

Adobe Acrobat Sign Helps Businesses Better Realise Digital Maturity in Signature Collection

For much of the 2010's, organisations were busy digitising their paper-based operations to better serve employees and customers. The global pandemic further accelerated this digitisation. Experiencing at least one cycle with technology adopted when first going digital, organisations are re-evaluating their selections and migrating to new digital platforms in order to progress their maturity and realise greater business value.

E-signature solutions are a critical piece of technology for digitisation, and therefore for re-evaluation, given the increase in remote and digital business transactions since early 2020. When making their next selection, decision-makers need to consider cost-effectiveness compared to their incumbent solution, as well as any technical time savings that it enables.

Adobe Acrobat Sign, an Adobe Document Cloud solution, provides e-signature services that allow organisations to digitally send, sign, track and manage documents that require a signature. Integrations with Adobe solutions, third-party apps and business systems enable users to fill out and return forms on any device or browser and from

“Our previous tool did what it was supposed to do, but it lacked the capability to integrate with other key business apps we had in our landscape. For example, integrations with business applications like SAP made work more seamless for us.”

Head of enterprise content management and eDiscovery, energy



Return on investment (ROI)
519%



Increased transaction speed
30%



Reduction in e-signature solution costs
25%

within the applications they use every day. Acrobat Sign also offers automation for approval and signature workflows, as well as 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 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 will focus on benefits companies experience from a digital-to-digital migration: moving from a previous e-signature solution to Acrobat Sign.



[READ THE FULL STUDY HERE](#)

E-SIGNATURE IMPROVEMENT GOALS

When selecting their next e-signature solution, decision-makers at organisations had the following goals:

- **Organisation-wide adoption of an e-signature solution.** Decision-makers noted that while e-signature solutions were used at their company, it was on a departmental basis. Wider adoption was stymied by a relatively high cost per transaction, alongside additional fees for integrations and services. Mixed adoption led to a hybrid paper and digital approach that led to disjointed and interrupted customer experiences.
- **Increased opportunities to leverage e-signature capabilities where work is happening.** A lack of support for integrations with preferred business apps that are used daily (e.g. productivity apps, chat and collaboration, PDF viewers, web-based apps, etc.) meant that organisations had to provide and train users on multiple applications or develop integrations to leverage their e-signature solution. Limited developer bandwidth to create integrations and the time required for regular integration maintenance negatively impacted the number and scope of integrations. As a result, use cases for e-signatures remained in limited usage.
- **Improved management and compliance of e-signature solution.** With previous solutions, admins lacked a tool that provided clear visibility into licensing and usage. Poor visibility led to challenges tracking the transactions processed in the solution and whether all use cases met compliance requirements. As a result, IT had to spend hours collecting this information.

ACROBAT SIGN DIFFERENTIATORS

Key Acrobat Sign features that helped organisations realise their goals with a new e-signature solution include:

- **Cost-effective licensing.** Acrobat Sign's all-inclusive licensing model has a competitive base pricing for transaction volumes and does not charge for pre-built integrations for third party applications. Transaction pricing also includes services, support and training from Adobe at no additional cost.

What challenges with previous e-signature solutions drove your organisation to start evaluating Adobe Sign?



Base: 162 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

- **Support for deep integrations with key apps and services.** Acrobat Sign integrates seamlessly with Adobe solutions, such as Acrobat, as well as the portfolio of Microsoft solutions. Acrobat Sign is recognised by Microsoft as its preferred e-signature solution, and integration includes Office 365, Live Signing in Microsoft Teams, SharePoint, Dynamics 365 and Power Automate and Power Apps. The solution also supports integrations with Google, Salesforce, Slack and other workplace apps.
- **Centralised Acrobat Sign admin console.** Companies gain an insight into usage and have better control across their organisation due to single-sign on (SSO) integrations, reporting, permissions for users in multiple groups, and administration as a whole.

“Our previous solution was used by a small number of employees on procurement teams. Because of Acrobat Sign’s cost-effectiveness, we’ve expanded e-signature capabilities to teams that wouldn’t have had the capabilities so we can better serve customers.”

Analysis and design manager, financial services

KEY RESULTS

For decision-makers that previously leveraged an e-signature solution, they recognised the following benefits since moving to Acrobat Sign:

- **Saved 25% of costs on e-signature solution annually.** Cost savings are driven primarily by Acrobat Sign’s favourable cost per transaction compared to prior solutions. According to surveyed Acrobat Sign users, 57% cited “more advantageous licence costs” as a benefit they have achieved since adopting it. With this pricing, organisations can expand access to teams and increase e-signature collection.

