

Adobe Workfront Fourth Quarter 2025 Release Webinar

Adobe Workfront Product and Customer Success – October 9, 2025



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.



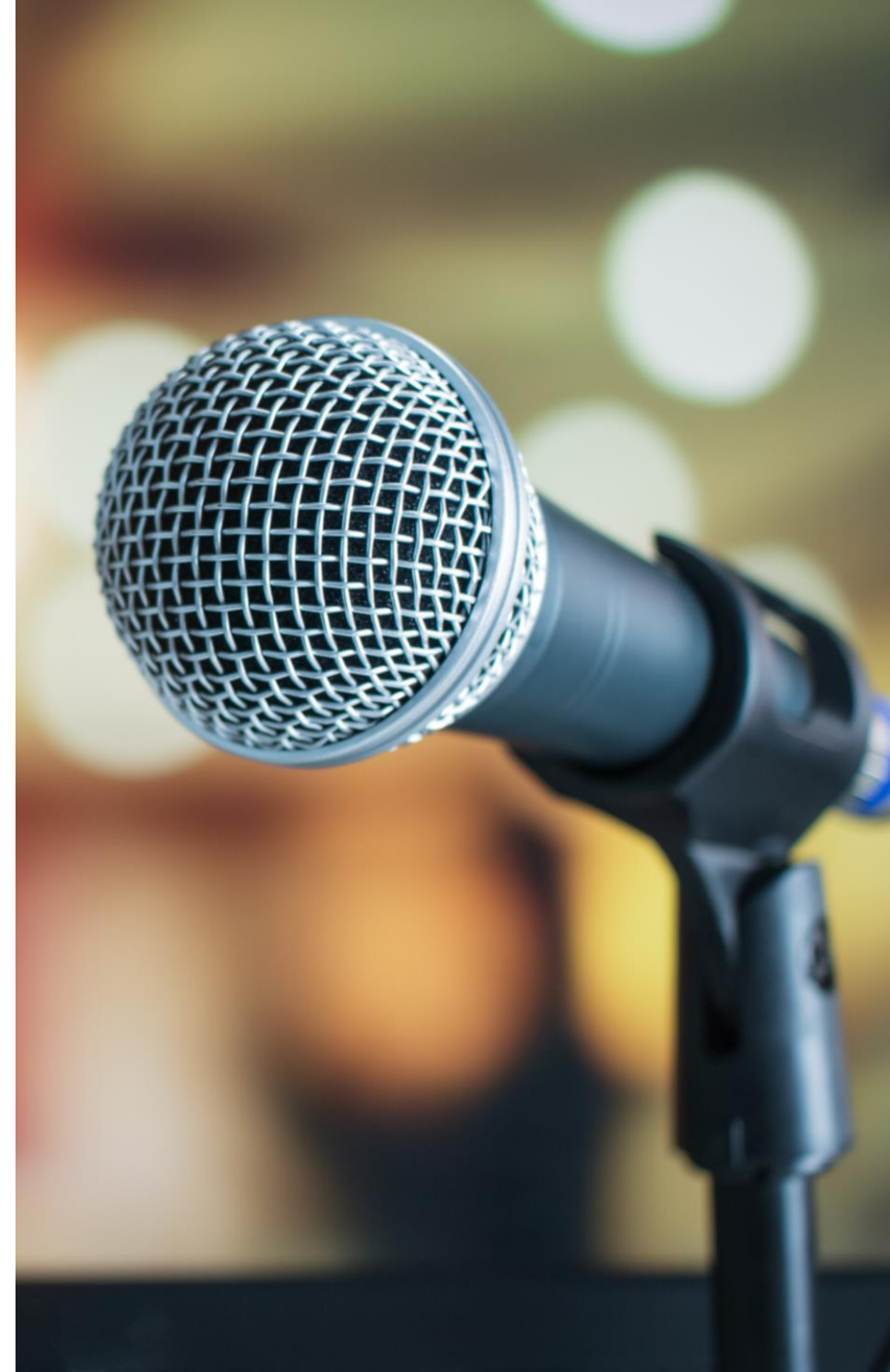
Today's Agenda

The fourth Adobe Workfront product release of 2025 is scheduled to take place next week (October 16, 2025) so use this webinar to help prepare yourself and your team for what's coming, what's changing, and what's potentially getting deprecated.

Start Time	8:00 a.m. PT/11:00 a.m. ET
3 minutes	Welcome & Introductions
45 minutes	4Q Release Enhancements
5 minutes	Q&A
3 minutes	Wrap Up & Survey
End Time	9:00 a.m. PT/12:00 p.m. ET

Today's Speakers

- Jonah Magee, Product Manager | Adobe Workfront
- Khachatur Sedrakyan, Senior Product Manager | Adobe Workfront
- Kristine Tumanyan, Product Manager | Adobe Workfront
- Susanna Aleksanyan, Product Manager | Adobe Workfront
- Michael Engel, Senior Product Manager | Adobe Workfront
- Artur Sargsyan, Product Manager | Adobe Workfront
- Andrea Fernandez, Senior Product Manager | Adobe Workfront
- Sam Taylor, Senior Product Manager | Adobe Workfront
- Oznur Aytekin, Principal Product Manager | Adobe Workfront
- Moderators: Scale Customer Success Team, csatscale@adobe.com



October 2025 | Fourth Quarter 2025 Release

The Adobe Workfront Fourth Quarter 2025 Release is happening next week! Make sure to read through the [release notes](#) on Experience League so that you're up-to-date on what's coming, what's changing, and what's being deprecated.

Notable Resources:

- The [Customer Support](#) team is available 24/7 if you have questions or run into any issues/potential bugs
- Be sure to check the [Status](#) site for performance and outages as well as the [Known Issues](#) page for identified bugs before reaching out! Bookmark these pages for quicker access.
- You can opt into monthly (fast) releases if you prefer – learn more about how to enable that feature here, [Enable fast Workfront release cycles](#)
- Watch this short 1-minute video from Monique Evans of Stanley Black & Decker, an experienced customer and Community Advisor on [how to become Workfront release ready](#)

NOTE: Roadmap disclosures are for informational purposes only, are not a guarantee of any future feature or functionality and are subject to change at any time.

Slide Navigation

- Section of Release Notes
- Links to Documentation
- Product:
 - Workflow
 - Planning
 - Fusion
 - GenStudio for Performance Marketing
- Access Requirements & Prerequisites
 - Support and Account Manager



Boards & Home Enhancements

Jonah McGee, Product Manager



New Boards Admin View

The Boards Admin View contains a list of every Board in your account that System Administrators can use to get a quick snapshot of the overall Boards details, including when they were last updated, how many cards each one has, and more.

Adobe Workfront

hub - Hub

PINS > Roadmap Report BRD Traceability Mat... Work Management ... Wirig Product Ops [I] Streamline user a... [R] Support Enterpri... 36

Boards

Boards Admin View

Filter Columns Group

Name	Owner	Last updated	Members	Archived	Template	Card count
Boards Team Sprints	Jug Jacklin	3/21/24	+21	No	Iteration	0
Boardwalk Iterations	Jake Turpin	9/12/23		No	Iteration	21
Iris Sprint Board	Jug Jacklin	9/30/24	+11	No	Iteration	0
Iteration Process	Jason Smith	4/4/23	Jason Smith	No	Iteration	0
Iteration Process	Patrick Muir	5/11/23	Patrick Muir	No	Iteration	0
Iteration Process	Jug Jacklin	6/12/23	+8	No	Iteration	0
Iteration Process	Austin Orton	5/4/23	Austin Orton	No	Iteration	0
Iteration Process	Jessica Shayan	5/5/23	Jessica Shayan	No	Iteration	0
Iteration Process	Jessica Shayan	5/26/23	Jessica Shayan	No	Iteration	5

Showing 42 records

Updates to the My Requests widget in Home

To create a more seamless experience between Workfront and Workfront Planning, we've redesigned the My Requests widget in Home. The new widget features the following changes:

- Improved layout and organization of request information
- Enhanced filtering and sorting options
- Integration with Workfront Planning for better visibility into resource allocation

My Requests ⓘ

New

Copy

Filter page (Option + F)

My Requests

Open summary

<input type="checkbox"/>	Name	Converted to	Path	Status	Entry Date ↓	Last Update Date
<input type="checkbox"/>	Data pull on Timesheet Usage		Infrastructure & Operations Requests ▶ !	Cancelled	9/19/2025	9/22/2025
<input type="checkbox"/>	Unified Shell Enablement Request		Unified Shell Enablement Request	Resolved	9/17/2025	9/18/2025
<input type="checkbox"/>	Enable UE for personal-leigh-burger		Unified Shell Enablement Request	Resolved	8/19/2025	8/19/2025
<input type="checkbox"/>	Workfront Workflow Request		Maestro Access Requests	New	10/3/2024	9/30/2025
<input type="checkbox"/>	List of customers that have "Auto Provisioning" enabled		Database Requests (CS) ▶ Customer Dat	Resolved	9/3/2024	9/9/2024

Showing All (120) issues 1 - 120 of 120 issues

Requesting Experience, Custom Fields, & Enhanced Lists Enhancements

Khachatur Sedrakyan, Senior Product Manager



Updates to Requesting experience

To create a better user experience when making requests in Workfront and Workfront Planning, we've updated the requesting experience. Now you can:

- View Workfront and Workfront Planning requests in a single list.
- Filter submitted requests based on criteria you specify.
- Search and select Workfront request queues and Workfront Planning forms in a consolidated experience.
- Hide and reorder columns in the submitted requests list.



Requirements

The screenshot displays the 'Requests' page in Adobe Workfront. At the top, there's a search bar with the placeholder 'What request do you want to submit?'. Below this, a section titled 'Recently accessed request forms' lists several request types: 'Request Marketing campaign execution', 'Webinar Promotion Request', 'Localization/Translation Request', and 'Branding Update Request'. Each entry includes a brief description. Below the list, there's a table with columns: 'Subject', 'Created object', 'Object type', 'Status', 'Request form', 'Entry date', and 'Entered by'. The table contains several rows of data, including 'Request Marketing campaign execution', 'req project name', 'Webinar Promotion Request', 'Localization/Translation Request', 'Branding Update Request', 'Add new Customer Journey Stag...', 'Laun...', and 'Marketing campaign'. A search overlay is visible on the right side of the table, showing a search bar and a list of recent requests. The overlay also includes a 'Filter' section with a 'Status' dropdown and a 'Has any of' dropdown, with a list of status options: 'Completed', 'In progress', 'Rejected', 'In review', and 'Pending review'.

Updates to enhanced lists

With our advanced lists layout, you can use filters and groupings to display your work and keep it better organized. There is now a blue dot indicator that appears above a widget to let you know when filter or grouping has been applied to a list in the following areas:

- Exchange rates in Setup
- My Requests widget
- Priorities

PROJECT PREFERENCES

Exchange rates

+ Add currency

Q

Currency	Current rate (per 1 BSD)	ISO 3	Numeric code	Start date (current)	End date (current)
<input type="checkbox"/> Bahamian Dollar		1 BSD	44	No date	No date
<input type="checkbox"/> Armenian Dram	0.01010557	AMD	51	No date	No date
<input type="checkbox"/> Aruban Florin		1 AWG	533	No date	No date
<input type="checkbox"/> Australian Dollar		1 AUD	36	No date	No date
<input type="checkbox"/> Bahraini Dinar		1 BHD	48	No date	No date
<input type="checkbox"/> Bangladeshi Taka	0.25495878	BOT	50	No date	No date
<input type="checkbox"/> Barbadian Dollar		1 BBD			
<input type="checkbox"/> Bermuda Dollar	211.16178982	BMD			
<input type="checkbox"/> Bolivian Boliviano	36.79334216	BOB			
<input type="checkbox"/> Bosnia and Herzegovina Converti...	1.91965263	BAM			
<input type="checkbox"/> Brazilian Real		1 BRL			
<input type="checkbox"/> Brunei Darussalam Dollar	196.76439506	BND			
<input type="checkbox"/> Bulgarian Lev		1 BGN			
+ New row					

Priorities

Give feedback

Filter

Columns

Group

Name	Project	Type	My F
<input type="checkbox"/> Discover the new work list ...	Khachatur Sedrakyan's Tas...	Task	Norm
<input type="checkbox"/> Digital Assets	Adobe Summit 2026 Assets	Task	Norm
<input type="checkbox"/> Summit 2025 Banner	Adobe Summit 2026 Assets	Task	Norm
<input type="checkbox"/> Black Friday Sales Ad Creati...	Adobe Summit 2026 Assets	Task	Norm

My Requests

New

Filter

Columns

Q

Subject	Created object	Object type	Status	Request form	Entry date	Entered by
<input type="checkbox"/> Add new Customer Journey St...	sdfjd	Advanced: Marketing Manage...	Completed	Add new Customer Journey St...	10/3/25, 11:21:14 AM	Khachatur Sedrakyan
<input type="checkbox"/> Campaign Digital Asset Request	Untitled Requested Project	Project	In progress	Campaign Digital Asset Request	10/2/25, 4:45:04 PM	Khachatur Sedrakyan
<input type="checkbox"/> Campaign Digital Asset Request		Project	Pending review	Campaign Digital Asset Request	10/2/25, 1:46:44 PM	Khachatur Sedrakyan
<input type="checkbox"/> Campaign Digital Asset Request		Project	Rejected	Campaign Digital Asset Request	10/2/25, 11:52:37 AM	Khachatur Sedrakyan

Showing 9 records

Add multiple value options from an external API to a custom form

A new field type, Multi-select external lookup, is now available on the custom form designer. When you have data stored on an external system, this field type allows you to load options from an external API and filter based on other field values in the custom form. This is the same as a single-select external lookup.

