Response to EoI No.:ICAI/EOI/AIinICAI

submission by

Aargus infotec

June 20th, 2024

To,

The AI Committee
The Institute of Chartered Accountants of India (ICAI),
ICAI Bhawan,
Indraprastha Marg,
New Delhi - 110 002
India

Subject: Submission of Expression of Interest (Technical Proposal) for AI Solutions

Dear Members of the AI Committee,

We are pleased to submit our Expression of Interest (EOI) in response to the announcement dated 7th June 2024, inviting technical proposals from experienced AI companies for developing AI tools in finance, accounting, tax compliance, legal document drafting, and similar services. Below, we present a detailed proposal outlining the functionality, benefits, and integration capabilities of our AI solutions and services.

We are pleased to offer a basket of AI solutions and services to ICAI as well as its large members and students' community.

We are confident that these AI solutions will provide substantial value to ICAI members and stakeholders by enhancing efficiency, accuracy, and compliance. We look forward to the opportunity to present our Proof of Concept and further discuss how these can benefit ICAI.

Thank you for considering our proposal.

Yours sincerely,
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1. Company Profile

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Brief Overview:

AargusInfotec Pvt Ltd is a versatile IT system integrator offering a comprehensive range of services to its clients. Our core competencies include:

- **IT Consulting**: Providing expert advice to optimize IT infrastructure and align technology strategies with business objectives.
- **Software Development**: Crafting custom software solutions to meet specific client needs, enhancing efficiency and productivity.
- **Cybersecurity Solutions**: Implementing robust security measures to protect organizations from cyber threats and ensure data integrity.
- **System Integration**: Streamlining and integrating various IT systems to work cohesively, improving overall operational efficiency.
- **Other Technology Services**: Offering additional IT-related services tailored to enhance business operations.

Aargus Infotec serves both local and international clients, delivering tailored IT solutions and services that help businesses achieve their technology goals and improve operational performance. Our expertise supports businesses in navigating the complexities of the digital landscape, ensuring seamless technology integration and robust security frameworks.

We are offering a range of our own as well as our technology partner's solution to ICAI as given in following sections.

2. AI Solutions and Services Overview
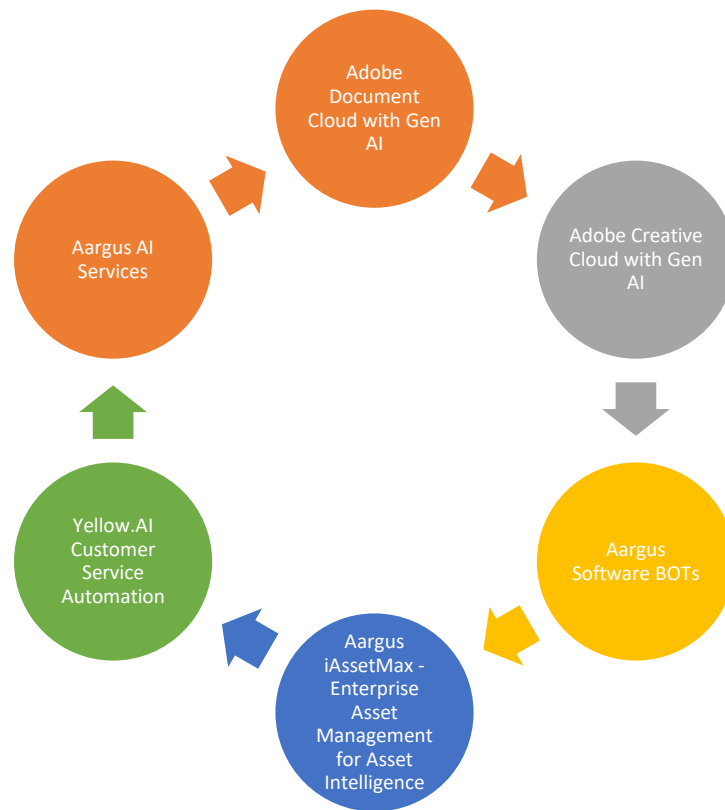
Offering 1: Adobe Document Cloud enabled with Generative AI (AI Assistant)

The Institute of Chartered Accountants of India (ICAI) and its community, including Chartered Accountants (CAs), students, and stakeholders, are at the forefront of the financial and auditing profession. With the rapid advancement of technology, integrating tools like Adobe Document Cloud with Generative AI (AI Assistant) can significantly enhance productivity, accuracy, and efficiency. This document explores the potential benefits and applications of Adobe Document Cloud, augmented with Generative AI, for the ICAI community.

Adobe Document Cloud Overview

Adobe Document Cloud is a comprehensive suite of tools designed to manage documents efficiently. It includes features such as:

- **Adobe Acrobat**: For creating, editing, signing, and sharing PDFs.
- **Adobe Sign**: For electronic signature solutions.
- **Adobe Scan**: For scanning documents using mobile devices.
- **AI Assistant**: For quick document-related queries and sourced answers, along with one-click generative summaries for efficient information retrieval.

These tools are essential for managing large volumes of documents, ensuring secure storage, and facilitating easy access and collaboration.

Generative AI Integration (AI Assistant)

Generative AI refers to artificial intelligence that can create content, such as text, images, and audio, based on learned patterns from existing data. When integrated with Adobe Document Cloud, Generative AI can offer the following capabilities:

- **Automated Document Generation**: Create drafts of financial reports, audit summaries, and other documents based on predefined templates and data inputs.
- **Intelligent Data Extraction**: Extract relevant information from scanned documents, financial statements, and reports, reducing manual data entry.
- **Content Summarization**: Summarize lengthy documents, highlighting key points for quick review.
- **Error Detection and Correction**: Identify and suggest corrections for errors in documents, ensuring accuracy and compliance.

Benefits for ICAI and Its Community

- **Generative AI Features**: Adobe Acrobat Pro incorporates AI-driven functionalities that swiftly navigate through extensive and intricate PDF content to furnish answers or generate synopses. These tools offer significant advantages to finance and accounting professionals who necessitate efficient perusal of lengthy documents.
- **AI Assistant**: This functionality furnishes comprehensive responses to inquiries based on PDF content, directly linking to pertinent text and data tables. Additionally, it provides suggestions for further questions, facilitating deeper comprehension and analysis—a pivotal aspect for tax compliance and legal document formulation.

- **Generative Summary**: Automatically delivers outlines with headers and summaries, accentuating critical points and insights. This aids accountants and auditors in swiftly grasping essential information from voluminous reports.

