Document Cloud in 2023

Curtis Ko – Document Cloud Specialist
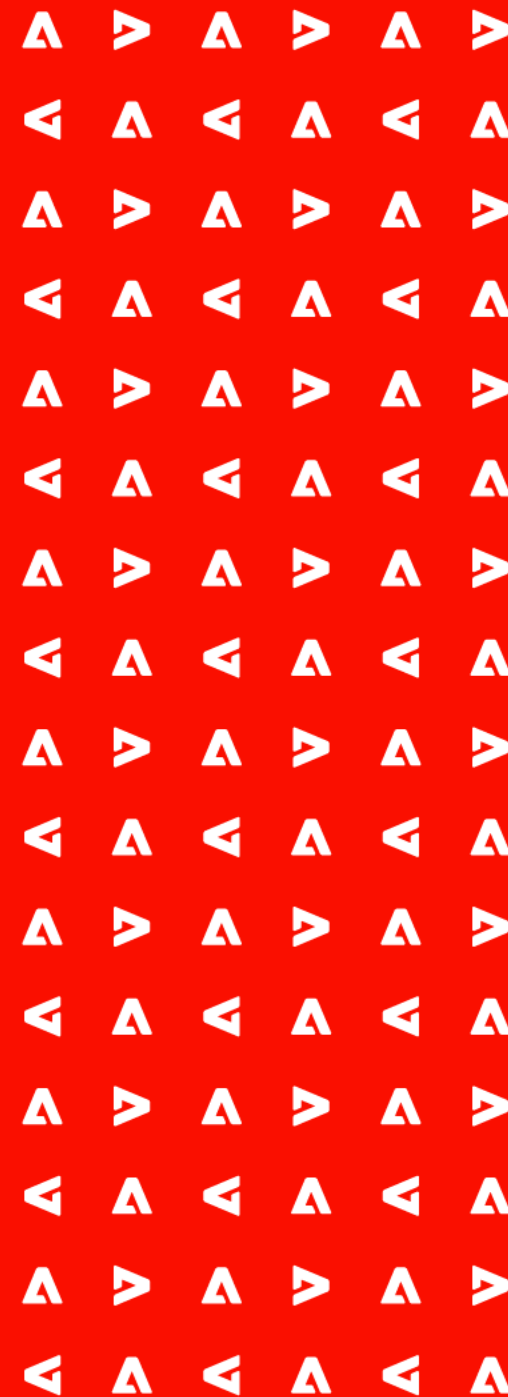
Adobe

Most business processes reply on document workflows

Sales
- Sales / renewal cycles
- Configure, price, quote
- OEM Partnerships

HR
- Employee onboarding
- Benefits enrollment
- Performance reviews

Marketing
- Customer onboarding
- Asset & content creation
- Customer communications

Finance
- Budgeting
- Expense management
- Invoicing and billing

Supply Chain
- Materials Management
- Order Management
- Distribution
- Manufacturing & Production

IT
- Vendor selection
- Security and business continuity
- Support

Legal
- Nondisclosure Agreement
- Contract Management
- Policy Management

Procurement
- Roadmap planning
- Requirements acceptance

PDF is the #1 business file format | Not all PDFs are created equal

320B+ PDFs opened or created in Adobe products last year

40% of all documents received in Outlook are PDFs

Adobe

The need for PDF tools will continue to grow significantly….

Advanced PDF users

25M in 2021

131M in 2024

Asia 51M | Americas 31M | EMEA 45M | Japan 4M

General PDF users

180M in 2021

239M in 2024

Asia 81M | Americas 67M | EMEA 75M | Japan 16M

…EXECUTE: with organizations also more ready to adopt e-signature tools
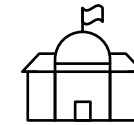
	Small business & individuals	Mid-market & Enterprise (non-named)	Enterprise Named Accounts	Government & Education (non-named)
Revenue / Employees	<$50M <100	>$50M to $1B+ ~100-1,000	>$1B >1,000	
No. of Organizations	~50M	~185K	~8K	~75K
Readiness to adopt	40%	85%	100%	80%