When the form is added to an object, the values returned from the API appear in a dropdown field and the user can select multiple values.



Requirements

- T Single line text
- ¶ Paragraph
- T Rich text
- ☑ Single-select dropdown
- ☑ Multi-select dropdown
- 🌐 External lookup
- 🌐 Multi-select external lookup
- 🔗 Internal lookup
- 🔗 Multi-select internal lookup

Regions*

Armenia × China × Georgia ×

India ×

Campaigns

Multi-select external lookup

[Share](#)

Label * ⓘ

Regions

Name * ⓘ

multi external field

Instructions

Format

Text

Finance Permission Type ⓘ

No permissions required

Base API URL *

https://api.first.org/data/v1/countries?
region=Asia

HTTP Method

Get

JSON Path *

\$.data[*].country

Headers

Add Header

☒ Multi-select dropdown

New expressions added to formula fields in Planning and calculated custom fields in Workfront

We have added new expressions with the following usage to formula fields in Workfront Planning and to calculated custom fields in Workfront:

- REMOVEACCENTS(string): Removes diacritical marks from all accented characters in the input string.
- REPLACEPATTERN(string, pattern, replacement string): Replaces the matches of the given pattern with the replacement string.
- PASCAL(string): Converts the input string to PascalCase by capitalizing the first letter of each word and removing all spaces.

Description	f _x Formula (without accents)
He walked past the façade of the café, feeling a strange déjà vu as the naïve garçon greeted him with a smile. On the menu were crème brûlée, jalapeños, and a mélange of artisanal pâtés—an oddly...	He walked past the facade of the cafe, feeling a strange deja vu as the naive garçon greeted him with a smile. On the menu were creme brulee, jalapenos, and a melange of artisanal pates—an oddly...

T Name	f _x Formula (with replaced patterns)
Summer_Sale_2025, Email	Summer 2025, Email
Winter_Launch_2025, Paid Media	Winter 2025, Paid Media

T Name	f _x Formula (PascalCase)
Summer Sale 2025	SummerSale2025

User Profile Enhancements

Kristine Tumanyan, Product Manager

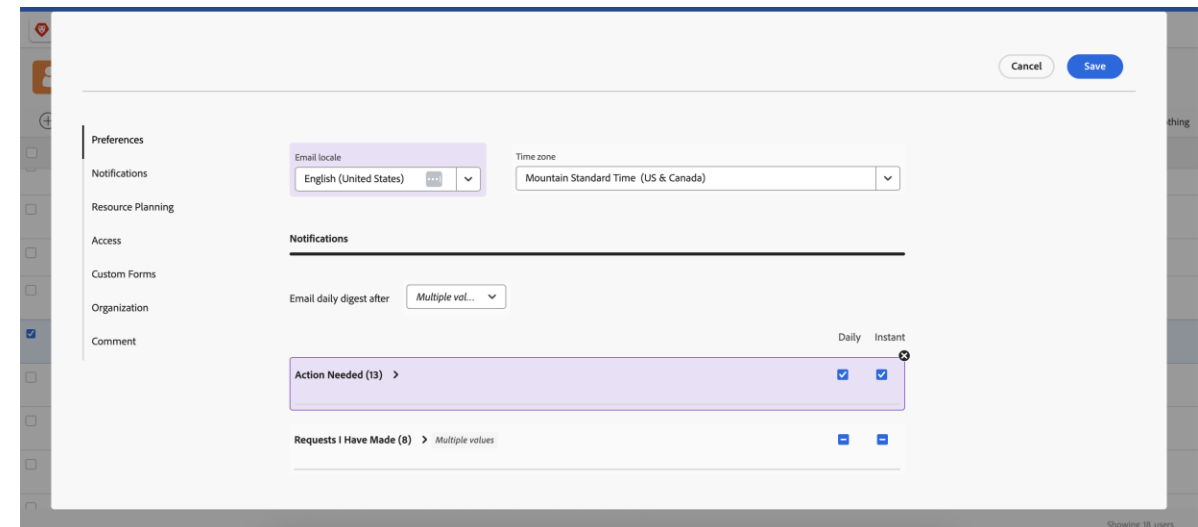
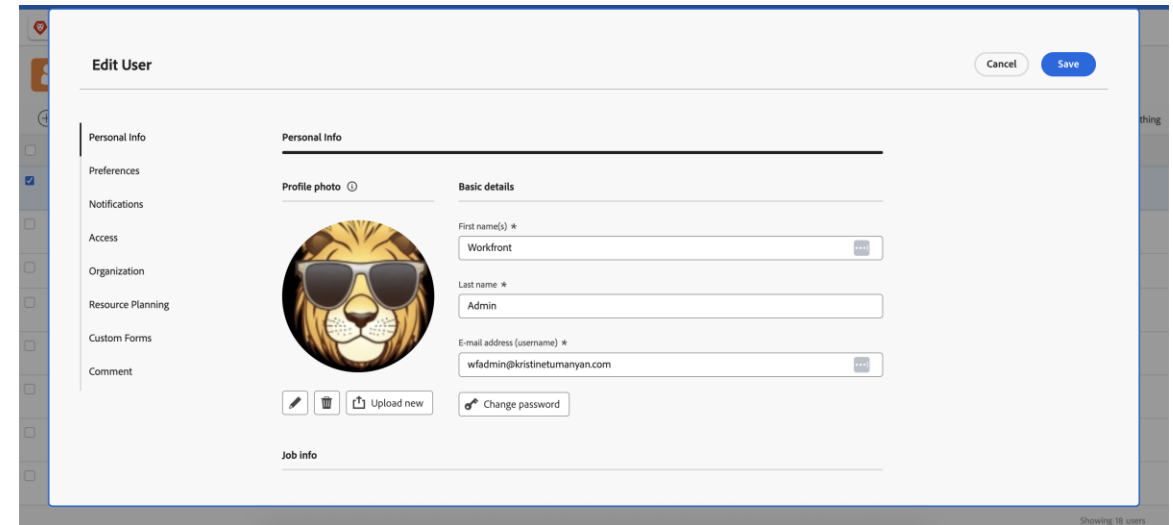


Updates to the Workfront user profile

We have updated the look and feel of the Workfront user profile to a modern design that is consistent with other areas of Workfront. These updates apply to both an administrator add / editing a single profile or bulk editing multiple profiles, or a user editing their own profile.

There are some small functionality differences from the current user profile, including:

- Some check boxes (such as marking the user as active) have changed to toggles or buttons.
- The "Send work I assign to myself to my Working On tab" option is renamed and is now more descriptive



Milestone View for Projects

Kristine Tumanyan, Product Manager

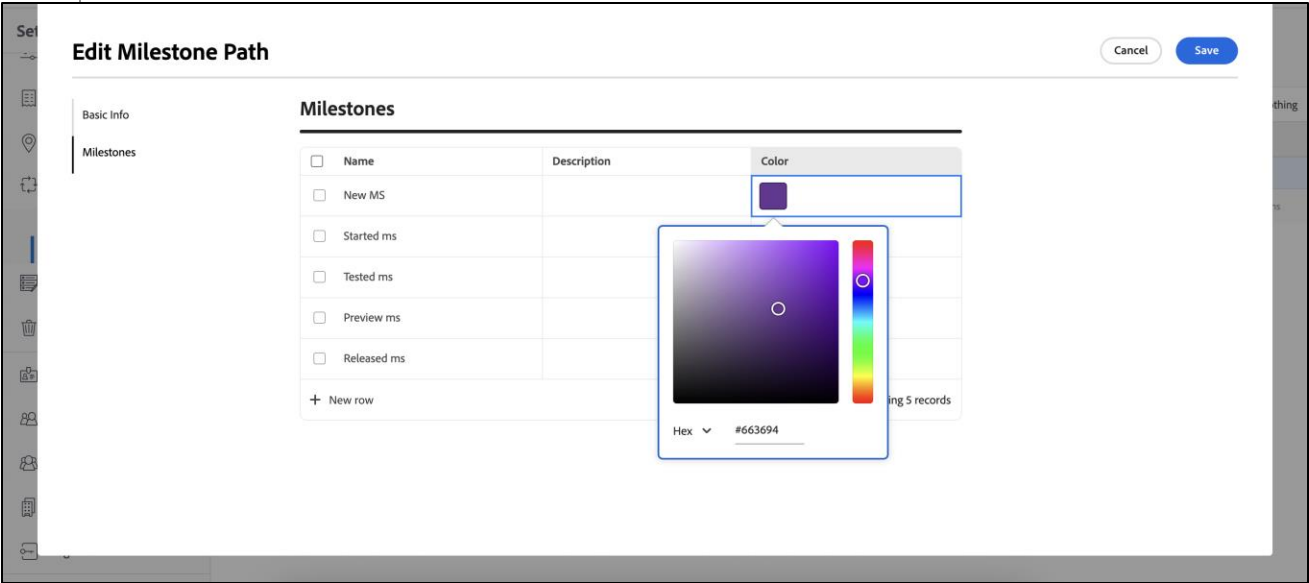
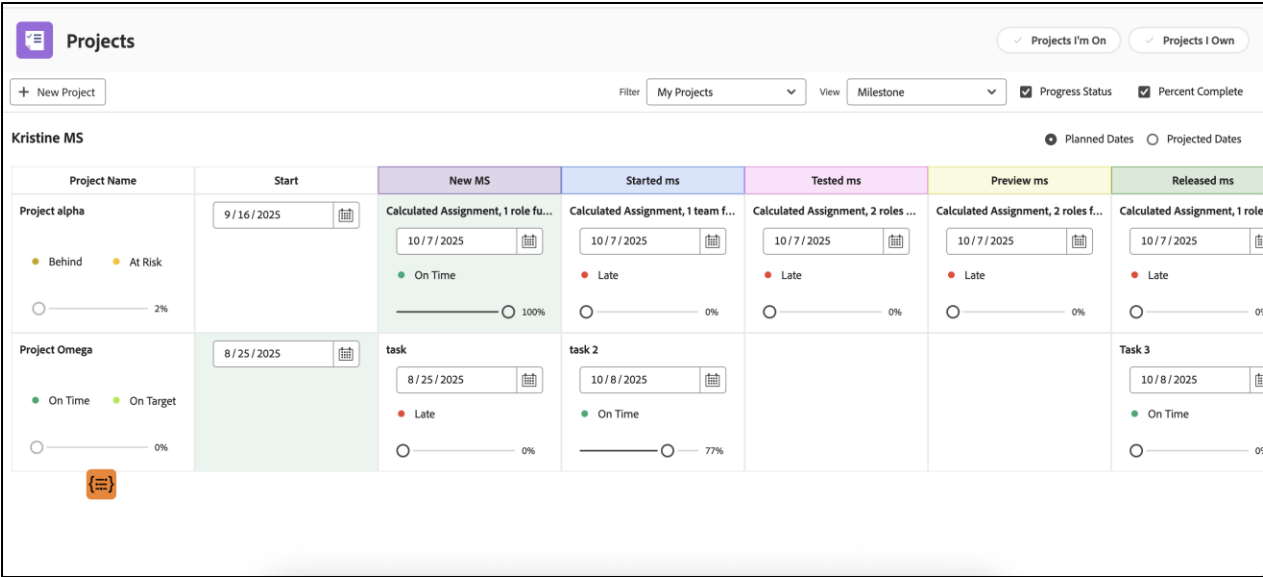


Updates to the Projects' Milestone View

We have updated the look and feel of the Milestone view for the projects. These updates apply to both an administrator add / editing of the Milestone Path, but also to the View.