- **Enhanced Productivity and Collaboration**
    - **Cross-Device Access**: Facilitates PDF manipulation across all devices—macOS, Windows, iOS, and Android—permitting users to work flexibly anytime, anywhere, a feature crucial for ICAI members frequently on the move or working remotely.
    - **Real-Time Collaboration**: Securely shares PDF files online, enabling real-time collaboration on a single document, fostering teamwork and bolstering productivity for members and students.
    - **Integration with Productivity Apps**: Seamless access, editing, and storage of files in Microsoft OneDrive, Google Drive, Box, or Dropbox within Acrobat Pro streamline workflows, enhancing productivity.
- **Legal Document Drafting and E-Signatures**:
    - **PDF Form Creation**: Utilizes Adobe Scan to produce digital, fillable, and editable forms from scanned documents, powered by Adobe Sensei AI—an efficient method for drafting legal documents.
    - **Editing and Signing**: Allows commenting, filling, and signing of PDFs from a browser without additional software, simplifying the signing process for legal and tax documents.
    - **E-Signature Capabilities**: Offers unlimited transactions, bulk sending, web forms, and customized branding, ensuring efficient and secure handling of documents requiring signatures, thereby streamlining the entire document approval and compliance process.
- **Security and Compliance**:
    - **Sandboxing:** Shields against malware and untrusted data, guaranteeing secure document handling.
    - **Mobility Management**: Safeguards work on mobile devices with advanced management tools, crucial for maintaining data integrity.
    - **Passwords and Redaction**: Enables addition of password protection or redaction of sensitive content, essential for preserving confidentiality in legal and financial documents.
    - **Single Sign-On (SSO):** Integrates with corporate identity systems for secure user authentication, aligning with enterprise-level security requirements.
    - **Asset Encryption and Continuous Updates**: Dedicated encryption keys and regular updates ensure data protection and compliance with industry standards.
- **Simplified Licensing, Deployment, and Expert Support**:
    - **Centralized Administration**: Streamlines administrative tasks for ICAI by managing all Adobe licenses through the Adobe Admin Console.
    - **Flexible Deployment and Virtualization Support**: Facilitates easy deployment of apps and updates, along with secure remote access, aligning with the needs of a large, dispersed organization like ICAI.

- o **24/7 Technical Support and Expert Sessions**: Provides round-the-clock technical support and access to expert sessions, ensuring users can maximize the benefits of Adobe's tools.
  - o **Continuous Support and Updates:** Provide continuous support to users and regularly update the community on new features and improvements. This will help in addressing any challenges and keeping the members up-to-date with the latest advancements.
- • **Integration with Existing Systems**
  - o Ensure seamless integration of Adobe Document Cloud with existing accounting and auditing software used by CAs. This will facilitate a smooth transition and maximize the benefits of the new technology.

Conclusion

Adobe Document Cloud with Generative AI represents a significant advancement in document management and automation. For ICAI and its community, adopting this technology can lead to enhanced productivity, improved accuracy, and greater efficiency in managing financial documents. By integrating these tools, CAs, students, and stakeholders can stay ahead in the rapidly evolving financial landscape, ensuring compliance, security, and excellence in their professional endeavors.

Offering 2: Adobe Creative Cloud with Generative AI Capabilities (Firefly and Sensei)

Adobe Creative Cloud, integrated with Generative AI capabilities like Firefly and SensEi, presents a valuable opportunity for the ICAI community to leverage advanced technology in their professional endeavors.

Adobe Creative Cloud Overview

Adobe Creative Cloud is a suite of software applications and services for graphic design, video editing, web development, photography, and more. It includes popular applications such as Photoshop, Illustrator, Premiere Pro, and Acrobat. The introduction of Generative AI capabilities through Firefly and Sensi enhances the power of these tools, making them even more beneficial for the ICAI community.

Generative AI Capabilities: Firefly and SensEi

Adobe Firefly

Adobe Firefly is a set of generative AI models designed to create high-quality, custom content. It enables users to generate images, videos, and text based on simple prompts, providing an intuitive and efficient way to produce creative content. Firefly's capabilities include:

- **Image Generation:** Quickly create custom images tailored to specific requirements, which can be useful for marketing, presentations, and reports.
- **Text Effects:** Generate stylized text for use in documents, promotional materials, and educational content.
- **Video Content:** Develop video content with minimal effort, ideal for creating educational tutorials, promotional videos, and more.

Adobe Sensei

Adobe Sensei is Adobe's AI and machine learning framework that powers intelligent features across Creative Cloud applications. Sensei's capabilities include:

- **Content-Aware Fill:** Automatically fill in gaps or remove unwanted elements from images, streamlining the editing process.
- **Auto-tagging and Organization:** Automatically tag and organize files, making it easier to manage large volumes of documents and media.
- **Intelligent Recommendations:** Provide design and layout suggestions based on the content, ensuring professional-quality outputs with less effort.

Conclusion

Adobe Creative Cloud with generative AI capabilities through Firefly and Sensei offers significant benefits for the ICAI community. By enhancing creativity, improving efficiency, and fostering innovation, these tools can support Chartered Accountants, students, and stakeholders in achieving their professional goals. Embracing this technology can lead to

more dynamic, professional, and impactful work across all facets of the accounting
profession.

Offering 3: Aargus Software BOTs for Tally and other accounting software

We present a comprehensive solution leveraging the integration of Artificial Intelligence (AI) with Tally(the leading accounting software widely used by CA professionals across India) as well as other accounting software.

Aargus has developed AI-driven BOTs for automation of repetitive and labour-intensive activities while operating Tally/Other accounting software.

Solution Overview:

1. **Automated Data Entry:**
   o AI-powered data extraction algorithms from various sources such as invoices, receipts, and bank statementsto automate data entry into Tally.
2. **Automated Extraction of Data:**
   o Utilize AI-powered algorithm for unattended loading of Tally companies and automated data extraction
3. **Customized Reporting and Analytics:**
   o Utilize AI-powered analytics to generate customized reports tailored to the specific needs of clients.
   o Enable seamless generation of financial statements, tax reports, and performance metrics, enhancing the value-added services offered by Chartered Accountants.

Benefits:

- Increased efficiency and accuracy in accounting processes.
- Enhanced decision-making capabilities through AI-driven insights.
- Customized reporting tailored to client needs.
- Simplified tax compliance and optimization.
- Enhanced client communication and engagement.

The integration of AI with Tally/Accounting software presents a transformative opportunity for Chartered Accountants to elevate their practice and deliver unparalleled value to their clients. By embracing this solution, CA professionals can streamline operations, enhance client services, and stay ahead in the dynamic landscape of accounting and finance.

Enterprise Asset management is a critical aspect of financial management for organizations across various industries. Chartered Accountants (CAs) play a vital role in ensuring accurate asset valuation, depreciation calculation, risk management, compliance, and fraud detection. However, traditional asset management processes often lack efficiency and rely on manual intervention, leading to inaccuracies and inefficiencies.AargusiAssetMax is an AI-powered Enterprise Asset Management (EAM) system designed to transform how organizations manage their assets, providing significant benefits to Chartered Accountants (CAs).

Objective: The primary objective of AssetMax is to empower Chartered Accountants with AI-driven capabilities to streamline asset management processes, enhance decision-making, and ensure compliance and risk mitigation.

Solution Overview:

1. **Asset Accounting and Depreciation:**
   - CAs can rely on iAssetMax for asset accounting and calculation of depreciation more accurately, ensuring compliance with accounting standards and regulatory requirements.
2. **Asset Tagging and Tracking**
   - System generated asset tagging and tracking of assets across the organization
3. **Optimized Asset Utilization:**
   - iAssetMax analyzes asset utilization patterns to identify opportunities for optimization, such as reallocating underutilized assets or retiring obsolete ones.
   - CAs can optimize asset utilization to maximize ROI, minimize idle resources, and align asset allocation with business objectives.
4. **Compliance and Regulatory Reporting:**
   - iAssetMax automates data collection, analysis, and reporting tasks to ensure compliance with accounting standards, regulatory requirements, and industry regulations.
5. **Maintenance Management:**
   - iAssetMax utilizes AI algorithms to analyze historical maintenance data, equipment performance metrics, and environmental factors to predict when assets will require maintenance.
   - CAs can leverage predictive maintenance insights to optimize maintenance schedules, minimize downtime, and reduce maintenance costs

Benefits:

- Increased efficiency and accuracy in asset management processes.
- Enhanced decision-making capabilities through AI-driven insights.
- Cost savings through predictive maintenance and optimized asset utilization.
- Compliance with accounting standards, regulatory requirements, and industry regulations.
- Proactive risk management and fraud detection.
- Improved asset performance and business continuity.

