



Adobe Acrobat Sign



Simple. Seamless. Secure.

How three companies transformed their sales workflows with Adobe Acrobat Sign.



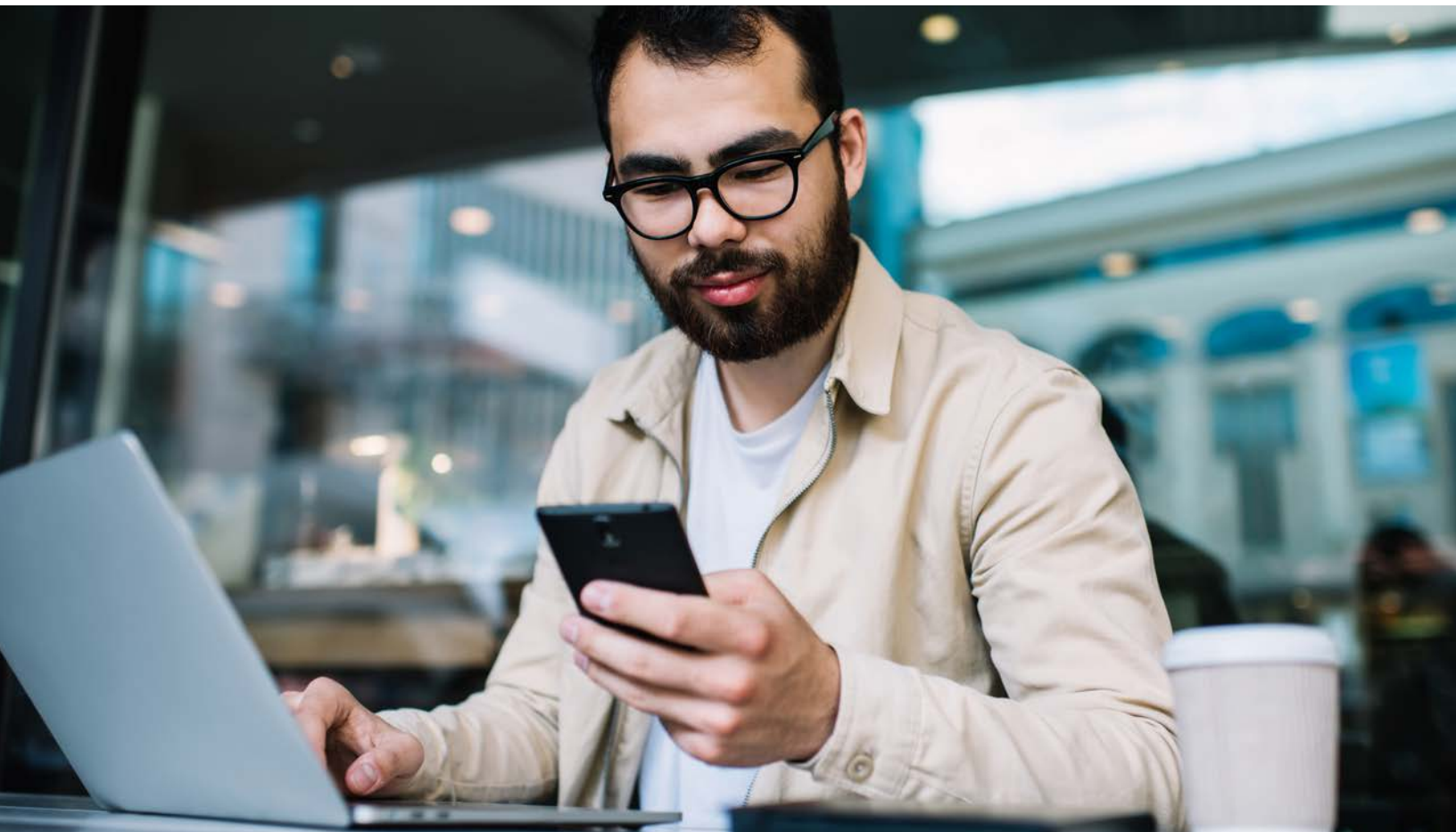
When it comes to sales, speed is essential. Time spent on nonselling activities, such as administrative paperwork, takes away from business-driving priorities—like building customer relationships.