OECD for Small and Micro business, D&B for MM&ENT

Adobe

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News & Updates
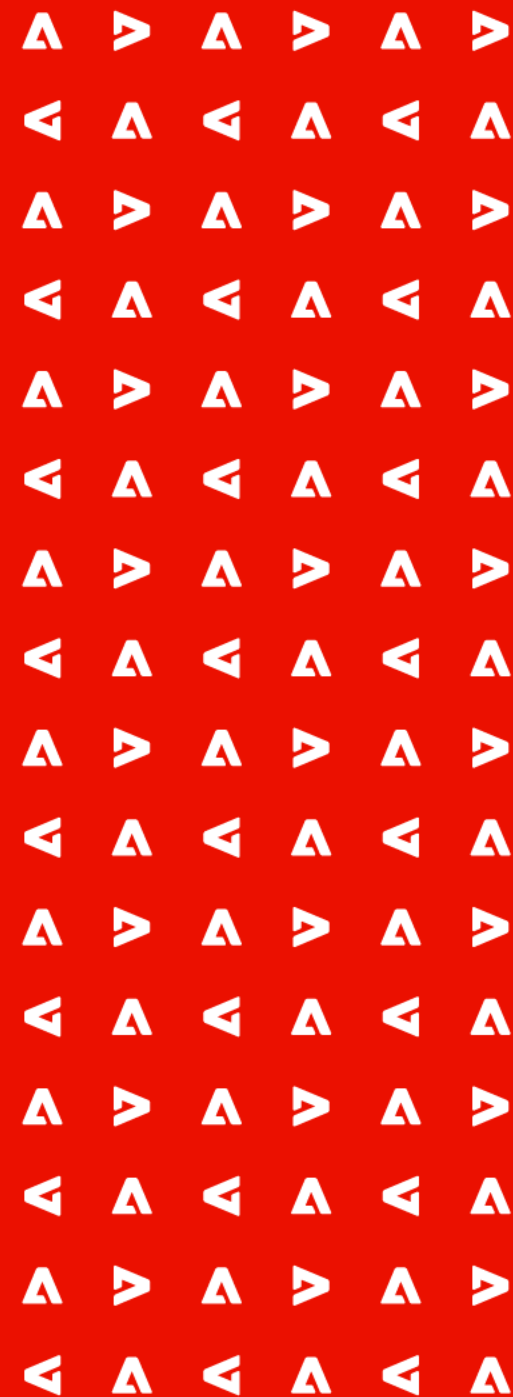
Perpetual OR Subscription?

Adobe's Creative Cloud subscription includes software, services, and tools for social networking and collaboration.
Adobe Systems
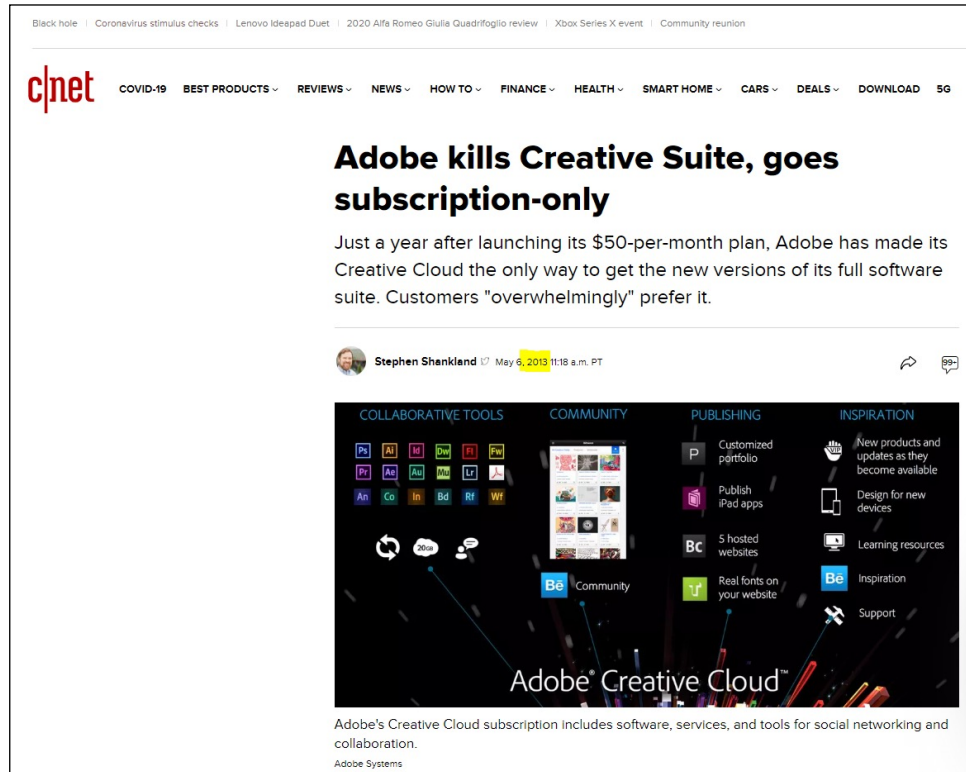
"There are no plans for another Acrobat perpetual product. Current 2020 version will be out of support by 2025."

