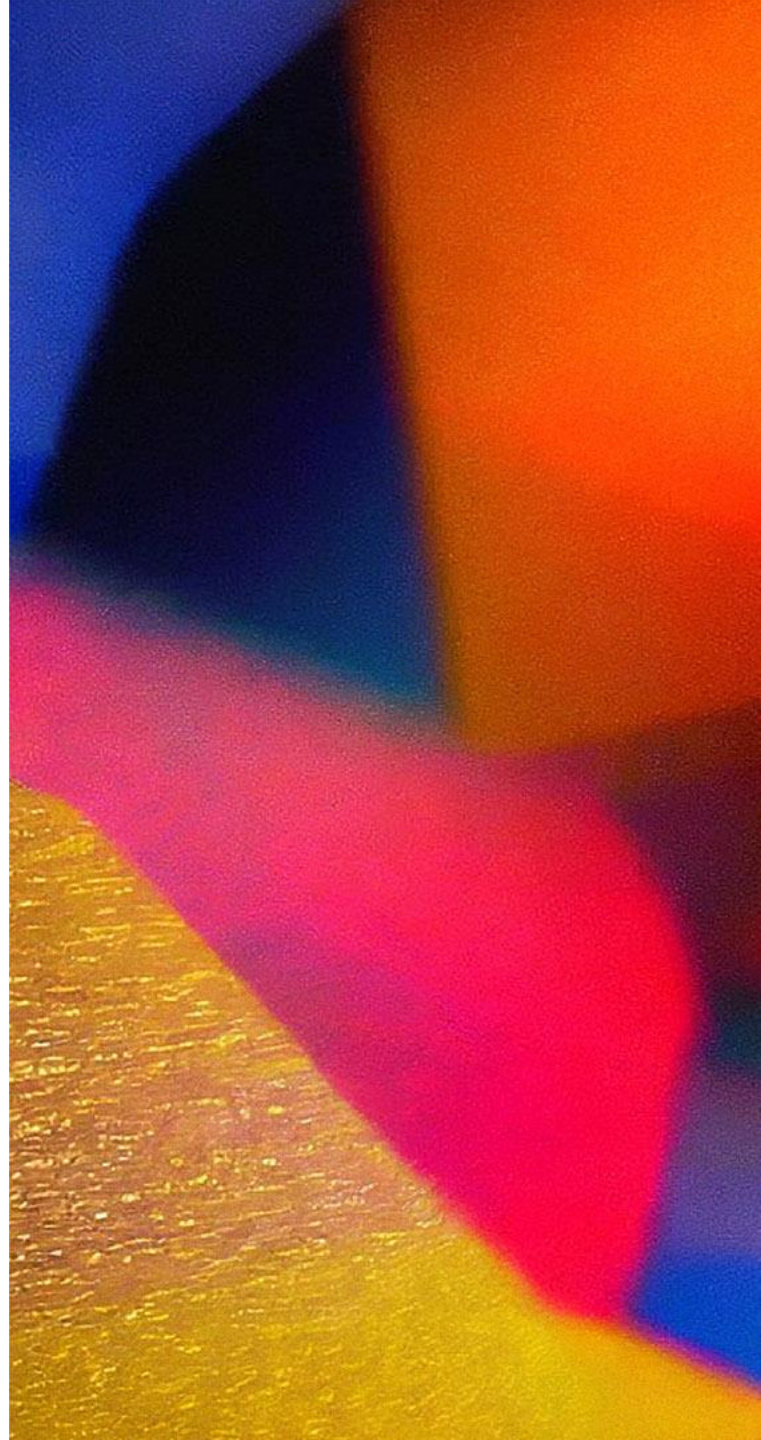
Completing Your Move to Unified Review and Approvals

October 28, 2026



Adobe

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.

Adobe

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Agenda

This is the third and final session in the 3-part series designed to help teams confidently transition to Unified Review and Approvals on Workfront's V2 SKU. This session builds on the previous migration-focused webinar by covering the final five of the 10 key shifts to understand when moving off legacy Proof-based review.

We'll continue exploring what's changing, where teams most commonly encounter friction, and practical tips to help your team successfully complete its migration. We'll also revisit the latest product roadmap updates, highlighting what's available today, what's coming next, and how upcoming enhancements can support your migration strategy.

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

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Introductions



Mike Engel

Senior Product Manager, Adobe



Leslie Spier

Customer Success Manager

Experience League: @LeslieSpier



Nichole Vargas

Sr. Customer Success Manager

Experience League: @NicholeVargas

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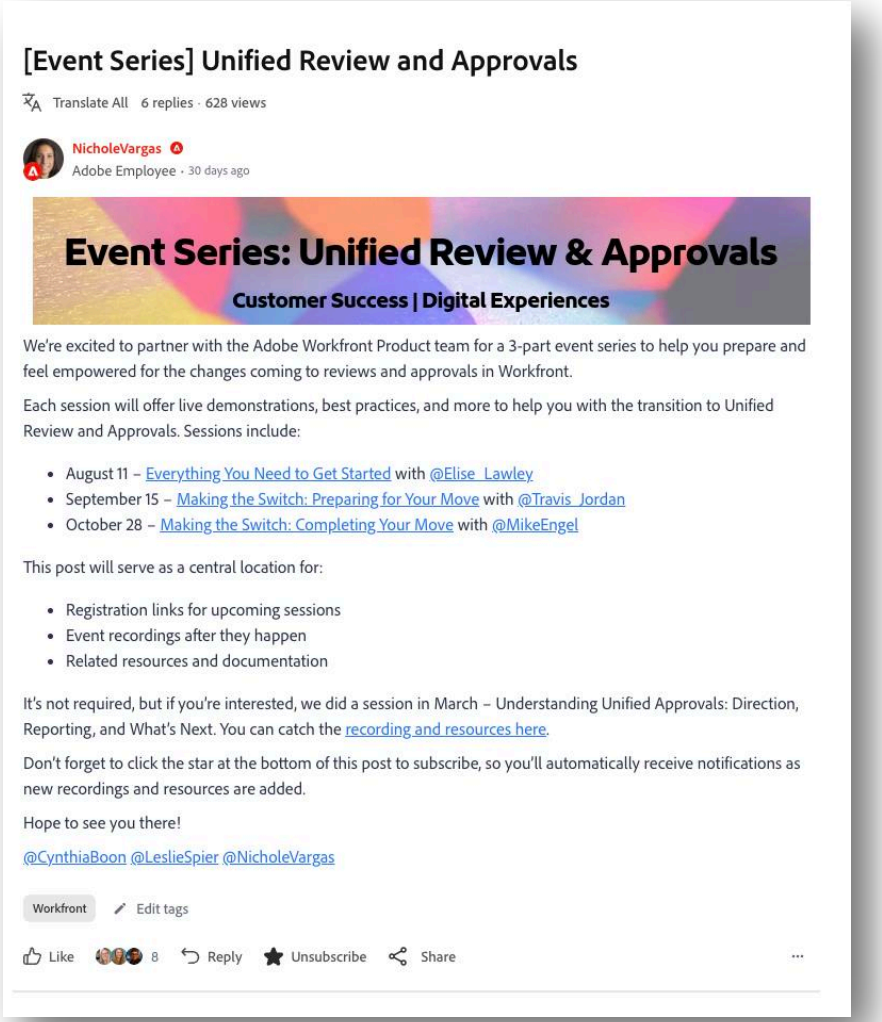
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Unified Review & Approval Series: Experience League

Over the past few months, the Product team has delivered a 3-part series on Unified Review and Approvals in Workfront. If you missed any of the past sessions and want to watch on-demand, easily access those recordings (and slide decks) HERE.

