

Unified Review and Approvals: Everything You Need to Get Started

August 11, 2026



Customer Success | Digital Experiences

This session is being recorded.

Keep an eye out for a follow-up email after the event (from csatscale@adobe.com) with a summary and links to the recording, slide deck, and more.

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- During our free virtual events. [View upcoming events on Experience League.](#)
- In the [Experience League community.](#)
- By emailing us at csatscale@adobe.com.
- By connecting with us on LinkedIn.

Agenda

Start Time	8:00 a.m. PT/11:00 p.m. ET
5 minutes	Welcome & Introductions
45 minutes	Unified Review and Approvals
5 minutes	Q&A
5 minutes	Survey, Upcoming Events
End Time	9:00 a.m. PT/12:00 p.m. ET

Everything You Need to Get Started

Elise Lawley

Senior Product Manager, Adobe



Adobe

Unified Review and Approvals: Everything You Need to Get Started

Elise Lawley, Senior Product Manager at Adobe

Adobe

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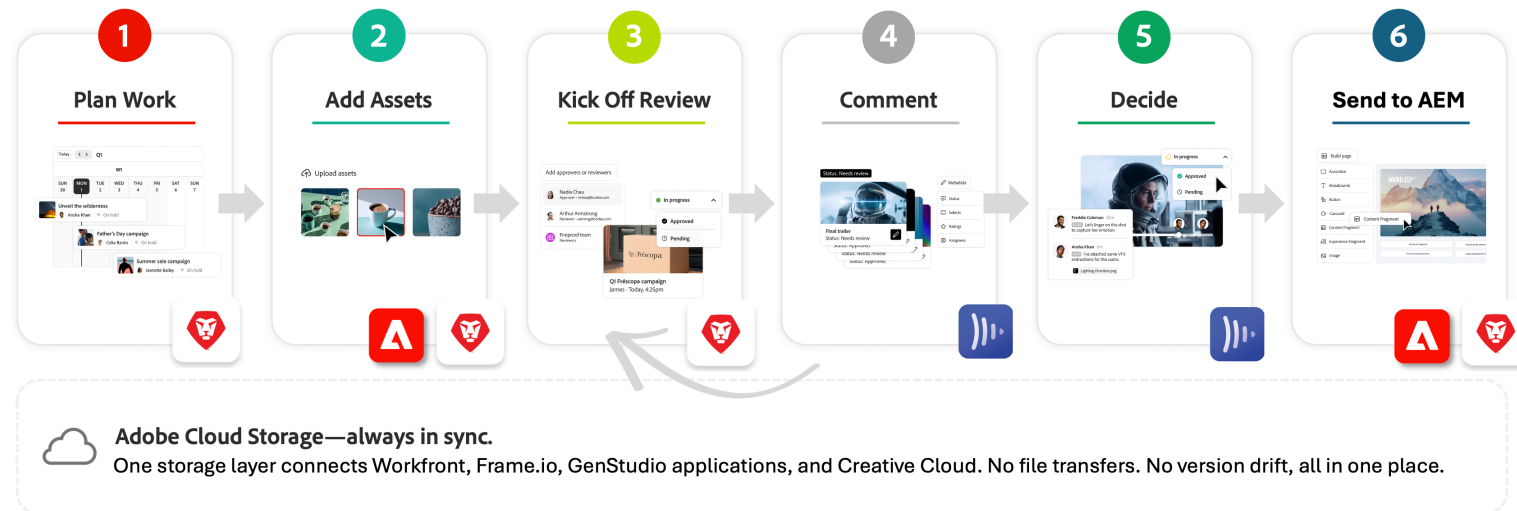
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Overview

