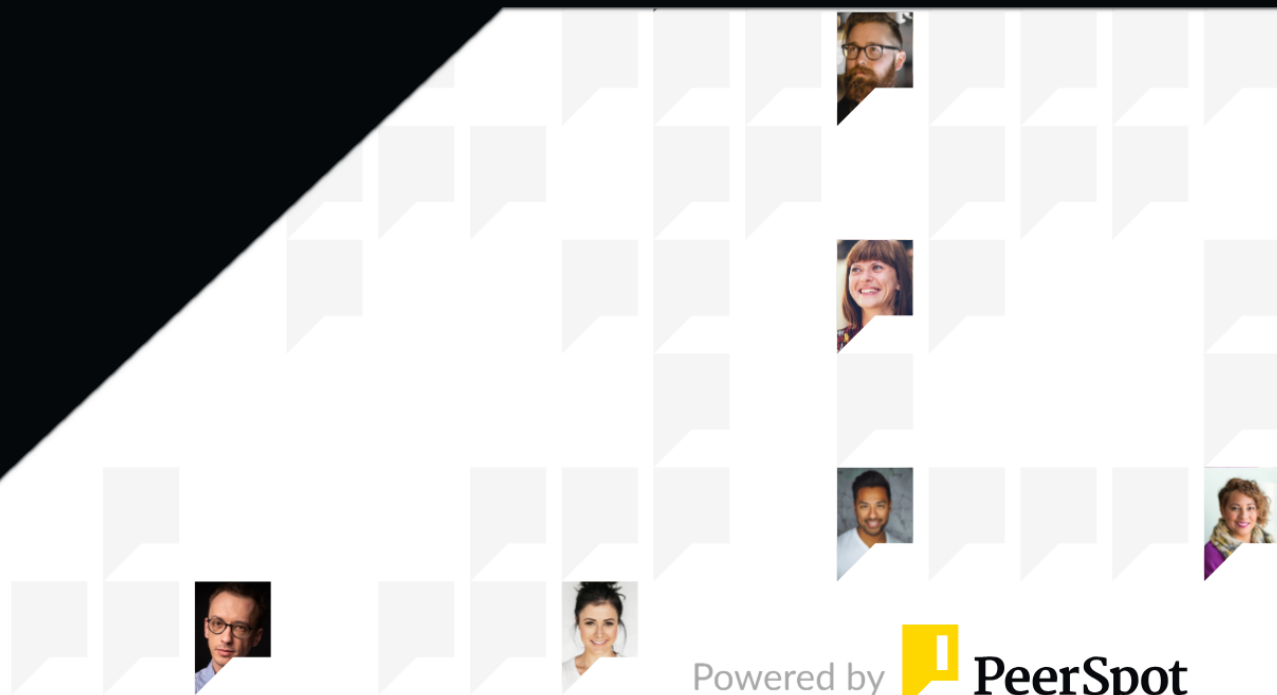


aws marketplace

Firefly

Reviews, tips, and advice from real users



Powered by  **PeerSpot**

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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 has positively impacted my organization mainly through cost savings and governance, allowing me to have a centralized dashboard for a complete view of my AWS accounts to find problems easily and saving me time because I no longer need to write every Terraform from scratch, as Firefly provides best industry practices code.”



RasanpreetSingh

Senior Cloud Consultant at a tech vendor with 10,001+ employees



“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



“Firefly has a positive impact on my organization by improving cloud governance, infrastructure consistency, and engineering productivity.”



Harsh Kaneria

SDE-2 at a tech vendor with 1-10 employees



“Firefly is excellent for generating text images and editing images.”



RahulSoni

Senior Data Consultant at Simple MDG

What users had to say about valuable features:

“Firefly is excellent for generating text images and editing images. It effectively recognizes different elements in images, whether it is a photo, digital art, oil paint, anime-related, or 3D modeling, allowing me to manipulate and merge objects accurately.

“Firefly improves teamwork by delegating tedious tasks like cutting objects and removing backgrounds to less experienced juniors. This delegation allows us to focus on heavier, more critical tasks that require our expertise.