- Published to the Experience League Community
  - Registration links to upcoming sessions
    - December 10 at 8am PT - Unified Review and Approvals: Your Questions Answered by the Product Team
  - Recordings and slide decks from past events
  - Resources and summaries
- Subscribe to the post to receive all updates
- Ask questions and share key takeaways



[Event Series] Unified Review and Approvals

Translate All · 6 replies · 628 views

NicholeVargas
Adobe Employee · 30 days ago

Event Series: Unified Review & Approvals

Customer Success | Digital Experiences

We're excited to partner with the Adobe Workfront Product team for a 3-part event series to help you prepare and feel empowered for the changes coming to reviews and approvals in Workfront.

Each session will offer live demonstrations, best practices, and more to help you with the transition to Unified Review and Approvals. Sessions include:

- August 11 – Everything You Need to Get Started with @Elise_Lawley
- September 15 – Making the Switch: Preparing for Your Move with @Travis_Jordan
- October 28 – Making the Switch: Completing Your Move with @MikeEngel

This post will serve as a central location for:

- Registration links for upcoming sessions
- Event recordings after they happen
- Related resources and documentation

It's not required, but if you're interested, we did a session in March – Understanding Unified Approvals: Direction, Reporting, and What's Next. You can catch the recording and resources here.

Don't forget to click the star at the bottom of this post to subscribe, so you'll automatically receive notifications as new recordings and resources are added.

Hope to see you there!

@CynthiaBoon @LeslieSpier @NicholeVargas

Workfront · Edit tags

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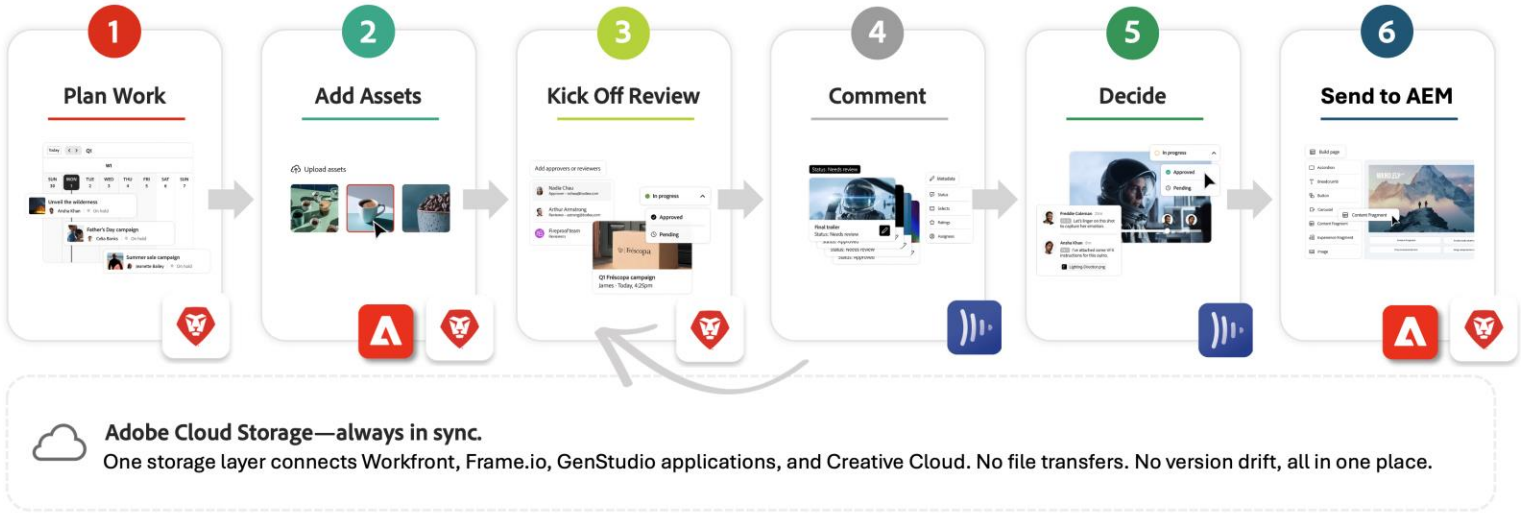
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Overview

