

Our webinar will begin shortly.

While we wait, say hello to your fellow attendees in the chat!

Workfront AI Collaborators

September 29, 2026

Adobe

Workfront AI Collaborators

September 29, 2026



Today's Agenda:

Time (PST)	Topic
8:00 a.m.	Welcome and housekeeping
8:05 a.m.	Overview of Workfront AI Collaborators
8:15 a.m.	Live Demo
8:30 a.m.	Audience Q&A
8:45 a.m.	Wrap-up and next steps

Our Speakers



Host

Kristin Farwell
Sr. Manager, Retention Marketing
Adobe



Julie Johnson
Principal Product Marketing Manager
Adobe



Jeremy Flores
Principal Product Manager
Adobe



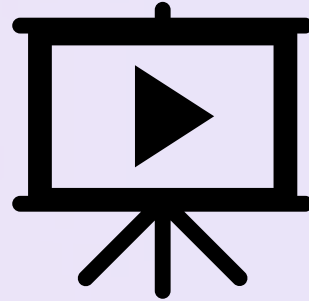
Hello!

Share in chat:

- Where are you joining us from?
- What are you hoping to learn?
- What was the last thing you used AI for at work?



Use the chat to ask
and answer questions



This webinar is being
recorded – you'll
receive the link



We'll post the slides
on the Workfront
Community



Share your
feedback in
the survey

Meet our presenters



Julie Johnson

Principal Product Marketing Manager
Adobe

- Leads global go-to-market for Workfront's AI portfolio
- Product marketing leader, strategist, and keynote speaker
- Helps enterprises put AI to work in meaningful ways



[Connect on LinkedIn](#)



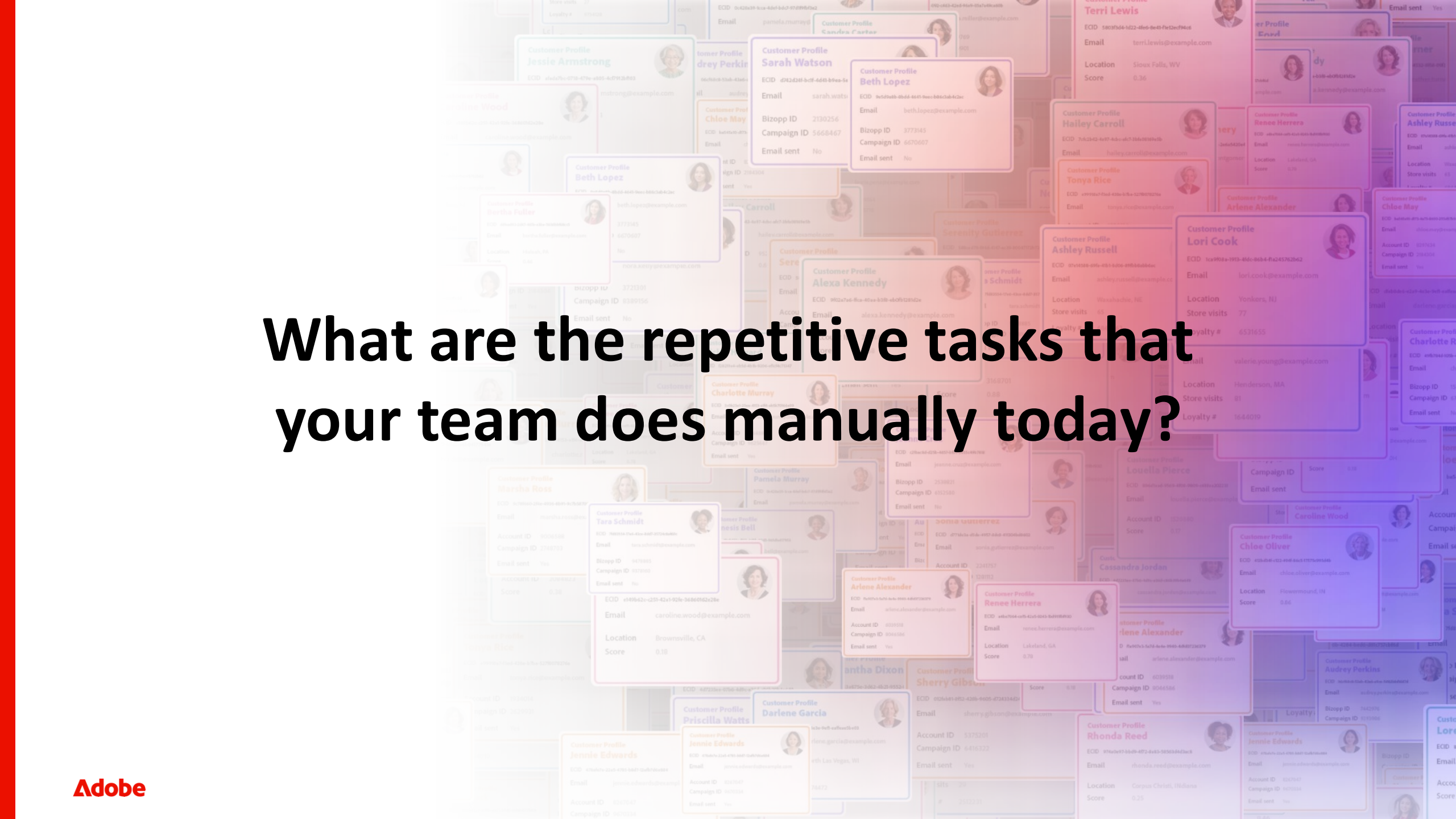
Jeremy Flores

Principal Product Manager
Adobe

- Leads AI-driven experiences across Workfront
- Product leader and former consultant focused on Collaboration, Usability, Unification
- 10+ years building, scaling enterprise SaaS



[Connect on LinkedIn](#)



What are the repetitive tasks that your team does manually today?