“The machine learning aspect of Firefly contributes to predicting market trends only if we utilize it accordingly. If we share diagnostics, it might assist; otherwise, we typically do not provide that data. Adobe could enhance the AI for self-learning, utilizing user-uploaded designs..”

RahulSoni

Senior Data Consultant at Simple MDG

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“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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“The best features Firefly offers are automatic Infrastructure as a Code generation, configuration drift detection, unified cloud inventory, policy as code governance, asset history, and change tracking.

The automatic Infrastructure as a Code generation feature saves a lot of manual effort. For example, when an existing AWS resource is created manually or I inherit an environment that is not managed by Terraform, Firefly scans the environment and generates the Terraform code for those resources automatically. My team reviews the generated code, commits it to Git, and starts managing infrastructure through our normal CI/CD pipeline.

Another feature I find valuable is end-to-end infrastructure visibility.

Firefly has a positive impact on my organization by improving cloud governance, infrastructure consistency, and engineering productivity. Some of the key benefits are reduced manual effort in managing Infrastructure as a Code, improved visibility into cloud resources across accounts, and faster identification and remediation of configuration drift. .”

Harsh Kaneria

SDE-2 at a tech vendor with 1-10 employees

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“The best features Firefly offers include cost saving and drift detection, which native infrastructure as code solutions do not provide. Drift detection and governance are great features for Firefly that help me identify unutilized resources that can save costs.

“Firefly's drift detection and governance help me day-to-day by notifying me of any configuration drifts, such as when developers change configurations that I cannot control. For example, if I have a number of VMs running and their configurations are changed, Firefly alerts me to these changes, allowing me to identify gaps in configurations that can be corrected.

“Firefly's accuracy and reliability in output are impressive, with approximately 80% accuracy in building the required code for various services from the foundation services like EKS and VPC.

“Firefly has positively impacted my organization mainly through cost savings and governance. It allows me to have a centralized dashboard for a complete view of my AWS accounts to find problems easily. Additionally, it has saved me time because I no longer need to write every Terraform from scratch, as Firefly provides best industry practices code.

“For example, I monitored my database instances and found that someone had expanded the ACU size from the required number to ten times more, which began costing me \$10,000 monthly extra for one AWS account. Firefly detected this and saved me the \$10,000 extra expenditure..”

RasanpreetSingh

Senior Cloud Consultant at a tech vendor with 10,001+ employees

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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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Other Solutions Considered

“I have explored other AI tools available in the market that serve similar functions as Firefly, like Veivo and Canvas. We often utilize these tools when cost is a consideration and when tasks can be accomplished without using Firefly tokens..”

RahulSoni

Senior Data Consultant at Simple MDG

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“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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“Prior to choosing Firefly, I evaluated some Terraform Enterprise solutions, but we decided to go with Firefly because it supports multi-cloud environments and offers the enriched solutions we were looking for..”

RasanpreetSingh

Senior Cloud Consultant at a tech vendor with 10,001+ employees

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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 have not used any paid infrastructure as code solutions before; we were utilizing Terraform for manual coding of everything. Firefly has made the implementation process easier and allowed for standardized processes.

“Prior to choosing Firefly, I evaluated some Terraform Enterprise solutions, but we decided to go with Firefly because it supports multi-cloud environments and offers the enriched solutions we were looking for..”

RasanpreetSingh

Senior Cloud Consultant at a tech vendor with 10,001+ employees

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ROI

Real user quotes about their ROI:

“I see a return on investment because Firefly allows fewer resources to be needed for project delivery, resulting in a win-win situation for staff efficiency..”

RasanpreetSingh

Senior Cloud Consultant at a tech vendor with 10,001+ employees

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“I would say that profit generation increases by about 5 to 10 percent due to the efficiency Firefly provides, even after accounting for its costs and related expenses..”

RahulSoni

Senior Data Consultant at Simple MDG

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“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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“My main use case for Firefly is cloud infrastructure management and Infrastructure as a Code governance. Specifically, I use it to discover and inventory cloud resources, detect configuration drift between cloud environments and Terraform, and generate and maintain Infrastructure as a Code.

Another valuable use case for Firefly is improving infrastructure visibility across teams. .”

