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Adobe: Four in Five Australian Businesses Unprepared to Reap Rewards of eSignature Boom

Adobe launches industry-first Australian eSignature market study predicting the market to grow five times in three years.

Sydney, Australia – October 26, 2016 Adobe has released an industry-first report, revealing how eSignatures are set to fundamentally change the way Australia does business.

Based on a survey of over 200 Australian business and IT decision makers, the report reveals a clear need for the implementation of electronic signatures if companies are to meet customer demands in a digital world.

Developed in partnership with Forrester, the [Adobe eSignatures Australian Market Study](#), found that over 100 million electronic signature transactions are projected to be made annually in Australia by 2020, but less than 20% of Australian businesses are currently prepared for this outcome via the use of an eSignature solution that completely addresses their needs.

With 68% of Australian businesses yet to implement an eSignature solution of any kind, customer demand for increased convenience and efficiency is set to fuel enormous growth. By 2020, customers across industries as varied as real estate, manufacturing, banking, and hospitality will likely come to expect the convenience of eSignature technology as commonplace, leaving businesses that hesitate to embrace the technology at risk of forfeiting their share of 100 million transactions every year.

“The results of the research are clear - Australian businesses need to embrace eSignatures, as customer expectations around convenience and efficiency change,” said Chandra Sinnathamby, Adobe’s Head of Document Cloud Solutions for the APAC Region.

“Too many eSignature products fail to live up to this technology’s potential. With Adobe Sign, we’ve created an integrated solution, which removes the friction inherent in transactions, documents, and data, enabling Australian businesses to transform paper-based transactions into complete digital workflows,” said Sinnathamby.

While the electronic signature market in Australia is still in the early stages of adoption, 92% of those surveyed believe that an eSignature solution could save up to 15% of their IT operating costs through improved efficiency.

REA Group, a multinational digital advertising business specialising in property, operating Australia's leading residential and commercial property websites, realestate.com.au and realcommercial.com.au, recently implemented Adobe Sign into its business.

"At REA Group we view eSignatures as an integral part of our broader digital experience, designed to streamline business processes and simplify how our customers operate," said Norm Duce, REA Group Executive Manager, Business Services.

"By integrating Adobe Sign into our Document Cloud offering, it hasn't just created a paperless solution, it's improved the experience and day-to-day efficiency for our customers," said Duce.

According to the study, in addition to exponential growth projections for the eSignature market, by 2020, one in every 10 global eSignature transactions is expected to be completed in Australia. This is despite Australia currently trailing other markets in terms of its acceptance of cloud solutions, with only one in three Australian businesses willing to accept SaaS software solutions.

Furthermore, 86% of Australian businesses indicate that if they were to adopt a SaaS solution, they would prefer for its hosting location to be in Australia. In response to this, and to further invest in the Australian adoption of eSignatures, Adobe today announced a roll out of a new local data centre, placing the computing power closer to end users.

Powerful New Capabilities with Adobe Sign

Adobe Sign is the fast, easy, secure way to bring trusted eSignatures to every organization and department including HR, sales, IT, legal and procurement, to name a few. New functionality includes:

- **Enhancing Customer Experience** – [The latest release of our Adobe Sign integration with Salesforce](#) delivered compelling new UX for users and admins by aligning with the Salesforce Lightning platform. Adding three Lightning components that give admins a powerful new tool set for setting up Adobe Sign, and new advanced workflows for senders in Salesforce – no coding required.
- **Furthering global eSignature and digital signature adoption** – Building on widespread adoption in Europe, and as part of a global rollout, new data centres are now live in Japan and Australia. eSignatures are trusted, [legally valid](#), and enforceable in industrialized countries around the world. Adobe Sign complies with industry security standards including PCI DSS, SOC 2 Type 2, and ISO 27001.
- **Driving open standard for cloud-based signatures** - Aligned with this milestone that will help take digital signatures mainstream, Adobe announced [Cloud Signature Consortium](#), a group comprised of leading industry and academic organisations committed to building a new open standard for cloud-based digital signatures across mobile and web – so anyone can digitally sign documents from anywhere.

Adobe is the ideal partner to assist these businesses in going digital with the implementation of eSignature technology, and mobile capability is a major component. To help ensure that businesses can provide safe access to mobile devices and apps at work, [Adobe Acrobat Reader Mobile](#), the most widely distributed PDF app in the world, has [adopted enterprise mobility management \(EMM\) capabilities](#) in accordance with the app and device standards of [The AppConfig Community](#).

Working with the AppConfig Community, a global consortium of worldwide EMM solution providers and app developers, Adobe is helping to establish and drive standards for app configuration and management. With the advancements in eSignature technology and mobile capability, Adobe is uniquely positioned to help businesses move forward into a digital future, where convenience and efficiency ensure a superior customer experience.

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About Adobe Document Cloud

At the heart of Document Cloud is Acrobat DC, the world's best PDF solution; Adobe Sign, the leading e-signature solution that allows anyone to electronically sign and send documents from any device; and powerful companion mobile apps. More than six billion digital and electronic signature transactions are processed through Document Cloud each year, including global businesses like AmerisourceBergen, Diners Club, JLL, The Royal Bank of Scotland and Verizon, which rely on Document Cloud and Adobe Sign for fast, secure and mobile e-signatures.

Helpful Links:

- Learn more about [Adobe Digital Signatures and Adobe Document Cloud](#)
- Follow Document Cloud on [Facebook](#) and [Twitter](#)

About the Adobe eSignature Market Study

The [Adobe eSignature Market study](#) is a commissioned report conducted by Forrester Consulting on behalf of Adobe. The results are based on a survey of 209 Australian business and IT decision makers and managers across industries and regions in Australia.

About Adobe

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