Conclusion: iAssetMax offers Chartered Accountants a powerful tool to enhance financial management, streamline asset management processes, and drive strategic value for their organizations. By leveraging AI-powered predictive insights, real-time monitoring, and intelligent decision-making capabilities, AssetMax empowers CAs to optimize asset performance, mitigate risks, ensure compliance, and make informed decisions that contribute to organizational success.

Offering 5: YellowG Conversational Chatbot

YellowG Zero Setup by Yellow.ai: Transforming Conversational AI for the Institute of Chartered Accountants of India (ICAI)

YellowG's Zero Setup platform offers a groundbreaking solution for the Institute of Chartered Accountants of India (ICAI), enhancing their interaction capabilities and streamlining their operations through advanced AI-driven automation. By leveraging YellowG's innovative technology, ICAI can revolutionize its member and stakeholder engagement processes, ensuring efficient, accurate, and human-like interactions.

Enhancing Member Services and Engagement

For an esteemed professional body like ICAI, effective communication with its members is crucial. YellowG Zero Setup can significantly enhance the quality and efficiency of these interactions:

1. **Automated Member Support/Customer Service:**
   - **Instant Responses**: Provide members with immediate, accurate answers to their queries about certifications, continuing education requirements, and membership benefits without the need for human intervention.
   - **24/7 Availability**: Ensure round-the-clock support, enabling members to access information and assistance anytime, enhancing their experience and satisfaction.
2. **Streamlined Information Dissemination:**
   - **Effortless Updates:** Use YellowG to automatically disseminate updates about regulatory changes, upcoming events, and important announcements, ensuring members are always informed.
   - **Document Handling**: Allow members to upload and retrieve documents securely, facilitating easy access to important resources and forms.

Supporting Educational and Professional Development

ICAI is deeply invested in the continuous professional development of its members. YellowG Zero Setup can support this mission by:

1. **Educational Assistance:**
   - **Interactive Learning Support:** Deploy AI bots to assist with study material queries, exam preparation tips, and course details, making the learning process more interactive and supportive.
   - **Resource Accessibility:** Enable easy access to educational materials, guidelines, and updates through conversational AI, ensuring members have the resources they need at their fingertips.
2. **Event Management:**
   - **Efficient Registration:** Automate the registration process for seminars, workshops, and conferences, ensuring a smooth and hassle-free experience for participants.

- **Personalized Reminders:** Send personalized reminders and updates about upcoming professional development events, increasing participation and engagement.

Operational Efficiency and Cost Savings

Implementing YellowG Zero Setup can lead to significant operational efficiencies and cost savings for ICAI:

1. **Reduced Administrative Burden:**

   - **Automation of Routine Queries:** Free up staff time by automating responses to common inquiries, allowing ICAI personnel to focus on more strategic tasks.
   - **Efficient Workflow Management:** Simplify and automate internal processes, such as document processing and member communications, leading to improved productivity.

2. **Cost-effective Solution:**

   - **Minimized IT Investments:** With no need for extensive coding or technical expertise, YellowG reduces the costs associated with traditional AI implementations.
   - **Scalable Deployment:** Easily scale the AI solution to meet the growing needs of ICAI, ensuring long-term sustainability and adaptability.

Conclusion

YellowG Zero Setup presents a transformative opportunity for the Institute of Chartered Accountants of India to enhance its service delivery, member engagement, and operational efficiency. By adopting this innovative AI platform, ICAI can ensure that it remains at the cutting edge of technological advancement, providing exceptional value to its members and stakeholders. Experience the future of AI-driven automation with YellowG, and elevate the standards of professional engagement and support within ICAI.

Offering 6: AI Services

Aargus Intelligent Automations services combines artificial intelligence (AI) and robotic process automation (RPA) to streamline and enhance processes. For the Institute of Chartered Accountants of India (ICAI), implementing intelligent automation can significantly improve efficiency, accuracy, and member experience. Aargus provides following under AI Services

a. Study As-Is process including time-motion study and Gap analysis
b. Develop Automation approach
c. End-to-end automation of the process reducing the cycle time as well as process cost including
    i. Development of custom Software BOTs specific to the need
    ii. Process fine-tuning
    iii. Integration with existing systems
    iv. Change Management

Attachments:

- Company Brochure
- Detailed Product Descriptions
- Case Studies
- Client Testimonials

Adobe Acrobat Sign
Adobe ✕ Microsoft

Better together: Adobe Acrobat Sign and Microsoft

Keep financial services moving with secure document interactions.

In today's hypercompetitive and rapidly changing world of financial services, you're working to enable bankers and advisors to exceed client expectations. You need solutions that fit into your existing workflow processes and help your employees be more efficient and productive.

With Adobe Acrobat Sign integrated directly within Microsoft applications, you can provide your teams with powerful, easy-to-use capabilities:

- Review documents with clients in "face-to-face" meetings and have them signed live with Acrobat Sign for Microsoft Teams.

- Generate agreements, forms, and policies automatically with Microsoft Power Automate, Collaborate, SharePoint, Acrobat Sign, and Adobe Document Services.

- Enable digital onboarding with Microsoft Power Apps, SharePoint, Dynamics 365, and Acrobat Sign.

- Enhance collaboration with integrated workflows in the tools employees use every day across the Microsoft portfolio.

Adobe Acrobat Sign and Microsoft applications work together across the entire customer lifecycle, from prospecting and onboarding to service.

Prospecting and onboarding	Sales	Service
Financial services and banking	**Financial services and banking**	**Financial services and banking**
• Client onboarding • Registered investment advisor onboarding • Employee onboarding	• Banker productivity • Document lifecycle • Commercial loan origination • Mortgage origination	• Cash withdrawal • Power of attorney • Next-best-action decision-making • Product onboarding

Financial services use case examples

Improve banker and advisor productivity.

To provide personalized sales support and service, banks and financial services companies are focusing on human-digital hybrid models. Shortening time-to-money results in an increase in prospect-to-customer conversion rates and customer satisfaction.

With Adobe Acrobat Sign and Microsoft Teams, you can provide live interactive video experiences to support advisor/client interactions including identity verification, closing, and signing. Convert labor intensive, routine processes into automatic workflows with Microsoft Power Automate. Decrease banker and advisor time spent on lower value activities like filing documents, filling out forms, and mailing hard copies for signature.

Deliver faster client and employee onboarding.

Financial services companies and banks are looking for a solution that can deliver all-digital experiences for new client and employee onboarding while increasing internal efficiencies, integrating with existing infrastructure, and extending the ROI of systems they already use.

With Acrobat Sign and Microsoft SharePoint, you can process applications faster with fewer errors thanks to error mitigation at data entry. Acrobat Sign helps ensure secure application and account servicing processes in compliance with global regulations.

Provide quick and easy new agreement processes.

Any banking product—from mortgage applications to preapprovals on car loans—requires filling out forms, submitting documents, and getting signatures. Banks are looking for a solution that can deliver all-digital experiences for lending and nonlending applications, as well as account servicing and maintenance.

With Acrobat Sign and Microsoft Dynamics 365, you can deliver complete digital application and sign-up processes that are quick and easy—plus minimize returns due to data entry errors. Work from the Microsoft applications you're already using for seamless access to e-signature and digital document capabilities. Eliminate costs related to printing, paper, postage, scanning, and storage.

Enable cross-team collaboration.

