

Adobe Document Cloud Delivers Better Experiences

While Driving Efficiencies and Integrating Seamlessly with Existing Systems

The Adobe Document Cloud suite of services and software enhances an organization's digitization journeys as they begin to transfer traditionally paper assets and manual processes to end-to-end digital experiences. Forrester Consulting conducted two Total Economic Impact™ (TEI) studies on the Document Cloud Solutions of Adobe Sign and Adobe Acrobat DC to provide readers with a framework to evaluate the potential financial impact a Document Cloud investment can have on their organizations. Forrester interviewed several current Adobe clients to better understand the effect that Adobe Document Cloud has had on their organizations.

Prior to using Adobe Document Cloud, organizations struggled with multiple costly solutions and highly manual workflows. Many departments still relied heavily on traditional email, paper, scan, and shipping methods to complete simple signature tasks. These processes were not only expensive but also created frustrations for employees and customers alike.

With Adobe Document Cloud, organizations digitize their manual processes, creating seamless digital experiences. Adobe Sign and Adobe Acrobat DC integrate into existing line of business solutions, creating seamless workflows and allowing employees and customers to quickly and securely create, collaborate on, and sign business-critical documents.

Quantified benefits. The following risk-adjusted quantified benefits are representative of those experienced by the companies interviewed:

- › **Companies reduce manual signature steps, saving employees 1.5 hours per transaction, on average.** Adobe Sign digitizes and automates formerly manual ink and paper signature workflows, creating significant time savings for organizations.
- › **Users save up to 65 hours per year using Acrobat Pro DC, while Acrobat Standard DC users save approximately 33 hours annually.** Organizations see significant user savings when users digitize paper-based tasks, reduce rework through converting and editing PDFs, leverage mobile capabilities to continue workstreams outside of the office, send and track documents, and speed signature processes.
- › **Significant cost savings by reducing the use of paper documents & traditional hardware.** By switching to an electronic signature process, organizations reduce costs for shipping, paper, ink, printers, and scanners. By replacing traditional hardware with more tactical mobile equipment, organizations using Adobe Acrobat can save as much as \$675 per employee. Adobe Sign users can save an average of \$6 per document that they convert to a digital form.
- › **IT administrators save 570 hours annually.** Prior to investing in Acrobat, IT administrators frequently received help desk tickets from users struggling to understand the legacy document software solutions. Standardizing users on one easy-to-use solution allows these organizations to reduce support costs by eliminating as many as 95 help desk tickets each month.
- › **Digitizing enrollment processes, saving organizations two hours per enrollment transaction.** Using digital processes to expedite onboarding and enrollment processes

SUMMARY

Based on two commissioned studies, "The Total Economic Impact Of Adobe Sign" and "The Total Economic Impact Of Adobe Acrobat DC".

METHODOLOGY

The objective of the TEI framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact of Adobe Acrobat DC and Adobe Sign, including interviews with Forrester analysts, Adobe stakeholders, and several current Adobe clients. Forrester constructed a financial model representative of the interviews for each study using the TEI methodology.

COMPOSITE ORGANIZATION

Each analysis uses a composite organization, based on the interviewees, to present the aggregate financial analysis.

RISK ADJUSTMENT

Forrester risk-adjusted the financial models based on issues and concerns of the interviewed organizations to account for uncertainties in benefit and cost estimates.

allows organizations to reduce time spent on these traditionally time-consuming tasks, improve customer experience, and reduce drop-off rates.

- › **Organizations can repurpose compliance FTEs for higher-value work by standardizing regulation and compliance forms.** Transferring forms to standard templates within Adobe Document Cloud, as opposed to relying on manually generated documents, allows organizations to reallocate resources formerly dedicated to maintaining these forms.
- › **Over a three-year period, this can result in over \$9.1 million in combined benefits.**



2.8x to 4.2x ROI



\$1.8M to \$7.3M NPV



28x faster cycle times



\$1.2M in paper and hardware savings

The Adobe Acrobat DC And Adobe Sign Customer Journey

The participants in the two studies include:

- › **Adobe Acrobat DC TEI:** Forrester interviewed three organizations with 800 to 14,000 Adobe Acrobat DC seats.
- › **Adobe Sign TEI:** Forrester interviewed six organizations with 1,000 to over 2,000,000 Adobe Sign transactions in the past year.