Updated Milestone View for projects

Updates Milestone Path Setup UI



Advanced Assignment Enhancements

Susanna Aleksanyan, Product Manager

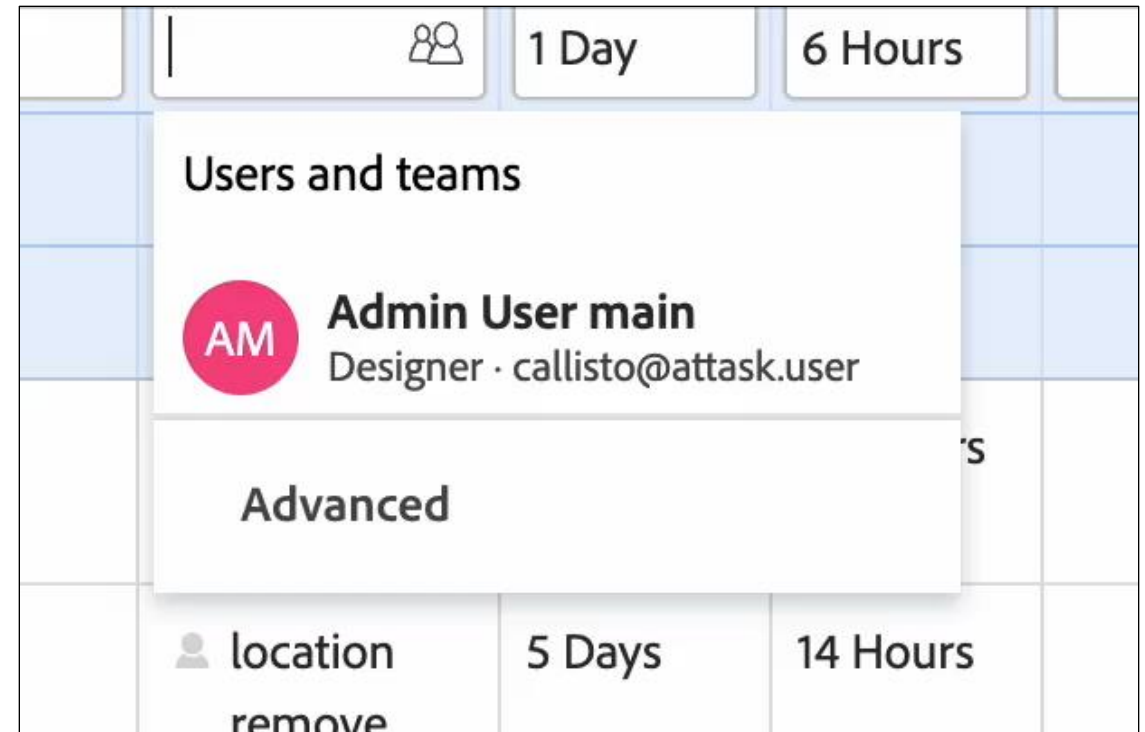


Additional way to access Advanced Assignments from lists

An Advanced button is now available for assignments in lists, making it faster for you to access the Advanced Assignments page. The People icon to get to Advanced Assignments is also available on assignments in lists.

Benefits:

- Improves feature discoverability, especially for new or occasional users.
- Reduces the chance of missing advanced functionality hidden behind a small icon.
- Supports user feedback and usability best practices.



Document & Proofing Enhancements

Michael Engel, Senior Product Manager - Workfront

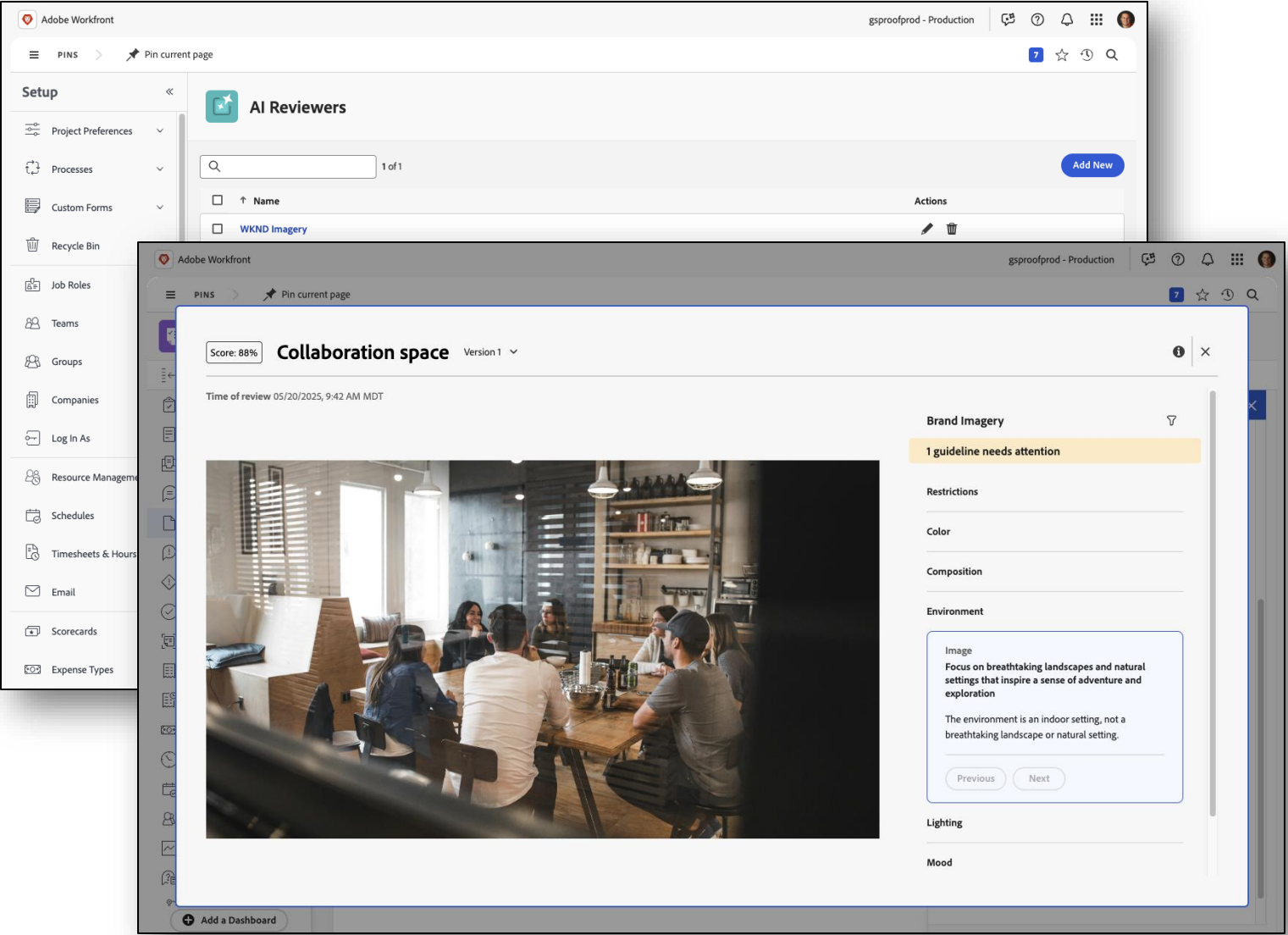


Workfront AI Reviewer

Smarter Reviews with Workfront AI Reviewer

Workfront AI Reviewer brings intelligent automation to content review by checking assets against Brand Imagery Guidelines and delivering instant, actionable feedback.

This powerful tool empowers creatives to self-correct, reduces manual oversight for project coordinators, and ensures brand alignment from the start—streamlining approval workflows and boosting confidence across teams.