Unified Review and Approvals

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

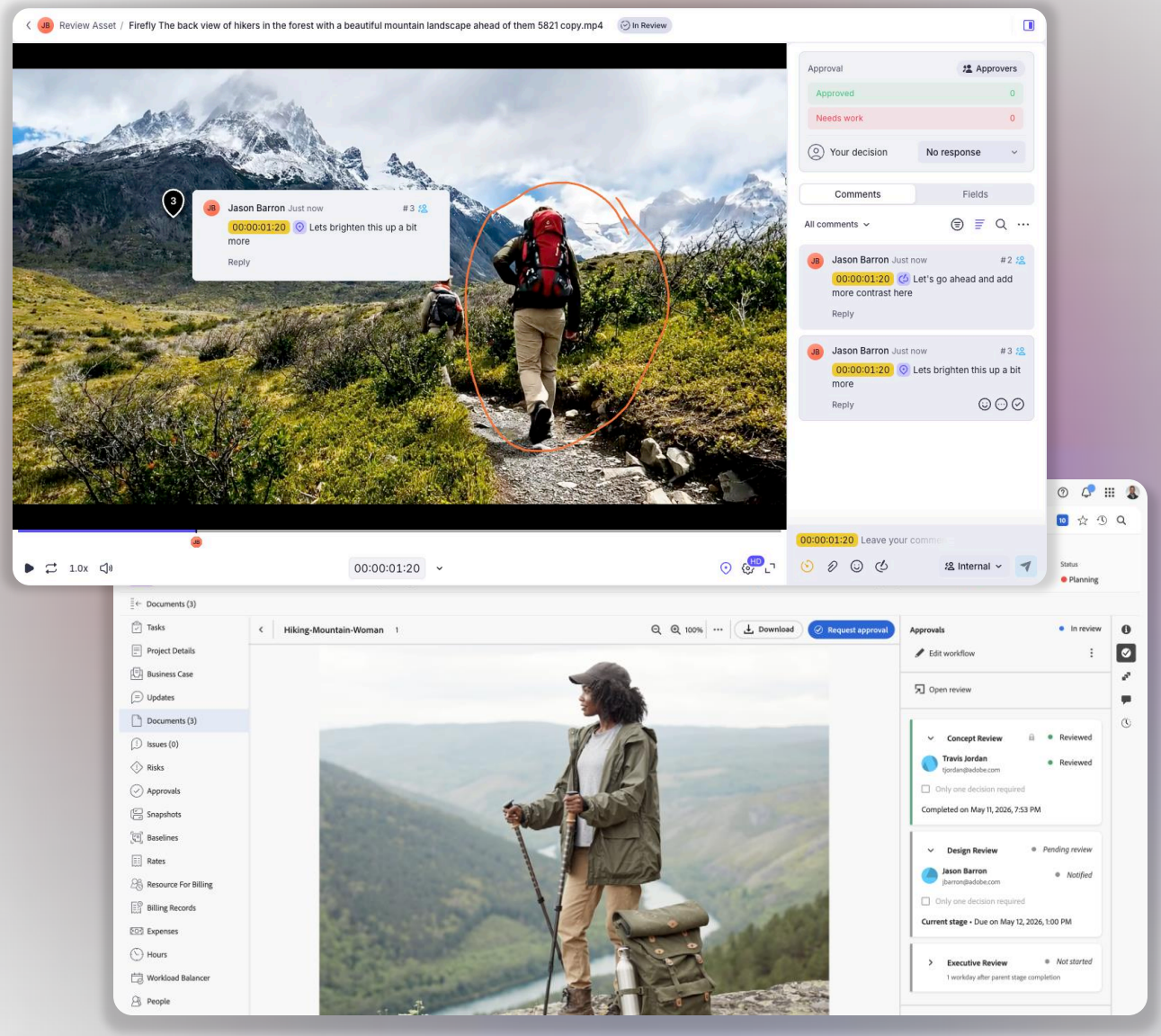


RELEASED! Q4 2025 (Net New) | Q2 2026 (Existing)

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#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.**

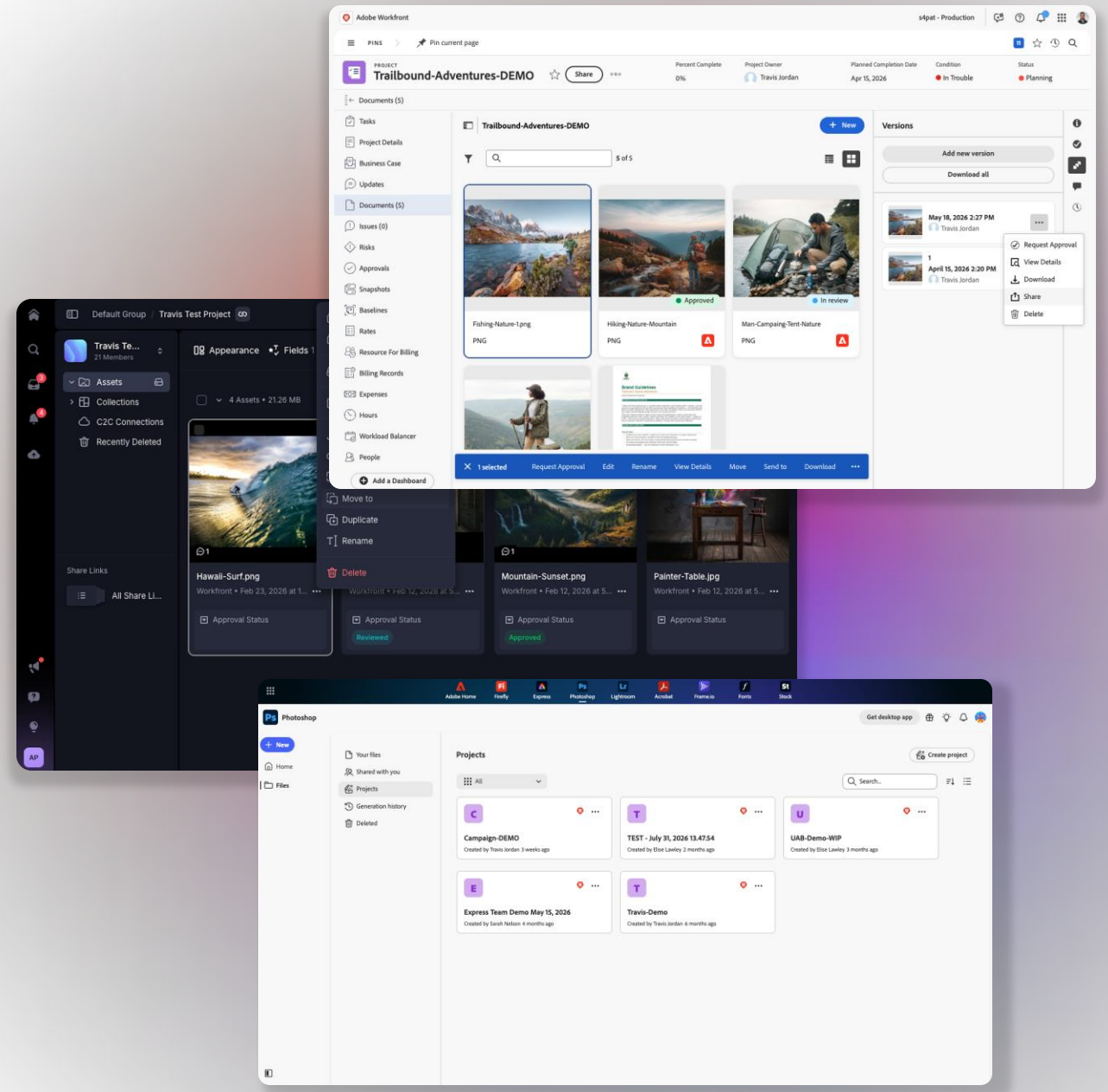


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#2: Unlocks Unified Creative Work in Progress Flows

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 apps**. 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.**

