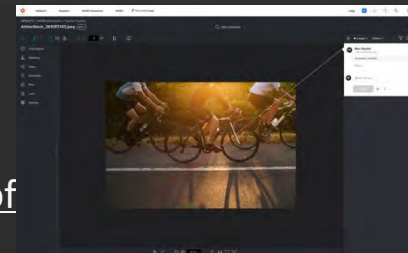
Project Templates

- [Template Overview](#)
- [Editing Template Tasks](#)



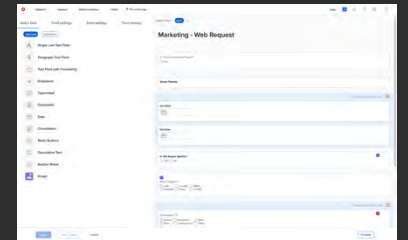
Proofing

- [Supported Files and Sizes](#)
- [Creating an Advanced Proof](#)



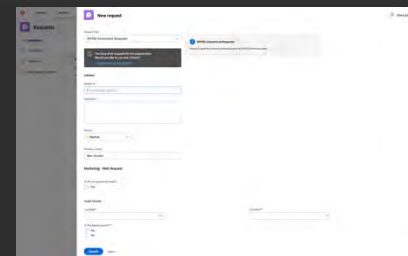
Custom Forms

- [Custom Form Overview](#)
- [Creating a Custom Form](#)



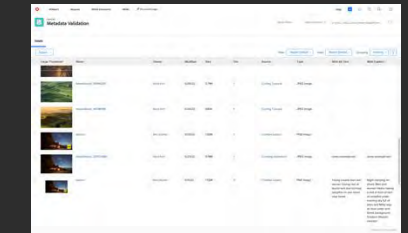
Request Queues

- [Creating a Queue](#)
- [Routing Rules](#)



Reporting

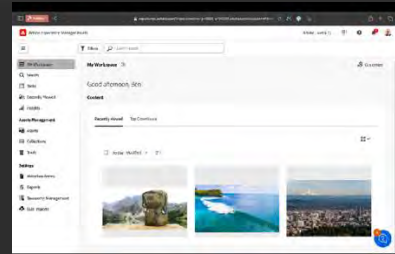
- [Getting Started with Reports](#)
- [Creating a Custom Report](#)



Adobe Experience Manager Assets references

System Navigation

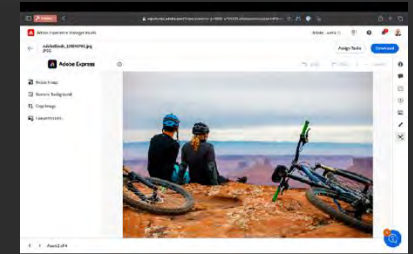
- [Managing Digital Assets](#)
- [AEM Assets](#)



Navigation

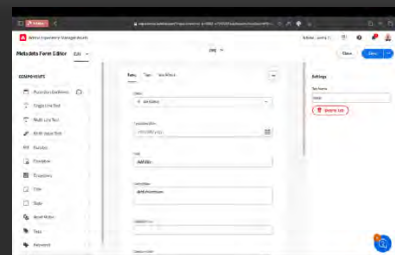
Quick Actions

- [Edit in Adobe Express](#)
- [Edit in Photoshop Express](#)



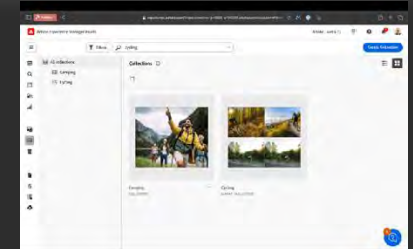
Metadata Forms & Tags

- [Understanding Metadata](#)
- [Managing Tags](#)



Collections

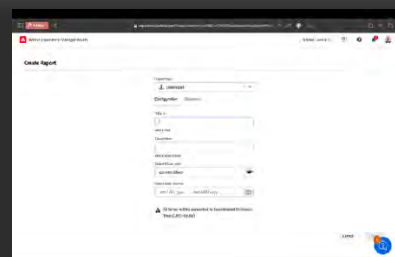
- [Creating a Collection](#)
- [Managing Smart Collections](#)