- Home
- Campaigns
- Content
- Create
- Activate
- Insights

Brands

+ Add brand

⌵ ⌵ ⌵ 🔍



WKND ⋮
● Published | Modified 2 months ago

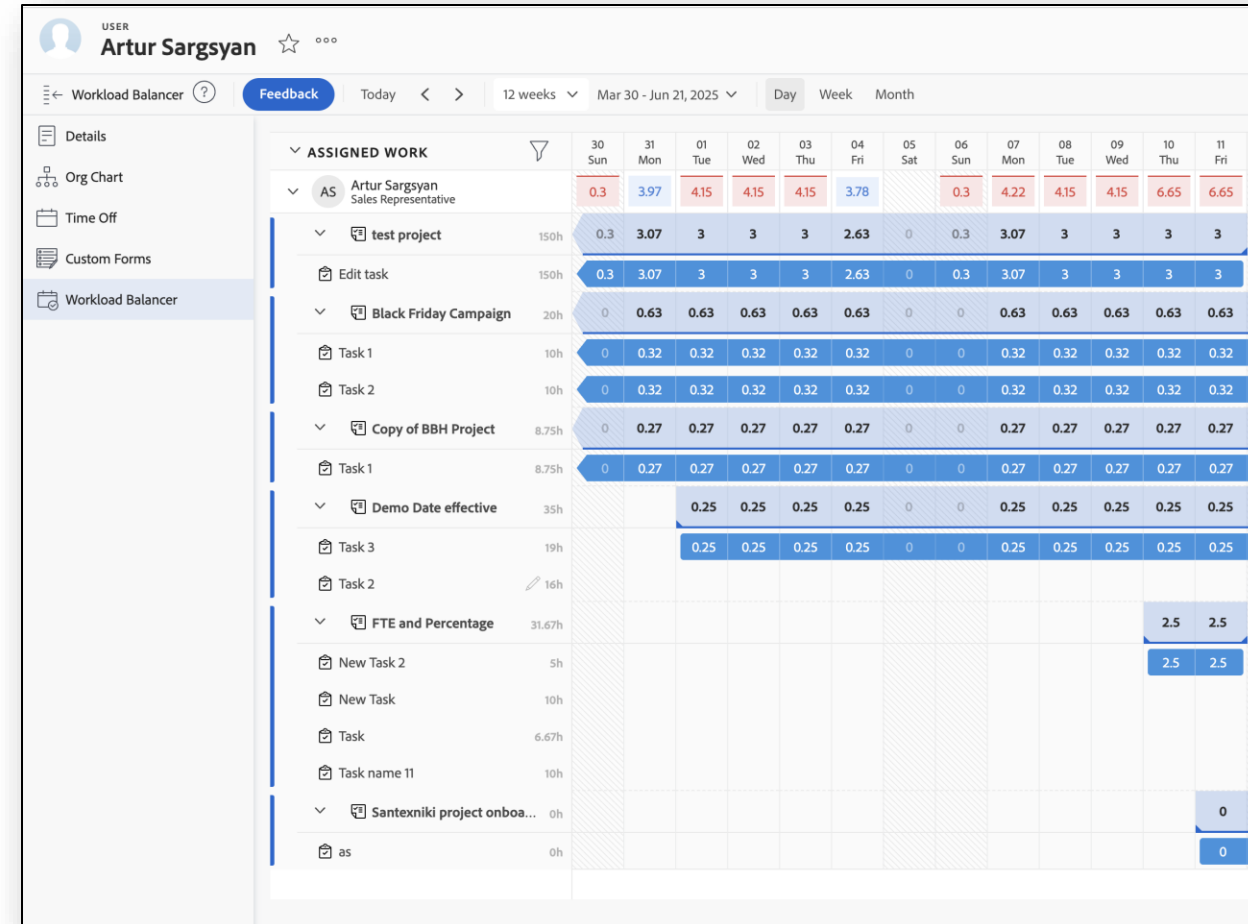
Resource Management Enhancements

Artur Sargsyan, Product Manager



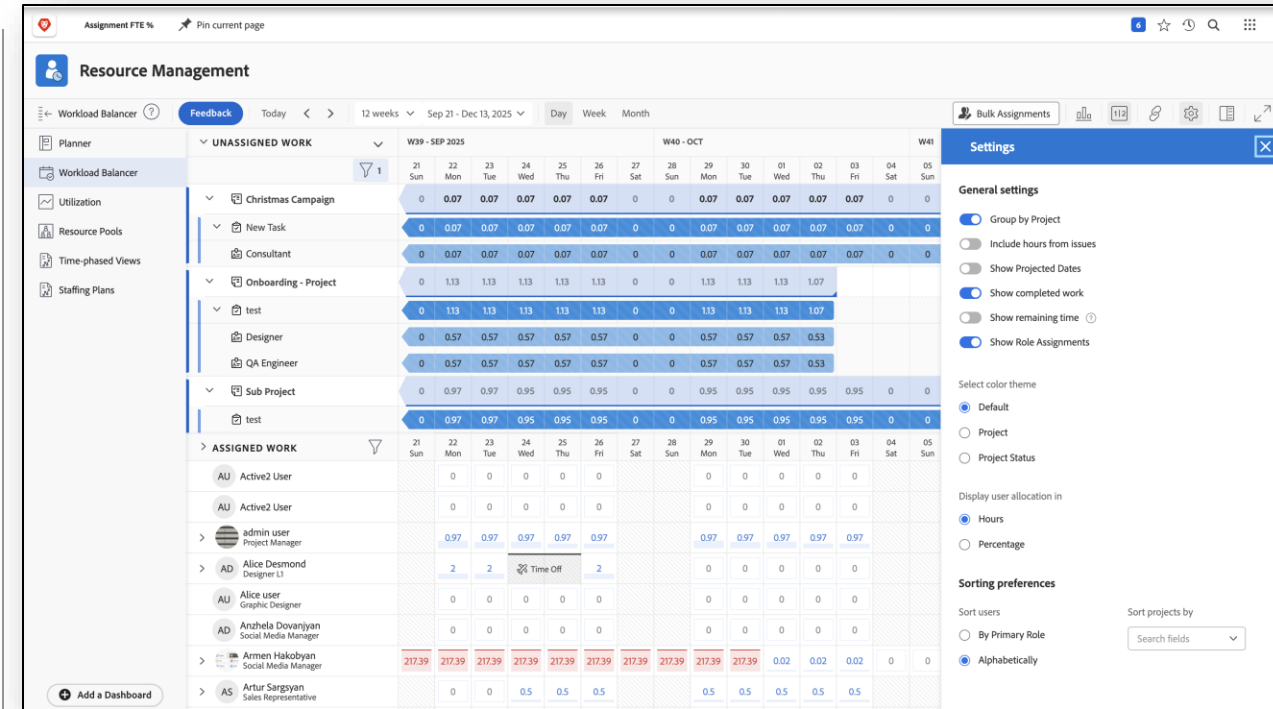
Workload Balancer now available on user profiles

- All users can now view their **own demand, workload, and capacity** in the Workload Balancer directly from their profile — regardless of access level.
- The Workload Balancer appears in the **left navigation panel** of each user profile.
- This view is **read-only**: users can't assign or unassign work or adjust allocations at the user level.



Role assignments now visible in the Workload Balancer

- Resource Managers can now view **job-role assignments** directly in the Workload Balancer.
- Roles are shown in the **Unassigned Work** area under each task or issue, making it easy to see which roles are needed before assigning work.
- A new setting, **Show Role Assignments**, controls whether role assignments are displayed. The setting is **enabled by default**.



Workfront Planning Enhancements

Andrea Fernandez, Senior Product Manager



Integration between Adobe Workfront Planning and Adobe GenStudio for Performance Marketing

Planning

GenStudio PeM

Connect Workfront Planning and GenStudio to manage campaigns, products, and personas with real-time updates

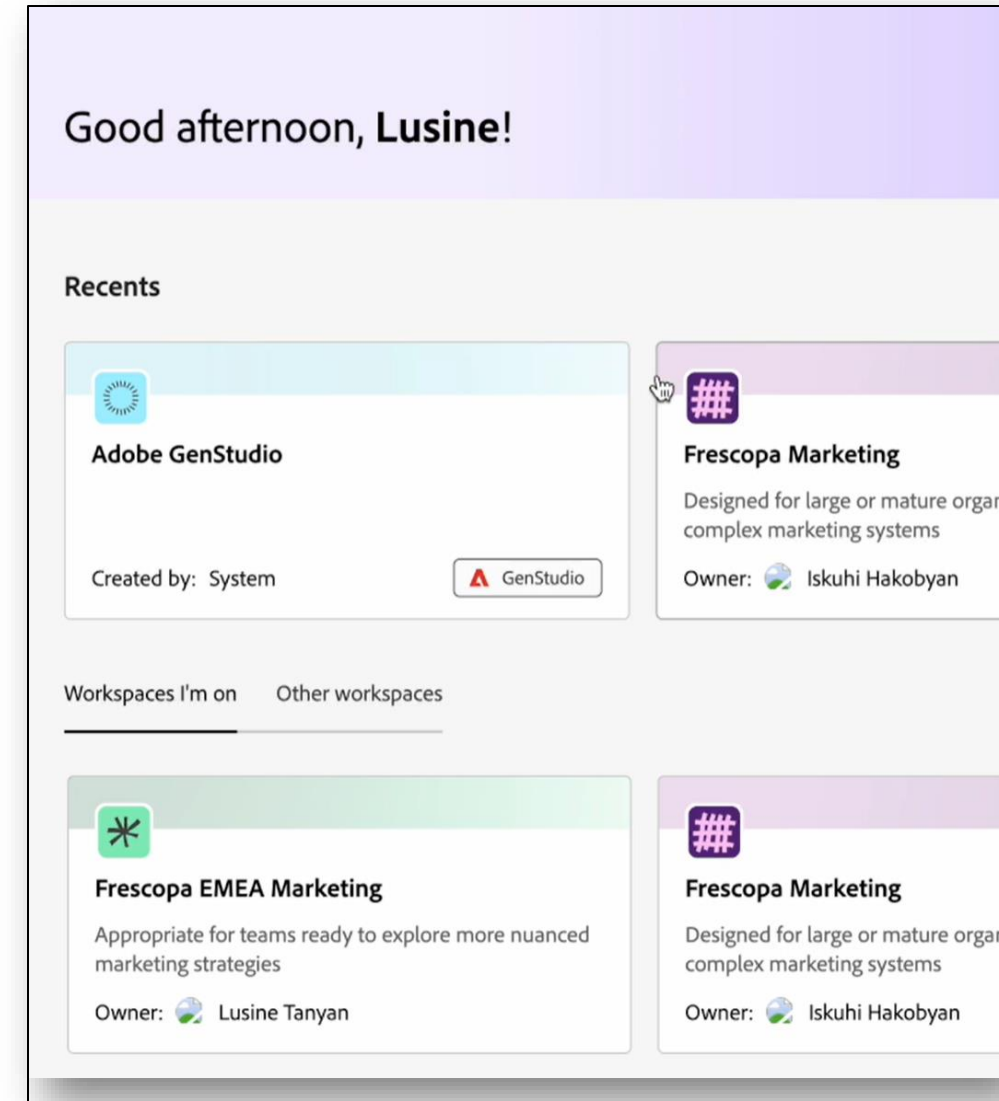
What's New

- View and access the GenStudio workspace directly in Workfront Planning.
- **Manage Campaigns, Products, Personas, Activations, Channels, and Regions** in Workfront Planning for GenStudio.
- Real-time updates between platforms—edit in one, update in the other instantly.
- Configure GenStudio to reference existing record types from Workfront Planning.
- Maintain alignment and consistency across planning and activation efforts.



Requirements

Adobe

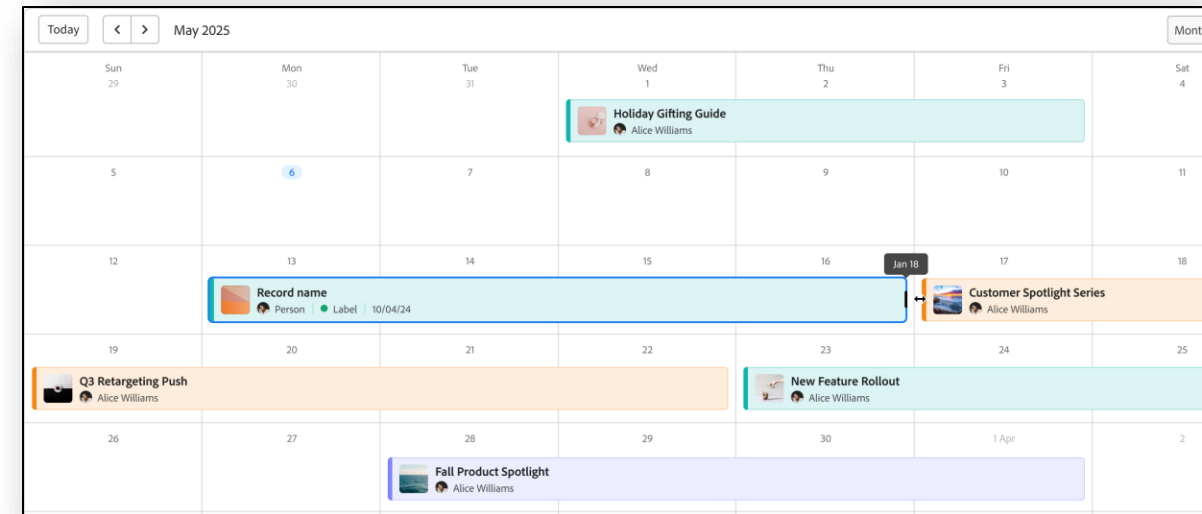
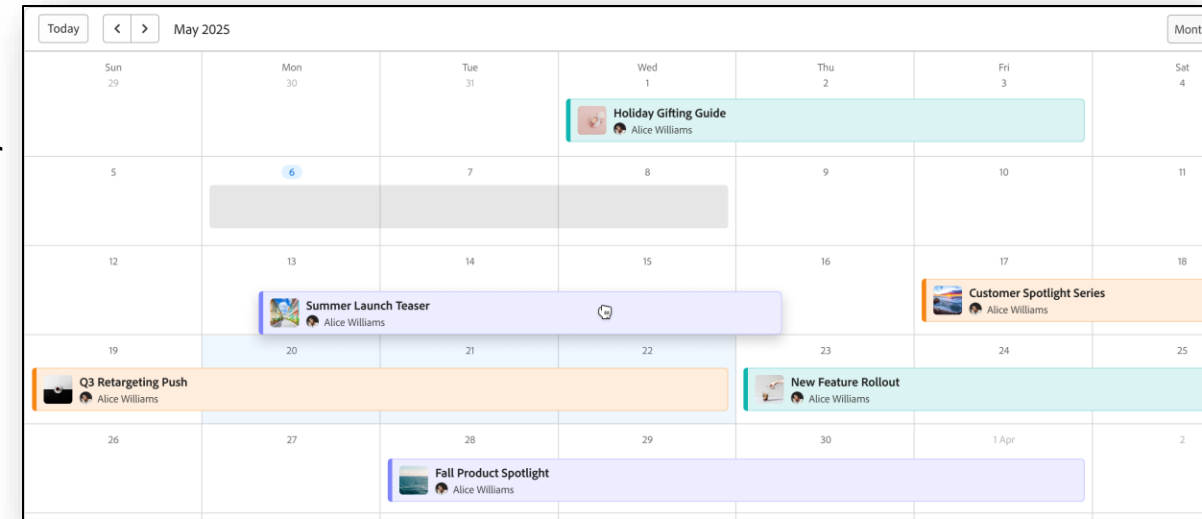


More Interactive Calendar & Timeline Views

We've made big moves to bring more speed, flexibility, and control to how you work with time. Your Timeline and Calendar views are now more than just ways to visualize schedules—they've become fully interactive tools that let you plan, adjust, and create with ease.