Key Investment Drivers And Results

The interviewed organizations shared the following investment drivers:

- › **Signature processes did not meet employee or customer expectations.** Manual processes prevented employees from completing tasks quickly, reducing the time they could spend on high-impact work. Employees who traveled frequently or worked remotely needed a solution that was easy to use on a mobile device and didn't require access to printers or fax machines. Interviewees with employees across different regions needed a faster way than shipping to sign off on important documents. Customers increasingly expected more digital and mobile experiences, including for signature processes.
- › **Print and paper costs were too high.** Organizations had many processes that relied on paper as the method of delivery. Forms were printed, shipped, and scanned on a regular basis. This was not only costly from a paper, ink, and postage perspective but also required significant manual labor to track and store these documents. As a result, budgets for paper and print were quite costly for these companies.
- › **Manual signatures and paper-based tasks interrupted security and compliance workflows.** Interviewees noted that paper documents with sensitive information were easily lost and didn't always go directly to relevant parties. Paper documents were also more difficult to update when text around compliance and regulation needed to be altered. Employees had to locate source files and ensure that all forms were sent out with the correct updated text, which was difficult to do without standardized digital forms.

“Any changes to our documents created significant delay. We were completing more contracts, and we had a lack of audit trail. There was a lack of obvious ownership, and there was also the risk of unauthorized signatures from both parties.”

General manager of operations, conglomerate



The interviewed organizations achieved key investment results:

- › **Signature cycle times are much shorter.** Interviewees experience significant reductions in overall cycle times to obtain a signature. These reductions come from the use of mobile functionality to sign documents when working remotely, fewer cycles by reducing errors and rework associated with errors, automation of manual e-signature workflows directly within Microsoft applications, and easily templated forms that limit the amount of customization that needs to be completed by users.
- › **Less time is spent enrolling new customers.** By digitizing their enrollment processes, interviewees save additional time not captured in a typical Adobe Sign transaction. Lengthy and complicated enrollment processes can be completed in a fraction of the time needed for legacy workflows. Using digital forms streamlines the customer experience and eliminates errors and delays produced from manual processes that require duplicate data entry. This creates a better overall customer experience and leads to fewer customers dropping out of enrollment processes.
- › **Organizations reduce their paper footprints and avoid document printing and shipping costs.** Interviewees reported that by investing in Acrobat, they have reduced the number of documents they need to physically ship, which allows them to avoid the costs of this process. Instead, users can digitally send and track documents. In addition, users no longer need to physically transport documents to their correct destinations, which improves the overall employee experience.
- › **Employees improve their efficiency when managing documents.** The interviewed organizations noted Acrobat makes users more efficient in several key workflows. Employees can decrease or eliminate rework associated with creating and locating source documents. They can reduce inefficiencies and errors associated with paper documents and convert scanned paper documents into editable digital files. They can merge content from multiple sources into one PDF file to bring all relevant information into one central location. Employees are also able to collaborate with others within one PDF file with Acrobat's comment and review tools.

Based on the interviews, for both studies Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected.

Adobe Acrobat DC composite characteristics: The organization standardizes on Adobe Acrobat DC for all PDF documents. It uses Acrobat across the organization but identifies more use cases in finance/accounting, marketing, IT, and HR. The organization purchases 1,200 Adobe Acrobat DC licenses, and it deploys all licenses at the start of Year 1.

Adobe Sign composite characteristics: Adobe Sign usage spreads across the company eventually leading to 1,200 active users by the end of Year 3. Forrester assumes that active users generate documents for signature and modify templates as well as many one-off use cases. During the initial year of using Adobe Sign, the composite organization completes 75,000 Adobe Sign transactions; this number grows to 100,000 transactions per year by Year 3. The composite organization uses Adobe Sign to digitally enroll and onboard new customers and employees as well as to collect e-signatures. The organization also integrates Adobe Sign with Microsoft Office 365 to enable e-signature functionality within Microsoft applications.

Financial Summary

The financial results calculated in the Benefits and Costs sections of the full report can be used to determine the ROI and NPV for the composite organization's investment in Adobe Acrobat DC and Adobe Sign. Forrester assumes a yearly discount rate of 10% for this analysis.

"Users are definitely saving time, and they're saving frustration as well. I can confidently say that Adobe Acrobat DC is faster, easier, and more reliable than our previous solutions."

*Product manager,
healthcare company*



Key assumptions

1,200 Adobe Acrobat DC users

- 720 Acrobat Pro DC users

- 480 Acrobat Standard DC users

- 170 field agents

1,200 active users of Adobe Sign by Year 3

100,000 Adobe Sign transactions by Year 3

Adobe Document Cloud

- › The total present value (PV) of benefits for Adobe Acrobat DC is \$2.4 million and the net present value (NPV) is \$1.8 million over three years.
- › The total PV of benefits for Adobe Sign is \$6.8 million and the NPV is \$5.5 million over three years.



2.8x to 4.2x
ROI



\$1.8M to \$7.3M
NPV

For more information, you can download the full Adobe Acrobat DC analysis [here](#) and Adobe Sign analysis [here](#).

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.

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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. <https://go.forrester.com/consulting/content-marketing-consulting/>

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