



**University of Missouri**  
**Division of Information Technology**  
<http://doit.missouri.edu>

**Industry**  
 Higher education

#### Challenges

- Streamline forms processing
- Implement industry-leading platform for select IT services
- Leverage integrated set of tools in seamless workflows

#### Solution

- Web-based forms processing
- Leading public university system adopts Adobe Acrobat Pro and an integrated Adobe software solution to streamline administrative processes with interactive Adobe PDF forms.

#### Results

- Saved time and money by moving from manual forms processing to online Adobe PDF forms
- Improved user experience by eliminating cumbersome paper pushing
- Accelerated production cycles for designers and developers
- Achieved security standards and 508-compliance
- Streamlined workflows for web and print publishing

#### Systems at a glance

- Adobe Creative Suite® Design Premium and Web Standard. Components used include:
  - Adobe Illustrator®
  - Adobe Photoshop®
  - Adobe InDesign
  - Adobe Dreamweaver®
  - Adobe Acrobat Pro

## University of Missouri

Missouri's largest public university uses Adobe® Acrobat® Pro and Adobe PDF to leverage interactive forms, expediting administrative services

### Forms that function

Considered one of the top-tier higher educational institutions in the United States, the University of Missouri in Columbia excels in teaching and research, and is the flagship campus of the four-campus University of Missouri system. The university offers more than 265 degree programs and records a diverse enrollment with 28,000 students from every county in Missouri, every state in the United States, and 100 countries.

The Division of Information Technology (DoIT) at the University of Missouri delivers technology services to faculty, staff, and students at the University of Missouri-Columbia as well as the University of Missouri System. From application development to wireless networking, DoIT provides a computing and telecommunications infrastructure that empowers the entire campus community to reach the core educational goals of the university.

As part of an ongoing initiative to reduce costs and increase customer information and satisfaction, DoIT has moved some software ordering and forms processing to Adobe Portable Document Format (PDF). Using Adobe Acrobat Pro and Adobe InDesign® software, a forms developer designed and deployed several online interactive forms to help core business processes flow smoothly.

Previously, students, faculty, and staff completed, printed, and faxed online forms. The online forms did not have calculated fields, nor were they able to capture digital data and information. Now, interactive Adobe PDF forms are available online in a secure framework convenient for users, because of dynamic calculated fields and digital capture of the XML information.

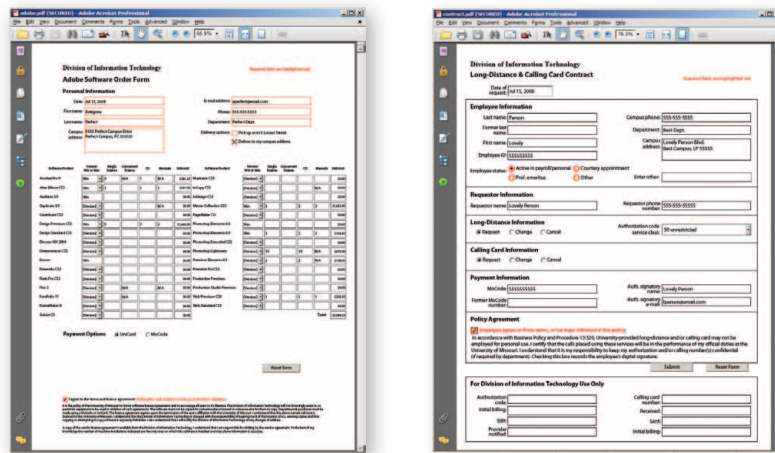
"This is only the beginning," says Terry Robb, director of Information Technology, who is heading up the online forms project. According to Robb, the Adobe PDF forms solution has been very well received by the campus community. "We expect to provide more campus IT service order forms using the dynamic sub form capabilities to render information virtually, based on the type of customer request."

### End-to-end savings

From ordering software to retiree IT service requests, DoIT uses Adobe PDF for several business processes. Literally, starting at the top, the University of Missouri Division of Information Technology's organizational chart is now published as an interactive Adobe PDF document, enabling users to click on links and navigational buttons to visit various division department's organizational charts. According to Brennan Hobart, PDF form developer and marketing specialist for DoIT, the beauty of the dynamic chart in terms of maintenance is that a single update to the Adobe PDF file globally updates all the web links to the specific page of the document.

Typically, information that previously was spread out over multiple pages using HTML fits neatly onto a one-page Adobe PDF form. "Users can quickly print, sign, and submit compact Adobe PDF forms," says Robb, who contends that one significant advantage of working with Adobe PDF forms is that they are so easy to change—an important consideration when working in a dynamic educational environment.

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Terry Robb  
 Director of Information Technology,  
 University of Missouri Division of  
 Information Technology

DoIT's software sales team, for example, has incorporated a calculator function into the Adobe PDF sales order forms that eliminates the need to total customer orders manually. At the same time, staff can capture the raw data from the Adobe PDF forms to instantly export the information into a Microsoft Excel spreadsheet. At the end of the year, the data is easily merged for annual reporting purposes.

### Rapid development framework

Marketing staff uses Adobe InDesign software to create form layouts, while some forms are created using advanced form design capabilities in Adobe Acrobat Pro. For example, to change a link or background in a form, all that is required is making minor updates to the InDesign file, exporting it to an Adobe PDF, and swapping out the background out, using Adobe LiveCycle® Designer, part of Adobe Acrobat Pro.

All DoIT PDF forms have a clean graphic look that remains consistent with the university's institutional identity. To ensure visual compliance across departments and divisions, DoIT marketing staff use master pages established in Adobe InDesign to maintain standardized character styles, paragraph formats, and font sizes. From a security perspective, Adobe PDF forms conform to university policies. As the team shifts to more sophisticated use of Adobe PDF forms, they are leveraging the hide and appear capabilities in JavaScript and using it to present survey questions dependent on response choice.

At the same time, all university online communications must conform to section 508 accessibility standards. "Adobe PDF forms can zoom to any size for the visually impaired which helps ensure screen readability," says Hobart.

### Holistic approach to print and web publishing

In addition to streamlining forms processing and print and web publishing processes, the Division of IT uses a wide variety of Adobe tools for everything from broadcast graphics to websites. Of particular interest is the student-facing university website, which was designed using Adobe Photoshop software and built in Adobe Dreamweaver. "Our student site, designed by Brennan Hobart and Jacquie Cummins and developed by Glenn Rice, was awarded the highest ratings in a campus usability study," says Robb.

The tight integration between Adobe Acrobat Pro and Adobe InDesign has transformed the way the university handles electronic forms processing from front-end user input to back-end data collection and presentation.

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