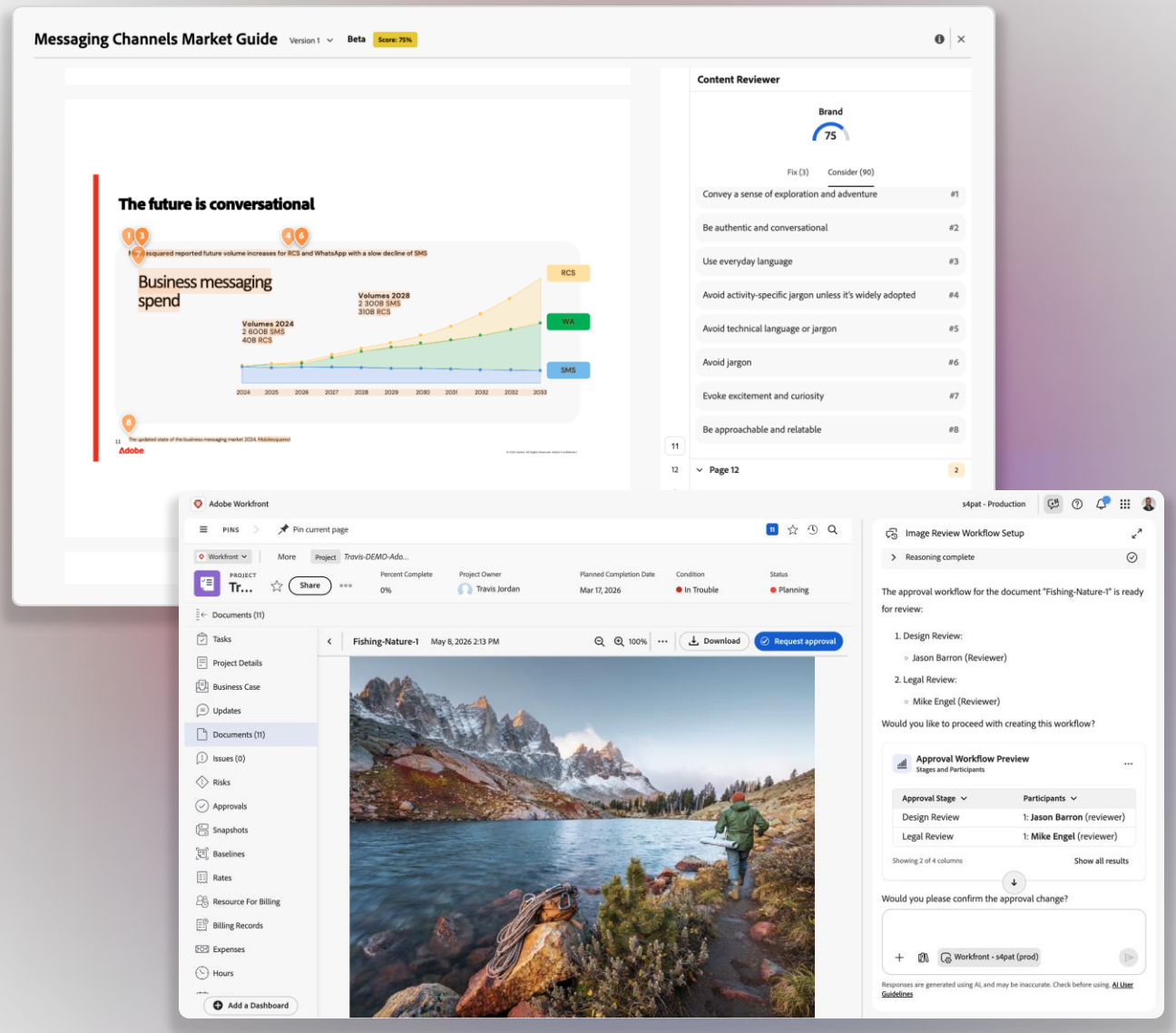


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#3: Unlocks Agentic Acceleration

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 invoke skills from Workflow Optimization Agent and participate directly in review and approval workflows alongside human teams, enabling faster decisions at scale



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Getting Started

Pre-Requisite

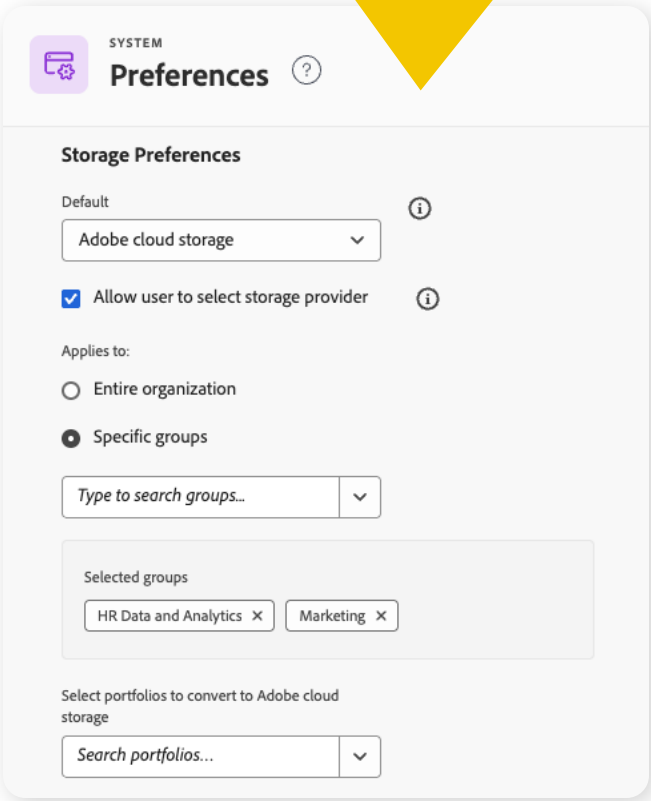
- Contract with Workflow V2 SKUs
- Nothing happens!

Enable Adobe Cloud Storage in Workfront

have controls to scale your rollout.

- Your org admin controls turning on the new experience in Setup.
- Once enabled, 1) Adobe Cloud Storage replaces Legacy Workfront Storage as the default storage layer, and 2) Frame.io replaces Proof as the review surface in Workfront for new projects, 3) Proof
- Change the default storage to **Adobe Cloud Storage**
- Updates storage default to Adobe Cloud + updates review surface to Frame for all *new* projects
- Enabled by org admin for individual instances
- Can be enabled **for specific groups** to allow for control and scaled rollout
- Option to create new *or* legacy projects
- Can convert individual portfolios

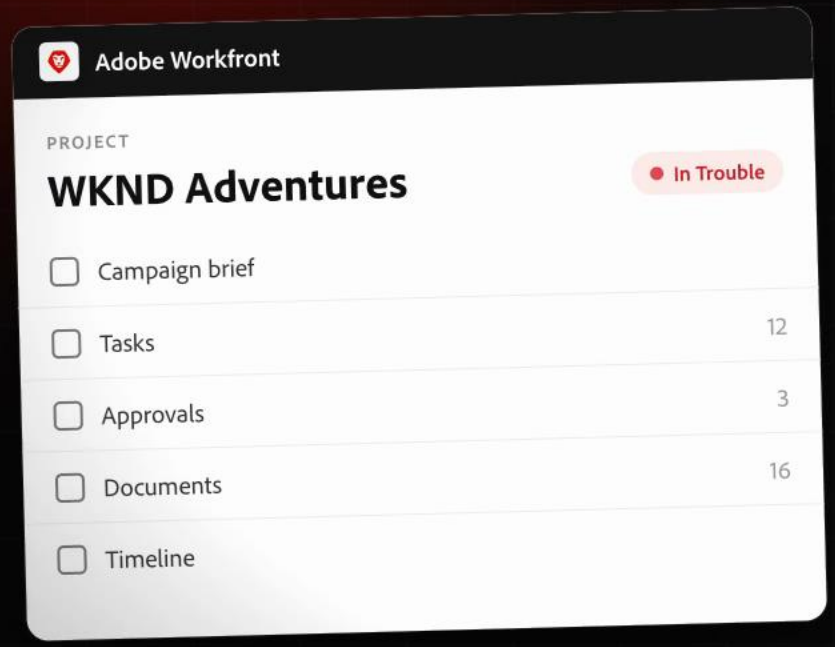
Pro tip: start with a *small group and then scale!* Existing projects are untouched.