Unified Review and Approvals

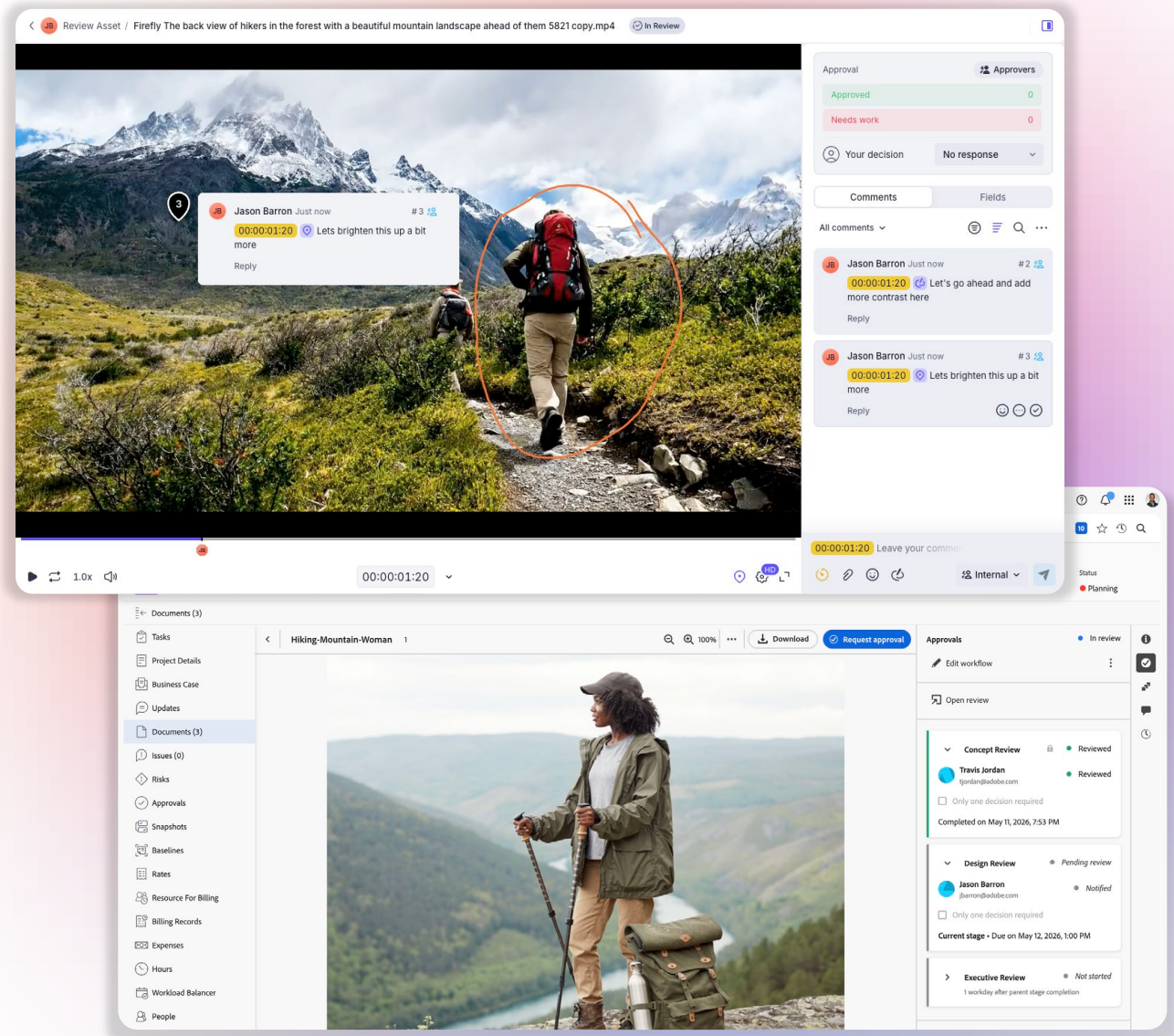
Streamline review and approval and unify creative workflows across Workfront and **Frame.io** on **Adobe cloud storage**



RELEASED! Q4 2025 (Net New) | Q2 2026 (Existing)

#1: Unlocks Unified Review and Approvals

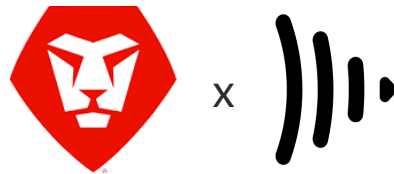
Adobe's Unified Review and Approvals solution brings the entire review and decision-making process into a single experience across Workfront and Frame.io. Stakeholders can review, comment, and approve assets from their preferred tool, while teams maintain full visibility into status and feedback — **eliminating silos and moving content from draft to approved faster.**