Streamline reviews and sign-offs from colleagues and clients. Increase employee productivity through enhanced communication and collaboration. Share assets and e-signatures from Microsoft Teams for instant access and efficient collaboration. Gain more agility and speed in cross-team collaboration and drive decision-making. Create, send, and archive documents with industry-leading security and compliance standards.

Customer success stories

TSB Bank

TSB

Use case:
Client and digital onboarding

Year founded: 1810

Employees: 7,000

140,000 forms processed in three months replaced 15,000 branch visits

21 digital self-service forms launched within months

9% increase in self-service rate

NatWest Group

NatWest Group

Use case:
Digital onboarding

Year founded: 1968

Employees: 60,000

9 million sheets of paper, 960,000 gallons of water, and 336,000 pounds of wood saved with paperless workflows

520% increase on year-over-year adoption supporting 1.3 million annual e-signature transactions

90% reduction in average contract cycle time for 2 million contracts

Skipton Building Society

SKIPTON BUILDING SOCIETY
Since 1853

Use case:
Mortgage origination

Year founded: 1853

Employees: 1,800

97% reduction in average time to sign a new lending agreement

750 resource hours saved by reducing time spent checking paperwork for errors

6,000+ lifetime individual savings account (ISA) agreements processed with no missed cut-off dates

Reimagine the future of work with Adobe and Microsoft together.

Get documents signed faster than ever with Acrobat Sign. With out-of-the-box integrations in Microsoft Teams, Dynamics 365, Microsoft 365, and more than 100 other leading solutions, digitizing signature workflows has never been easier. Send, sign, and track documents with the trust and compliance of Adobe and Microsoft. Adobe e-signatures are secure, globally compliant, and legally binding in nearly every industrialized nation.

To learn more about how Adobe and Microsoft can benefit your organization, visit our Adobe and Microsoft partnership page. Or learn more about Adobe Document Cloud for financial services.
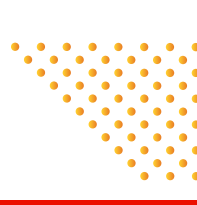
Adobe Firefly Consulting

Empowers your enterprise with on-demand access to named Adobe GenAI experts – your partners in pioneering GenAI transformation.

What's included?

On-demand access to these services:

Transform Creative Workflows

Adobe will delve into your creative production workflows, redesign them, craft measurement frameworks, and chart a clear roadmap to success with GenAI.

Integrate Firefly Services to Scale Creative Asset Production

Adobe will integrate Firefly Services with Adobe applications while offering expert guidance on seamlessly integrating third-party solutions to scale production of asset variations.

Train Firefly Custom Models to Supercharge Creative Teams

Adobe will train Firefly Custom Models and perform prompt engineering, so your creative teams can use Firefly Custom Models to enhance ideation, accelerate content production & free up time for true creativity.

Implement Express Embed SDK & Express Add-ons

Adobe will implement Express Embed SDK to embed Adobe Express functionality into your website and implement Express Add-ons .

Center of Excellence & Training Sessions

Adobe will deploy a Center of Excellence to host on-demand training sessions and enablement resources. Adobe will host live user training sessions on creative production workflows and on writing effective Firefly prompts to generate expected results.

Change Management Best Practices

Adobe will provide best practices and templates for launch communications from executives and departmental heads and for user enablement.

Campaign Performance

Adobe will analyze the impact the new workflow had on your campaign whether that's conversion rates, impressions, click-through rates, etc. and will look for opportunities to improve the workflow.

Training on Marketing Agility

Adobe will train your marketing teams on how to use Adobe Express to achieve content velocity.

Operations Efficiency

Adobe will evaluate impact on operations efficiency by looking at the impact the new workflow had on agency spend, speed to market, etc. and will design changes to current workflows to respond to new requirements, protocols, or opportunities.

How to request consulting services?

Services Requests Form

Adobe will deliver these services upon request. Your organization will be provided with a service request form to request consulting services from Adobe.

Adobe Team

Adobe Project Manager	Adobe Technical Consultant	Adobe Business Consultant
Manages the scope, schedule, and quality of services. Advises on implementation planning and change management best practices	Drives workflow development leveraging Adobe Firefly Services, Firefly Custom Models, Express Embed SDK and Express Add-ons	Performs workflow mapping, measurement, and enablement

Included with the purchase of Adobe Express with Firefly, Firefly Services, and Firefly Custom Models.

Pfeiffer Report

Adobe Generative AI: Redefining Productivity in Creative Imaging

About this research

This report presents the findings of a research project conducted by Pfeiffer Consulting for Adobe, focusing on the impact of recently introduced generative AI functionality, such as Generative Fill in Photoshop, and the impact its use can have on productivity in creative workflows.

Benchmarks were executed using *Pfeiffer Consulting's Methodology for Productivity Benchmarking*, which has been fine-tuned over more than a decade, and measures the time that experienced operators take to execute specific real-world tasks. Please refer to the Methodology section on the last page of this document for more information.

About Adobe generative AI technology

Generative AI has been introduced by Adobe in two different ways: **by feature additions to key Creative Cloud apps** such as Adobe Photoshop and Adobe Illustrator, and through **the dedicated web service Adobe Firefly,** that provides image generation from text prompts and other generative tools.

More specifically, Generative Fill and Generative Expand in Photoshop can have a significant impact on creative possibilities in retouching. This research shows that these features can increase productivity in common retouching tasks very significantly: In our benchmarks of real-world retouching tasks, **Generative Fill and Generative Expand were on average over ten times faster** than traditional tools, and provide creative options impossible without these features.

Executive Summary

- Adobe has introduced generative AI technology, **available through the Adobe Firefly website**, in Adobe Express, as well as in several **generative AI features in Creative Cloud applications** such as Adobe Photoshop and Adobe Illustrator.

- Generative AI **can significantly extend the creative workflow** and make creative professionals more productive in every phase of a creative project.

- The newly introduced Generative Fill feature in Photoshop **significantly speeds up common retouching, composing and editing tasks**, and provides new perspectives for ideation and creative image manipulation.

- In benchmarks conducted for this project, **Generative Fill and Generative Expand were on average over ten times faster** than using traditional retouching methods. (See chart below.)

- Generative Recolor, available in Illustrator and through Adobe Firefly, **can speed up adapting colors of vector art significantly**.

Key benchmark results: Average of 10 workflow benchmarks

With Generative Fill (8.30 %)

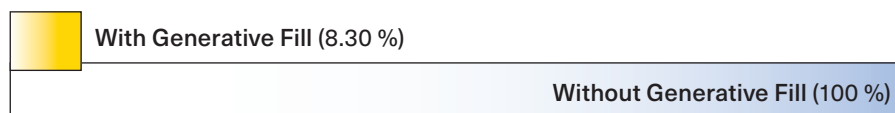Without Generative Fill (100 %)

Chart based on the average of 10 different real-world workflow benchmarks.
Reference value: Average time when working with traditional retouching tools. **Shorter is better.**

Redefining Productivity in the Creative Retouching Workflow

Human creativity in the age of AI

In the creative industries, AI has become a touchy subject. Ever since generative AI systems, trained on millions of online images, have become capable of generating images that would have taken a skilled artist hours if not days to produce in a few seconds, controversies about the role of AI with regards to human creativity have soared.

In this loaded context, Adobe's singular approach to AI is standing out. Ever since the company started introducing AI-based tools in the creative workflow many years ago, **Adobe's focus has always been to help creative professionals work faster and better—*not* to replace them**. And the latest developments, Adobe Firefly and generative AI functionality introduced in apps like Photoshop and Illustrator, show that **AI can indeed provide impressive—and in some cases, spectacular—productivity gains** to creative professionals, help them work faster and better, without trying to replace their creativity. This research was designed to analyze and quantify these productivity gains, and to look at how generative AI fits in the creative workflow.