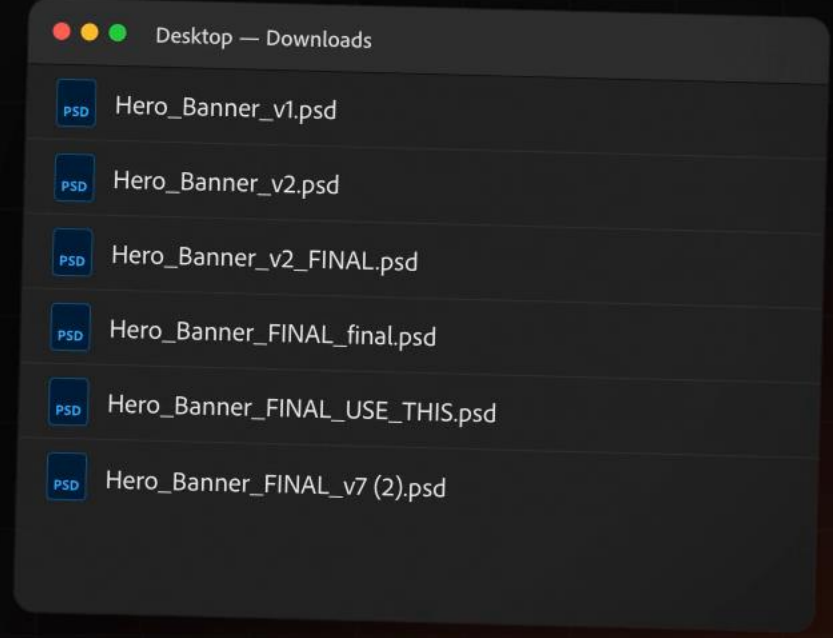
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CSC Updates!

The project lives here.



The work lives there.



QuickTime Player File Edit View Window Help

Wed Sep 30 3:33 PM

Projects | Adobe Workfront

experience.adobe.com/#/@wf-esm-frame-prod/so:wf-esm-...

Claude Hub Part 1 Part 2 Part 3 Dash Workfront MCP Pr... All Bookmarks

Adobe Workfront wf-esm-frame-prod - Production

Pins Pin current page 8

Projects

Projects I'm On Projects I Own

New Project

Name	Owner	Desc	Start On	Due On	% Complete
WKND Adventures	Elise Lawley		8/10/26	8/10/26	0%
Backcountry Bound	Elise Lawley		9/30/26	9/30/26	0%
Into the Wild	Elise Lawley		9/30/26	9/30/26	0%
Off the Beaten Path	Elise Lawley		9/30/26	9/30/26	0%
Trail to Horizon	Elise Lawley		9/30/26	9/30/26	0%
Golden Hour Getaways	Elise Lawley		9/30/26	9/30/26	0%
Roam Free	Elise Lawley		9/30/26	9/30/26	0%
Find Your Peak	Elise Lawley		9/30/26	9/30/26	0%
Coastline Escapes	Elise Lawley		9/30/26	9/30/26	0%
The Great Outdoors, Reimagined	Elise Lawley		9/30/26	9/30/26	0%
Seasons of Discovery	Elise Lawley		9/30/26	9/30/26	0%
Hidden Gems Series	Elise Lawley		9/30/26	9/30/26	0%
Leave Only Footprints	Elise Lawley		9/30/26	9/30/26	0%
Passport to Paradise	Elise Lawley		9/30/26	9/30/26	0%
Wild & Well	Elise Lawley		9/30/26	9/30/26	0%
Summit Season	Elise Lawley		9/30/26	9/30/26	0%
Wildflower Routes	Elise Lawley		9/30/26	9/30/26	0%

Showing 19 projects

Adobe Photoshop 2026

New file Open

Home Learn

FIREFLY

AI Assisted Editor Beta

Generation history

FILES

Your files Shared with you Projects Templates Lightroom photos Deleted

Connected

Hide suggestions

Welcome to Photoshop, Elise

Prompt to edit Image to video Ideate with Boards

Select image

Describe what you want to create or edit. For example, "change to golden hour lighting," or "give it a vintage instant print look."