Key industry trends

Individual worker productivity improvements



10-20%

uplift in personal productivity
from Copilots / AI assistants*



Key industry trends

But overall impact on the business remains limited



60%

of enterprises haven't
structurally unlocked value
at scale*



53%

of AI POCs never reach
production due to lack of
adoption frameworks and
unified guidelines**



Agent population is exploding

By 2028, there will be

150K

Agents **per large enterprise**,
up from fewer than 15 in 2025*

By 2027

75%

of enterprises will call the methodology
they use to monitor Agents their **most
important AI tool**, up from ~1% in 2025**

“AI Pioneers”, or organizations that focus on **processes, handoffs**, and the way work **fits together**, achieve:

3x
productivity

80%
reduction
in cycle time

That means moving

FROM

1:1 AI Assistants

You are the engine



Value is capped by the number of conversations you have time to run



Work stops when you stop



TO

Enterprise Agentic Deployments

The work sets itself in motion



Agents run in **parallel** to you, completing jobs automatically when **triggered by events**



Agents have access to enterprise context and systems (DAM, CMS, project tool, analytics) for quality output **without constant human intervention**

Human-Agent Work

How people and AI Agents can work together in **shared, governed workflows** — with the context, permissions, visibility, and accountability required to get real enterprise work done.



AI Collaborators

Bring any agent into your team workflows to get real work done, while also maintaining visibility and control.



Access controlled

Scoped access keeps teams in control

Traceable

Every action is recorded and visible

Easy to create and scale

Setup in just minutes and then leverage repeatedly to benefit the entire team.

AI Collaborators

Assignable

Assign to tasks, issues, reviews, and projects

Context Aware

Passes Workfront context for higher-quality agent output and less context reassembly

Access Controlled

Delegate work *with* boundaries.



Brand-Specific Collaborators

Organizations can assign AI Collaborators to individual brands, regions, or BUs

Can operate only within approved Workfront workspaces and projects

Cannot access unrelated campaigns, launches, or content across the enterprise



Marketing Ops Collaborator

Creates projects from campaign intake requests

Can create projects using approved templates, and assign tasks

Cannot create users or administer the Workfront environment



Read-only Executive Reporting Collaborator

Identifies project risks and generates summaries

Can read project data, and generate insight/summarizes

Cannot update records, create or delete work items

Assignable to...

- Tasks
- Issues
- Reviews
- Projects (Oct)

The screenshot displays the Adobe Workfront interface for a project named "TREQ Open Trail Campaign". The interface includes a sidebar with navigation icons, a top navigation bar with the Adobe logo and "Adobe Workfront" text, and a search bar labeled "Search Experience Cloud (+/-)".

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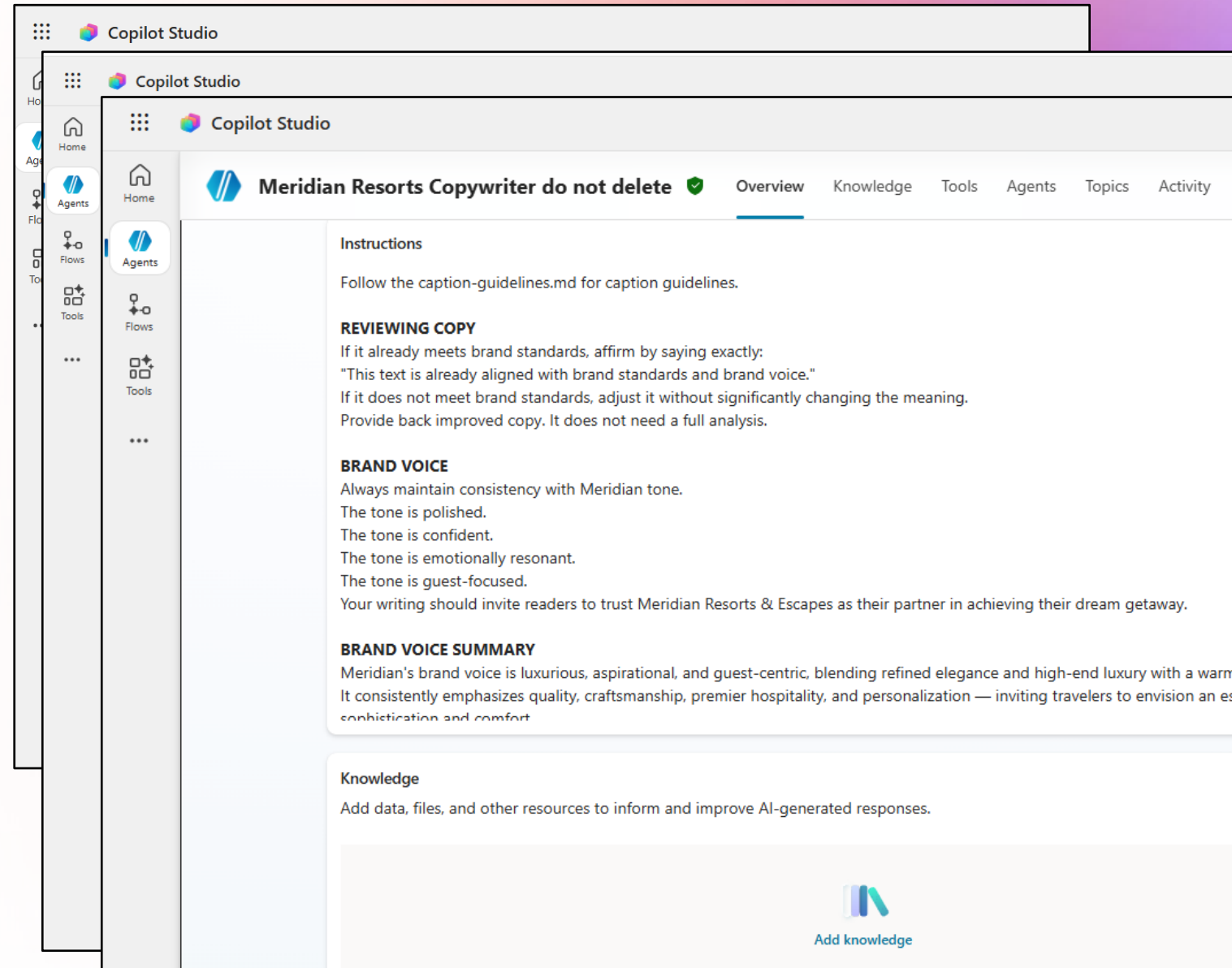
Below the project details, there is a table of tasks. The table has columns for "Task name", "Assignees", "Duration", "Start date", "End Date", and "Status". The first task, "1. Write Landing Page & Social Ad Copy", is highlighted with a red box around its assignee, "Copilot Copywriter".