Major Points

- Adobe Generative AI focuses not on replacing human creativity, but aims to provide **tools that make professionals more productive and extend their creativity.**
- Generative AI functionality is available through the dedicated web-service **Adobe Firefly**, and also in **key new features of Creative Cloud apps** such as Photoshop and Illustrator.
- Generative AI can **increase productivity in every phase of the creative workflow**. (See table below.)

Productivity Gains of the AI-Assisted Creative Workflow

	Ideation →	Asset Creation →	Creative Elaboration →	Finalization
AI Feature	Use Adobe Firefly to ideate faster and explore different alternatives more quickly.	Create entire visual assets using Adobe Firefly. Enhance and adapt existing assets using generative AI in Photoshop and Illustrator.	Use generative AI in Photoshop to quickly implement requested changes. Use Generative Recolor to quickly iterate vector art .	Use generative AI in Photoshop alongside traditional retouching functionality and tools to quickly finalize assets.
Benefit of AI	Generative AI can extend and accelerate the human creative process.	Generative AI can produce images that are not easily found elsewhere. Adapting existing assets is accelerated significantly.	Stakeholder-requested changes can be implemented much faster using generative AI in Photoshop and Illustrator.	Generative AI features in Photoshop significantly increase productivity in production tasks.

Text to Image

Generative Fill

Text Effects

Generative Recolor
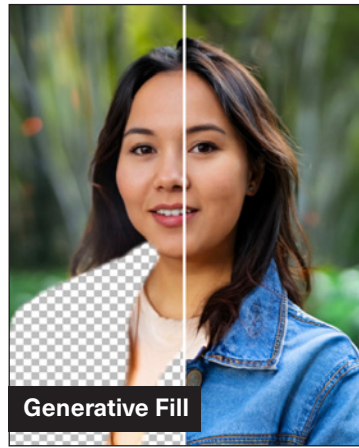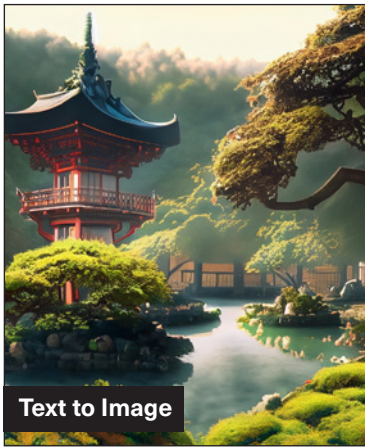
What generative AI contributes to the creative workflow

Adobe provides its latest installment of AI-based functionality in two distinct ways. **The first one is Adobe Firefly**: a web-based service that lets users create or edit images using a natural-language description (also called a text prompt) that describes the desired outcome. Unlike other AI image generation systems, **Firefly provides a wide range of presets** to guide the user and make it easier to control the result. Firefly also can create extremely sophisticated text stylizations, and recolor vector graphics.

The **second way** of accessing generative features is **directly in key Creative Cloud applications.** Right now, Photoshop and Illustrator are supported, but there is little doubt that more are to follow soon. Particularly in Photoshop, the use of generative AI constitutes a watershed moment for creative retouching. **Generative Fill and Generative Expand are probably the most significant feature additions to the program in many years**, allowing retouch operations that could take hours to be completed in seconds or minutes, while allowing creative operations that would simply have been impossible. In the following section of this report, we will discuss these features in detail, and also analyze their concrete impact on productivity.

Adobe Firefly in action:
Adobe Firefly provides four distinct generative tools: image generation from text prompts and style presets, generative retouching of uploaded images, the creation of sophisticated text effects from text prompts, as well as generative recoloring of uploaded vector art.

Other generative tools, such as the possibility to generate images from 3D objects are under development.

Key Advantages of Adobe Generative AI for Retouching

	Without Adobe Generative AI	With Adobe Generative AI
Simple retouching tasks (cleaning up images, removing unwanted elements...)	• Use standard retouching tools, such as Clone Stamp Tool, Spot Healing Brush Tool, Content-Aware Fill and others, to achieve the desired result. • Can be time consuming and tricky.	• Use Generative Fill to remove unwanted elements from an image, and reconstruct the background based on the content of the image in seconds. • Each Generative Fill operation creates several variants, and a Photoshop layer and layer mask that are stored in the Photoshop file.
Complex retouching tasks (change background, add/modify elements, add effects...)	• Use the wide range of advanced selection, composition and retouching features in Photoshop to produce the desired result. • Requires solid experience with advanced Photoshop features. Can be very time consuming.	• Use Generative Fill to add elements or change the background of an image in seconds using generative AI. • Each Generative Fill operation creates several variants, and associated Photoshop layer and layer mask that are saved with the file.
Creation of complete compositions (combine several images, create elaborate compositions...)	• Manually combine and arrange multiple assets to create the desired composition. • Requires solid experience with advanced Photoshop features. Can be very time consuming.	• Use Adobe Firefly or Generative Fill in Photoshop to create entire images from text prompts and a wide selection of style presets. • Use Adobe Firefly to create sophisticated text stylizations based on text prompts and style presets..

Generative Fill: Revolutionizing Everyday Retouching Tasks

The magic of Generative Fill

In this particular case, the use of the word magic is not hyperbole: what this feature can achieve seems to leave even seasoned Photoshop users speechless. How does it work? As soon as one makes a selection, a 'Generative Fill' palette pops up, where one can type a prompt describing the desired result, such as removing or adding an item. Previously, removing unwanted items from an image could be extremely time-consuming, especially if there were no details in the image to help the retouching process. **Generative Fill, on the other hand reconstructs the image, not only using elements and color schemes from the present image, but using generative AI** to produce a result that blends in. In addition, Generative Fill not only leaves the original image untouched by creating a new layer and layer mask, but also provides several variations the user can choose from.

Take the illustration below as an example: To clean up the image on the right, we needed to remove not only the figure of the tourist on the left, but also the yellow awning, and the soda-cans lined up in front of

Major Points

- Manually cleaning up images can be very time-consuming. **Generative Fill revolutionizes this task**, using generative AI to remove or add items to a selected portion of an image.

- Productivity gains linked to Generative Fill are very significant, **allowing retouching operations to be completed in a fraction of the time**.

- Generative Fill not only removes items, but **completely reconstructs the content of the selection** using generative AI in a way that is coherent with the nature and the style of the image at hand.

Before

After

Generative Fill: 5 min. 13 sec.

Trad. Retouching: 51 min. 50 sec.

Simple generative retouching: While in some cases, Photoshop tools such as the Clone Brush or the Spot Healing Brush can be adequate for cleaning up an image, things get more complicated when elements behind the removed item need to be reconstructed, as in the case of the yellow awning. (Left picture.)

