

## Cost Savings And Business Benefits Enabled By Migrating To Adobe Acrobat DC

Organizations understand that they need to digitally transform their businesses to deliver better customer experiences, while also improving their operational agility to adapt to changes in the market or natural events. This requires organizations to place digital at the center of everything they do, i.e., from how they operate to how they win, serve, and retain customers. A successful shift will enable organizations to quickly adapt to changing customer needs and world events.

The COVID-19 pandemic, and the subsequent need for a 100% remote workforce, has highlighted the importance of digitizing paper processes and providing employees with the tools they need to work — and collaborate — from anywhere in the world and on any device. And yet, these changes can often be the most difficult part in achieving a successful digital transformation. Enabling remote work raises several security concerns, as digitizing and automating workflows can require technical expertise and technology that organizations may not have. In 2019, Forrester research found that decision-makers at

**“With Acrobat DC, we were able to automate the packaging and updating process. These functions are almost completely automated now. With these time savings, we are able to have an FTE spend more of their time managing different products and improving other processes.”**

*System engineer, insurance*



Return on investment (ROI)  
**303%**



Net present value (NPV)  
**\$2.03M**

small and medium-size businesses (SMBs) listed security (27%), lack of technical skills or knowledge (20%), implementation of new processes and capabilities (17%), and legacy technologies (16%) as their greatest challenges when asked about the barriers that exist to a successful digital transformation.<sup>1</sup>

The organizations that Forrester interviewed and surveyed for this study echoed many of the same concerns. Their legacy PDF solutions lacked the capabilities necessary to support a digital transformation.

Adobe Document Cloud provides organizations with the tools they need to digitize processes, empower employees, and meet the growing expectations of their customers. Adobe Document Cloud includes Adobe Acrobat Pro DC, Adobe Sign e-signature capability, and Document Cloud apps and services that integrate with an organization's existing applications, processes, and systems to digitize document workflows, automate document processes, and enable users to collaborate from anywhere, across desktop, mobile, and web platforms.

Additionally, Adobe's experts are an invaluable resource for organizations that need additional help in tackling unique business challenges.

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed four customers and surveyed 100 decision-makers with experience using Adobe Document Cloud.

## INVESTMENT DRIVERS

The organizations that were interviewed and surveyed for this report believed that investing in Adobe Document Cloud would help them achieve the following benefits:

- **Empower employees to work from anywhere.**

The interviewees and survey respondents believed that the security features provided by Adobe would help them enable users to work remotely while protecting company information across their devices. The interviewees believed that Adobe's security features would help them secure their files and restrict access as needed. With Acrobat DC, IT can easily assign and track licenses and centrally deploy software to support both local and remote users, helping them stay productive and secure.

- **Provide them with a strategic partner.** The interviewees noted that access to Adobe's experts would be an invaluable resource as they transformed their business processes. They believed that these experts would help them tackle challenging problems.

- **Increase employee satisfaction and efficiency.** IT and procurement teams found that auditing and managing their organizations' perpetually licensed PDF solutions to be difficult and time-consuming. Meanwhile, HR, finance, and dozens of other departments had to track and manage paper processes, often having to manually enter data into various databases. And because many of the interviewees lacked a standard PDF solution set, collaboration among

departments was often challenging. The interviewees believed that Adobe Document Cloud could address these challenges and improve employee morale.

**"We had stacks and stacks of contracts [before]. It would have taken me days, if not weeks, to get through all of the purchase orders I had to sign. Meanwhile, my hand would cramp up. And by the time I'd be done, there would be another pile waiting for me."**

*IT asset manager, professional services*

- **Reduce costs by digitizing and automating paper processes.** The interviewed organizations hoped to reduce their spending on paper, postage, and storage by digitizing a significant number of processes. The interviewees believed that they could achieve additional cost savings by automating many workflows; this would enable them to reallocate employees to other, higher-value tasks.
- **Improve customer satisfaction by shortening and digitizing signature processes.** Many of the interviewees still relied on physical signatures for contracts. Relying on physical signatures made every step of the process longer: Review cycles were slowed, shipping and tracking contracts were time-consuming, and documents were more likely to be lost or forgotten. This left customers and employees frustrated. The interviewees believed that Adobe Sign would accelerate revision cycles, reduce errors, prevent contracts from getting lost or forgotten, and make customers happier.

