

Adobe Acrobat Sign Integrated With Acrobat Drives Better Business Value

As organisations gain momentum with e-signature solutions, the need to integrate the technology with various platforms and apps to complete document workflows across the business increases in urgency. These integrations can often be time consuming if the e-signature solution does not support the platform and requires customisation by IT to overcome technical roadblocks.

Acrobat Sign, an e-signature solution in Adobe's Document Cloud portfolio, allows organisations to digitally send, sign, track and manage documents that require a signature. Integrations with Adobe Acrobat, and other Adobe solutions, third-party apps and business systems, enable users to complete and return documents on any device or browser. Acrobat Sign also offers automation for approval and signature workflows, and capabilities to protect security, compliance and identity.

To better understand the benefits, costs and risks associated with Acrobat Sign, Adobe commissioned Forrester Consulting to interview six decision-makers, survey 162 Acrobat Sign users, and conduct a Total Economic Impact™ (TEI) study.¹

Forrester aggregates the experiences of the interviewed and surveyed decision-makers, and

“We used Acrobat for our PDFs, and when we saw that its integration with Acrobat Sign was more seamless and user friendly than with our previous e-signature, it made moving on easier.”

Head of enterprise content management and eDiscovery, energy



Savings per transaction
£15.98



Reduction in e-signature solution costs
25%



Increased transaction speed
30%

combines the results into a single composite organisation. For this study, the composite organisation is a financial services organisation that uses both digitised and paper processes. It has also used an e-signature solution on a limited basis before moving to Acrobat Sign.

This abstract focuses on benefits from Acrobat Sign's integration with Adobe Acrobat, as part of Adobe Document Cloud, and its value to organisations.

INVESTMENT DRIVERS

The following factors led to decision-makers choosing Acrobat Sign because of its integrations with Adobe Acrobat:

- **Seamless digital experiences for customers.** Decision-makers needed a solution that was integrated with their existing solutions to offer a completely seamless digital customer experience. Organisations that leveraged different technology vendors when creating digital



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experiences for customers often produced disjointed journeys because of the lack of deep integrations. Customers navigating these experiences were often led to different web pages or apps to complete the experience, which slowed or halted transactions.

- **Improve employee experience and productivity through streamlined workload.** At organisations using Adobe Acrobat but without an e-signature solution in place, employees faced time-consuming tasks, such as scanning signed documents and forms to PDF format, and manually entering information into systems.

At organisations that leveraged a different e-signature solution, employees had to oversee integrations with applications in use and any related maintenance. Technical setbacks from these integrations led to customer complaints when systems failed to log their information and the time spent by customer service to resolve them. Oversight of user access to e-signature solutions and which business lines were using the technology were also reported as a challenge.

- **Consolidation of technology vendors.** By leveraging several technologies to create digital experiences that included e-signature solutions, organisations needed to also manage several contracts. That challenge alongside the lack of oversight in business usage meant decision-makers had difficulty with budgeting.

“We were trying to consolidate our contracts on solutions. Bundling licensing for Acrobat and Acrobat Sign with Creative Cloud made for cost-effective budgeting over our incumbent solution.”

Information technology specialist, government

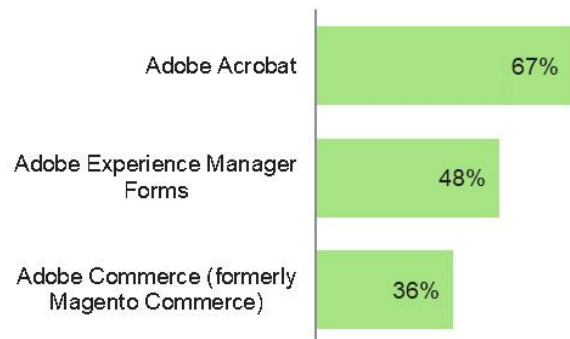
ACROBAT SIGN KEY FEATURES

Acrobat Sign offered the following capabilities that helped organisations address prior challenges:

- **Built-in, native integration with Adobe solutions.** Acrobat Sign is integrated with Adobe’s portfolio of solutions, including Adobe Acrobat, as a natural extension of capabilities and services. It also provides robust APIs for automation. PDFs and documents that require signatures seamlessly incorporate Acrobat Sign to create closed loop experiences that guide customers through the process and help users manage signature collection.

Decision-makers often already leveraged several Adobe solutions for document workflows, as shown in the following chart.

“Which of these Adobe products was your organisation using at the time (prior to Acrobat Sign?)”



Base: 87 decision-makers of software/applications for business users; customers of Adobe Acrobat Sign
Source: A commissioned study conducted by Forrester Consulting on behalf of Adobe, September 2021

- **Easy-to-manage, enterprise-wide Adobe licensing and administration.** Organisations only have to manage one licence for their Adobe solutions since they all come from the same vendor. Adobe’s Admin Console provides organisations with the ability to monitor which users have access to solutions and how much they are being leveraged.

KEY RESULTS

In organisations using Adobe Acrobat, decision-makers recognised the following benefits after adopting Acrobat Sign:

- **30% improvement in transaction speed and 50% acceleration in digital enrolments.**

Acrobat Sign's integrations with Adobe Acrobat and other apps streamlines end-to-end document workflow for teams. Employees convert physical documents to digital through Adobe Scan, share them protected or unlocked for review and/or revision through Acrobat or Acrobat Mobile, and then receive sign-off through Acrobat Sign. Using the combined solution, as well as available APIs, organisations can automate document workflows across the organisation.