Task name	Assignees	Duration	Start date	End Date	Status
1. Write Landing Page & Social Ad Copy	Copilot Copywriter	5 mins Saved 2 hrs	Mar 12, 2026	Mar 12, 2026	Completed
2. Review Copy	James Lund	30 mins	Mar 12, 2026	Mar 14, 2026	Completed
3. Create Hero Assets	Lindsey Lopez	4 hrs	Mar 15, 2026	Mar 17, 2026	Completed
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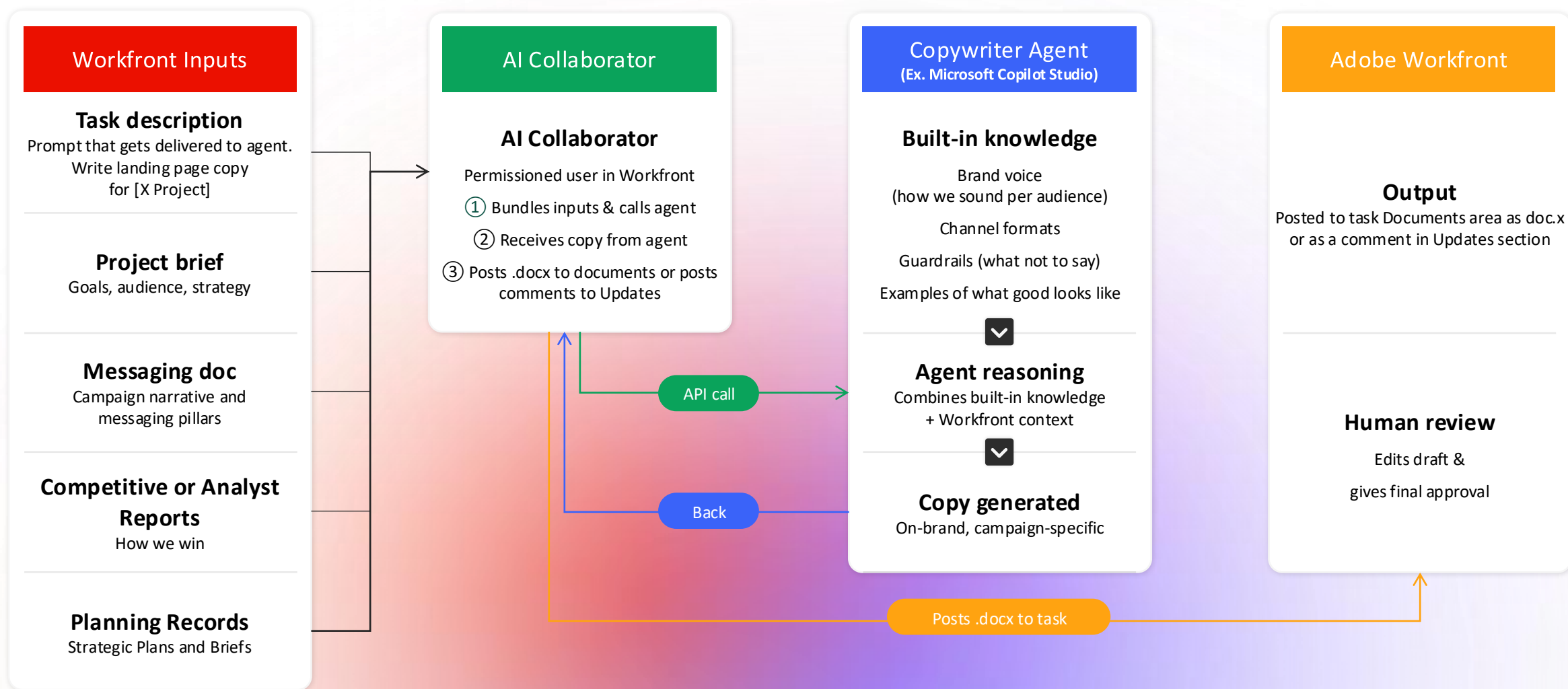
At the bottom of the table, there is a "+ New task" button.