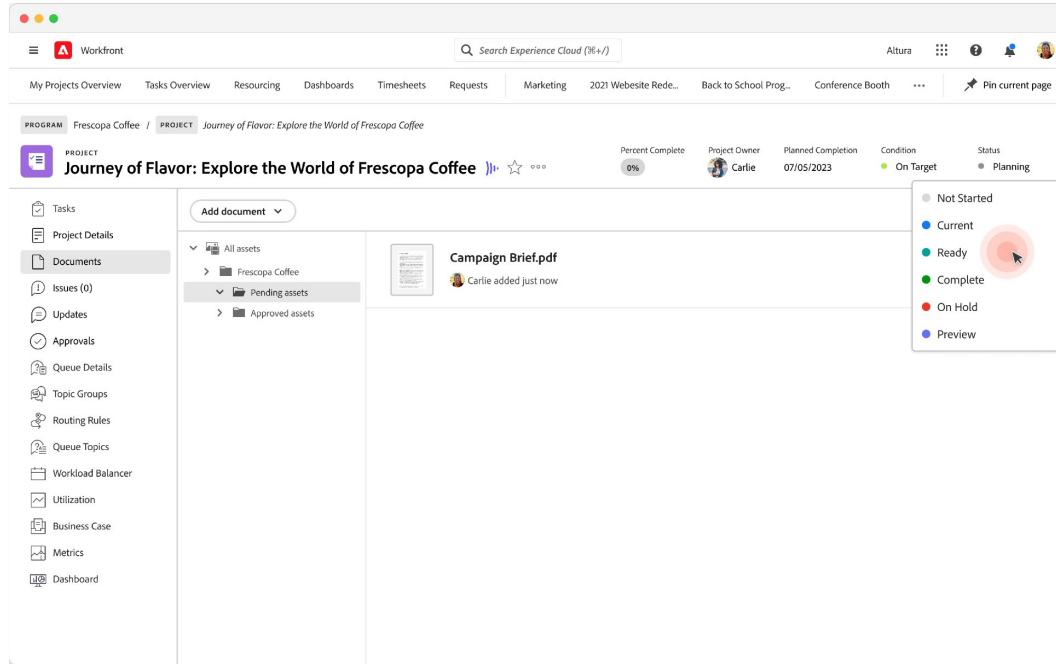
Video link

Powering the Content Supply Chain with unified review & approval

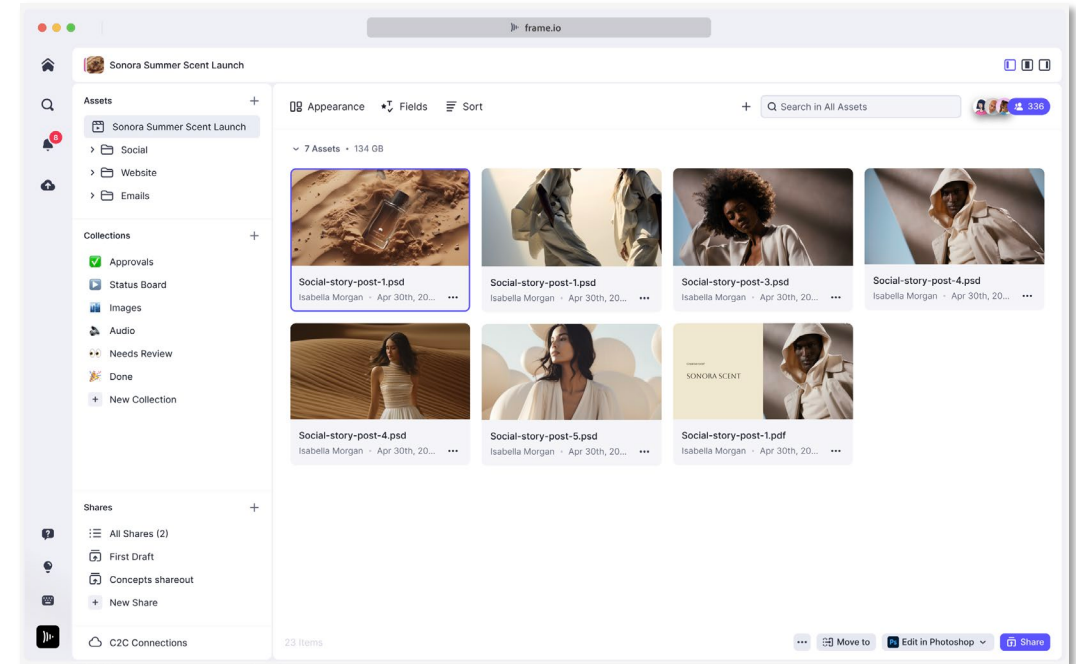
Streamline review and approval and unify creative workflows across
Workfront and Frame.io