Harsh Kaneria

SDE-2 at a tech vendor with 1-10 employees

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“I currently work with multiple products, including Firefly, which I have used, and a couple of other Cloud AI tools for graphic designing.

“I have been utilizing Firefly for approximately one and a half years.

“I use Firefly as a customer, while my brother utilizes it professionally as a graphic designer and digital artist..”

RahulSoni

Senior Data Consultant at Simple MDG

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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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“I have been working more than seven years in the AWS cloud solutioning part.

“My main use case for Firefly is for AWS solutioning and building the infrastructure as code, because infrastructure as code is a standard for building new infrastructure. I used Firefly for building new code.

“A specific example of how I used Firefly for infrastructure as code in my AWS solutioning work is when I was starting a new project and needed to write the entire infrastructure as code from scratch, similar to any Terraform or CloudFormation resources. Firefly helped me from scratch to building a solid infrastructure as code and deploying my resources on the cloud, leading to end-to-end delivery for infrastructure.

“Regarding my main use case for Firefly, during the project, we had many resources manually created, making it difficult to find and standardize building the infrastructure code. Firefly's UI and visualization dashboard helped me find those resources, allowing me to transform and build infrastructure code that met the necessary compliance standards..”

RasanpreetSingh

Senior Cloud Consultant at a tech vendor with 10,001+ employees

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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.

“Firefly handles updates, patches, and ongoing maintenance smoothly by following a rolling update process, which has not caused any downtime for my application workloads..”

RasanpreetSingh

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Senior Cloud Consultant at a tech vendor with 10,001+ employees

“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

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Student at Rochester Institute of Technology

Customer Service and Support

“Customer support for Firefly has been good, as we can easily reach them through ticketing or email, and our issues are typically resolved within the required SLA.

“I would rate customer support an eight out of ten..”

RasanpreetSingh

Senior Cloud Consultant at a tech vendor with 10,001+ employees

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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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“My advice for others looking into using Firefly would be to start with a well-organized Infrastructure as a Code strategy. Firefly delivers the most value when Terraform or another [IaC](#) tool is already part of your workflow. Use it early to discover unmanaged resources and bring them under version control before cloud environments grow larger. Integrate it with your GitOps or CI/CD pipeline and review AI-generated [IaC](#) and remediation suggestions before applying them to production. I would rate this product a 9 out of 10..”

Harsh Kaneria

SDE-2 at a tech vendor with 1-10 employees

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“I have not faced issues with customization in Firefly for our editing or perspective changes, which do not require additional features. Removing objects works well, and currently, we have not encountered any problems.

“We keep our ideas close without extensively relying on AI for insights, maintaining our artistic expression. We prefer to identify trends and concepts ourselves, as over-reliance on AI could diminish the human touch.

“My overall review rating for Firefly is 7 out of 10..”

RahulSoni

Senior Data Consultant at Simple MDG

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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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“I would rate Firefly around 7.5 out of 10.

“I gave Firefly a 7.5 because it is very good for organizations looking to expand

their cost saving and governance capabilities. However, understanding how it fits into existing complex systems can be challenging, so I expect more integration improvements. For greenfield applications or infrastructure, Firefly is a top tool.

“Firefly provides helpful security recommendations and notifications about non-compliant cloud resources and can build a dashboard for tracking compliance fixes. I want to further explore how to remediate these issues using their AI agents in the next six months.

“Firefly handles compliance and regulatory requirements well by allowing us to define client-specific standards like HIPAA or ISO compliance. Once rules are set up, Firefly helps identify necessary remediation and governance.

“I purchased Firefly through the [AWS Marketplace](#).

“I believe we have covered most of the improvements needed for Firefly, particularly related to agentic workflows.

“I have primarily used Firefly on AWS as I am an AWS native user and have not integrated it with any other cloud vendors, though the documentation suggests it supports multiple vendors.

“The learning curve for new users adopting Firefly can be overwhelming; I believe improvements in onboarding and training materials are necessary to facilitate quicker adoption.

“My advice for others looking into using Firefly is that if they have a new team developing greenfield environments on AWS, Firefly will provide an extra hand to help start quickly and correctly by following best practices..”

RasanpreetSingh

Senior Cloud Consultant at a tech vendor with 10,001+ employees

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