## KEY RESULTS

Through Adobe Document Cloud, the interviewed organizations recognized the following benefits:

### **Employees saved an average of 10 minutes per day due to improved productivity.**

- **Digitizing workflows saved employees time.** Digitizing and automating paper-based tasks saves employees from having to perform manual, error-prone tasks. Adobe Sign makes it easier and faster to review and sign documents. Additionally, because employees can convert PDF files into other formats, they don't have to spend time recreating lost source files from PDFs. All of these activities save users substantial amounts of time. Equally important, interviewees noted that employees were happier now that some of the most tedious parts of their jobs were automated.

The IT asset manager at a professional services firm said: "We have a group that is looking to replace all of their forms with Adobe forms. They're also planning on integrating [Adobe] Sign with the web form, and automating it with Microsoft's Power Apps. So the application, approval, and signature steps will all be digital, and then the document will be filed appropriately into our SharePoint."

- **Collaboration became much more straightforward.** Adobe Document Cloud enabled workers to collaborate more efficiently across geographies and devices, helping them to drive business benefits. Users could now work on PDFs across all of their devices with Acrobat DC, and the online review service helped them share and manage feedback in one place — keeping everyone more efficient with fewer versioning issues. Additionally, Acrobat DC helped organizations reduce rework because users no longer had to recreate spreadsheets, presentations, or other documents if the source document was lost.

The software asset manager explained that Document Cloud helps their firm's underwriters across the contract lifecycle: "Our underwriters can review the changes made to a contract, sign a contract, request a signature, and redact information all through one application." These benefits also extended to the interviewees' legal teams during document reviews.

### **IT teams gained efficiencies by reducing the time required to audit and manage their licenses by 80%.**

- **Organizations could audit their environment more quickly and accurately.** Adobe's administrative tools enabled IT teams to audit their environment in a fraction of the time it took before. This saved organizations time, while also providing procurement and security teams with a more accurate picture of their environment. Procurement teams had a clearer picture of their costs than they did with their perpetual licenses, while security teams could quickly identify and remediate security concerns caused by out-of-date software.
- **IT teams saved time by consolidating under Adobe and automating various processes.** IT teams automated software updates and the provisioning and deprovisioning of users, saving time and effort. Furthermore, because the interviewed organizations consolidated under Adobe, IT teams no longer had to maintain multiple PDF and e-signature solutions.

### **Organizations reduced their material costs by 15%, making strides in sustainability.**

- **Shifting to digital processes saved organizations money.** Organizations were able to reduce their spending on paper, postage, and other material goods by shifting to digital processes.

## TOTAL ECONOMIC IMPACT ANALYSIS

For more information, download the full report “The Total Economic Impact™ of Adobe Document Cloud,” commissioned by Adobe and delivered by Forrester Consulting.

### STUDY FINDINGS

Forrester interviewed four organizations and surveyed 100 decision-makers with experience using Adobe Document Cloud and combined the results into a three-year composite organization financial analysis. Risk-adjusted present value (PV) quantified benefits include:

- Employees saved an average of 10 minutes a day due to improved productivity.
- IT teams reduced both the time needed to audit their environment by 80% and the FTEs required to manage their PDF solution by 50%.
- Organizations reduced their material costs by 15% and eliminated now redundant PDF and e-signature licenses.



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**Net present value (NPV)**

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## Appendix A: Endnotes

<sup>1</sup> Source: Forrester Analytics Global Business Technographics® Infrastructure Survey, 2019.

### DISCLOSURES

The reader should be aware of the following:

- The study is commissioned by Adobe and delivered by Forrester Consulting. It is not meant to be a competitive analysis.
- Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the report to determine the appropriateness of an investment in Adobe Document Cloud.
- Adobe reviewed and provided feedback to Forrester. Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning.
- Adobe provided the customer names for the interviews but did not participate in the interviews.

### ABOUT TEI

Total Economic Impact™ (TEI) is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders. The TEI methodology consists of four components to evaluate investment value: benefits, costs, risks, and flexibility.

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