Using Generative Fill, removing the tourist at the left (1), the soda-cans behind the monks (2), as well as the yellow awning (3) took just over five minutes. Manually retouching the same image took over fifty minutes in our benchmarks.
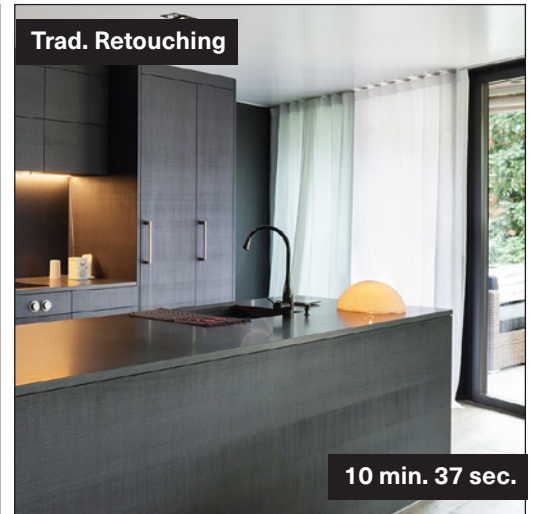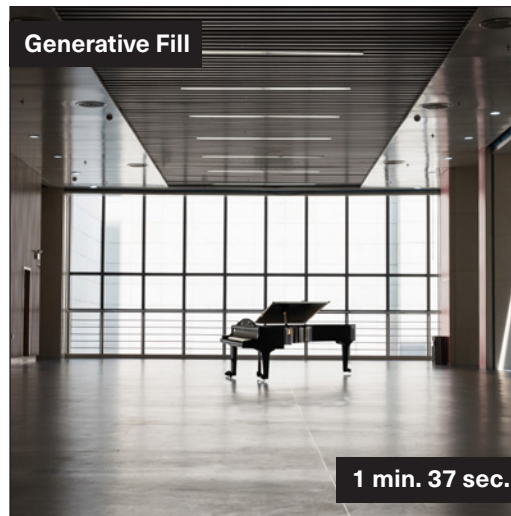
Original

Generative Fill

2 min. 49 sec.

Trad. Retouching

10 min. 37 sec.

Generative Fill

1 min. 37 sec.
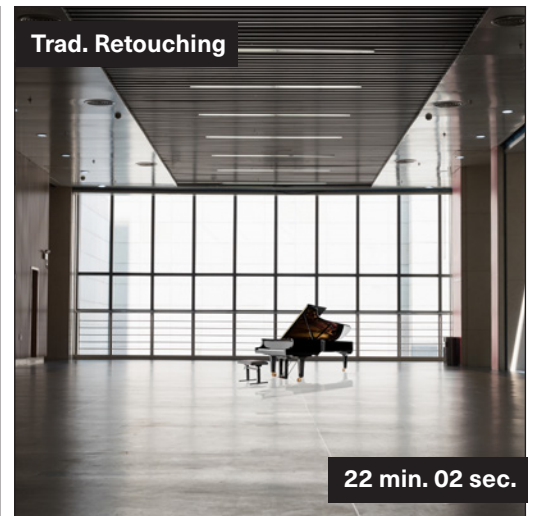
Trad. Retouching

22 min. 02 sec.

Removing elements: *Removing unwanted elements from images can be time-consuming. We compared removing the cacti on the table and lamp in the corner. Generative Fill was almost three times faster than traditional retouching.*

Adding to a composition: *While in traditional retouching, adding an element requires manually adapting the added element to the target image, this process is completely automated using Generative Fill. Adding a grand piano to the picture of the hall took less than two minutes, compared to 22 minutes using traditional methods.*

the concession stand behind the procession of Chinese monks. To make matters worse, the figure on the left is standing behind a grid structure, which needs to be preserved. Producing the cleaned-up image **took just over five minutes**, working with three different selections, one of the figure of the tourist, another one of the soda-cans, and a last one for the yellow awning. **In our benchmarks, removing these items manually took over 50 minutes.**

How does Generative Fill compare to traditional retouching in simpler tasks? **Even manually retouching a simpler scene is three to four times slower than Generative fill.** (See illustration above.)

Then there is the case where one needs to **add an element to a composition**. This can be complex, since even if a picture of the required element is available, chances are that it does not correspond to the perspective and lighting of the target image, requiring adapting the image manually (if possible.)

Generative Fill, on the other hand can generate an element that takes into account not only lighting and perspective, but also physical properties such as shiny surfaces. For our benchmark, we decided to add a grand piano to the image of an empty hall—**which took less than two minutes using Generative Fill, also generat-**

ing the piano's reflection on the ground in the process**.** (See Illustration above.) Producing a comparable image using traditional retouching took 22 minutes (including five minutes looking for the appropriate image of a grand piano on Adobe Stock.)

In other words, **the productivity gains provided by Generative Fill are very significant**. Yet speed is not the only issue at stake here. Old hands at Photoshop will appreciate how this feature is implemented in terms of the overall workflow. As mentioned before, each time a generative fill operation is executed, Photoshop produces a new layer with layer mask, as well as 3 variants of the generated content. What is important, however, is the fact that **these layers, complete with the generated variants are saved in the Photoshop file**. This means the user has access to them even days or weeks later, and can change to a different variant if necessary.

Finally, it is important to point out that Generative Fill is not restricted to Photoshop users: Adobe Firefly allows users to upload an image and edit it using generative AI, albeit without the sophistication of Photoshop's selection tools. In any case, it is fair to say that **as far as image retouching goes, Generative Fill marks the beginning of a new era**.

How Generative Fill Expands the Boundaries of Retouching

Pushing the envelope of creative retouching

So far, we have been analyzing use-cases that lie within the boundaries of typical creative image retouching. Generative AI, however, can go much further to assist creative professionals in their work, and does so without involving a steep learning curve.

Take a simple example: You have the perfect shot of a model, but the client doesn't like the outfit, instead of a tweedy jacket they would like her wearing denim, for instance. **In a traditional workflow, this implies organizing an additional photo-shoot**, which not only adds significantly to the cost, but also takes considerable time. **Generative Fill can complete this change in seconds**: all it takes is to select the jacket, type 'replace with denim' as a prompt, and click the Generate button.

It is important to note that generative AI doesn't always get it right. Artifacts can appear, but that is not a problem, however. Usually at least one of the variants generated fits the bill, and if it doesn't, others can be generated in a few second. In addition, it is always possible to refine the generated image by additional generative operations.

Major Points

- Generative Fill and Generative Expand **usher in a new era in creative imaging** and can provide **very significant productivity gains** in the creative retouching workflow.
- Generative Expand can **extend images by reconstructing visual content** that is coherent with the source images.
- For all generative operations, detailed **text prompts can be used to fine-tune** the generated content.

Time necessary: 2 min. 2 sec.

Time necessary: 8 min. 35 sec.

Beyond traditional retouching: Starting with the top right image, Generative Fill was used with different selections and prompts to generate a picture of the young woman dressed as a chef in a kitchen (left image), or as a princess in a fantasy environment (right image.) The entire creative process took just over two minutes, and under nine minutes respectively.

Integration with image characteristics: Combining different generative options in Photoshop can completely change an image in a few minutes. (Picture on the left.) Elements added using Generative Fill take into account the content of the image, and create appropriate reflections on shiny surfaces, including the correct reflection of the generated chair. (Picture on the right.)

5 min. 12 sec.

2 min. 45 sec.
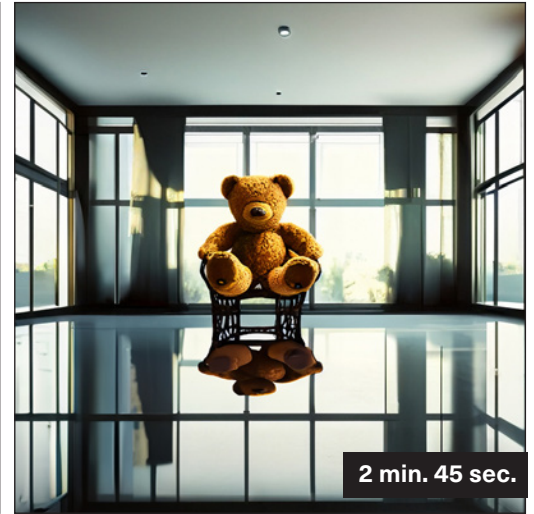
Extending Images: Using the Crop Tool in Photoshop, Generative Expand can reconstruct entire scenes with content based on the original image. Starting with a square view of the kitchen (small image), we created the expanded images using the text prompt 'Extend kitchen counter and add plants'. The entire process took just over a minute. (Picture on the right.)