Summary: Perpetual VS Subscription

	Acrobat DC (subscription)	Acrobat 2020 (perpetual)
Always keep up-to-date	Yes (ever-green)	No
Identity management	Named User Deployment: Adobe ID / Enterprise ID / Federated ID (SSO)	No

Features	• PDF Services
	  • Share and Review (collaboration)
	  • Create PDF from browser / mobile app
	  • Convert PDF Files to Office documents
	  • Organize PDF pages
	  • Send and Track files
		No

Mobile apps	• Acrobat Reader – Access and view <u>plus</u> create/export/organize pages and edit PDF on iPAD • Adobe Scan – Scanned image uploaded to storage directly <u>plus</u> can work with Acrobat Reader for the PDF on the go	• Acrobat Reader – Access and view <u>ONLY</u> • Adobe Scan – Scan image <u>ONLY</u>
Quarterly feature updates	Yes	No
Storages	100GB	5GB
Help & Support	• Online tutorials • 1:1 sessions with product experts	Online tutorials

Question from CIO: What is our current license status?

- How many active licenses within the organization at this point?

- How many of them are up-to-date version?

- How many of them are already "End-of-Support"? Security risks?

- How many of them can be deployed to Win10 devices?

- This employee is leaving next week, how do I take his license and re-deploy to another new employee?

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Real-time license deployment status

Acrobat Standard Now Available on Mac
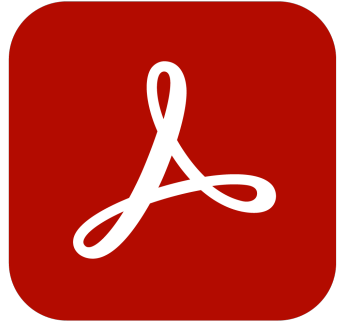
macOS

Acrobat Pro and Acrobat Standard

	Requirement
Processor	Intel processor; M1 Apple Silicon processor
Operating system	macOS v10.15, macOS v11*, macOS v12, or macOS v13
RAM	2GB of RAM
Hard disk space	2.75GB of available hard-disk space
Monitor resolution	1024x768 screen resolution

*Subscription Version ONLY
*Previously Mac only supports Acrobat Pro, not Standard version

Adobe

Adobe Document Cloud

- A total solution that delivers <u>CONNECTED, COMPLIANT and 100% DIGITAL</u> experiences across entire document lifecycle (i.e. Creation, Collaboration, Execution)

- Comprises of two products: **Adobe Acrobat** (PDF solution) and **Adobe Sign** (e-Signature solution)

- They focuses on digitalizing different stages of a document lifecycle

Adobe Acrobat

Adobe Sign

CREATE   **COLLABORATE**   **EXECUTE**

Adobe

Adding different level of eSign capabilities to Acrobat
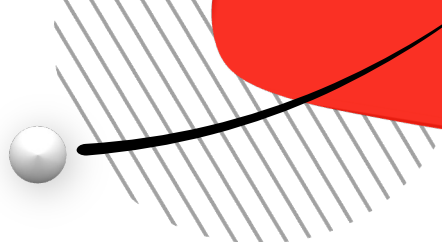
	FROM	TO
Acrobat Standard	150 transaction fair use limit for Acrobat Sign transactions	Unlimited Acrobat Sign transactions
Acrobat Pro	Individual version of Acrobat Sign 150 transaction fair use limit for Acrobat Sign transactions	==SMB version of Acrobat Sign== Unlimited Acrobat Sign transactions

E-signature feature comparison

Effective with new line-up 8/2022

Feature	E-signature in Acrobat Standard VIP Only[1]	E-signature in Acrobat Pro VIP Only[1]	Adobe Acrobat Sign Solutions for business	Adobe Acrobat Sign Solutions for enterprise
Level of ownership	Individual	Organisation	Organisation	Organisation
Version of Acrobat Sign	Individual	SMB	Business	Enterprise
Version of Acrobat	Standard	Pro	None	None
Acrobat Sign Account Type	Single User	Multi User	Multi User	Multi User
Integration with O365 & MSFT Teams	●	●	●	●
Self-signing (Fill & Sign)	●	●	●²	●²
Shared templates		●	●	●
Manage e-signature groups			●	●
Administrative settings		Limited	●	●
Participant roles	Signer	+Form Filler, Approver	+ Notary	+Certified Recipient, Acceptor, Delegate
Branding		●	●	●
Self-serve web forms		●	●	●
Multi-signer web forms			●	●
Online payments		●	●	●
Send in bulk		50	300	300
Advanced form calculations		●	●	●
Signer authentication options			●	●
Workflow Designer				●
e-Signature APIs				●
Prebuilt integrations for SharePoint, Dynamics, Salesforce, Workday, Ariba and more				●
Account delegation				●
SOC 2 – Type 2 (Security, Availability, Confidentiality)	●	●	●	●
Country and/or Industry-specific e-signature compliance⁴	Limited	Limited	●	●
Cloud Signature Consortium (CSC) certificate-based signatures			●	●

