

Empowering Creative Professionals Through Integrated Tools

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Fragmentation Is The Greatest Frustration

Empowering Creative Professionals
Through Integrated Tools

A COMMISSIONED STUDY CONDUCTED BY FORRESTER CONSULTING ON BEHALF OF Adobe, August 2020

A commissioned study conducted by Forrester Consulting on behalf of Adobe involving more than 470 creative professionals from around the world found teams' collaborative needs are evolving faster than their tools and workflows. As a result, many are struggling to keep pace with the rising expectations of today's customers. By adopting more cohesive solutions, brands can unleash their creative teams' full potential and allow them to do more of what they do best: create. Read our summary of the Forrester study that empowers creative professionals through integrated tools.