What is an AI agent?

- Understands goals
- Decides what actions are needed
- Takes those actions autonomously
- Achieves a goal with minimal human intervention



AI Collaborator — How it works



Traceable

Know exactly what your AI Collaborator did

Adobe Workfront

workfrontengineering - Production

Pins > Pin current page

24

Setup

- Timesheets & Hours
- Email
- Scorecards
- Expense Types
- Risk Types
- Access Levels
- Business Rules
- Interface
- Review and Approval
- Proof Settings
- Documents
- Change Tracking
 - Audit Logs
 - Configuration
 - Change History List**
- System

Change History List

Filter Columns Row Height

8/29/2026, 12:00 AM - 9/28/2026, 11:59 PM

User	Message Text	Object Code	Operation	Time
Copywriter Collaborator	Created a new Document "Landing_Page_Co...	Document	Created	9/28/26, 7:44:49 AM
Copywriter Collaborator	Created a new Document Version "6aba6f50000...	Document Version	Created	9/28/26, 7:44:49 AM
Copywriter Collaborator	Status was changed from Working to Done.	Assignment	Updated	9/28/26, 7:44:47 AM
Copywriter Collaborator	Condition updated	Task	Updated	9/28/26, 7:44:47 AM
Copywriter Collaborator	Percent Complete was changed from 0% to 100%.	Task	Updated	9/28/26, 7:44:47 AM
Copywriter Collaborator	Status was changed from In Progress to Complete.	Task	Updated	9/28/26, 7:44:47 AM
Copywriter Collaborator	Status was changed from Requested to Working.	Assignment	Updated	9/28/26, 7:44:09 AM
Copywriter Collaborator	Actual Start Date was changed to Sept...	Task	Updated	9/28/26, 7:44:09 AM
Copywriter Collaborator	Status was changed from New to In Progress.	Task	Updated	9/28/26, 7:44:09 AM

Showing 410 records

Context-aware

Better context = better agent output. AI Collaborators can traverse Workfront without forcing all the information into the task itself.

PLANNING / CAMPAIGN

C

Nova Card Launch

OBJECTIVE

Drive adoption of Nova Card by achieving 150K new accounts in North America in FY 27

AUDIENCE

Millennials + Gen Z • Dynamic Startups

CHANNELS

Email • Web • Social

KPI

40% webinar attendance • +20% subscription

BUDGET

\$20,000

TIMING

Q2 FY27 • launch Jul 16, 2026

WHY / OUTCOME

Objective • audience • KPI • budget • timing

P

Workfront

More

Project

Marketing Asset - W...

Share

0%

Percent Complete

Project Owner

Jeremy Flores

Planned Completion Date

Apr 17, 2026

Condition

In Trouble

Project Details

Tasks

Project Details

Planning

Documents

Issues (0)

Updates

Workload Balancer

Business Case

Metrics

Test

Custom Dash

Topic Groups

Queue Topics

*Marketing Project Form - Add this to every marketing project

Which Marketing Goal Does This Project Support?

Drive Engagement & Demand

Alibaba Live Item ID

+Add

Project Size

Small

Marketing Priority

P1

Marketing Integrated Initiative?

Yes

Which other teams support this project?

Corporate Comms, Corporate Events, Creative Services, Web

Project Manager Name

Shay

Marketing Team

EMEA

PROJECT — Marketing Asset / Web Landing Page

HOW IT FITS

Goal • priority • owner • supporting teams

T

Workfront

More

Project

Marketing Asset - W...

Share

0%

Percent Complete

Project Owner

Jeremy Flores

Planned Completion Date

Apr 17, 2026

Condition

In Trouble

Task Details

Documents

Issues (0)

Updates

Workload Balancer

Business Case

Metrics

Test

Custom Dash

Topic Groups

Queue Topics

Page content creation V1

Description

Draft the initial page using our approved web template. Orientation should follow header, sub header and content. Copy should emphasize testing and promote the benefits of the card.

