



Adobe Firefly



## Unlock the power of generative AI for Small and Medium-sized Businesses (SMBs) with Adobe Firefly

Generative AI is transforming the present and future of business development. Discover how these smart, intuitive tools powered by Adobe Firefly can help SMBs move forward in a digital-first world.



According to Adobe research on "The Future of Digital Work"\*...

**92%** OF WORKERS AT AI-SAVY SMBS

Think AI technology has a positive impact.

### Smb's rely on creative thinking all the time...

To make the most of social media you need constant creative content, and most SMBs learn about this as the go.



### Top 3 productivity gains of ai:

- 1** SAVING TIME (67%)
- 2** HELPING EMPLOYEES WORK FASTER (61%)
- 3** REDUCING/ELIMINATING TEDIOUS WORK (45%)

### Discover a co-pilot for your creative workflows

Use generative AI to boost your small business with creative tools that let you use everyday language to create extraordinary content.



### New creative tools powered by AI from Adobe Firefly

- The Firefly web app: [firefly.adobe.com](https://firefly.adobe.com)**  
A place to ignite your inspiration and turn simple text prompts into amazing creations.
- Text to Image and Text Effects in Express**  
Generate extraordinary images for your designs, and text effects from just a description.
- Generative Fill and Generative Expand in Photoshop**  
Add and replace elements in your photo, extend your images, and much more.
- Generative Recolor in Illustrator**  
Recolor artwork with simple text prompts to discover variations.

Contact your Adobe Authorized Reseller to see how Adobe Firefly can empower your SMB through creativity.

[Email us.](#)

\*"The Future of Digital Work", Adobe (2023).