Generate

Try a sample: Change the pose of a ... Shift time, weather, or ... Swap outfits

Featured

QUICK SKILL GUIDE Explore the Try it now

NEW FEATURE Stream line ... Try it now

NEW FEATURE Light adjust Try it now

Recent

View all files

Your files Generation history New

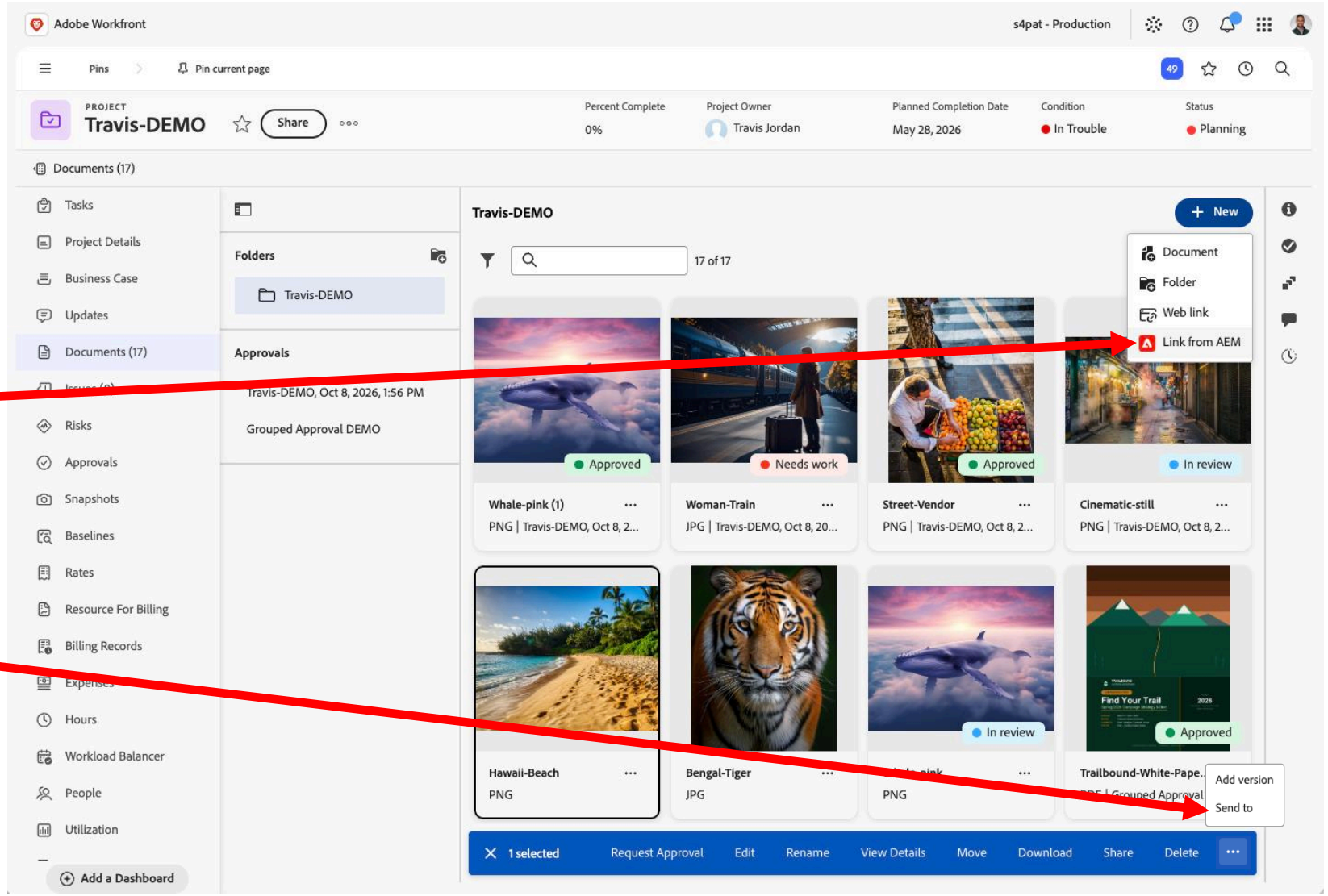
Discover Your Adventure

Discover Your Adventure WKND

AEM Native Connector in URA

Link an AEM asset to a Workfront project

Send asset and metadata to AEM



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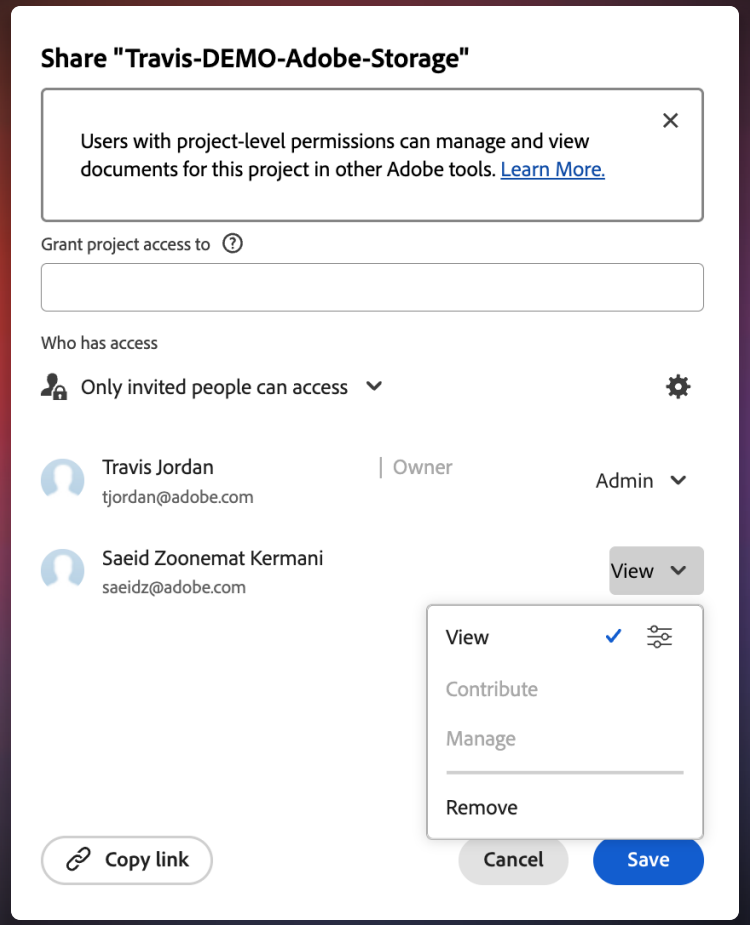
Core Shifts

SHIFT #6

Updated User Permissions

Workfront project sharing permissions are managed in Workfront only — they flow automatically to Frame.io.

- All access changes must be made through the Project Share modal in Workfront
- Project permissions flow into Frame.io, all managed in Workfront
  - Manage = Edit and Share
  - Contribute = Edit and Share
  - View = Comment Only
- Non-Workfront reviewers are invited via email and prompted to create an Adobe login, can participate reviews without a Workfront license
- Documents cannot be shared individually, access is determined entirely by the user's permission on the project, task, or issue the doc is linked to



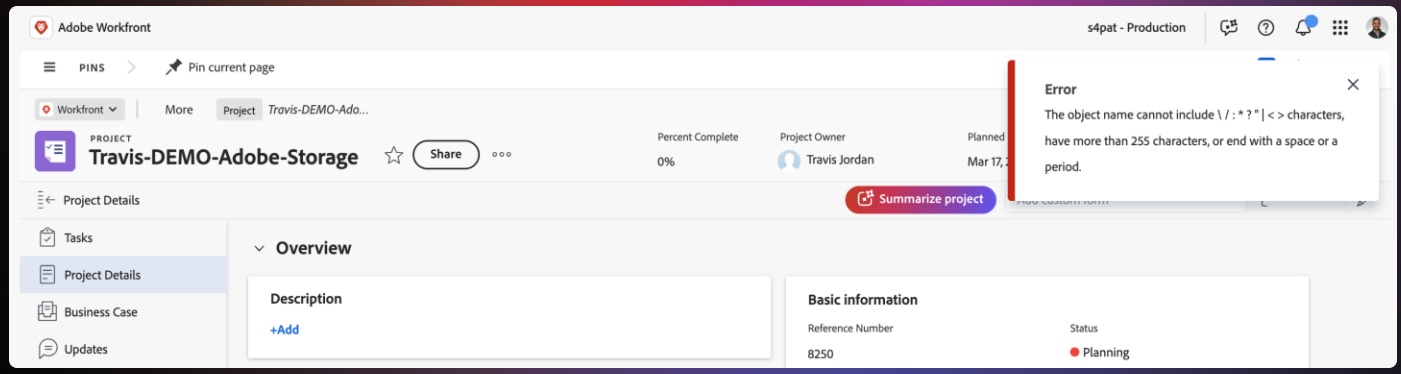
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SHIFT #7

New Naming Convention Enforcements

Adobe cloud storage enforces strict naming rules to prevent conflicts across the shared file system.

- Programs , as well as Projects cannot share the same name within the same portfolio
- Documents and folders cannot share the same name within a project
- Names cannot contain \ / : * ? " | < >
- Object names cannot end with a period or space
- Object names are capped at 255 characters
- Workfront will auto-rename objects when conflicts are detected, but proactive cleanup is much easier than reactive fixes