1 min. 21 sec.

In more general terms, Generative Fill goes beyond the limitations of traditional retouching in three ways: First of all by allowing the user **to add new elements that take into account the characteristics of the target image.**

One example: In the image above, the Teddy bear in a lounge chair was added with Generative Fill. The generative process included something almost impossible to create in traditional retouching: the correct shadow or reflection of an added element. (Top right illustration.)

The second essential application of Generative Fill is **the possibility to expand existing images.** In the bottom image above, the square image was expanded with the prompt '*Extend kitchen counter and add plants*'. **Creating the image took just over 1 minute**. It goes without saying that this kind of possibility was simply unimaginable before generative tools, and will change profoundly the way in which creative professionals will work with source images in the future.

Finally, it is **the way in which these features can be combined that completely redefines the boundaries of creative retouching**. A good example are the images on the previous page. Starting with a simple photo of the young woman, it was possible to present her in a different profession (in our case as a chef standing in a kitchen), or in a fantasy environment, dressed in a robe and wearing a pearl necklace. This was achieved by respectively selecting different parts of the image, and applying Generative Fill with the appropriate prompts. **Creating these images took two and just over eight minutes respectively. No manual retouching was required.**

But even with less extreme examples, the combination of generative features can provide significant productivity gains. It took **just over five minutes** to subtly but completely change the photo of the woman in the yellow coat above (Top left image.) **Attempting to achieve a comparable result using traditional retouching took an hour and a half**.

As noted before, what makes these features so powerful is their tight integration with the wide array of retouching and composition features available in Photoshop. It is not an exaggeration to say **that when Generative Fill is used to its full potential, it is not a simply a new tool, but a new dimension in creative imaging.**

Pushing the Limits of Image Creation with Adobe Firefly

What Adobe Firefly brings to the table

So far we have been concentrating on the impact of generative AI in the retouching workflow, and have tried to quantify the productivity gains one can expect when using these technologies in typical image composition and retouching applications. It is time now to give Adobe Firefly, the on-line image generation system, a closer look.

While it is possible to create complete image compositions using the appropriate text prompts in Photoshop, this is much more easily achieved using Firefly. There are several reasons for this. Like other text-to-image generators, Firefly relies on text prompts, natural language descriptions of the desired output, to generate images. But while this sounds straightforward, prompting is quickly becoming a new field of technical expertise that can be daunting for newcomers. To lower the barrier of entry, the Firefly website provides hundreds of sample

Major Points

- Adobe Firefly allows users **to create complex images from detailed text prompts** and can also be used for generative retouching.
- A wide array of **style presets and text prompt suggestions simplifies learning and exploring** the potential of Adobe Firefly.
- **Generative recolor for vector art can significantly increase productivity** by selectively applying palettes based on a text prompt and style presets.

The Adobe Generative AI Toolbox

	Adobe Firefly (website)	Creative Cloud Apps
Image generation	Firefly can create complex images from a text prompt, offering a wide variety of presets for the type of the desired image, as well as for styles and lighting, among many others.	Photoshop can create complete images from a text prompt, but currently lacks the style presets Firefly offers.
Image editing (Generative Fill)	Firefly can modify uploaded images in a variety of ways, such as changing the background, adding or removing elements, and more.	The Generative Fill option in Photoshop allows very sophisticated image editing and retouching that can be used on any selection.
Generative text stylization	Firefly can generate very sophisticated text stylizations based on a text prompt. Stylized texts can be exported (including transparency information) for use in image composition or in video.	Creative Cloud apps currently do not offer integrated generative text stylizations, but can import text effects created by Firefly.
Generative recolor for vector art	Firefly can use generative AI to recolor vector art based on a text prompt, and offers a variety of presets and styles.	Generative recolor for vector art is available in Illustrator, including presets and styles.
Extend image Support for 3D objects	Future developments of Firefly include the possibility to extend images, as well as generating images based on 3D objects, allowing greater creative guidance of the generative process.	Photoshop already supports Generative Expand using the Crop Tool. Images can be either extended in any direction, and new elements can be added using a text prompt.

images, alongside the prompts that were used to generate them, as a way to get started. Another important aspect that makes Firefly easy to use is that **it does not solely rely on text prompts, but provides a wide array of presets**, covering the nature of the desired image, such as content type (art, photo or graphic) or the desired style (for instance 'digital art', 'line drawing' or 'layered paper', among many others), as well as presets for lighting, color and tone, and composition. Using these presets with a text prompts allows for very rapid exploration of available possibilities.

The question of copyright and intellectual property

As soon as the first text-to-image systems appeared on the market in 2022, strong controversies emerged concerning the status of the generated images, and **if generated images could be considered a copyright infringement** because of the data it was trained on—a considerable concern for enterprises wanting to use generated images.

While in the case of the majority of generative image systems available today these concerns are far from being settled, Adobe has decided to address these issues right from the start. Indeed, **Adobe Firefly was designed to be commercially safe** and trained only on licensed Adobe Stock and public domain images where copyright has expired. In addition, Adobe has pledged to find **ways to compensate Adobe Stock contributors** for revenue generated by Firefly. **Adobe will also be offering enterprise customers IP indemnity**, which means that Adobe would protect customers from third party IP claims about Firefly-generated outputs[*]. Finally, Adobe has also committed to **clearly labelling Firefly images as AI generated**, which is in itself an important step for integrating generated images into a creative workflow that respects and supports human creativity.

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[*] https://techcrunch.com/2023/06/26/adobe-indemnity-clause-designed-to-ease-enterprise-fears-about-ai-generated-art/

Recoloring vector art with AI

While for the average person, generative recoloring of vector art may not look as spectacular as the exploits of Generative Fill, for experienced Illustrator users, this new feature can significantly boost productivity.

Creating color variations is an essential part of developing a creative concept, and adapting it to different contexts. However, adapting colors to different desired 'moods' can be a complex task, since it requires changing a range of hues in a coherent fashion across a complex set of vectors.

Generative Recolor (available both in Illustrator and Adobe Firefly) can speed up this intricate process significantly. Users can use a text prompt to experiment different color schemes, and use presets and style options to guide the recoloring process.

Generating Complex Images with Adobe Firefly

The images above were created with Adobe Firefly using the text prompt 'organic house embedded into the hilly terrain, architectural photography, style of architecture, futurism, modernist architecture' (picture on the left), and 'An ultra realistic image of teddy bear running at high speed with city buildings in the background and sunny sky, create shallow depth of field and motion blur with long exposure' (Picture on the right). With each generative operation, four variants are created. It is important to note that even using the same prompt, the images created are never identical.

Methodology

This benchmark project was commissioned by Adobe and independently executed by Pfeiffer Consulting.

All the productivity measures presented in this document are based on real-world workflow examples, designed and executed by professionals with many years of experience with the programs and workflows involved.

How we measure productivity

The basic approach is simple: in order to assess productivity gains that a program or solution may (or may not) bring, we start by analyzing the minimum number of steps necessary to achieve a given result in each of the applications or workflows that have to be compared.

