



Adobe Express with Firefly:

A Case Study

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Summary of Approach

Began with variable review, utilized Jupyter Notebooks with Python to explore data behavior and anomalies

Used *pandas* and *seaborn* packages to compare across categories, creating evidence for insights

Condensed visuals and insights into actionable recommendations to drive goals

Basic EDA

Data Cleaning

Grouping/Charts

Qualitative Research

Actionable Steps

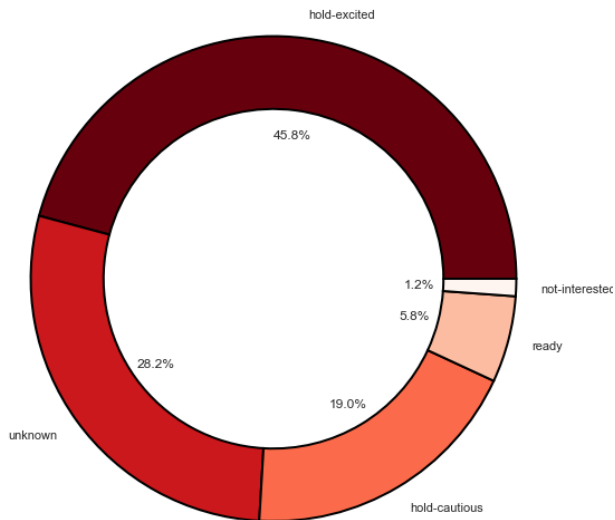
Brought outliers within 3 deviations, cleaned up mismatched strings, and created dummy columns for categorical values

Read news articles and US Copyright Office documents to connect qualitative evidence with qualitative insights

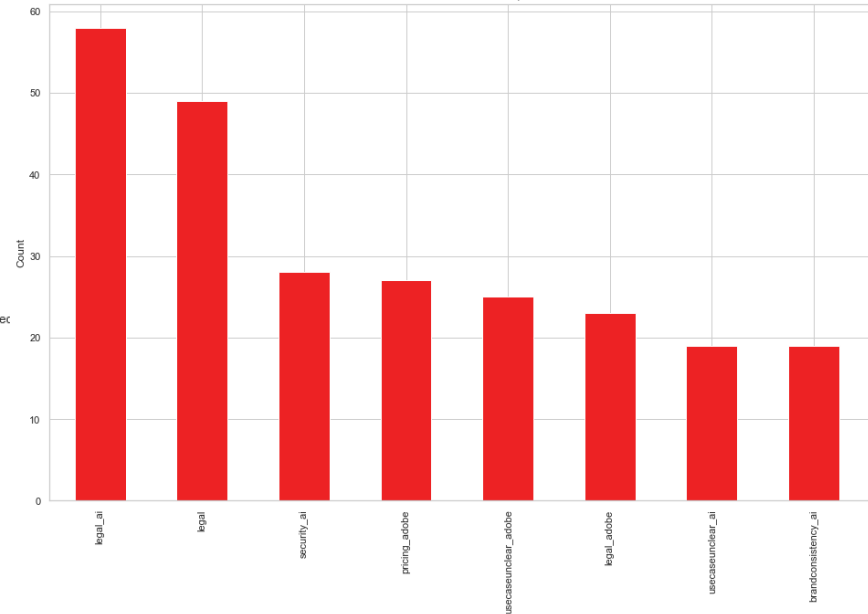
Quantitative Analysis

- Nearly half customers sampled are excited to use AI – but are holding off
- The most dominant concern is the legality of AI
- Current customers are much more interested in sitewide deployment
- Competitor C is worth researching further
- Inside Sales Team customers unusually concerned about price
- Partnership Team contains all the Opportunity Size outliers
- Strategic Sales Team customers are very interested in Content Supply Chain usage