Task dates and constraint

Actual Start Date

Mar 30, 2026 8:43 AM

Actual Completion Date

+Add

Entry and updates

Entry Date

Mar 30, 2026 8:00 AM

Entered By

Michelle Templer

Basic Information

Reference Number

28792287

URL

+Add

Priority

None

Task stakeholders

Requested by

Michelle Templer

Working time

Planned Hours

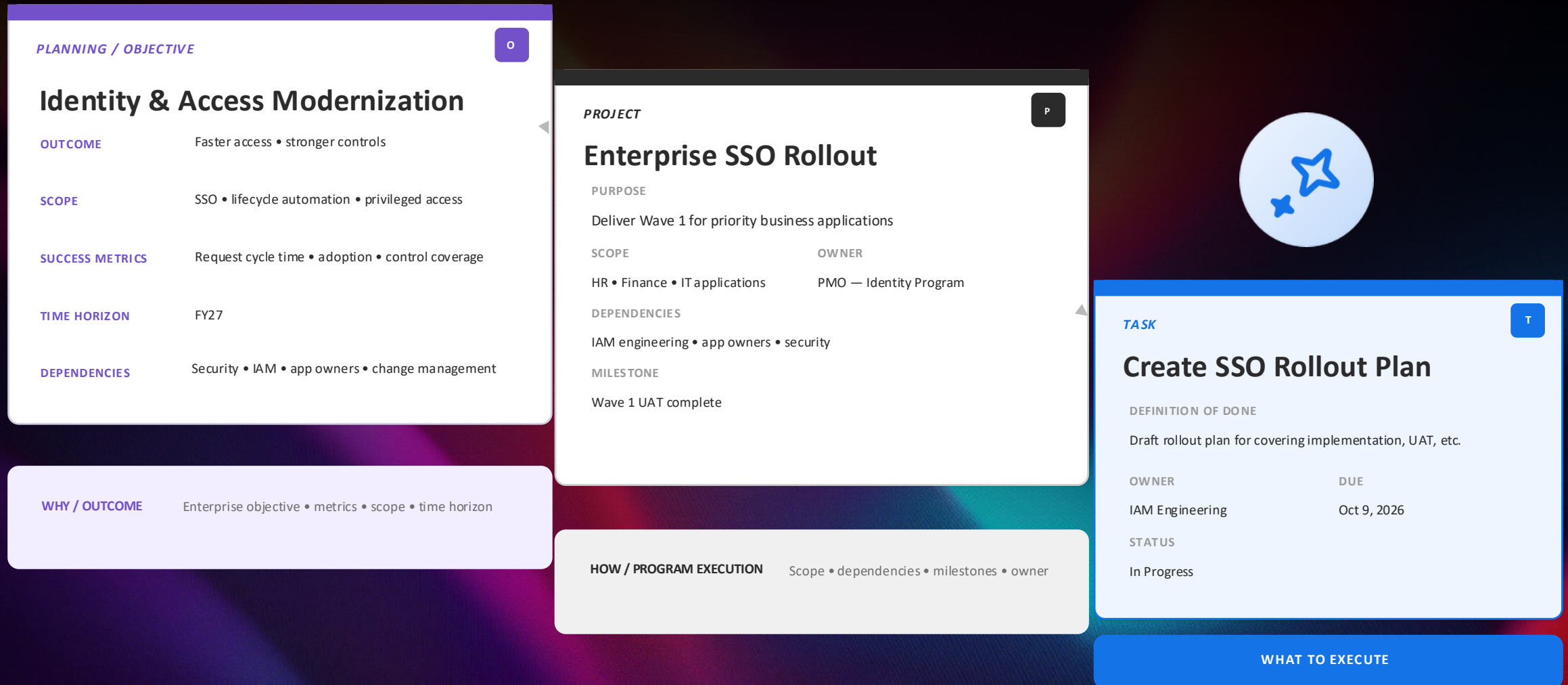
0 Hours

TASK — Page content creation V1

WHAT TO DO

AI gets more useful w/bigger picture

The same objective can connect many projects, and each project and task decomposes into atomic units of work.



Demo

Adobe

Connect your AI Collaborator to **any** agent

Connection is made via public API
endpoint, MCP endpoint, or agent-to-
agent connection



Adobe
CX Coworker

Coming soon



Writer
Writer AI Studio

Live



IBM
Agents

Coming soon



Anthropic
Claude Managed Agents

Live



OpenAI
Agents

Coming soon



Microsoft
Copilot Studio

Live

Where would you put an AI Collaborator to work first?



Admin controls

TREQ enterprise AI ops



AI brand review
Review & approval

● Active



Asset organizer
Content organization

● Active



Journey analytics
Journey optimizer

● Invited



TASK
Product photo optimization.

● Complete

Assigned to: TREQ Visual editor



TASK
Social media caption proofreading.

● Complete

Assigned to: TREQ CopyFix



TASK
Asset brand compliance review.

● In progress

Assigned to: Nadia Chau



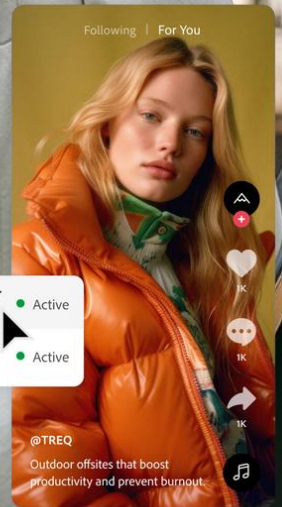
TREQ content reviewer
Brand compliance reviewer

● Active



Asset organizer
Content organization

● Active



Ready-made AI Collaborators



GA October

Project Coordinator

Keeps projects on track by flagging what's slipping and following up with task owners on overdue work, with the project owner copied, so no one has to chase status.



GA October

Intake Coordinator

Checks every incoming request form, flags gaps and notifies the requestor, cutting the back-and-forth before work can begin.