Adobe Acrobat Sign offers a modern e-signature solution that digitizes your document workflows—streamlining how you sign contracts and shortening your path to sales.

In this guide, we'll show how three organizations used Acrobat Sign to improve their workflows and drive sales.

Each section highlights one company, detailing the challenges they faced, why they chose Acrobat Sign, and the positive results they saw after making the change.

- 1 | Acxiom
- 2 | CarMax
- 3 | PGi





Established: 1969 **Location:** Conway, Arkansas **Industry:** Database marketing **www.acxiom.com**

E-signatures deliver an intelligent solution to onboarding woes.

Acxiom is a leading HR customer intelligence company with more than 2,600 employees. They provide data-driven solutions that help marketers understand their customers to create better experiences and drive business growth.

The vision

As demand grew for Acxiom's services, so did its need for streamlined onboarding and contract processes. Acxiom started using an e-signature solution across several departments. However, after reviewing the latest industry solutions, Acxiom decided to switch to Acrobat Sign company wide.

The challenge

With the rise in client partnerships and transactions, Acxiom's Salesforce team was inundated with paperwork. Every time a project scope was modified, it required signature approval before the project could continue. The team issues approximately 200 client change requests per month, averaging three to four pages each. Acxiom needed a dynamic e-signature solution for faster, more efficient contract completion as they scaled their business.

The solution

Acxiom integrated Acrobat Sign with Salesforce and Conga Composer for a simple, expedited e-signature process for all change request documents—making it quick and easy to create and approve requests. Acrobat Sign records are stored centrally and conveniently within Salesforce, allowing team members to quickly pull up client agreements if they ever need to review, amend, resend, or cancel them.

The results

Acrobat Sign increases transparency in the contract process and reduces time spent on administrative tasks—freeing up time for sales to focus on growing the business and nurturing client relationships. Plus, because its integrated e-signature workflows work with the systems Acxiom already uses, employees can easily work within these applications to complete projects without jumping back and forth between multiple tools.

The experience was so positive that after testing the solution with several departments,

Acxiom implemented Acrobat Sign across the organization.

Increased client satisfaction

by simplifying how to document project scope changes

Reduced administrative tasks so teams spend

less time on paperwork

and more time driving business

Improved experiences

for clients, partners, and recruits



Established: 1993 **Location:** Richmond, Virginia **Industry:** Used car retail www.carmax.com

Digital workflows take the wheel.

CarMax is the largest used-car retailer in the United States, with 220 stores in 41 states. CarMax aims to create an exceptional customer experience—and make it easier for people to shop for used cars and sell or trade in their old ones.

The vision

Senior product manager Jason Farneth is helping CarMax execute an omnichannel transformation to make the car buying experience more personal and more convenient for customers.

"Whether people want to shop online or come into a store and see the car in person, CarMax empowers customers to move between channels seamlessly—that's the point of omnichannel," says Farneth. "Customer journeys will vary, but the goal is the same: helping customers drive off in a car they love. Our omnichannel experience is a true differentiator in the industry."

The challenge

As part of the transition to an omnichannel customer experience, CarMax needed a better way to manage transaction logistics, like paperwork.

"CarMax created the eDocs team to reduce the number of forms used across the company and make them more manageable," says Farneth. "As we started digging into the opportunity, we found that paperwork requirements vary by state, making the project complex."

CarMax manages hundreds of thousands of transactions annually, processing an estimated 24 million documents every year. At that scale, even small improvements could add up to major gains in consolidating workflows. But the company needed the right technology to handle that volume.

The solution

With Acrobat Sign, CarMax reduced their manual workflows by digitizing and automating their sales document process through e-signatures.



We needed flexibility and speed to create and generate documents on such a large scale. We reviewed several technology suites for digital workflows and e-signature capabilities, and Adobe rose to the top. Its sophisticated APIs give us a lot of control over the solution and allows us to automate everything.