Workfront + Frame.io: Purpose-built interfaces, connected workflows



**The leader in enterprise
work management**



**The leader in enterprise
creative management**

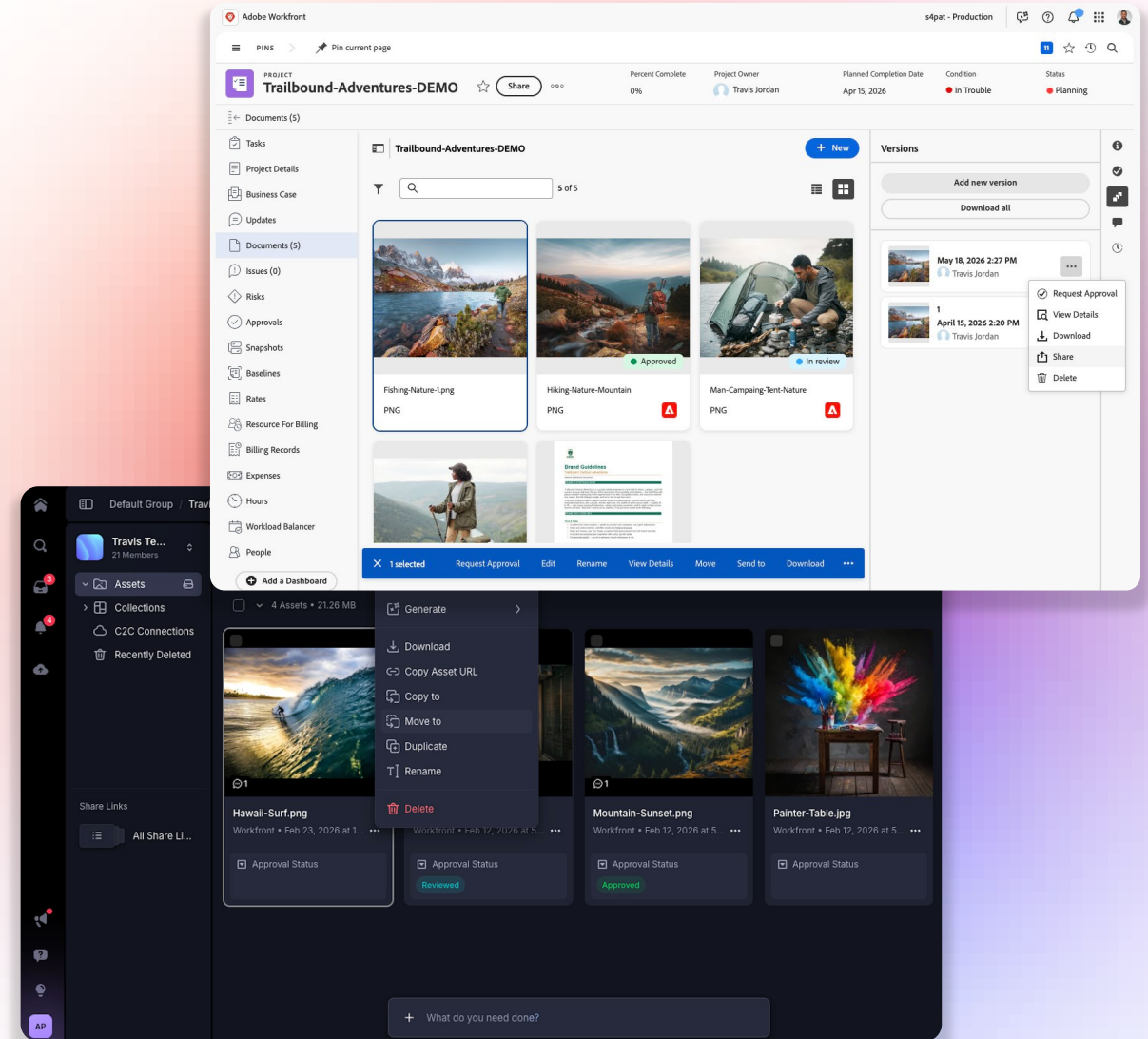
Demo

Workfront + Frame Viewer

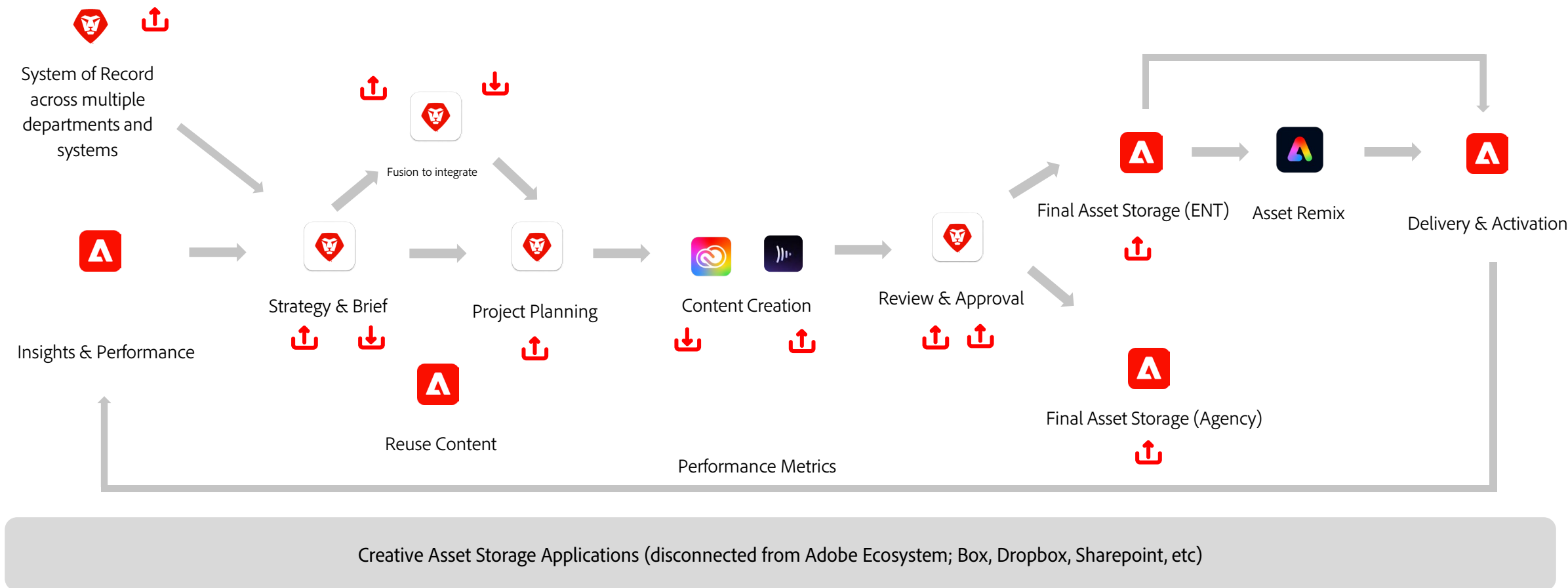
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#2: Unlocks Unified Creative Work in Progress Flows