Once this list of actions has been clearly established, we start to execute the operation or workflow in each solution, with the help of seasoned professionals who have long-standing experience in the field and with the solutions that are tested.

Every set of steps is executed three times, the average of the three measures is used.

About Pfeiffer Consulting

Pfeiffer Consulting is an independent technology research and benchmarking operation focused on the needs of publishing, digital content production, and new media professionals.

For more information, please contact
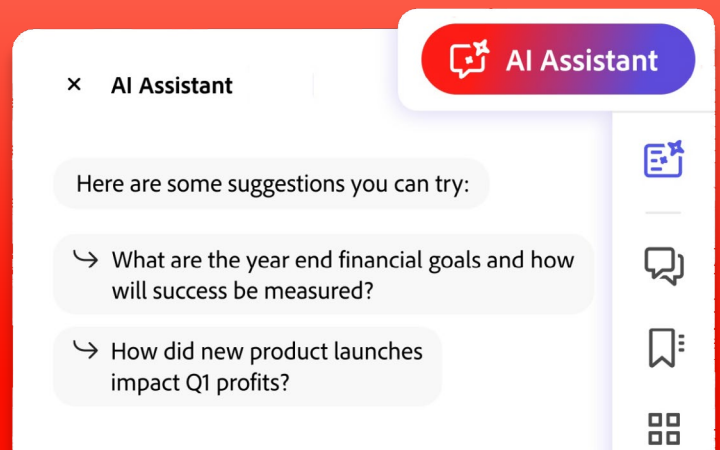**research@pfeifferreport.com**

Pfeiffer Report

Adobe Acrobat

Accelerate productivity with generative AI for digital documents.

× **AI Assistant**

Here are some suggestions you can try:

↳ What are the year end financial goals and how will success be measured?

↳ How did new product launches impact Q1 profits?

AI Assistant

The rapid adoption of generative AI signals a profound shift in how people interact with content and information. This shift is perfectly timed as 80% of global workers are experiencing information overload and on average, knowledge workers spend over eight hours per week searching for, recreating, and resharing information[1]—highlighting the need to reduce time to information and boost document productivity.

AI Assistant for Adobe Acrobat is a conversational feature that lets you interact with your documents to get quick answers to questions based on the PDF content in a comprehensive and informative way. It links to the text and data table sources within your document and also suggests follow-up questions based on the primary question.

The **Generative summary** feature automatically provides an outline with headings and summaries to highlight key points in the document. It generates key insights that help you easily comprehend the PDF content.

Turn your documents into action with AI Assistant.

Chartered Accountants (CAs) in India need to stay updated with various documents daily to ensure they are well-informed about the latest developments in their field. AI Assistant empowers your team to turn documents into action faster. It's easy to use, follows responsible data security practices, and takes just minutes to deploy. AI Assistant can be used with almost any document format and works across one or many documents, and meeting transcripts.[2] Documents like

Government Notifications and Circulars from Ministry of Corporate Affairs, Central Board of Direct Taxes, RBI can be summarized and analyzed by AI Assistant.

Regulatory and Compliance Updates: Accelerate comprehension of changes in compliance requirements under various laws such as the Companies Act, SEBI regulations, and other relevant laws.

Client Correspondence and Internal Documents: Quickly and efficiently analyze communications from clients regarding their financial status, tax queries, and compliance needs as well as Internal memos, reports, and practice updates within their firm or organization.

> " Adobe's know-how in documents and secure AI enabled the AI to do what it is good at while enabling users to apply creativity and ingenuity. The combination of AI plus humans is greater than the sum of the parts."

Kamal Bhadada, President, TCS Interactive and NBMG

TATA CONSULTANCY SERVICES

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1. Lauren Trees "KM Makes Knowledge Workers More Productive and Less Stressed Out," American Productivity & Quality Center, November 17, 2022.
2. Support for insights across documents and meeting transcripts coming soon to AI Assistant for Acrobat.

AI Assistant is designed for documents.

The generative AI features in Acrobat were built on Adobe's unique expertise of PDF structure and content. The ability to deeply understand PDFs enables AI Assistant to analyze and surface insights from digital documents with greater precision and will allow us to continue to refine the outputs in the future.

Insights you can trust.

AI Assistant looks only at the documents you tell it to. Adobe's unique proprietary technology generates verifiable insights across one or many documents, with attributions back to the source—so you can be assured you're accessing credible information.

Writing made easy.

Empower your team to create high-quality professional content for emails, blogs, presentations, research summaries, and more. Use the responses from AI Assistant to get the write-up you need and produce your deliverables in less time.

Easy to use. Deploy in minutes.

Getting started with AI Assistant is fast and easy. Deployment only takes minutes, delivering fast time to value. Users will get instant access to AI Assistant integrated within Acrobat where they are used to consuming and editing PDFs. AI Assistant will only look at the documents you tell it to, providing streamlined AI data governance.

> "...If there is only one AI product you pay for right now, it should be Adobe's AI Assistant, which lets you chat with AI about PDF documents."[3]

Chris Smith, BGR

BGR

Stay in control of your data.

Adobe is committed to protecting your most important digital documents. AI Assistant features in Acrobat go through Adobe's responsible AI Ethics governance process and are developed and deployed in alignment with our AI Ethics principles of accountability, responsibility, and transparency.

Respect for customer data.

- Adobe customer data is not used to train large language models.
- AI Assistant only looks at the documents that you tell it to, keeping your team in control.
- It's easy to verify responses attributable to the source document.
- Enterprise controls manage who has AI access in your company.
- Adobe is committed to our AI Ethics principles to ensure AI technology is developed responsibly.

AI Assistant for Acrobat is available to purchase as a part of your Adobe enterprise licensing agreement. Contact your Adobe sales representative to learn more.

3. Chris Smith, "Adobe's PDF AI Assistant Might Be the Most Useful AI Product I've Ever Seen," BGR, April 16, 202

The Adobe Advantage

The impact of Adobe software is evident almost everywhere you look. Whether people are collaborating at work, transacting online, or socializing with friends, businesses use Adobe software and technologies to turn digital interactions into richer, high value experiences that reach across computing platforms and devices to engage people anywhere and at any time. Adobe Acrobat with Adobe Sign can help you transform your paper - based workflows to more efficient and faster digital document-based workflows.

Adobe Acrobat is a foundational technology for all types of firms. It provides everything needed to create all digital document workflows—quickly and securely, in the systems companies are already using. Adobe Acrobat accelerates the transformation of paper-based processes into end-to-end digital capabilities, delivering secure, reliable digital documents and workflows.

Adobe Acrobat is an integrated solution that helps companies transform paper-based processes into digital experiences and workflows with easy-to-use tools. As a complete solution, it removes friction from business processes across the entire company.

With a reputation for excellence and a portfolio of many of the most respected and recognizable software brands, Adobe is one of the world's largest and most diversified software companies. We market and distribute our products through our sales channels which include distributors, retailers, software developers, systems integrators, ISVs and VARs, as well as through OEM and hardware bundle customers. We also market and and license our products directly through our own website, Adobe.com.
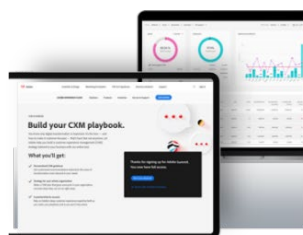

Adobe Document Cloud

Accelerating Document Productivity

Adobe Experience Cloud

Powering Digital Business

Adobe Creative Cloud

Unleashing Creativity