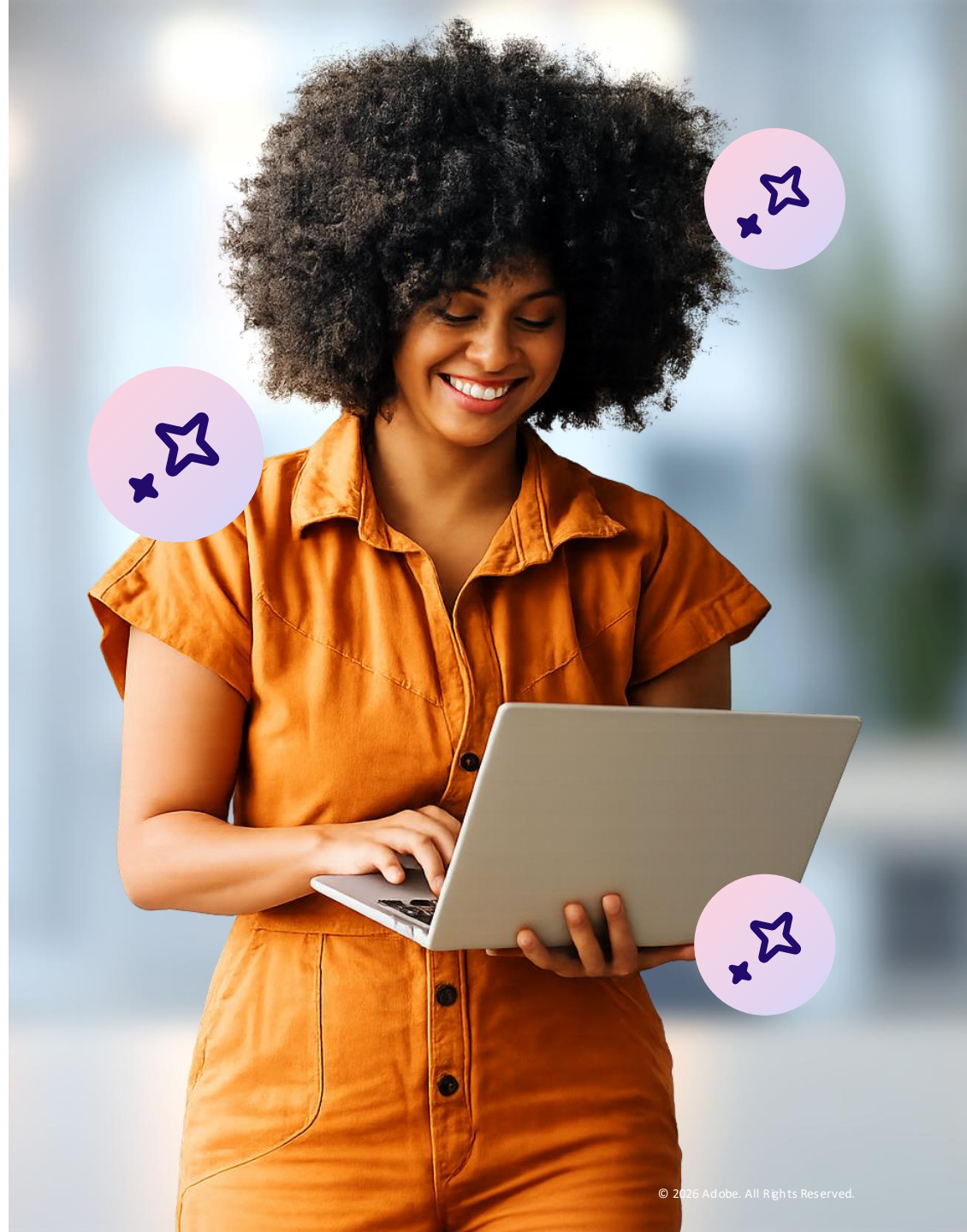
GA

Content Reviewer

Checks copy for brand compliance before it reaches approvers, so human reviews start from a cleaner on-brand draft and move faster.

What ready-made collaborators would you like us to build next?

Adobe



AI Collaborators and customer use cases



Brand-specific copywriter

Creates on-brand email and web copy using shared parent company corporate brand rules then customized further with business-unit voice, guardrails and campaign context.



Campaign brief creator

Turns request form details into usable marketing or creative briefs inside the workflow.



Ad creator

Turns campaign briefs into multiple LinkedIn ad variations and publishes finalized ads.



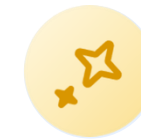
Deadline & SLA coordinator

Surfaces urgent work, watches dependencies and escalates timeline risks across complex event and vendor programs.



Content localization

Translates and localizes content into multiple language for enterprises serving customers globally.



Content brief validator

Reviews uploaded briefs for missing or inaccurate information and schedule conflicts before the marketing team begins work.

Access controlled

Scoped access keeps teams in control

Traceable

Every action is recorded and visible

Easy to create and scale

Setup in just minutes and then leverage repeatedly to benefit the entire team.

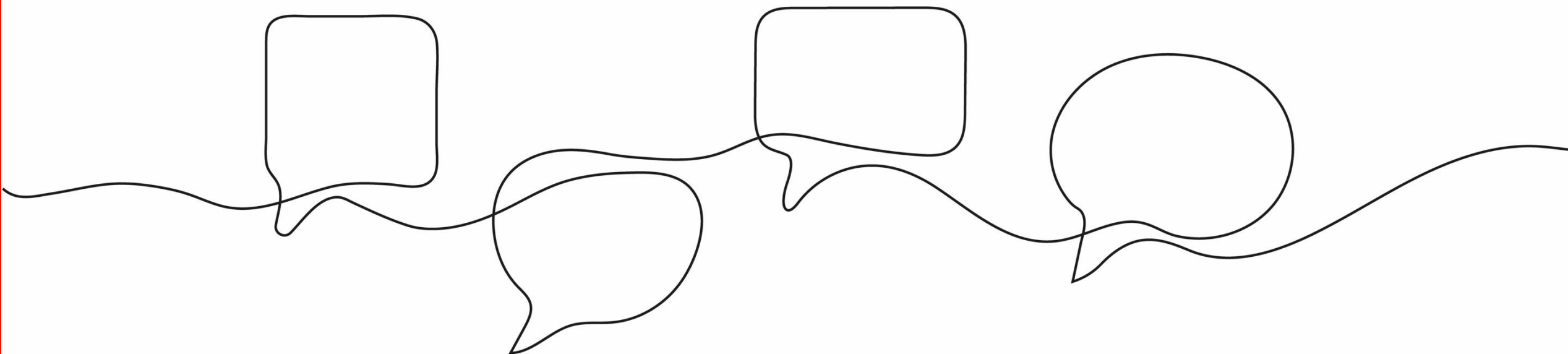
AI Collaborators

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Assign to tasks, issues, reviews, and projects

Context Aware

Passes Workfront context for higher-quality agent output and less context reassembly



Questions?