Unifying assets into a centralized repository on Adobe cloud storage, enables teams to work on a single source of truth across Workfront, Frame.io, and Creative Cloud. File management, versions, and permissions are consistent across tools. The need to upload, download and copy assets is eliminated, **enabling asset provenance, traceability and consistent metadata across the content supply chain.**



Asset inefficiencies across the content supply chain



Workflow & Planning

Creative & Production

Asset Management

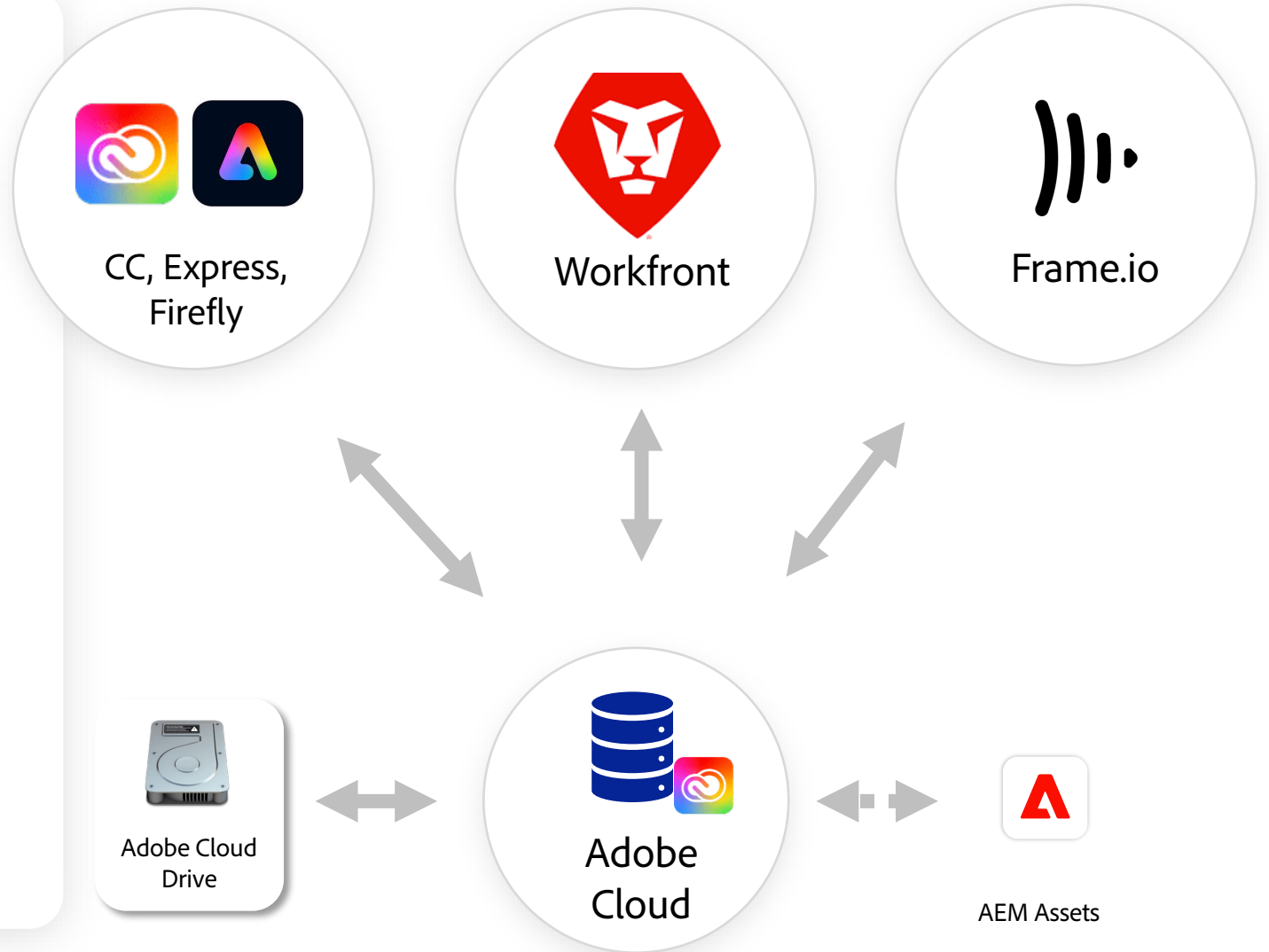
Delivery & Activation

Reporting & Insights

Strengthen Content Workflows: Unify Creative Work In Progress Assets

✓ Enable teams to centralize and unify assets within the Adobe ecosystem

- Workfront, Frame.io and Creative Cloud will all reference one unified asset store
- Unification of file management, permissions, metadata and simplified experiences to reduce the friction of uploading/downloading assets