57% of survey respondents cited Adobe Sign as having “more advantageous licence costs”



Also contributing to e-signature cost savings is time avoided by IT on overseeing integrations with previous e-signature solutions. Teams no longer have to allocate time for IT to oversee custom integration or conduct maintenance work due to lack of out-of-the-box integrations. Based on Forrester TEI analysis, an organisation can

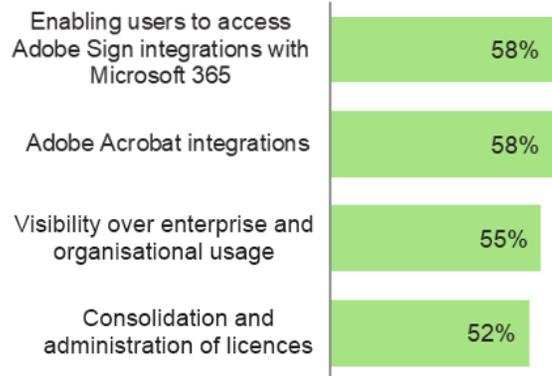
“Compared to what we were paying previously, we are paying at least four to five times less than before on a per transaction basis. It was much more affordable to go with Acrobat Sign.”

Head of enterprise content management and eDiscovery, energy

save over **£1 million annually** by using Acrobat Sign over other e-signature solutions.

- **Integrations helped speed transactions by 30% and digital enrolments by 50%.** Acrobat Sign’s integrations with Adobe apps, like Acrobat and Experience Manager, enable teams to insert signature boxes and leverage templates quickly without leaving the Adobe ecosystem.

“What has been the percentage increase in efficiencies for each of the following processes and software integrations?”



Base: 162 users of Adobe Sign
Source: A commissioned study conducted by Forrester Consulting on behalf of Adobe, September 2021

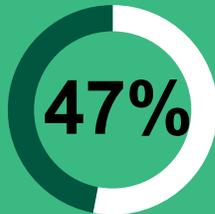
Integrations with a wide variety of third-party business apps from Microsoft, Workday, Salesforce, Google, Slack and other vendors increase use case opportunities for teams to share digital documents and conduct real-time virtual transactions. With Acrobat Sign’s support for these apps, users are able complete transactions with customers and employees in a seamless, completely digital experience.

Reduction in number of customer complaints on signature process



Transactions (excluding digital enrolment) that took one hour to complete before Acrobat Sign are now completed 30% faster, or within 42 minutes. For digital enrolment transactions, a transaction that is a time-intensive onboarding process, the average two-hour transaction was reduced and now only takes one hour to complete.

Efficiency gain with back-office work



- **Employee experience and productivity improvements with Acrobat Sign.** Through better integrations, employees managing e-signing transactions have fewer applications to incorporate into their day-to-day work and less manual work. This results in fewer occurrences of errors with information entry and complaints from customers. Increasing access to Acrobat Sign at organisations due to lower licensing costs also means that more employees across more departments are able to streamline signature collection processes of all varieties, improving the customer experience and returning employee time, which can be spent on higher-value work activities.

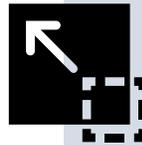
Improvements in the work experience have a correlative effect on reduced employee churn: 58% of survey respondents said they saw at least 2 to 3% decrease in employee churn since implementing Acrobat Sign.

IT was able to reduce the time allocated to maintenance of integrations as a result of Acrobat Sign's support for various business apps. Freed bandwidth meant that employees could focus on integrating more applications with Acrobat Sign, as well as other high value work

activities, or take longer breaks from work to have a balanced workday.

- **Efficiency with compliance related work.** Updating of compliance or regulatory language taking a few clicks helps employees to avoid stress tied to ensuring the correct nomenclature is added. Among survey respondents, prior to using Acrobat Sign, 21% spent 10 to 15 hours overseeing compliance of processes and 23% spent 15 hours or more on the work.

Since using Acrobat Sign, half of respondents saw a 15% decrease or more in time spent handling regulatory compliance work. The solution's template-management capabilities allow users to simultaneously apply revisions to multiple documents, helping employees avoid making changes one document at a time.



58% of survey respondents saw at least 2 to 3% decrease in employee churn

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

- £6.8 million from hundreds of thousands of hours in transaction time savings.
- £5.3 million in sustainability cost savings from avoided printing, faxing, mailing and shipping of documents
- £1.6 million from improved customer experiences that drove reduced drop off rates and additional transactions



Return on investment (ROI)

519%



Net present value (NPV)

£13.4 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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