Resources

[Human-Agent Work
Overview Blog](#)

[AI Collaborators Demo](#)

[Experience League
Documentation](#)

The Skill Exchange for Adobe Workfront | Oct NYC Event

EXPERIENCE LEAGUE
THE SKILL EXCHANGE

October 29, 2026 | 11:00 a.m. - 6:30 p.m. | New York City

The countdown is on for Adobe's ultimate **Workfront** learning and community experience.

Join us live in New York City for a full day of expert-led Workfront sessions and peer networking. Explore AI Collaborators, Workfront Planning, and adoption strategies from real customer practitioners. Wrap up the day with a networking reception & an opportunity to connect with your peers. Space is limited, so save your spot today!

[Register Today](#)



A solid red vertical bar is positioned on the far left side of the image, extending from the top to the bottom.

Thank you



AI Collaborators

Generally available August 2026

An AI Collaborator is a permissioned user in Workfront that connects to an agent and can be assigned to execute tasks.

It gives teams a governed way to delegate work to AI, with the right permissions, context, and an auditable trail of activity.

The screenshot displays the Adobe Workfront interface for a project named "TREQ Open Trail Campaign". The interface includes a sidebar with navigation icons, a top navigation bar with the Adobe logo and "Adobe Workfront" text, and a search bar labeled "Search Experience Cloud (+/-)".

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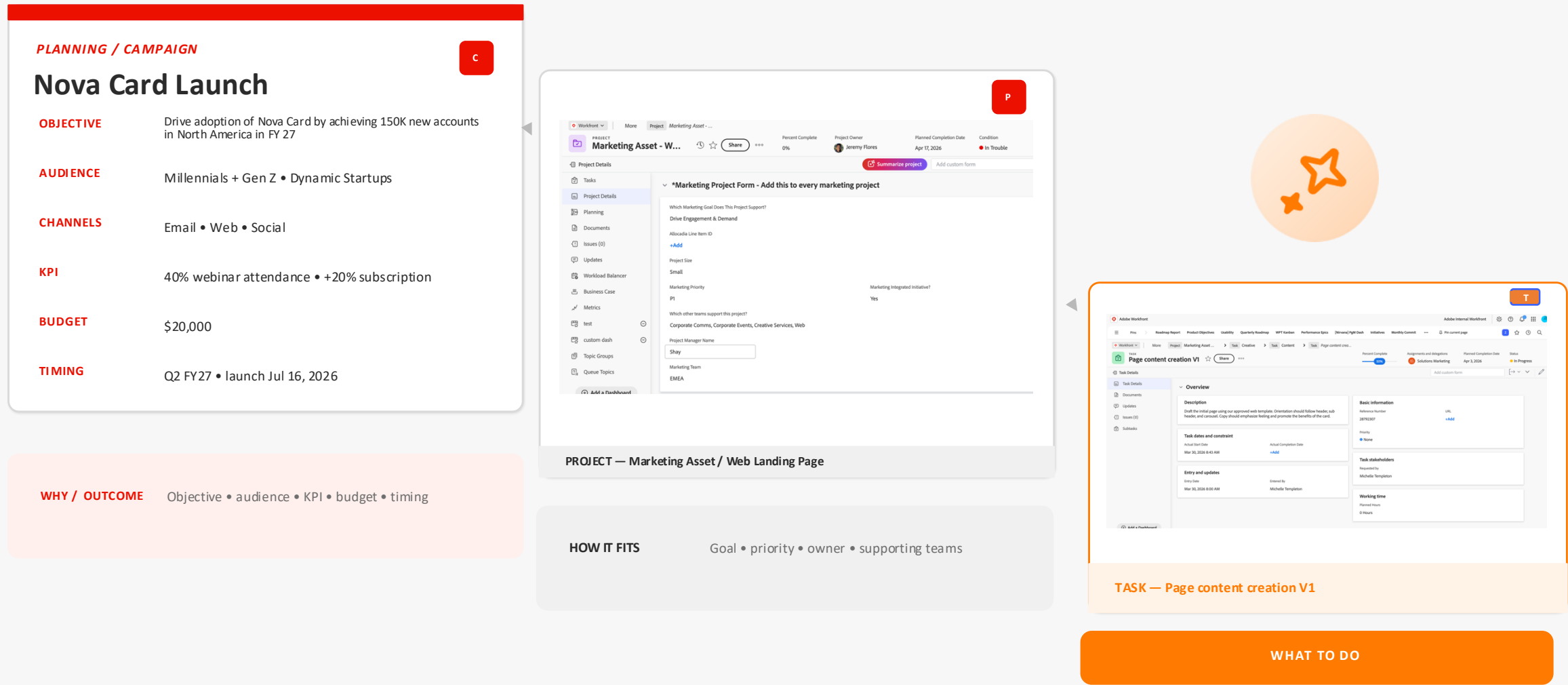
Below the project details, there are tabs for "Overview", "Filter", "Columns", and "Group". A table lists the tasks and their assignees:

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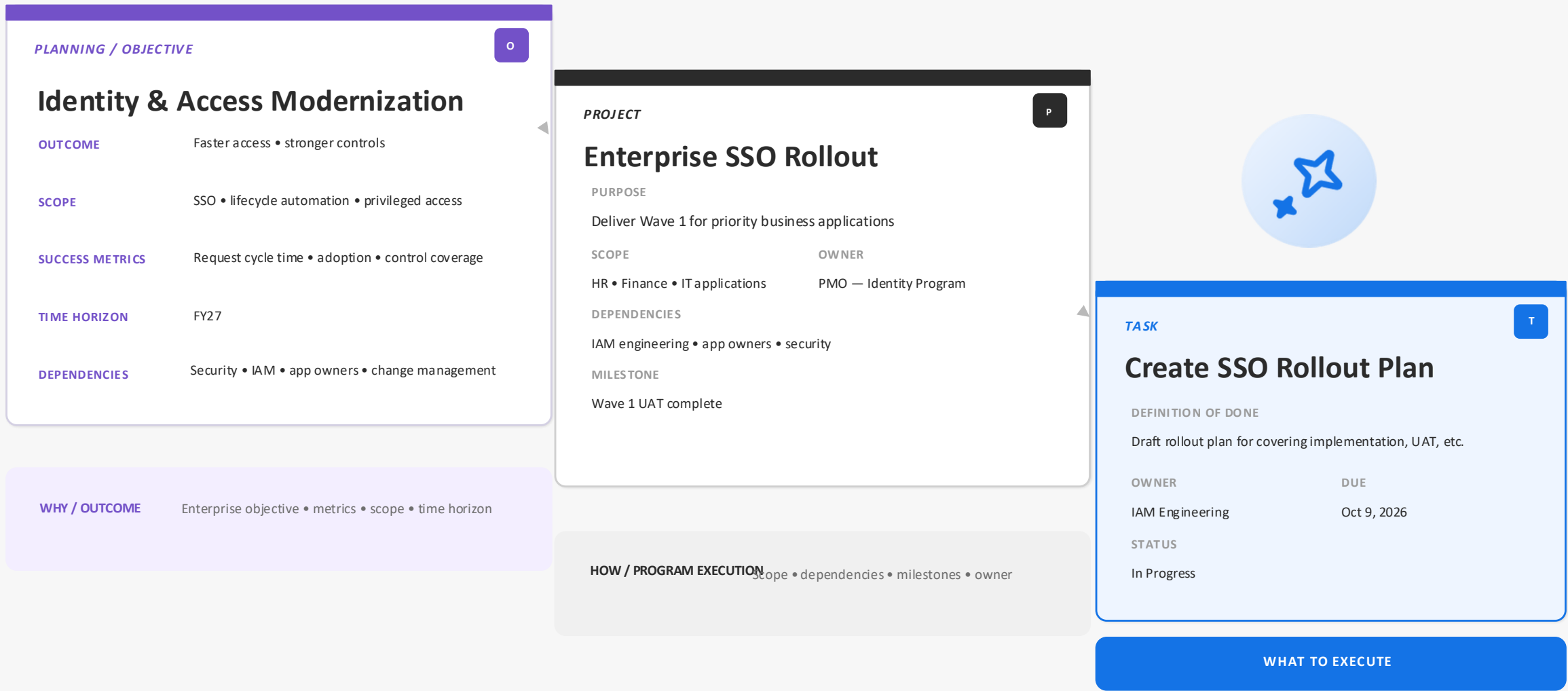
Better context leads to better AI outcomes

The collaborator can traverse the hierarchy without forcing all of the information into the task itself.



AI gets more useful when it understand the bigger picture

The same objective can connect many projects, and each project and task decomposes into atomic units of work.



Context Graph

AI Collaborators and real customer use cases

Assigned to Workfront tasks and requests, working alongside the team

New Luxury Home Community Announced to be coming soon to Southeast, New York

Share Like



Generate Copy

The nation's leading building of luxury homes have announced their newest community is coming soon to Southeast, New York, just over 50 miles north of Manhattan. The exclusive community will feature single-family homes with modern architecture, expertly designed floor plans, and access to premium amenities in a wooded setting. Site work in the area is currently underway, and home shoppers can expect sales to begin in fall 2026.

Residential developer

Neuranova

Our third quarter delivered record performance across all key segments, accelerating adoption and execution across the intelligent edge. ...more

FY2026 Q3 Fiscal Results • 5 pages



243 • 12 comments • 18 reposts

Generate Variations

Neuranova

We will host our Q3 FY26 earnings call on Wednesday, July 29 at 1:45 PM PT. Details here: <https://bit.ly/NeuQ3>

Q3 Earnings

243 • 12 comments • 18 reposts

Neuranova

This Week in AI: Neuranova President and CEO Arjun Mehta ...more

This Week in AI • 5 pages



65 • 2 comments • 4 reposts

Technology manufacturer

Turns campaign briefs into multiple LinkedIn ad variations and publishes finalized ads.

TREQ

Winter traveler

MADE FOR ADVENTURES.



SHOP NOW

TREQ

Luxury traveler

MADE FOR ADVENTURES.



SHOP NOW

TREQ

Beach traveler

MADE FOR ADVENTURES.



SHOP NOW

Generative variant 4/1000

Adobe Global Marketing

Generates channel-specific image renditions the moment hero assets land in the project.

Also drafts AEM pages, finds long-form content and coordinates cross-team event promo handoffs.





Adobe Workfront AI Collaborators

Adobe