Demo

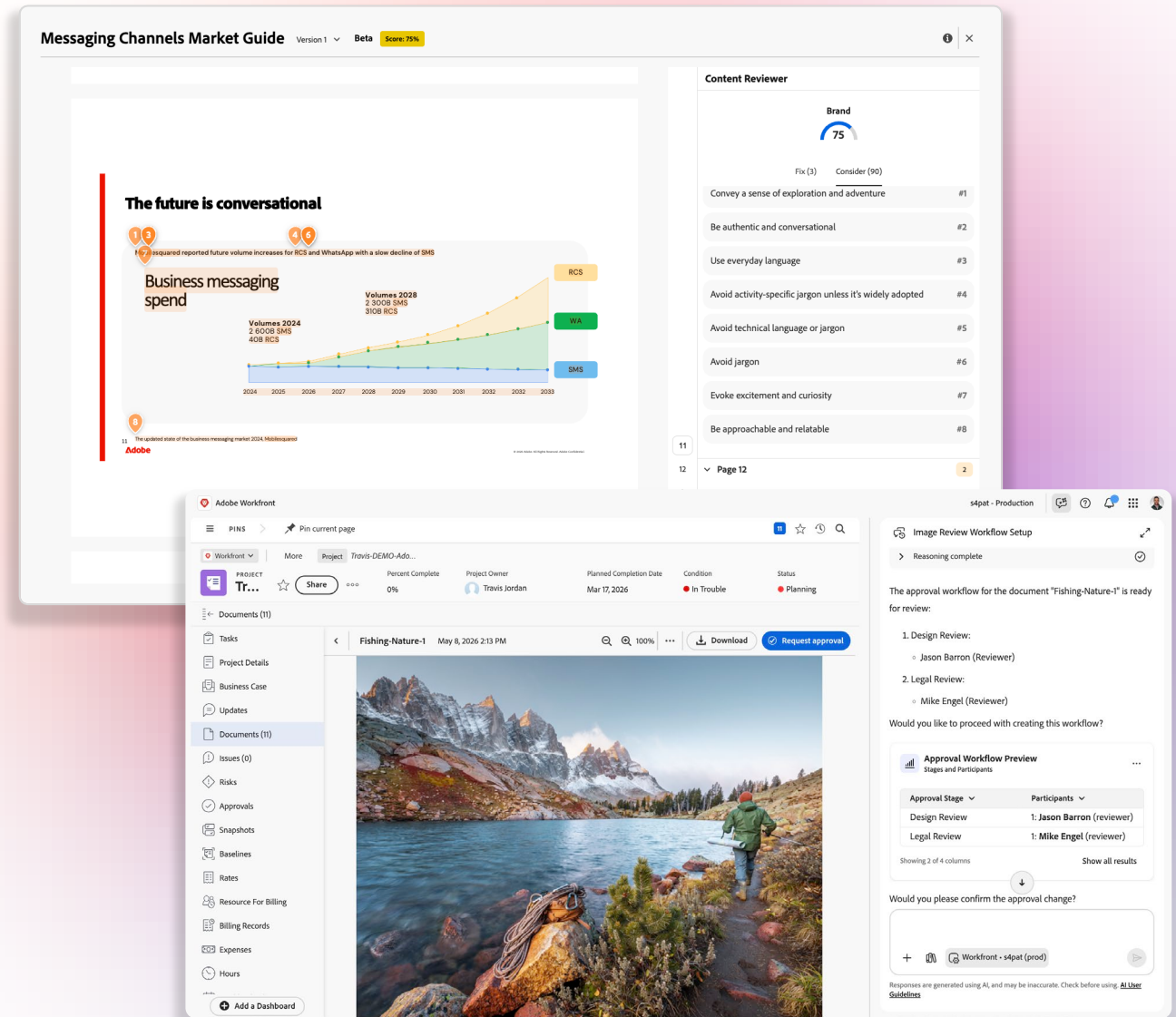
Workfront + Frame Viewer

Adobe

#3: Unlocks Agentic Acceleration

Unifying on Adobe cloud storage isn't just an infrastructure upgrade — it enables enterprise context, brand intelligence and builds a foundation for human-led, **agent-accelerated workflows**

- **Workfront MCP**— Enables the ability to use any LLM such as Claude, Copilot, ChatGPT or Adobe CX Coworker to perform review and approvals tasks and workflows.
- **Content Reviewer**— Automatically reviews assets against brand standards before they reach human reviewers, catching issues earlier in the workflow
- **AI Collaborators** — Intelligent agents that invokes skills from Workflow Optimization Agent and participate directly in review and approval workflows alongside human teams, enabling faster decisions at scale



Demo

Workfront + Frame Viewer

Adobe

MCP Prompts

From everyday approval actions to coordination work no one could do by hand — all through natural-language prompts.

EVERYDAY ACTIONS

Add a comment to an approval

"Add a message to the [name] approval: focus on the brand colors in the header."

Content Reviewer: brand compliance

"Assign [AI collaborator] to review the [name] asset."

Add/remove approval participant

"Replace [name] with [name] as the approver for the [name] document."

Approval templates

"Create an approval based on the [name] template for the [name] document."

Send assets to AEM

"Send all assets in the [project name] project to AEM."

Parallel approvals

"Add a new parallel path approval to the [name] document."

Remind stakeholders

"Send a reminder to those who have not approved the [name] asset."

AT SCALE, WITH MCP

Approval templates, in bulk

"Apply the [template name] approval template to all assets in the [project name] project."

Approval participants, in bulk

"Replace [name] with [name] on all approvals."