What's New

- **Double Click-to-Create:** Add new records by clicking directly on a date/time slot.
- **Drag-and-Drop:** Move records to new dates/times with a simple drag.
- **Resize to Adjust:** Change record duration by dragging edges.
- **New Row Height Options in Calendar View**

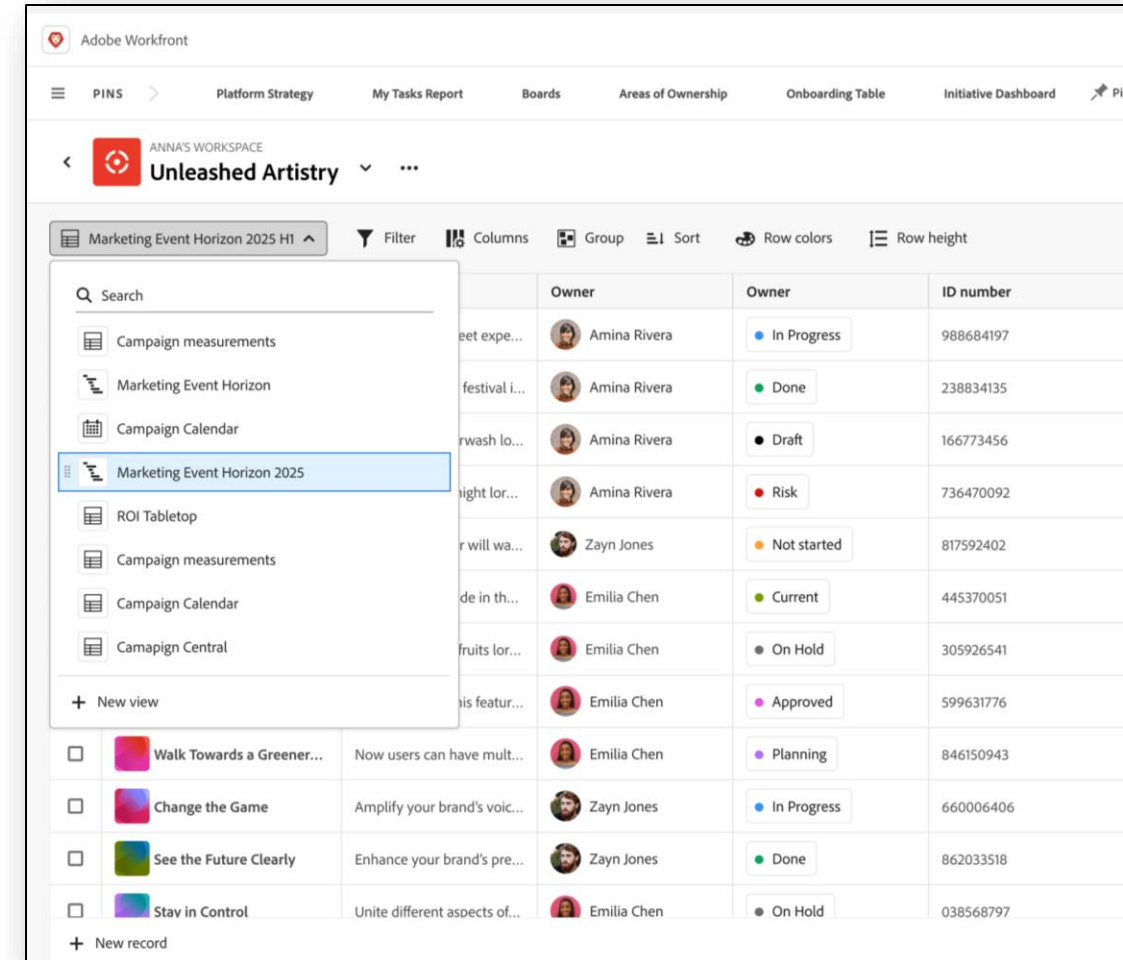


Smarter View Management

Managing multiple views within a record type just got a whole lot easier. With the latest update, you can now organize, personalize, and search your views more efficiently.

What's New

- A new **view popover** gives you quick access to all your views—scroll, select, and go.
- **Instant search** with real-time, highlighted results.
- **Drag-and-drop reordering** to keep your most-used views right where you want them.
- Clear ownership indicators so you know which views are yours and which are shared.

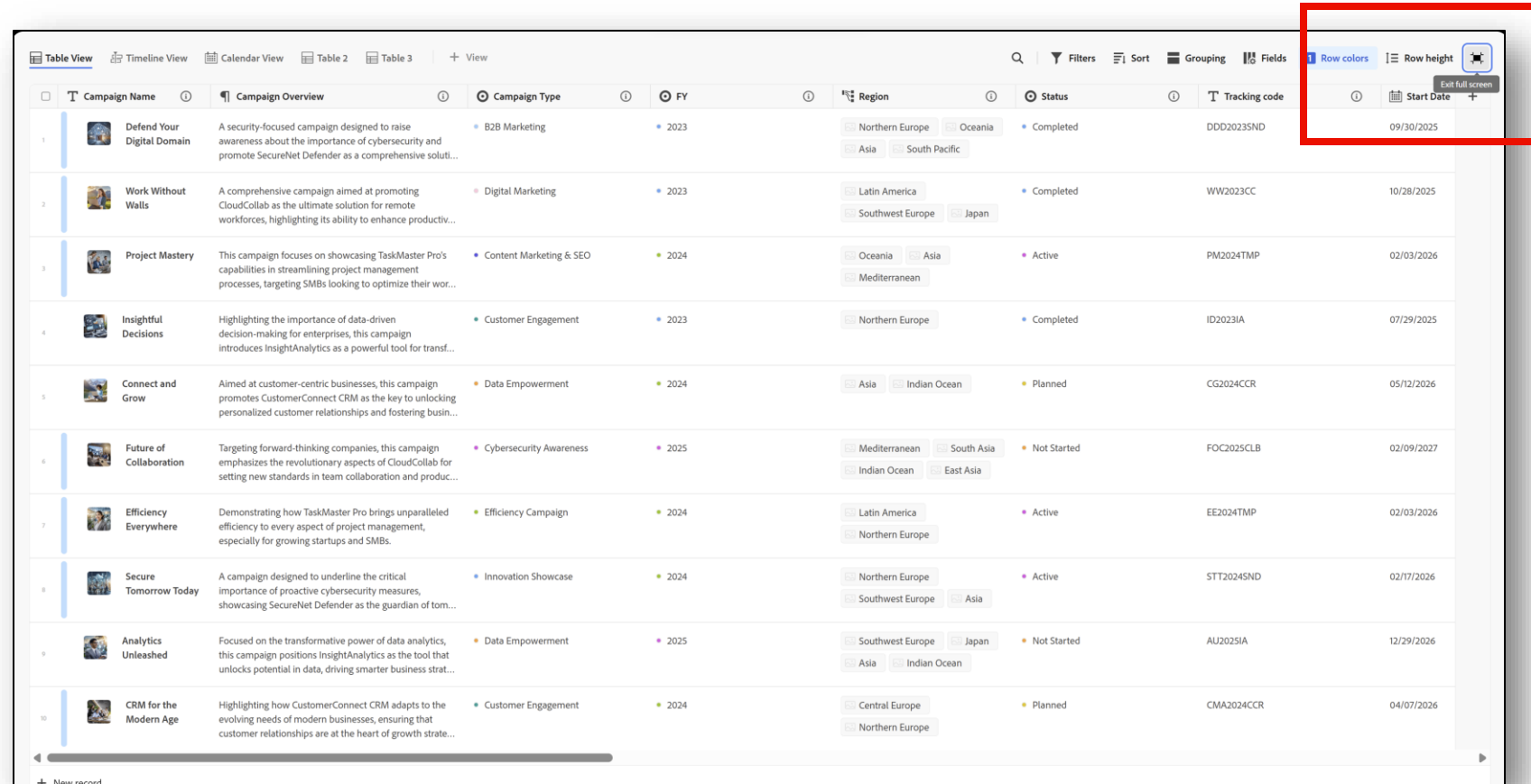


Requirements

Display all Workfront Planning views in full-screen mode

You can now display all Workfront Planning views (table, timeline, and calendar) in full-screen mode. The view functionality is preserved, and you can change the view while in full-screen, as well.

For information, see [Manage record views](#).



	Campaign Name	Campaign Overview	Campaign Type	FY	Region	Status	Tracking code	Start Date
1	Defend Your Digital Domain	A security-focused campaign designed to raise awareness about the importance of cybersecurity and promote SecureNet Defender as a comprehensive solu...	B2B Marketing	2023	Northern Europe, Oceania, Asia, South Pacific	Completed	DDD2023SND	09/30/2025
2	Work Without Walls	A comprehensive campaign aimed at promoting CloudCollab as the ultimate solution for remote workforces, highlighting its ability to enhance productiv...	Digital Marketing	2023	Latin America, Southwest Europe, Japan	Completed	WW2023CC	10/28/2025
3	Project Mastery	This campaign focuses on showcasing TaskMaster Pro's capabilities in streamlining project management processes, targeting SMBs looking to optimize their wor...	Content Marketing & SEO	2024	Oceania, Asia, Mediterranean	Active	PM2024TMP	02/03/2026
4	Insightful Decisions	Highlighting the importance of data-driven decision-making for enterprises, this campaign introduces InsightAnalytics as a powerful tool for transf...	Customer Engagement	2023	Northern Europe	Completed	ID2023IA	07/29/2025
5	Connect and Grow	Aimed at customer-centric businesses, this campaign promotes CustomerConnect CRM as the key to unlocking personalized customer relationships and fostering busin...	Data Empowerment	2024	Asia, Indian Ocean	Planned	CG2024CCR	05/12/2026
6	Future of Collaboration	Targeting forward-thinking companies, this campaign emphasizes the revolutionary aspects of CloudCollab for setting new standards in team collaboration and produc...	Cybersecurity Awareness	2025	Mediterranean, South Asia, Indian Ocean, East Asia	Not Started	FOC2025CLB	02/09/2027
7	Efficiency Everywhere	Demonstrating how TaskMaster Pro brings unparalleled efficiency to every aspect of project management, especially for growing startups and SMBs.	Efficiency Campaign	2024	Latin America, Northern Europe	Active	EE2024TMP	02/03/2026
8	Secure Tomorrow Today	A campaign designed to underline the critical importance of proactive cybersecurity measures, showcasing SecureNet Defender as the guardian of tom...	Innovation Showcase	2024	Northern Europe, Southwest Europe, Asia	Active	STT2024SND	02/17/2026
9	Analytics Unleashed	Focused on the transformative power of data analytics, this campaign positions InsightAnalytics as the tool that unlocks potential in data, driving smarter business strat...	Data Empowerment	2025	Southwest Europe, Japan, Asia, Indian Ocean	Not Started	AU2025IA	12/29/2026
10	CRM for the Modern Age	Highlighting how CustomerConnect CRM adapts to the evolving needs of modern businesses, ensuring that customer relationships are at the heart of growth strate...	Customer Engagement	2024	Central Europe, Northern Europe	Planned	CMA2024CCR	04/07/2026



Requirements

Connected Records page now accessible in preview-level, with inline edit support

- **Preview-level Connected Records visibility** - The Connected Records page is now accessible directly from a record's preview pane, bringing parity with the full record detail view.
- **Inline edit of connections** - Within the Connected Records page, you can now inline edit Workfront connected projects and also create projects without a template.