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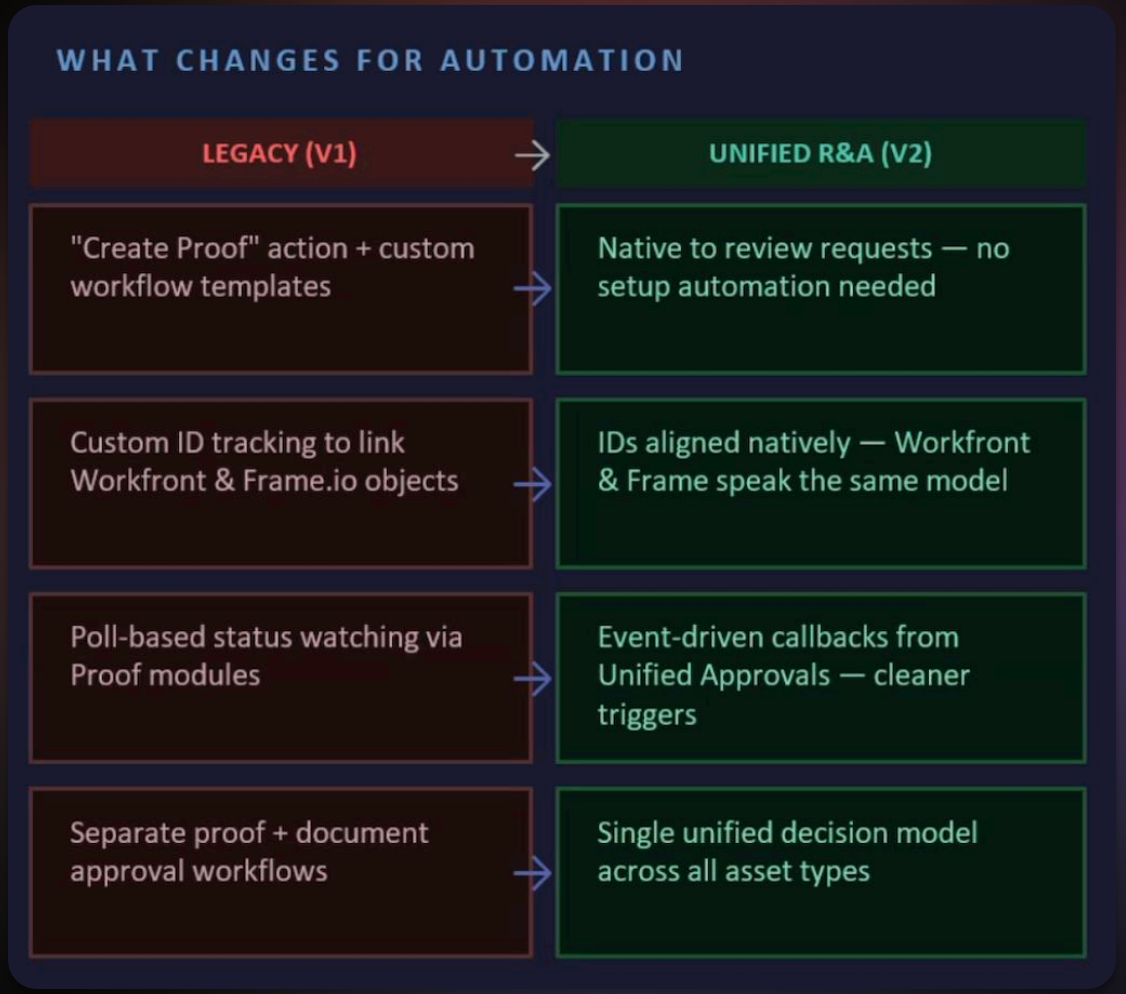
SHIFT #8

Fusion Scenarios Updates

Fusion scenarios built around legacy proofing and document approvals won't carry over automatically — the data model, API modules, and event triggers are fundamentally different.

- Legacy Fusion scenarios built on Workfront Proof use modules, triggers, and endpoints aren't compatible with the new Unified Approvals data model
- Most organizations will need to audit, update, or fully rebuild any Fusion automation that touches approvals or doc routing
- Support the following events:
    - Create an approval, Get an approval, Add or update stages, Add or remove participants, Make decisions on an approval, Remind or follow up with participants, Delete approval

Note: the product team is currently working on a migration tool for Fusion scenarios that will make this easier in the future. This is targeted for release in Nov '26



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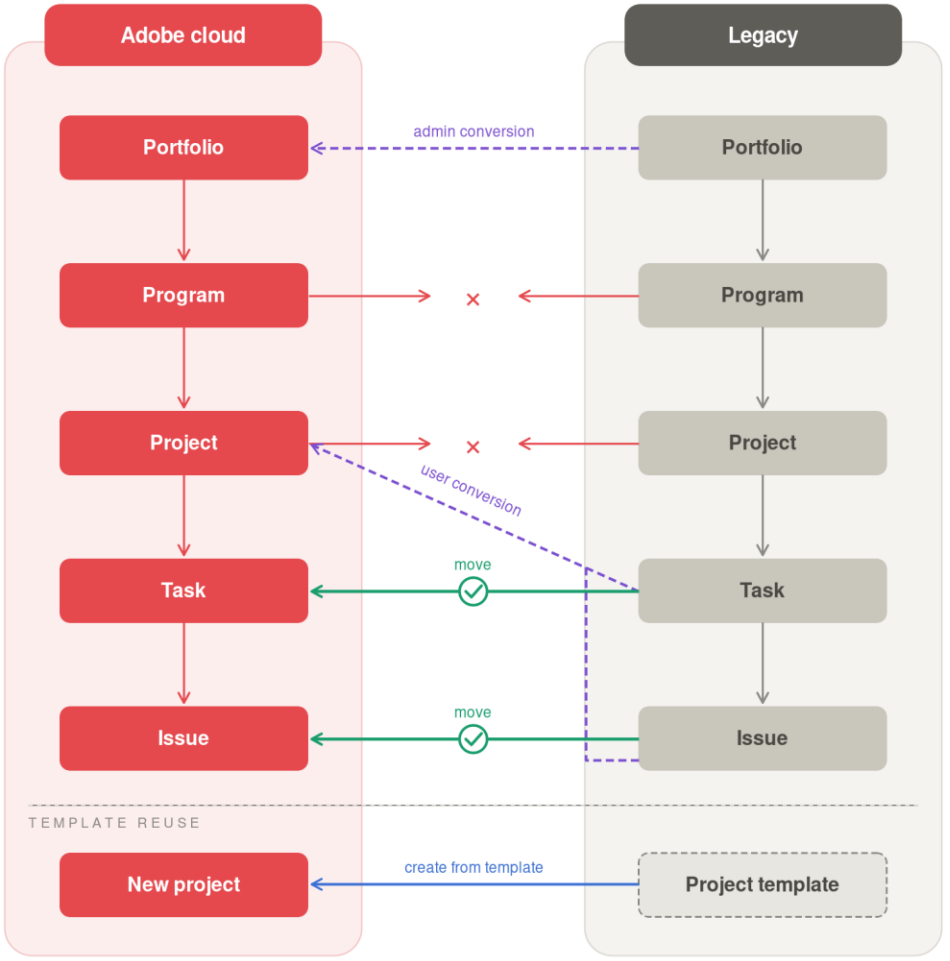
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SHIFT #9

Workfront Object Behavior

Workfront objects on legacy storage are not compatible with Adobe cloud storage. Conversion capabilities ease the transition, with guardrails to prevent unintended consequences.

- Legacy objects can exist under Adobe cloud parents, but no new legacy child objects can be created once reparented.
- Admins can bulk convert legacy portfolios to Adobe cloud storage.
- Legacy project templates can be used to create Adobe cloud projects (template documents excluded).
- Moving or copying objects between storage backends is not permitted.
- Legacy tasks under a legacy project can be converted to an Adobe cloud project.
- Documents on tasks and issues land in a system-generated folder by default, scoping access to that task or issue's documents only.
- The `storageMode` parameter in Workfront API v22 supports automated project creation on either storage backend.