Jason Farneth | Senior Product Manager, CarMax

The results

The transition to digital documents resulted in fewer errors, a faster path to signing, and improved customer experiences.

"For anyone who has used Acrobat Sign, this is an incredibly quick and easy process," says Farneth. "Whereas before, associates had to guide customers through the contracts and use those yellow 'sign here' flags, it's now all managed seamlessly in Acrobat Sign and Adobe Experience Manager Forms."

Digital workflows and e-signatures lightened the administrative load for sales associates—and with the ability to review and sign most documents electronically, customers could quickly complete their paperwork before picking up their new car—making handoffs a breeze.

Automated workflows led to fewer errors, resulting in **30% less rework**

E-signing **reduced completion time** of payment extension agreements **by 80%**

Customers e-sign sales documents at their own pace, spending **less time in the dealership**



Established: 1991 **Location:** Atlanta, Georgia **Industry:** Technology and service **www.pgi.com**

E-signatures unify a communications leader on a global scale.

Founded in 1991, PGi is a business communications provider with 2,100 employees. It empowers people and companies to connect, collaborate, and conduct business worldwide.

The vision

To better understand its customers, PGi consolidated its global customer relationship management (CRM) systems into Salesforce. The move enabled teams to provide unprecedented customer support and gain valuable insights into potential growth drivers and business opportunities. But as they moved into unified communications, they needed an integrated, enterprise-wide contract management solution that could scale with their global efforts.

The challenge

PGi originally used a combination of a legacy, on-premise contract management system and DocuSign for contracts. But the process was highly manual and time consuming, requiring customers to print out, sign, scan, and email documents back to PGi sales representatives, who would then countersign and repeat the process.

"We needed a single, automated contract management solution across the company that could handle workflow, signature capture, and storage," said Cody Royster, former director of IT, CRM operations and technology. "The solution also had to integrate with Salesforce—a critical business tool for our teams."

The solution

Acrobat Sign offered PGI the enterprise-level capabilities it needed to unify and scale its contract processes. The seamless integration between Acrobat Sign and Salesforce gave PGI 360-degree visibility into contracts worldwide, including how long they take and where they get stuck.

With Acrobat Sign, contract workflows are reliably embedded into your company's operations, with automatic notifications triggering every step—eliminating tedious manual administrative tasks and reducing time spent going back and forth.

The results

"Acrobat Sign workflows and notifications not only save employees a lot of time, but they also enable us to deliver products and services to customers faster and more efficiently," said Royster.

With Acrobat Sign, PGI processes 135 company contracts globally every month—of which 90% are sales related.

What used to take weeks to complete can now
be securely completed in approximately

33 hours.

**Processed
135 contracts**
per month

**Reduced
signing time**
from weeks to hours

**Captured
e-signatures**
across geographies

Choosing the right e-signature solution

When it comes to optimizing your sales processes with digital workflows, you don't have time to waste on trial and error. Use this checklist to compare e-signature solutions to ensure you make the right decision the first time.

Seamlessly simple

Your e-signature solution should simplify your document processes for one seamless experience.

- ☐ **Request a signature by sending an email.**
- ☐ **E-sign any document with a quick click, tap, or swipe.**
- ☐ **Track progress in real time.**

Not just for signatures

Look for a solution that goes beyond the signature for a fully customized, end-to-end process.

- ☐ **Embed custom web forms.**
- ☐ **Collect payment with PayPal and Braintree.**
- ☐ **Add custom branding.**
- ☐ **Utilize advanced form fields.**

The right security and compliances

With varying legal and compliance standards across the world, you need a solution you can trust to securely manage your e-signature processes.

- ☐ **Support the broadest range of legal signature requirements to ensure full compliance.**
- ☐ **Document intent and consent to confirm the signer intended to sign and consented to do business electronically.**
- ☐ **Provide clear evidence for each transaction, so you can prove what document was signed and who signed it.**

**Transform your sales processes using simple,
secure, and seamless digital document workflows
with Acrobat Sign.**

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