Program Name	Program Description	Program Start Date	Program End Date	Program Status
Secure Transition Initiative	A comprehensive program offering det...	12/11/2025	02/26/2026	Planned
Insightful Business Challenge	A contest encouraging current custome...	01/08/2026	04/28/2026	Planned
Efficiency Masters Series	An advanced training program for Task...	04/14/2026	09/26/2026	Active
Data Mastery for Enterprises	This program targets large enterprises, ...	12/31/2025	03/12/2026	Planned
Efficiency Boost for SMBs	A series of targeted outreach and educ...	09/08/2025	11/26/2025	Completed
Secure Your Digital Frontier	An initiative aimed at educating busine...	11/03/2025	04/07/2026	Completed

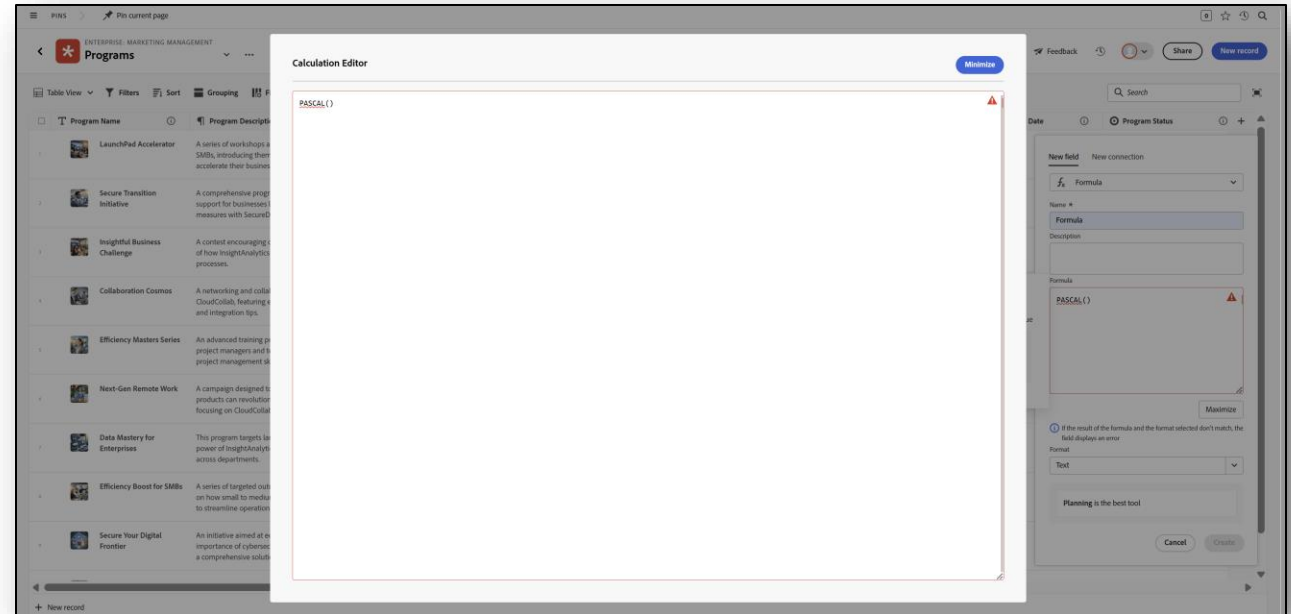


Formula Fields Enhancements

New improvements make formula fields easier to manage, more powerful, and user-friendly.

What's New

- **New Limits:** Up to 20 formula fields per record type and 50,000 characters per formula.
- **Error Handling:** Clear error messages when formulas can't resolve values.
- **New Expressions:** Added functions like REMOVEACCENTS, REPLACEPATTERN, and PASCAL.
- **Editor Controls:** Maximize/Minimize buttons for easier editing of long formulas.
- **Field Change Warnings – New information box** displays when changing or deleting a formula field



Instantly Add Options to Select Fields

You can now add new options to single- or multi-select fields directly within the table view—right when you're updating the field value.

Previously, adding new choices required editing the field configuration separately.

What's New

- Add choices to select fields directly in the table view
- Works with both **single-select** and **multi-select** fields

The screenshot shows the Adobe Workfront 'Campaigns' table view. The 'Fields' menu is open, allowing users to add new choices directly to the 'Status' column. The table contains the following data:

	Campaign Name	Region	Status	Tracking code
1	Work Without Walls	Latin America, Southwest Europe	Icebox	WW2023CC
2	Project Mastery	Oceania, Asia, Mediterranean		PM2024TMP
3	Insightful Decisions	Northern Europe		ID2023IA
4	Connect and Grow	Asia, Indian Ocean		CG2024CCR
5	Future of Collaboration	Mediterranean, South Asia	Not Started	FOC2025CLB
6	Efficiency Everywhere	Latin America, Northern Europe	Active	EE2024TMP



Auto-populate fields based on applied groupings in Planning table views

- Now, when you have groupings applied to a table view, **adding a record to the table will auto-populate the fields associated with the groupings you add the record to.**
- If you have multiple groupings applied, the system auto-populates the fields associated with all groupings only when you add the record at the end of the list inside the last grouping criteria.
- For information, see [Create records](#).

ENTERPRISE: MARKETING MANAGEMENT

Campaigns

Table View | Timeline View | Calendar View | Table 2 | 1 more | + View | Filters | Sort | 2 Grouping | Fields | 1 Row colors | Row height

Campaign Name	Campaign Overview	Campaign Type	Region	FY
Campaign Type: None 1				
Campaign Type: B2B Marketing 2				
Region: Northern Europe, Oceania, Asia, South Pacific 2				
2	Defend Your Digital Domain	A security-focused campaign designed to raise awareness about the importance of cybersecurity and promote SecureNet Defender as a comprehensive solution...	B2B Marketing	Northern Europe Oceania Asia South Pacific 2023
3			B2B Marketing	Northern Europe Oceania Asia South Pacific
+ New record				
Campaign Type: Content Marketing & SEO 1				
Region: Oceania, Asia, Mediterranean, ... 1				
4	Project Mastery	This campaign focuses on showcasing TaskMaster Pro's capabilities in streamlining project management processes, targeting SMBs looking to optimize their work...	Content Marketing & SEO	Oceania Asia Mediterranean 2024
+ New record				

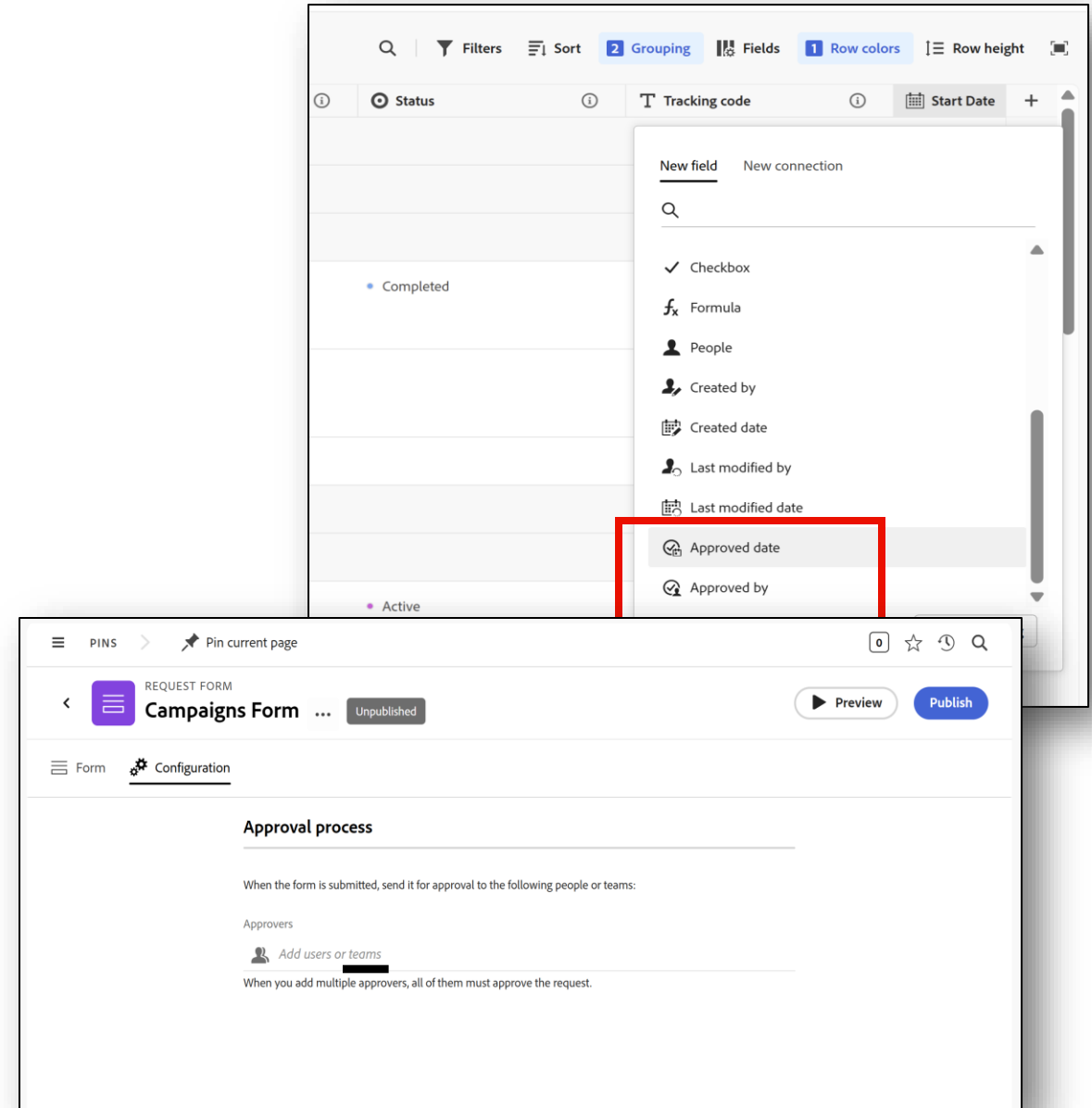


New Request Features in Planning

- We are introducing the following **fields** to capture approval information for records created by submitting a request with an approval: **Approved by** and **Approval date**. For information, see [Create fields](#).
- To make the approval process more flexible, we've **added the ability to add teams as approvers** on Planning request forms. Now, you can enter and select team names when setting approvers. Any of the team members can make a decision, which counts as the approval decision for the entire team. For more information, see [Add an approval to a request form in Adobe Workfront Planning](#).



Requirements

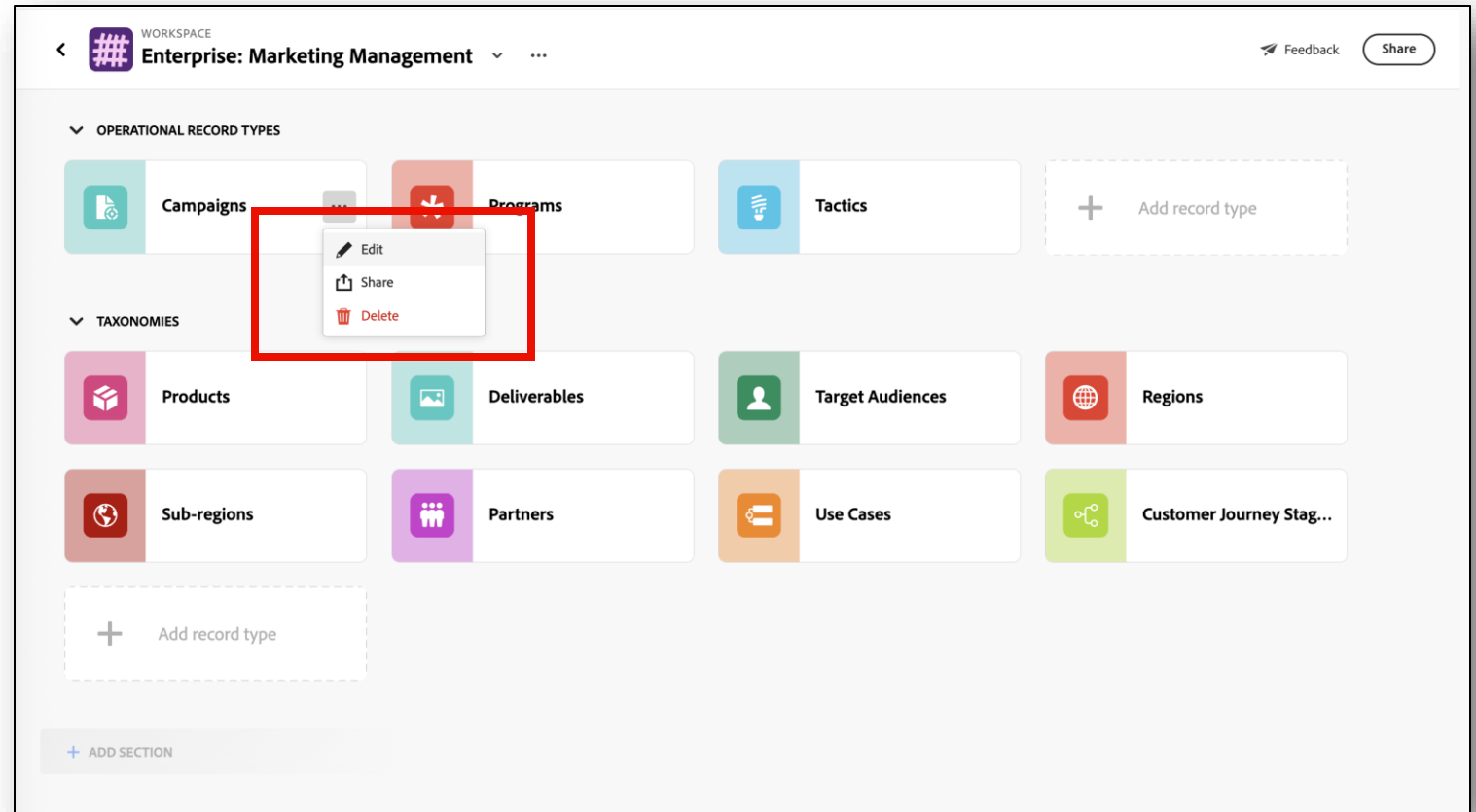


Add Share option in the More menu of a Planning record type

You can now share a record type from the More menu of the record type card on the workspace page.