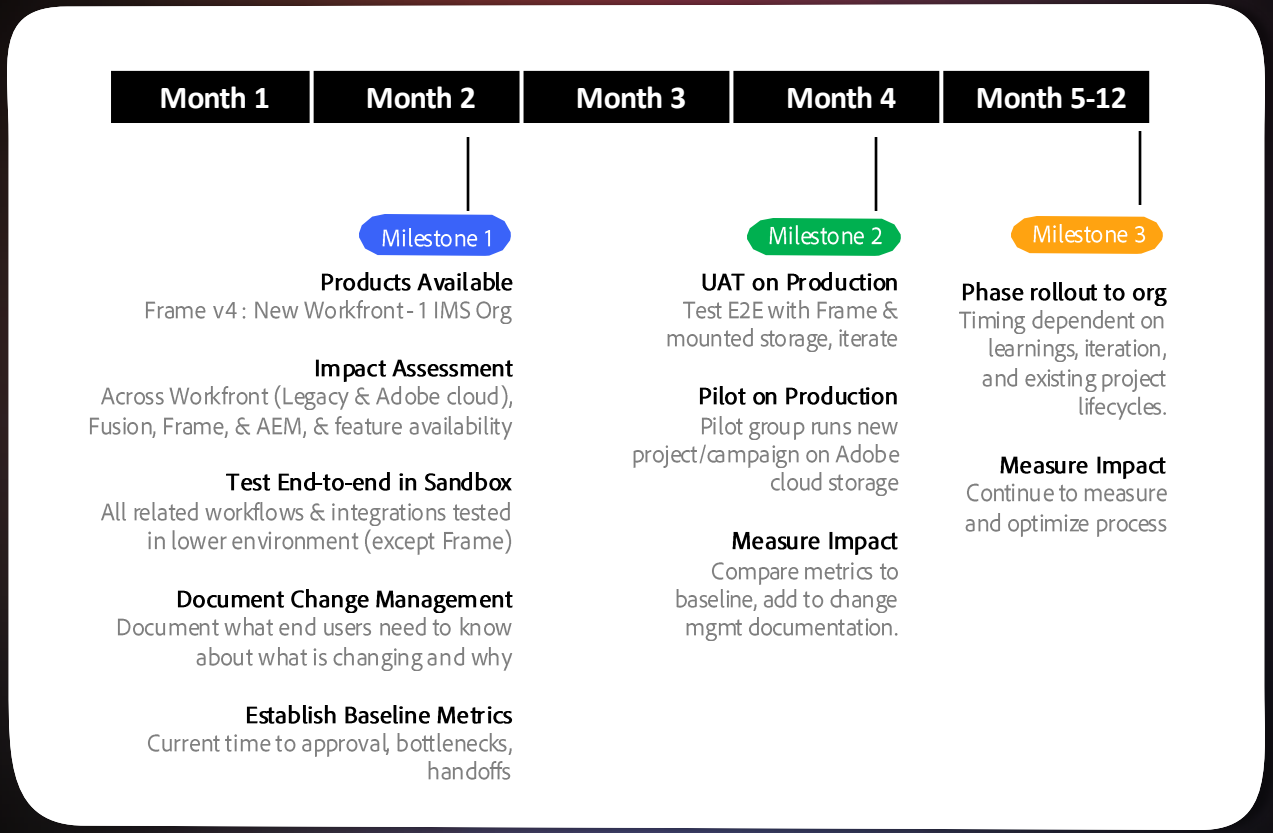
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SHIFT #10

Organizational Change Management

These are big changes that require careful change management, including a controlled and phased rollout that give users time to understand what is changing and how it improves their work.

- Enable a test group on Adobe cloud storage in Workfront lower lane environment.
- Test E2E workflow, including automations and integrations (Frame does not support lower lanes)
- Enable test/pilot group in Workfront production and test E2E in Frame.
- Measure baseline metrics (i.e. time to approval from concept, number of copied assets).
- Track new metrics using unified review and approval with a canvas dashboard and compare them against the baseline.



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Roadmap

Target Release Timeline

Dates are targets **not product commitments*

Last updated: October 27, 2026

*GA for **existing** customers (upon renewal)*



Q2 '26

- Multi-stage approvals (basic)
- Docs on issues/tasks
- Sandbox support
- Content Reviewer: Copy
- Group level enablement
- Workfront > Frame navigation
- Approvals widget enhancement
- Storage quota display
- Overlay/pixel comparison
- Custom message on request
- Print summary

Q3 '26

- MCP for Content and Approvals
- Express x Frame integration (static)
- Unified Approvals Fusion support (API & Connector)
- Object conversion guardrails
- Mounted Storage with Workfront
- Parallel path approvals
- Portfolio, tasks, and issues conversion to Cloud Storage
- Legacy template compatibility
- Share approval templates
- AEM Linked Assets & Content Fragments with Content Advisor
- Audit logs
- Add an image to a comment

Q4 '26

- Map to Frame Workspaces
- Add teams to approvals
- Enhanced versions
- Unified comments (Phase I)
- Open Workfront in CC
- Grouped approvals
- HTML / Live URL reviews
- Delegate approvals Nov
- Granular notifications Nov
- Fusion migration tools Nov
- Frame linked to WF Sandbox Nov
- Approved with changes Dec
- Mark review complete in Frame Dec

H1'27 (Tentative)

- Multi-instance support
- @mention in comments
- Granular folder permissions
- Link external 3rd party documents
- eSignatures
- AEM linked folders
- Open CC and Cloud Drive files in Workfront
- Private stages/comments
- AEM linked folders
- Express x Frame integration
- GenStudio x Frame integration

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Adobe

*Dates are targets **not product commitments***

Unified Review & Approval – Feature Matrix

Last updated: Oct 15, 2026

	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	✓	H1'27	H1'27	
Adobe Express integration (Static)	✓	✓	✓	
Interactive content review – HTML/Live URL	✓	✓	✓	
Custom messaging	✓	✓	✓	
Audit logs	✓	✓	✓	
eSignatures	✓	H1'27	H1'27	
External Doc Support	✓	H1'27	H1'27	
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	✓	✓	
Grouped approval reviews	X	✓	✓	
Enhanced commenting experience	X	✓	✓	
Native integration with Creative Cloud apps	X	✓	✓	
Optimized file transfers via frame web and transfer app	X	X	✓	ENNHANCED CAPABILITIES WITH FRAME ENTERPRISE
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	✓	

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Additional Resources

- Move to Workfront on Adobe Cloud Storage
- Unified Review and Approvals: Getting Started
- Unified Review and Approvals: Overview and FAQ
- Adobe Workfront x Frame.io Integration Overview
- Webinar: Unified Review and Approvals: Everything You Need to Know to Get Started

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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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Event Feedback

Before you go, please take less than a minute to share your (anonymous) feedback on today's event via this short survey.

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Q&A

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Workfront Updates

Upcoming Events, Latest News, and More

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Experience Maker Awards

Submission for the 2027 Experience Makers Awards are open through November 20. Apply here.

For Workfront customers, **THE CONDUCTOR** recognizes companies that are orchestrating AI-powered content creation and scaling production, management, and delivery with Adobe products and AI capabilities.

Submissions must include Adobe Workfront, Adobe Experience Manager Assets, Adobe Creative Cloud, and one (1) or more of the following: Adobe Firefly, Adobe Firefly Creative Production, Adobe Express, Adobe GenStudio for Performance Marketing.



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FREE Events for Workfront Customers

Virtual Events

- November 3 – Workfront Planning: From First Build to Team Collaboration
- November 17 – Customer Story: Migrating to Workfront V2 *(more details coming soon)*
- November 18 – Workfront Fusion Wednesday Forum
- December 10 – Unified Review and Approvals: Your Questions Answered by the Product Team

In Person Events

- October 29 – The Skill Exchange Live in NYC
- Find an Agentic Marketing Garage event near you!

Connect



Register for our events and find previous recordings on the Experience League events page.



Join the Workfront community for discussions and peer support.



Look for the Workfront Wire, our monthly newsletter, pinned at the top of the community!



Join a Workfront User Group and register for events.



Share and find Workfront-related jobs on the Job Board.

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