Reminders, in bulk

"Remind stakeholders on all approvals that I own, and are overdue."

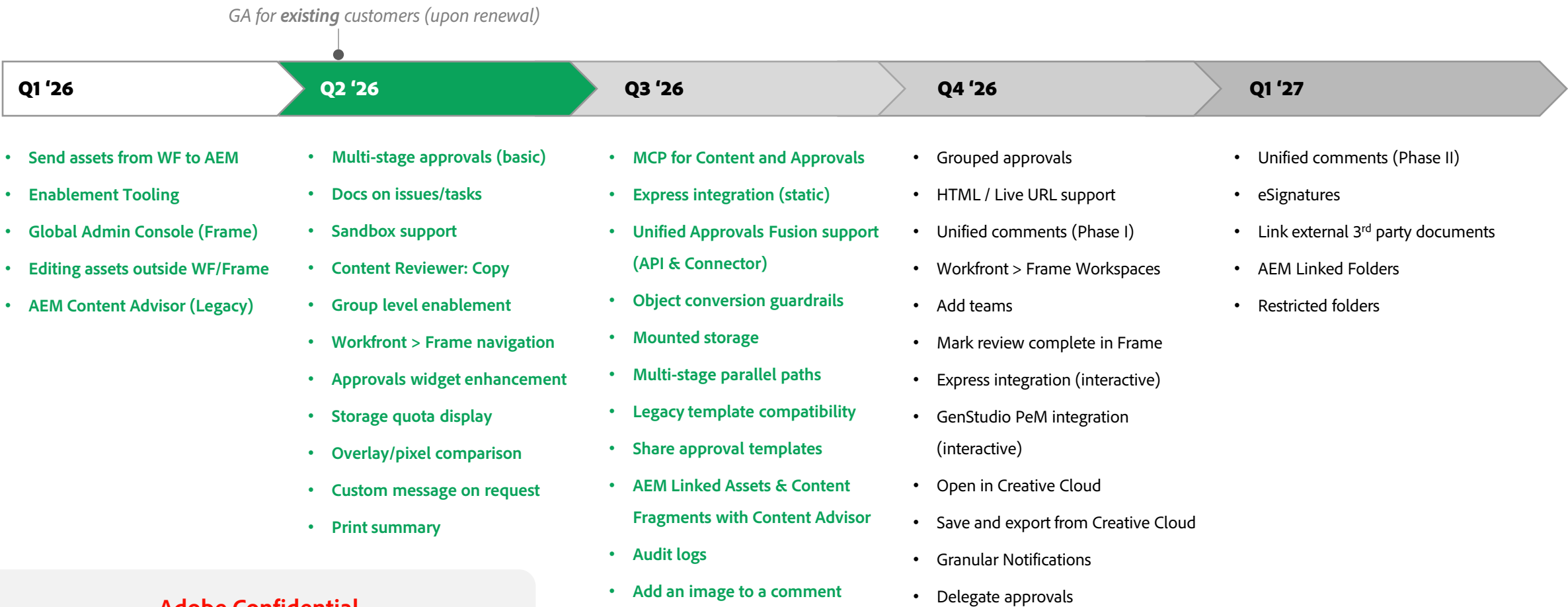
One prompt. Every asset, every approval, every stakeholder — not one at a time.

Unified Review & Approval – Feature Matrix

	Legacy Proofing	Frame Viewer	Frame Enterprise	
Digital proofing	✓	✓	✓	FOUNDATIONAL PROOFING CAPABILITIES
Multimedia content support	✓	✓	✓	
Configurable multistage approval workflows	✓	✓	✓	
Side-by-side comparison	✓	✓	✓	
Approval requests	✓	✓	✓	
HTML zip file support	✓	✓	✓	
Document on task/issue/request	✓	✓	✓	
Reporting	✓	✓	✓	
Adobe Experience Manager Assets integration	✓	✓	✓	
GenStudio for Performance marketing integration	✓	Coming	Coming	
Adobe Express integration	✓	✓	✓	
Interactive content review – HTML/Live URL	✓	Coming	Coming	
Custom messaging	✓	✓	✓	
Audit logs	✓	✓	✓	
eSignatures	✓	Coming	Coming	
External Doc Support	✓	Coming	Coming	
Pixel + overlay comparison	✓	✓	✓	
Mobile app review	✓	✓ - Enhanced experience	✓ - Enhanced experience	UR&A VALUE ADD
File upload limits	4 GB	500 GB	5 TB	
Content reviewer (powered by AI)	X	✓	✓	
Bulk asset review	X	Roadmap	Roadmap	
Enhanced commenting experience	X	✓	✓	
Native integration with Creative Cloud apps	X	Coming soon	Coming soon	ENNHANCED CAPABILITIES WITH FRAME ENTERPRISE
Optimized file transfers via frame web and transfer app	X	X	✓	
Customized share settings (branding, background color, etc.)	X	X	✓	
Advanced content security (watermarking, digital rights management)	X	X	✓	
Native integration with cameras (camera to cloud)	X	X	✓	
Semantic search on assets	X	X	✓	
Firefly custom actions	X	X	✓	
Team only/private comments	X	X	✓	

