

aws marketplace

Firefly

Reviews, tips, and advice from real users



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Product Recap



Firefly

Firefly Recap

Firefly offers a comprehensive set of tools designed to enhance productivity and streamline business processes. It delivers valuable features but may require tweaks in some areas to fully optimize its performance for all sectors.

Firefly stands out by providing functionalities that cater to a tech-savvy audience, assisting in managing tasks efficiently. Its flexible integrations and user-oriented features enable it to adapt to specific industry demands, enhancing efficiency and cross-platform collaboration. Feedback highlights areas such as scalability where Firefly could improve, yet it remains a robust resource for professionals seeking reliable technological solutions.

What features define Firefly?

- **Task Automation:** Reduces manual workload by automating repetitive tasks.
- **Flexible Integrations:** Seamlessly connects with other platforms for streamlined operations.
- **Data Analytics:** Provides insightful data tracking for informed decision-making.

What benefits should you seek in Firefly reviews?

- **Increased Efficiency:** Enhances workflow by minimizing tasks.
- **Scalability Opportunity:** Offers a platform that can grow with organizational needs.
- **Cost-effectiveness:** Provides a balance of functionality and affordability.

In industries like technology and finance, Firefly is often implemented to optimize operational efficiency and facilitate data management. Adaptations in workflow automation have proven beneficial, creating a versatile environment that supports innovation and adaptability in fast-paced sectors.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Firefly saves one employee, it saves 5 million annually, and we are currently improving 40% of our go-to-market time while reducing cost by 30% and increasing revenue by approximately 20%.”



MohammadRashid

Senior Software Consultant at a hospitality company with 10,001+ employees

- ✓ “Firefly has impacted my work positively by making it more creative and productive.”



Sanjay Charitesh Makam

Student at Rochester Institute of Technology

- ✓ “With Firefly, you never miss anything; it helps you incorporate new technology, automate whatever you are doing in your organization, and its governance and security is secure and very stable.”



John Frank

Project Manager at SunTrust

What users had to say about valuable features:

“In my opinion, the best features that Firefly offers are the text-to-image and text-to-video features. Firefly also offers the generative fill feature for Photoshop, which is considered the best feature among people on the internet as I have read on Reddit. Basically, it gives users an option to add, remove, or replace objects in an image. This is the best feature because we do not want some objects in images, so we can easily remove them. It can generate videos and images. These are the best features I feel currently, and there are also custom models coming in as I have read in the news, though I do not know exactly when.

“Firefly has impacted my work positively by making it more creative and productive. We no longer need to go into Google and search for images or make two to three images and edit the images we are thinking of. Instead, it generates images and videos just by a single prompt. We have legal confidence that we do not get copyrights or get sued for using images or videos because these are AI-generated. I can also use my creative mind by giving creative prompts to Firefly. We can maintain good consistency among all our images and videos..”

Sanjay Charitesh Makam

Student at Rochester Institute of Technology

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“Firefly offers several best features in my opinion. We have the TTS feature and TTV feature. Additionally, suppose I have a single image from the creative designer and I want to generate different variations or different sizes of that image that will get adapted mostly on Google Ads. For example, I want to generate different renditions of that same image in different resolutions. I can quickly go to Firefly and from a single image generate different multiple images in different renditions.

“Firefly also helps us expand images. For example, I have a small image that is a portrait and I want to convert that as a full image or a hero image, which fits on a wide screen. Firefly helps us generate the images. It will not be stretching or squeezing your image. Instead, Firefly takes the context from your image and generates the next object which could appear. For example, if I am standing on a beach, it will generate the beach. It will generate a few people, it will generate some pictures of the sea, maybe some coconut trees.

“Firefly has positively impacted my organization a lot. I can say it is helping us reduce the effort and cost, saving the cost. For example, I have to create one image for our social media post. For that, we have to request our creative team, and then a creative designer will work on that idea and take one day or two days to get the design complete. After that, it comes to the review. With the help of Firefly, we can quickly generate the images and get them reviewed. Our go-to-market becomes easy. Within two hours or three hours, we can complete this whole process: generation, review, and all, and go to the market instantly. Additionally, if we have one image available and I want to quickly launch a Google Ad campaign that requires different renditions of the image, I can quickly use Firefly and generate different renditions of the image using the single image. So, it also reduces the dependency which we had earlier with the creative designers and the creative team..”