Prior to this enhancement, the Share option was available only inside the record type page.

For information, see [Share record types](#).



Upcoming Event: Workfront Planning Release & Roadmap

Join the Adobe Workfront Product Management team for an exclusive look at the latest enhancements in Workfront Planning, a first peek at what's coming next, and a chance to ask questions about the features!

Event Details & Registration

- Session: **From Vision to Value: Workfront Planning Release & Roadmap**
- **Date:** Monday, November 10
- **Time:** 8:00 a.m. PT

[Register today!](#)



Automation and Integration Enhancements

Sam Taylor, Senior Product Manager



Custom applications embedded in Workfront

What is App Builder?

- Adobe's developer framework for building custom apps and integrations on top of Workfront and Adobe Experience Cloud.
- Empowers enterprise customers and partners to extend Workfront with tailored solutions.

What can you do?

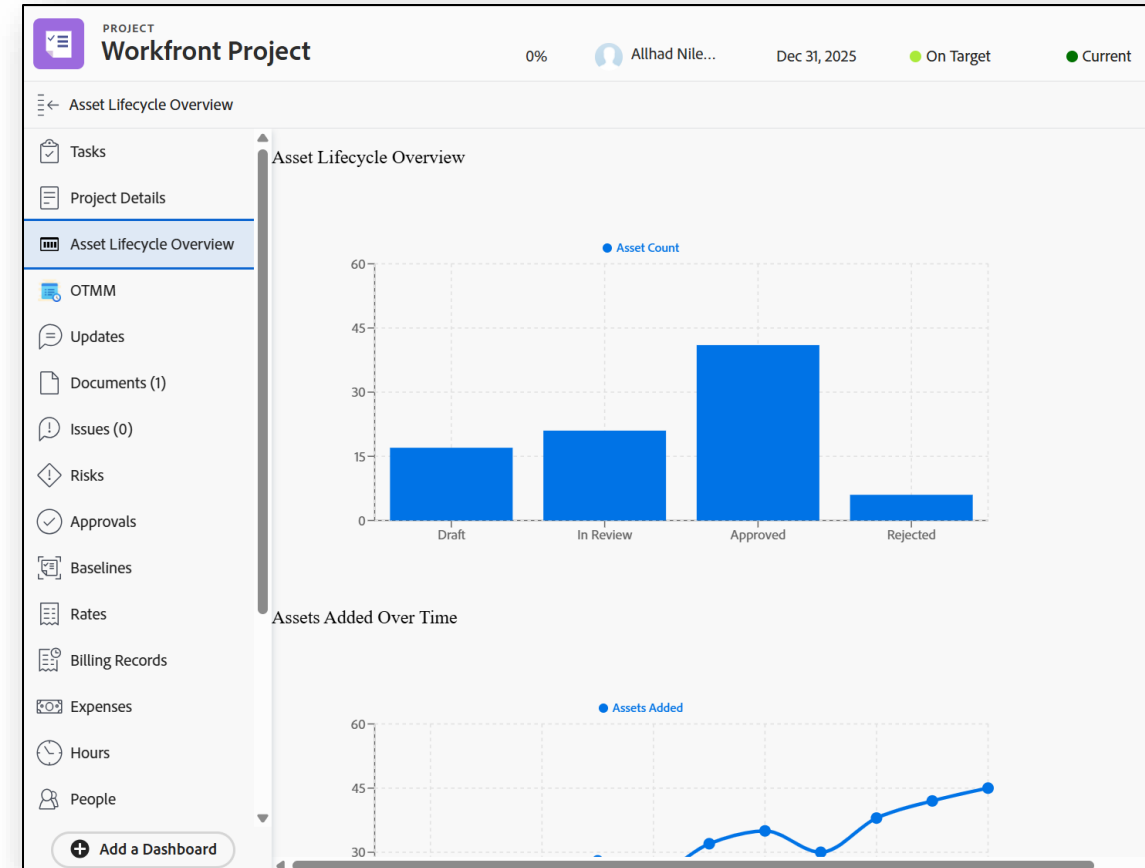
- Build custom dashboards, admin panels, and UI extensions directly in Workfront.
- Acquire partner apps for Workfront

•Resources:

- Create custom applications for Workfront with Adobe App Builder
- Acquire and install apps from Adobe Exchange

What's New

- Enterprise developers can embed Adobe App Builder applications inside Workfront
- Partner Apps can be distributed in Adobe Exchange



Requirements

Fusion Connectors



Chained scenarios help break complex workflows into simpler parts making it easier to build, test, and reuse automation logic.



Fusion Frame.io connector now uses v4 API endpoints



Automate archiving and other asset workflows for regulated content using the Fusion's Veeva connector



Workfront connector update to v21 including the ability to use technical account authentication and a new way of getting presigned files urls that later can be used by Photoshop and other APIs










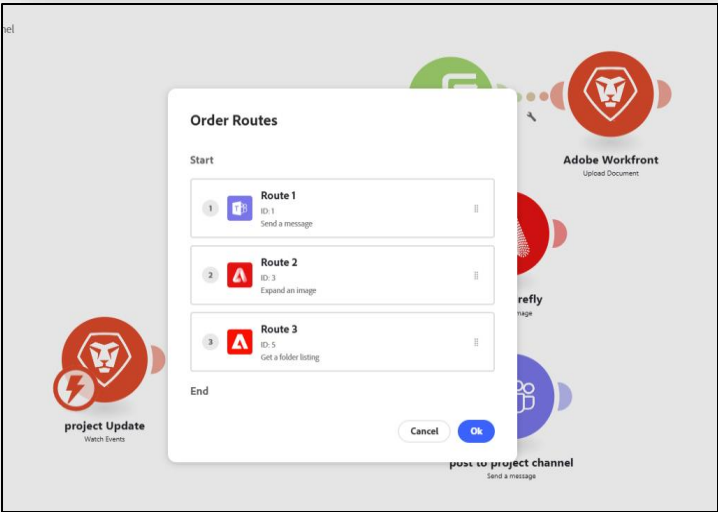
Fusion user experience improvements

New improvements to Fusion improve governance and design

What’s New

- **New Connections:** updated table includes ability to “Fetch Active Scenarios” for a connection
- **Router control:** right-click on router to reorder routes
- **Table views:** tables for organization, teams, and other Fusion entities has improved sorting, column selection, and improved look/feel
- **Scenario log:** filter for specific events and module status (e.g. filter for “warnings”)
- **Field Change Warnings – New information box** displays when changing or deleting a formula field

<input checked="" type="checkbox"/>		My Adobe Workfront auth connection	Admin User fusionproduct.myworkfront.com	24129	No	0		---
<input type="checkbox"/>		My Adobe Workfront auth connection	Admin User fusionproduct.myworkfront.com	24373	No	0		---
<input type="checkbox"/>		My Adobe Workfront	<div>✕ Connection: 24129 Verify Reauthorize Fetch Active Scenarios Delete</div>					
<input type="checkbox"/>		My Adobe Workfront auth connection	Sam Test fusionproduct.myworkfront.com	28430	No	0		---



For more information, see link.

Fusion API

Automate Fusion itself with Fusion APIs

What's New

- **Adobe Developer Experience:** Fusion's API documentation on adobe.developer.com
- **Access logs:** API endpoints for Fusion logs
- **Automate Governance:** automate common tasks for managing your Fusion instance



Fusion Event

Calling Seattle Customers!

Adobe

IN PERSON Skill-Up – Seattle: Adobe Workfront Fusion

Calling all Workfront Fusion customers! Interested in participating in a **FREE, hands-on lab in Seattle**, featuring Ewan Hruska and James Ritter, for a day of in-depth exploration of the capabilities within Adobe Workfront Fusion? Additional details below:

Event Details & Registration

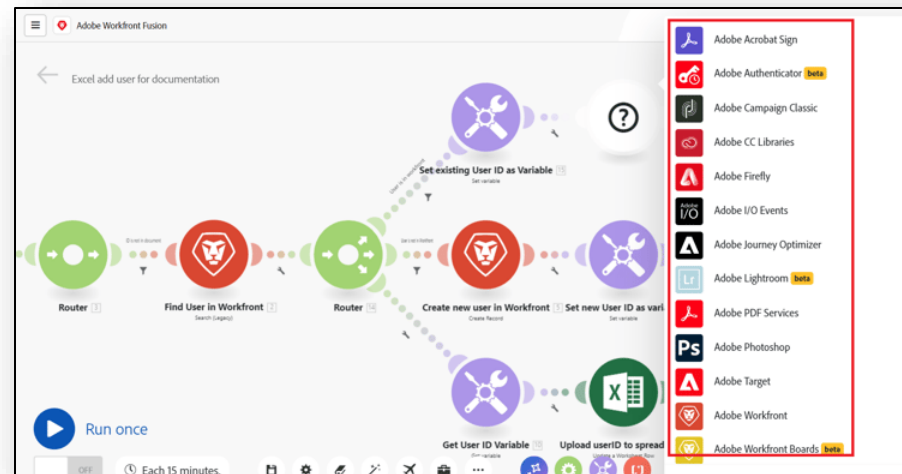
Date: Wednesday, October 22

Time: 9:00am ET – 3:00pm PT

Location: Adobe Offices Seattle

801 N 34th St, Seattle, WA 98103

[Register here!](#)



NOTE: This is a bring your own device, hands-on lab. You will be logging into a lab instance of Workfront Fusion for this working session. Please bring your computer and charger. WiFi will be available, and a catered lunch will be provided.

Agenda highlights include an overview of Workfront Fusion, best practices for getting started, roundtable discussions, next-level Fusion concepts, governance, and insight into the Fusion roadmap.

AI Beta Features

Oznur Aytekin, Principal Product Manager



Enable AI Beta features for your organization

To make it easier for you to see and influence upcoming AI features, we've made it possible for you to enable the Betas for those features for your organization. Now, you can choose to enable one or more of the currently available AI Beta features from your System Preferences.

AI preferences ⓘ

☒ Enable AI

- Your organization has a signed Gen AI agreement on file.

☒ Intelligent Auto-complete in Request Forms ⓘ

☒ Opt in to AI Betas

- Your organization has an accepted Beta agreement on file.

Review Beta Agreement

☒ Project Health

Beta

 ⓘ

☒ AI Form Fill

Beta

 ⓘ



Requirements

New Project Health Beta

The new Project Health feature utilizes the power of AI Assistant to instantly give you an assessment of how your projects are performing and what areas need your attention.

AI Assistant can generate a Project Health assessment for a project, a program, and multiple projects.

The screenshot displays the Adobe Workfront interface for the 'Acquisitions' program. The main table lists projects with their completion status and health indicators. The AI Assistant sidebar on the right provides a summary of the program's health, highlighting 'At Risk' projects and offering a 'Refresh Health Analysis' button.

Name	Owner	Desc	Start On	Due On	% Complete
Customer Affiliate Project	Ozmar Aytekin	Receive significant discounts and promotions through brand sharing.	3/23/25	10/2/25	2.35%
Posters	Ozmar Aytekin	Posters Imported from MS Project	9/15/25	9/19/25	99.5%
Creative Campaign	Ozmar Aytekin	Creative Campaign Imported from MS Project	8/14/25	9/14/25	78%
Android App	Ozmar Aytekin	Android App Imported from MS Project	7/31/25	9/5/25	13.32%
Great Plains	Ozmar Aytekin		11/11/24	11/25/24	100%

AI Assistant

What is the health of Acquisitions Program?

Project Health beta

This is the health of active projects in the Acquisitions program.

- In Trouble** 2 projects
- At Risk** 2 projects

Creative Campaign
Due: Sep 4 2025

Posters
Due: Sep 19 2025

A health analysis could not be generated for 1 additional project. This is typically because the project is not active.

*Project health has been calculated within the past 25 minutes. Some projects may have an updated health status if recalculated.