With Experience Manager, teams quickly insert signature boxes into templates. Meanwhile, through its adaptive forms, which shift shape based on the device used to access them, employees no longer spend time building digital experiences with concerns over whether individuals can find where to sign forms.

Streamlining collaborative document workflows means that employees do not juggle applications from multiple tech vendors, producing more efficient workloads for employees that results in **hundreds of hours saved per employee each year.**

“A key benefit is not logging into a different interface - it's all within Adobe Acrobat or Adobe Document Cloud. We used Fill and Sign previously, and Acrobat Sign builds on that with what we can do for digital signatures.”

Head of enterprise content management and eDiscovery, energy

- **Improved employee experience and productivity since moving document processes to Adobe solutions.** Internal operations are smoother with documents shared between employees. Within organisations, there's an expectation that the signature process will run effortlessly, since all employees are using Adobe tools and have access to the same capabilities. There are fewer instances of change management work with documents passing between different vendor solutions as its all within Adobe, mitigating annoyances for employees.

Meanwhile, IT spends less time integrating and maintaining integrations with their e-signature solution, thanks to Acrobat Sign's support for integration with Adobe apps. Freed bandwidth also meant employees can take longer breaks from work or not work later hours.

Improvements in the work experience have a correlative effect on reduced employee churn: **58% of survey respondents said they saw at least 2 to 3% decrease in employee churn** since implementing Acrobat Sign.

“A new use case we started practising is using Adobe Acrobat stamps with Adobe Sign for signatures. Previously, we would have to place a stamp and use a pen manually. Now that it's electronic, it's a high use case for us.”

Project manager, government

- **Stronger customer interactions led to more value and fewer complaints.** Usage of Adobe tools is invisible to customers, which reflects on the effectiveness of using Adobe tools to create seamless digital experiences. Customers no longer jump between apps or web pages to complete forms: everything is presented in the same window. These frictionless experiences drive higher completion rates among customers as

they experience fewer potential technical setbacks, such as a page not loading or not adapting for mobile device contexts.

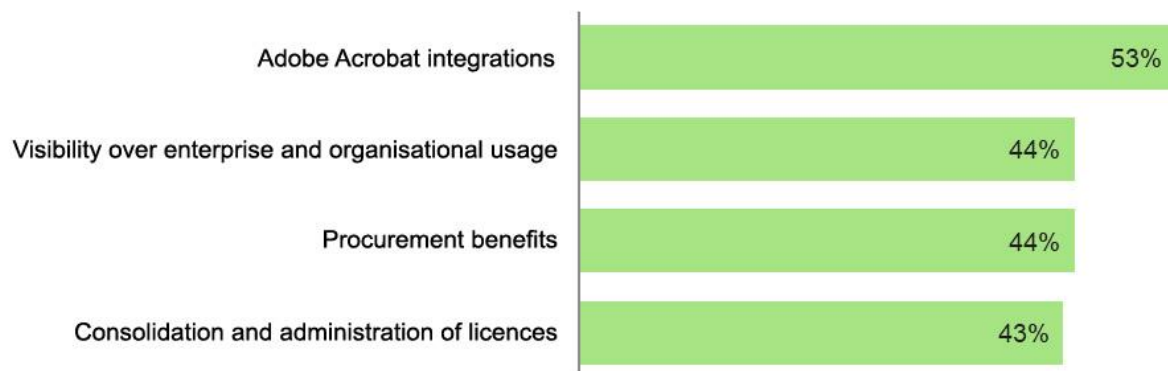
Strong integrations between apps also means that information is reliably logged onto systems and doesn't accidentally go missing. Reduced errors generate fewer complaints from employees. According to Acrobat Sign users, **85% reported that a reduction in errors helped improve CX.**

- **Saved 25% of costs on e-signature solution annually.** Organisations consolidated the number of solutions they leveraged and moved on from previous e-signature solutions. Licence savings, alongside IT no longer managing e-signature integrations with non-Adobe solutions, added to cost savings. Based on Forrester TEI analysis, an organisation can **save over £1.04 million annually** using Acrobat Sign with its Adobe technology landscape over another e-signature solution.

“All our employees are using Adobe Acrobat or Adobe products, and with Acrobat Sign being part of that, there’s administrative efficiency in oversight of solution usage, and then efficiency through familiarity with the interface across products.”

Director, general services department

“Using your best estimate, what has been the percentage increase in efficiency for each of the following processes and software integrations?”



Base: 87 decision-makers of software/applications for business users; customers of Adobe Acrobat Sign
Source: A commissioned study conducted by Forrester Consulting on behalf of Adobe, September 2021

TOTAL ECONOMIC IMPACT ANALYSIS

For more information, download the full study: “The Total Economic Impact™ of Adobe Acrobat Sign,” a commissioned study conducted by Forrester Consulting on behalf of Adobe, January 2022.

STUDY FINDINGS

Forrester interviewed nine decision-makers at six organisations, and also surveyed 162 individuals with experience using Acrobat Sign, and combined the results into a three-year composite organisation financial analysis. Risk-adjusted present value (PV) quantified benefits include:

- Eliminated over 300,000 manual hours on transactions by increasing transaction speed and digital enrolments.
- £6.84 million from hundreds of thousands of hours in transaction time savings.
- £5.28 million in sustainability cost savings from avoiding printing, faxing, postage and shipping of documents.



Return on investment (ROI)

519%



Net present value (NPV)

£13.38 m

Appendix A: Endnotes

¹ Total Economic Impact 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 achieve the tangible value of IT initiatives to both senior management and other key business stakeholders.

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 organisations 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 Acrobat Sign.
- 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 interview(s) 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 achieve 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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