MohammadRashid

Senior Software Consultant at a hospitality company with 10,001+ employees

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“Firefly offers best features including that it's easy to integrate with the various platforms that we use for presentation. That is third-party apps from Zoom and Google Meet. It's easy to integrate it. When you integrate it with those platforms, it makes your job easier, such that when you're doing the presentation or doing the recordings, it's able to transcribe and pick out whatever is being presented in the meetings.

“Another valuable feature is the affordability. Firefly is a platform that suits everywhere, even for individual users, for small and medium enterprises, and even large organizations. It suits across board, whatever industry you're working with, you are able to integrate it and work with it.

“Firefly is an AI-powered platform. All those things that it does are AI-powered, meaning that you are able to predict and have a proper working environment that incorporates technology. It ensures we don't miss out on any emerging issues in AI and technology.

“The integration with Zoom or Google Meet has helped my workflow significantly. Firefly is a conversation intelligence platform. When you integrate it with Zoom, it means that they become embedded, or they become integrated together.

“An example is when you are doing the screen sharing or when you are receiving feedback. Usually, when you are using Zoom or Google Meet, there is a section for participants where they give their feedback. When you integrate it, Firefly picks out whatever is being presented or the issues that are being raised by the participants. Therefore, it records those issues and you are able to see them on time and also respond to them in real time.

“This ensures there's a two-way feedback, whatever you are presenting and whatever your participants are giving to you. That's why in the end you find that the meeting becomes very participatory. You get feedback and you are able to respond to the issues that are being presented..”

John Frank

Project Manager at SunTrust

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Other Solutions Considered

“I have previously used a different solution such as ChatGPT's image generation and Google's image generation. I used multiple tools because every operator offers only limited credits, so I switched among the tools for generations. I feel Adobe is also a good option..”

Sanjay Charitesh Makam

Student at Rochester Institute of Technology

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“I advise others looking into using Firefly that it is a good option to generate AI images or videos or generative fill options. They can consider and use the free plan or the paid plan. It is worth it..”

Sanjay Charitesh Makam

Student at Rochester Institute of Technology

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“I did not use any different solution. Before that, we were using the legacy system, which was creating the image from scratch. Tools such as Photoshop or Illustrator, or maybe Spark or Adobe Express, these were the tools which we used to use earlier..”

MohammadRashid

Senior Software Consultant at a hospitality company with 10,001+ employees

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ROI

Real user quotes about their ROI:

“We have seen a return on investment with Firefly. We are spending \$10 per month and we are using videos and we are getting a good amount from it because we are using it on projects and slides. People are impressed by the images because sometimes images make sense for people..”

Sanjay Charitesh Makam

Student at Rochester Institute of Technology

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“Firefly saves one employee. It saves 5 million annually. In return on investment, we can say that all of our team members now are creative designers. They can give their input, they can generate the images, and they can play around.

“We are currently improving 40% of our go-to-market time. Also, if I talk about the revenue, it is helping us reduce the cost by 30%. Then, revenue is increasing with the help of new ideas which we are seeing. That is 20% approximately as of now, since we are already in the experimental mode..”

MohammadRashid

Senior Software Consultant at a hospitality company with 10,001+ employees

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Use Case

“My main use case for Firefly is for text-to-image or text-to-video. I use Firefly for content creation, and I have generated many images and videos for my videos from Firefly. I use it not only for videos, but also for some projects and group presentations. By giving just a prompt, it will generate images or videos. There are many generative AI features available, but I mostly use generative image generation and video generation from prompts..”

Sanjay Charitesh Makam

Student at Rochester Institute of Technology

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“I typically use Firefly to generate images. For example, when I want to create a social media post and quickly generate a Facebook ad, Firefly helps us generate quick images for our paid media or social media ads. At the same time, it is also helping us generate quick videos, small videos that can be used in campaigns.