Target Release Timeline

Last updated: May 14, 2026



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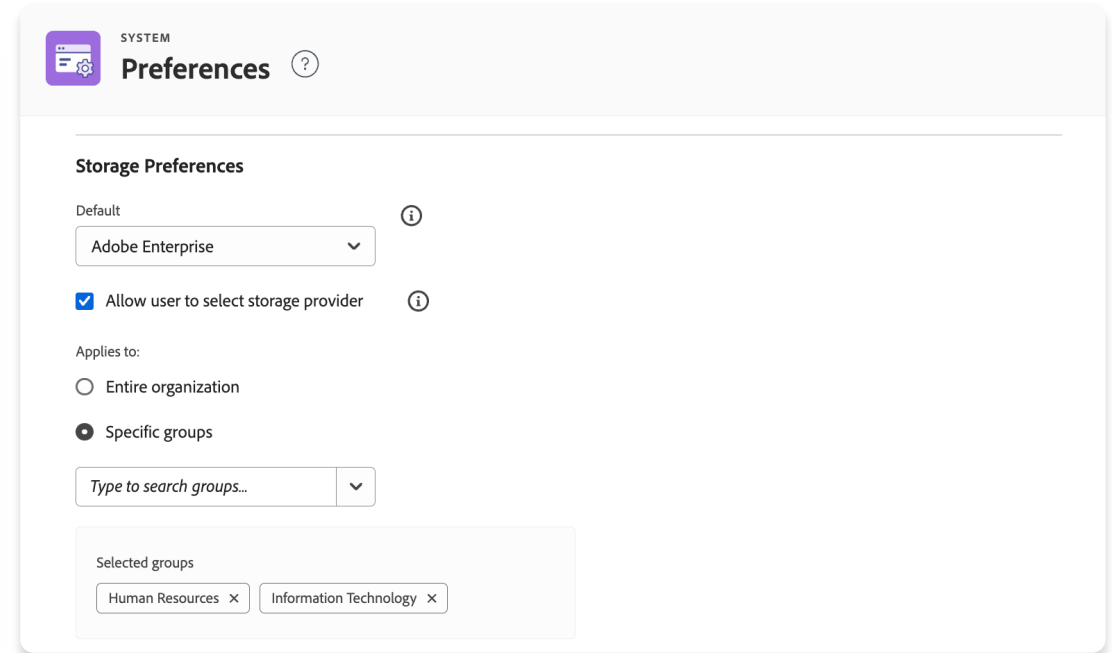
How to Get Started?

✓ Update to one of the Workfront V2 SKUs

- Talk to your Adobe representative for more details
- Once signed, orgs are enabled within ~24 hours of contact start date.

✓ Enable Adobe Cloud Storage in Workfront

- Enabled by org admin for individual instances
- Allows optionality for users to create Legacy Workfront projects or Cloud projects
- Can be enabled for specific groups to allow for control and scaled rollout



The screenshot displays the 'SYSTEM Preferences' interface. Under the 'Storage Preferences' section, the 'Default' dropdown is set to 'Adobe Enterprise'. The checkbox 'Allow user to select storage provider' is checked. Under 'Applies to:', the 'Specific groups' radio button is selected. Below this, a search bar contains the text 'Type to search groups...'. The 'Selected groups' section shows two groups: 'Human Resources' and 'Information Technology', each with a close button (x).

Learn More

Ready to enable this for your org? Scan or visit the link to get in touch.



[Get in Touch](#)

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Additional Resources

- [Move to Workfront on Adobe Cloud Storage](#)
- [Get started with Unified Review and Approval](#)
- [Adobe Workfront Integration Overview](#)
- [Webinar: Understanding Unified Approvals - Direction, Reporting, and What's Next](#)

Video link

Unified Review and Approvals Series – Register Now!

Everything You Need to Get Started

Aug. 11 – 8 a.m. PT | 11 a.m. ET



Elise Lawley

Senior Product Manager,
Adobe

Making the Switch: Preparing for Your Move

Sept. 15 – 8 a.m. PT | 11 a.m. ET

[Register](#)



Travis Jordan

Principal Product Manager,
Adobe

Making the Switch: Completing Your Move

Oct. 28– 8 a.m. PT | 11 a.m. ET

[Register](#)



Mike Engel

Senior Product Manager,
Adobe

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Upcoming Workfront events

- August 5-6 & August 11-13 – [Skill Exchange](#) (virtual, multi-solution)
- August 18 – [Build Smarter, Ship Safer: Managing Your Fusion Scenarios End-to-End](#)
- August 18 – [Adobe Insider Tour](#) (In-Person, New York City)
- August 19 – [Workfront Fusion Wednesday Forum](#)
- August 26 – [Unlock the Power of Canvas Dashboards in Adobe Workfront](#)
- September 1 – [Unlock Access, Maintain Control: Permissions & Business Profiles in Workfront](#) (rescheduled)

Upcoming Content Supply Chain events

- August 19 – [From Content Chaos to Content Reuse: How Marketing Teams Move Faster with AEM Assets](#)

+ More on Experience League!

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