Collections

Subscriptions and Reports

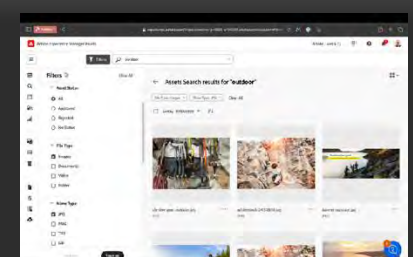
- [Subscribing to Reports](#)
- [Creating Asset Reports](#)



Reports

Search and Linking

- [Search and Discover Assets](#)
- [Share Links to Assets](#)



Adobe Experience Manager Sites references

System Navigation

- [Quick Start Guide](#)
- [AEM Sites Navigation](#)



Universal Editor

- [Introduction to Universal Editor](#)
- [Getting Started Authoring Content](#)

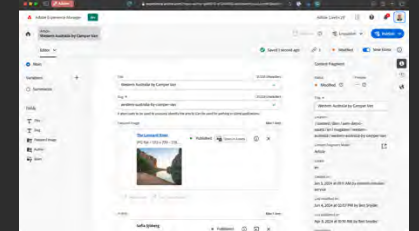
Sites Console

- [Authoring Environments](#)
- [Overview of Authoring](#)



Content Fragments

- [How to Model Content](#)
- [Managing Content](#)



Fragments

Generate Variations

- [Variations via Generative AI](#)
- [Writing Effective Prompts](#)

Prompts

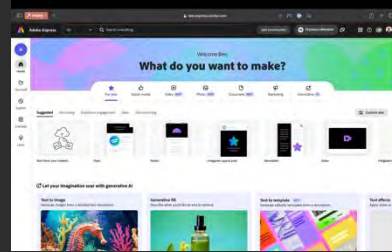
Edge Delivery Services

- [Block Collection for](#)
- [Authoring 100](#)

Adobe Express

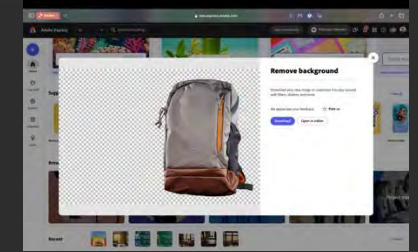
Express Introduction

- [Express Overview](#)
- [What is New](#)



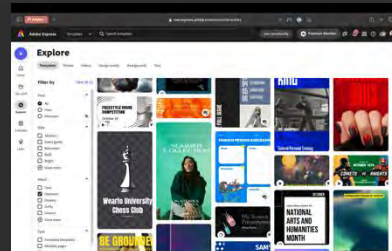
Quick Actions

- [Resizing Images](#)
- [Trimming Videos](#)



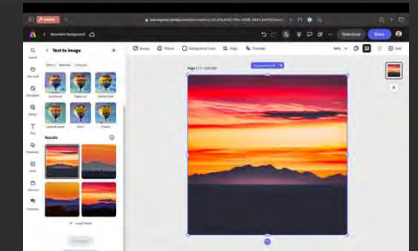
Templates

- [Getting Started](#)
- [Creating Templates](#)



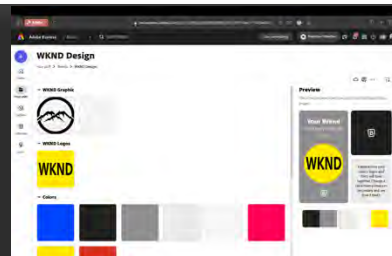
Firefly

- [Text to Image](#)
- [Generative Fill](#)



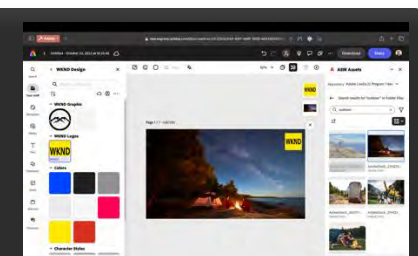
Brands

- [Creating a Brand in Express](#)
- [Managing a Shared Brand](#)



Collaboration

- [Collaborate in Express](#)
- [Sharing Libraries](#)



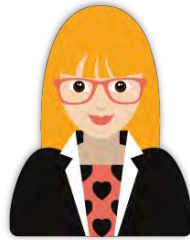
Workshop personas



Developer



Content
Contributor



Project
Manager



Content
Administrator



Photographer



Social
Manager



Asset
Librarian



Group
Administrator



Creative
Director



Content
Author



Copy
Writer



Translation
Specialist



Legal
Team



Marketer



System
Administrator



Producer