“My main use case for Firefly is mostly generating images and getting some idea of the creation process. Suppose I am working on a new project and do not have the idea of how to put different objects together. I go to Firefly, add the prompt, and see how Firefly generates the images. Based on that output or the generated image, we get some insight and start working on the actual creative..”

MohammadRashid

Senior Software Consultant at a hospitality company with 10,001+ employees

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“My main use case for Firefly is that it's a platform that we use to take notes in an automated manner. Whenever we are having meetings, or whenever we have presentations, or whenever we have meetings and especially webinars or conducting interviews, instead of taking the notes on whatever the speaker notes in a manual manner, we use Firefly, whereby it records, transcribes, and keeps the records automated and well in a software soft copy version.

“A specific example of when Firefly made things easier during a meeting is when we were having a board meeting, and there were a lot of speakers, mostly the stakeholders and the participants. Our editorial team was having a hard time picking out everything whatever every speaker presented, and the records turned out to be not very accurate. But with Firefly in place, it was able to copy everything and later transcribe and edit every speaker's presentation, and we made it accurate..”

John Frank

Project Manager at SunTrust

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“Before choosing Firefly, I did not evaluate other options because I did not have any options, so I directly chose it because it offers free credits and I did not want to waste them..”

Sanjay Charitesh Makam

Student at Rochester Institute of Technology

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Other Advice

“This interview was good, and I do not think there is anything I should change for the future. I found it valuable to discuss my use case with Firefly and other ways I have experimented with it. I gave this review a rating of 9..”

Sanjay Charitesh Makam

Student at Rochester Institute of Technology

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“Firefly is deployed on a public cloud. It is accessible through firefly.com.

“It is an amazing tool for me. I find it helpful, quick, and easy to use.

“If your use case suggests it, do not go for the other tool, just use Firefly. That is the best tool which I feel. I recommend the same to you.

“I found it good and interactive. The best AI interview. It is awesome and fantastic.

“My review rating for this product is 10 out of 10..”

MohammadRashid

Senior Software Consultant at a hospitality company with 10,001+ employees

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“One thing I can add about the features is on the user interface. Most people find Firefly to be very intuitive, not lagging behind or people are able to use it very efficiently. That's one thing that has made it to be well adopted by people and to be endearing to even potential clients.

“One specific outcome since using Firefly is the increased participation. We find that with online meetings or webinars or even when conducting interviews, you are able to do it in a time that is convenient to you and the participants. You don't have to set a specific time, unlike in physical meetings. It enables you to execute meetings or whatever you are discussing in a twenty-four-seven manner.

“Also, in costs, you just need to have a secure internet and then you do everything on Zoom or Google Meet and Firefly transcribes everything. So, you reduce the cost, travel cost and hiring halls or in areas to conduct the physical meetings. Those are the metrics that you have seen.

“Regarding Firefly's AI capabilities, its governance and security is secure. With Firefly, you never miss anything. It helps you incorporate new technology, and in incorporating new technology, you are able to automate whatever you are doing in your organization. Its governance and security is secure and very stable.

“Regarding Firefly's AI capabilities, its accuracy and reliability of output is enhanced due to its AI capabilities. AI ensures that you never miss out on anything. AI also ensures that it helps in automation and reducing the human input in the platform. Lack of AI or using human workforce is what led to having messy meetings and messy note taking, but now with AI, it becomes more accurate and reliable to use Firefly.

“My advice to others looking into using Firefly is that if you feel that note taking or minute taking is becoming tedious and error-prone, Firefly will automate the whole thing and it will do the heavy lifting, that is automating and transcribing. What you get is a soft version or a clearly enacted version of whatever was discussed in the meetings. It will automate everything and ensure no errors and keep the meetings lively and ensure that your participants never miss any webinar or whatever interview you are doing. I rate this product an eight out of ten..”

John Frank
Project Manager at SunTrust

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