Related actions

[Refresh Health Analysis](#)

Ask me about Workfront

AI responses may be inaccurate or misleading. Be sure to double-check answers and sources. [Submit feedback here](#)

Project Health sample prompts

Location

A specific project details page

Prompt

What's the health of this project?

Any page in Workfront

What's the health of project [PROJECT NAME]?

Any page in Workfront

What's the health of my projects?

A specific program details page

What's the health of this program?

Any page in Workfront

What's the health of program [PROGRAM NAME]?

Embedded AI Capability: AI Form Fill

Helps users complete forms faster and eliminates the manual entry of entering form values.

Write a prompt

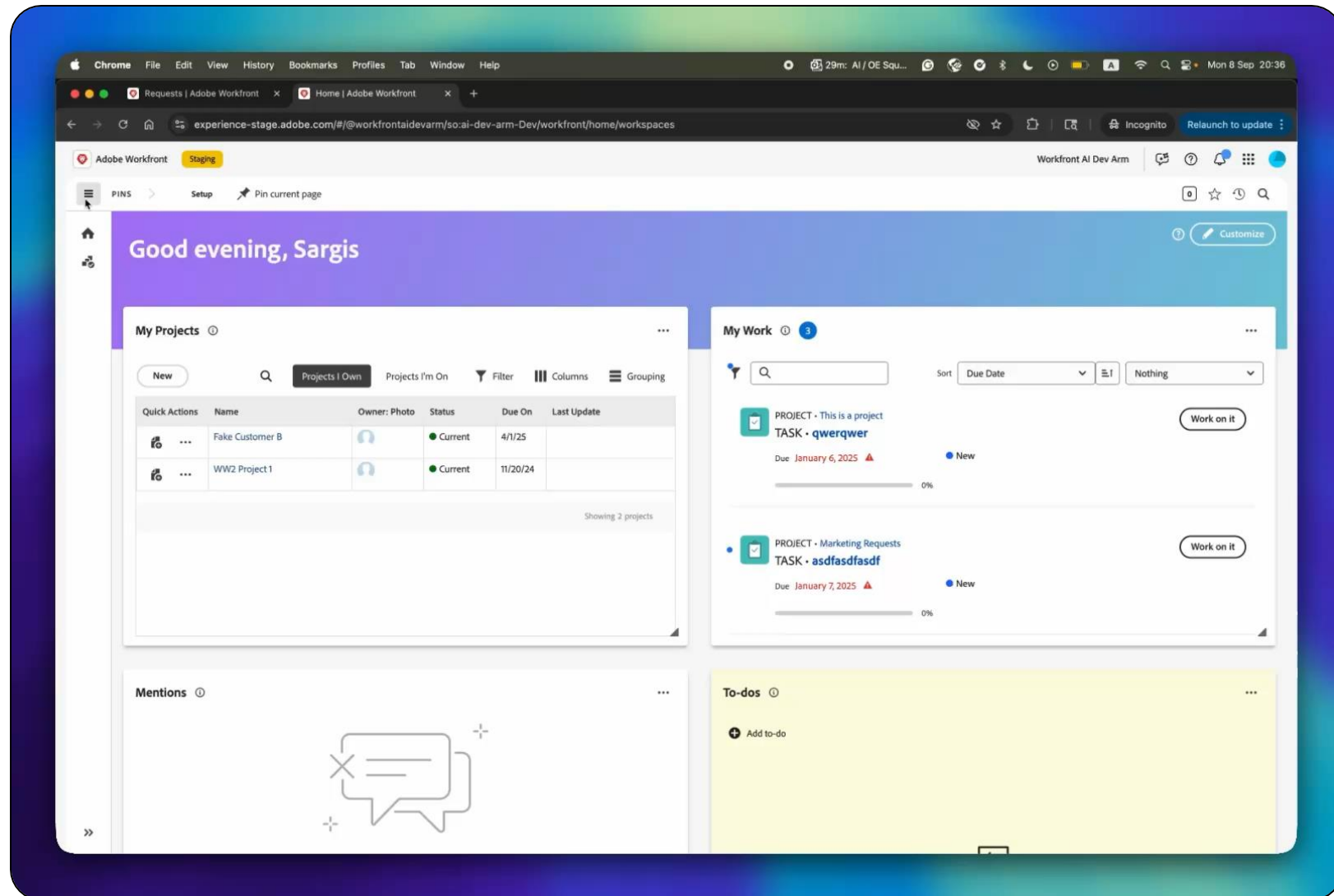
Upload a file containing the information that you want the form to be populated with

Available within **Request Forms** as part of open Beta

Coming soon: Form Fill to populate Planning Records and Workfront Projects.



Requirements



AI Form Fill



Try prompts like:

Referencing a past customer campaign

Create a similar campaign request as we did for GlobalTech's Q2 launch, but this time for their Automotive division. Keep the same deliverable set and audience profile.

Building on an existing project

Use the same setup we had in the Greenfield Consulting project kickoff last spring. I want to run a digital ad campaign targeting the same executive audience, but with updated dates for this quarter.

Expanding on an older campaign type

Prepare a request like the SparkBeverages summer promotion campaign we ran last year. Focus on social media assets, keep Spanish as the primary language, and adjust the budget to \$75,000.

Expanding an older campaign style

Take the Horizon Financial webinar series campaign from Q1 as a reference. I want the same registration workflow and assets, but this time the topic is 'AI in Financial Planning' and the audience is young professionals.

Repeating a request for a different product

Set up a campaign request just like the BrightWorks rebranding project we handled but replace with Summit Insurance as the client. Keep all deliverables aligned to corporate branding.

Narrative style with implicit references

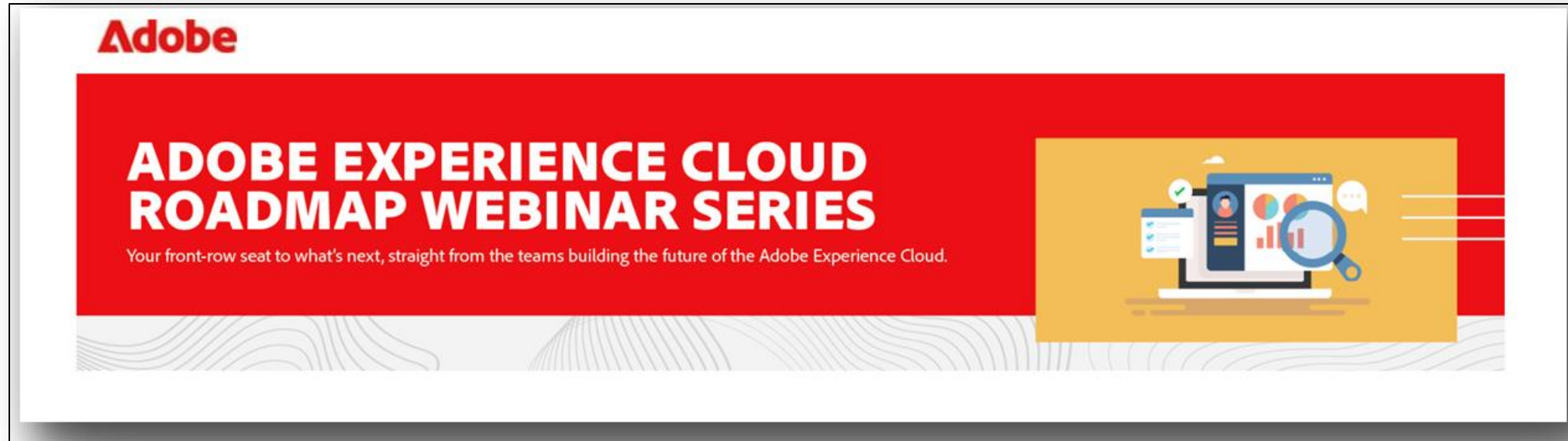
We're planning a campaign like the holiday social ads we ran last year. Budget should be about \$50k, goal is lead generation, and deliverables should include Instagram and TikTok assets.

Workfront Roadmap

Register today!



Workfront 2nd Half 2025 Roadmap Webinar



As you may know, Adobe hosts the Experience Cloud Roadmap Webinar Series twice a year for the portfolio of solutions, offering customers a high-level preview of what's coming in the months ahead.

The Adobe Workfront product team will share an inside look at recently released features, upcoming enhancements, and what's on the horizon for the Workfront roadmap. This 45-minute live session offers a unique opportunity to preview what's coming next, ask questions in real time, and engage directly with the team shaping the product's future.

Click [here](#) to register and explore the full webinar schedule!

Additional Enhancements

- Confirmation when removing a custom form from an object
- New Canvas Dashboards open beta
- Unified Approvals Phased Rollout
- Adobe Unified Experience now available for more Workfront organizations
- New proofing integration for Adobe Express
- Create and save views in the Requests area
- Look-and-feel updates during the Fourth Quarter 2025 release timeframe

Documentation > Workfront > Workfront Guide

Fourth Quarter 2025 release overview

Last update: October 1, 2025

TOPICS: Product Announcements

CREATED FOR: User

This page provides information about functionality that is included in the Fourth Quarter 2025 release scheduled for October 2025.

The enhancements on this page are available in the Preview environment. This page will be updated with additional enhancements as the Fourth Quarter 2025 release nears its planned Production release.

IMPORTANT

Monthly and quarterly releases are planned to be available on the Thursday of the second full week of the month, unless otherwise specified.

Monthly release	Quarterly release
<ul style="list-style-type: none">25.8 (August 14, 2025)25.9 (September 11, 2025)25.10 (October 16, 2025)	<ul style="list-style-type: none">25.10 (October 16, 2025)

Upcoming Events

Register today!

Adobe

Chicago Lunch & Learn



**Join the Adobe Workfront Scale Customer Success team in-person
for an informal lunch and learn/networking event!**

Adobe Chicago Office: 420 N. Wabash Ave | Lunch is provided | Registration required – [sign up today!](#)

FREE Events for Workfront System Administrators

All events are published to the [Events](#) page on Experience League. Check back often for updates and to register.

- October 14 at 8:00 a.m. PT – [Admin 101: Getting Started with Workfront](#)
- October 16 at 8:00 a.m. PT – [Adobe Workfront Webinar: Simplify Resource Planning with Automation](#)
- October 16 at 10:00 a.m. PT – [Inside Mayo Clinic: How Workfront Fusion Helps the Humans](#)
- October 20 at 6:00 a.m. PT – [Workfront Collective](#)
- October 21 at 9:00 a.m. PT / October 21 at 4:00 p.m. PT / October 27 at 10:30 a.m. IST – [Workfront 2H Roadmap Webinar](#)
- October 23 at 8:00 a.m. PT – [Leveraging the Workfront + AEM Native Integration](#)
- October 28 8:00 a.m. PT – [Your dream Workfront report EXISTS! Two Approaches to Mastering EXISTS Statements](#)
- October 29 at 9:00 a.m. PT – [\[Workfront AMA\] Ask Me Anything about System Smarts & Strategic Starts](#) (text-only Community event)
- November 6 at 8:00 a.m. PT – [From Self-Taught to Success: How Kyndryl Scaled Workfront to Power \\$7B](#)
- November 7 at 9:00 a.m. PT – [Admin Chat for Marketing & Creative](#)

Have a topic you'd like to see added to the list? Send us an email at csatscale@adobe.com

Meet your Creative Heroes!

Adobe MAX is coming up in Los Angeles and online on **October 28-30**, where global creative customers attend to hear the latest product announcements, learn new skills, and find inspiration through our amazing lineup of speakers and hands-on sessions.

You won't want to miss out on the learning and networking for creative professionals, including sessions, keynotes, Adobe Labs, and hands-on workshops on topics like design, video, 3D, and generative AI.

[Check the pricing and register today!](#)

Use promo code M25AFF for \$600 off your MAX pass.



Adobe Summit

The Digital Experience Conference

April 19–22, 2026 | Las Vegas and online

**The future of
marketing, creativity,
and AI starts here.**

Save the date. Sign up by
10/31 and get \$600 off.

summit.adobe.com



Webinar Feedback

Please complete [this short survey](#) to share feedback on today's webinar. Responses are anonymous, so transparency and honesty is appreciated!



Q&A

Have a question for the Adobe Workfront Product Management team? Post it in the Q&A pod and we'll ask it live, pending time.



Thank You!

Hope to see you at more Workfront events later this month!