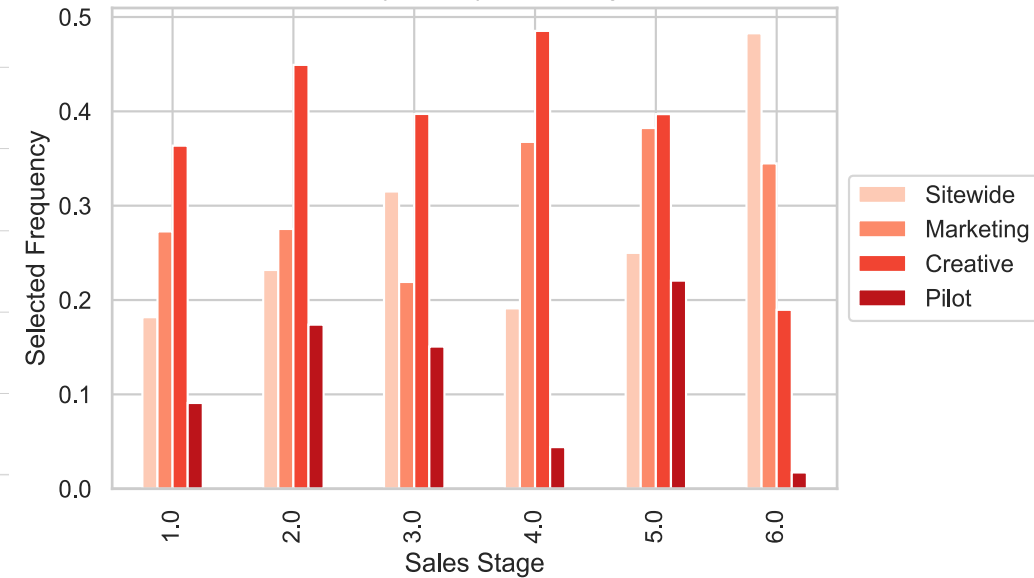
Pie Chart of AI Stances



Top Overall Concerns



Deployment by Sales Stage



Qualitative Analysis

THE ISSUE –

AI LEGALITY

- New frontier of Generative AI law
- Customers want security that their AI usage will not cause legal problems down the line
- Still a developing landscape, but two clear areas of litigation are emerging
- Knowing which issue customers might face should help in a sales pitch

AI TRAINING CONTROVERSY

“Artists suing generative artificial intelligence art generators have hit a stumbling block ... unauthorized use of billions of images downloaded from the internet to train AI systems, with a federal judge’s dismissal of most claims.”

– *Hollywood Reporter*¹

“A trade group for U.S. authors has sued OpenAI ... accusing the company of unlawfully training its popular artificial-intelligence based chatbot ChatGPT on their work.”

– *Reuters*²

“The Authors Guild’s lawsuit claims that the datasets used to train OpenAI’s large language model to respond to human prompts included text from the authors’ books that may have been taken from illegal online “pirate” book repositories.”

– *Reuters*²

AI COPYRIGHT CONTROVERSY

“Judge Howell wrote that copyright has never been granted to work that was ‘absent any guiding human hand.’”

– *The Verge*³

“Judge Howell did, however, acknowledge that humanity is ‘approaching new frontiers in copyright’ ... she wrote that this would create “challenging questions regarding how much human input is necessary” to copyright AI-created art, noting that AI models are often trained on pre-existing work.”

– *The Verge*³

“USCO would consider granting copyright if there is further editing, manipulation or improvement on the AI-generated product by the artist.”

– *The Art Newspaper*⁴

“The Court defined an ‘author’ as ‘he to whom anything owes its origin; originator; maker; one who completes a work of science or literature.’”

– *USCO AI Policy Guidance*⁵

ADOBE RESPONSE

“Trained on Adobe Stock images, openly licensed content, and public domain content, Firefly is designed to be safe for commercial use.”

“We do not train on any Creative Cloud subscribers’ personal content.”

“Through efforts like the Content Authenticity Initiative and the Coalition for Content Provenance and Authenticity, we’re standing up for accountability, responsibility, and transparency in generative AI.”

“We’re working toward a universal “Do Not Train” Content Credentials tag that will remain associated with a piece of content wherever it’s used, published, or stored.”

– *Adobe Firefly Product Page*⁶

Actionable Recommendations

01



Teach AI Legal Climate

Brief all sales teams on current AI legal hurdles, as well as how Firefly has been trained. Webinars, Lunches with Legal, or simple PDF guides could be used.

02



Revisit Current Customers

Push sales teams to speak with old clients who use Adobe Express for single departments. Gather marketing material for inter-departmental usage.

03



Research Competitor C

Join demos, read press releases, speak with current customers. Find out what they are doing differently to stand out and implement it at home.

04



Dissect Sales Teams

Discuss conversations on price with Inside Sales team, audit Partnership teams numbers, and develop Content Supply Chain marketing materials for Strategic Sales team.