¹ Features related to "Need others to sign" not available in Acrobat Standalone purchased through ETLA ³ Administrative control for payments, archive and signature preferences
² Available in both Fill & Sign and Structured Self-Signing features. ⁴ Please visit **Adobe Compliance Certifications, Standards, and Regulations** for the latest compliance coverage

Why Acrobat?

Supports end to end PDF workflow with ONE solution

Point solutions don't support E2E PDF workflows
Mixed tech environment leading to disconnected experience and procurement inefficiency

Basic PDF usage

Advanced PDF usage

Document e-Signing

Smallpdf   I ♥ PDF   soda PDF ANYWHERE   CS

KOFAX   conga   Google Workspace   Office 365   nitro   WPS   Foxit Do More With Documents

DocuSign   signNow   PandaDoc   CITRIX RightSignature   HELLOSIGN a Dropbox Company
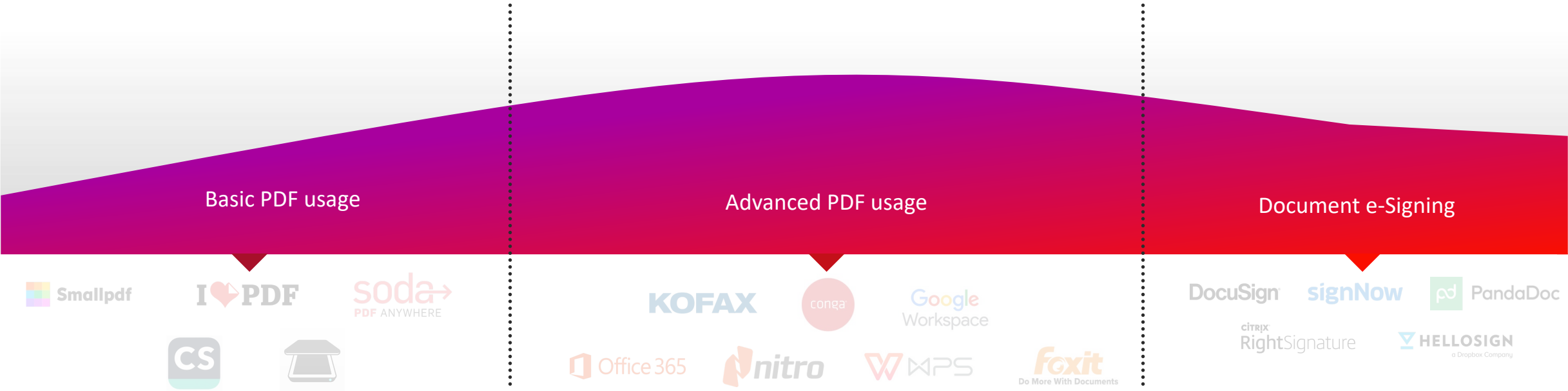
CREATE → VIEW → MANAGE → COLLABORATE → EXECUTE → STORE

Adobe Acrobat

Integrations to achieve custom workflows

G Suite   box   workday   servicenow   salesforce

Adobe Acrobat Sign

Why Acrobat Pro?

E2E PDF Workflow	CREATE	MANAGE	COLLARBORATE	VIEW	SIGN	INTEGRATE

Other PDF solutions

	CREATE	MANAGE	COLLARBORATE	VIEW	SIGN	INTEGRATE
	✘ Compliance with full PDF standards (e.g. PDF/A, PDF/X)	✘ Common features (e.g. Limited language support, full set of accessibility tools)	✘ Real-time & cross-device collaboration	✘ Responsive viewing		✘ Pre-built integrations with O365
	Compatibility & Standard	**User Satisfaction**	**Productivity**	**Experience**		**Productivity**

Other eSign solutions

	VIEW	SIGN	INTEGRATE
	✘ Responsive viewing	✘ Unlimited transactions, Local support	✘ Pre-built integrations with O365
	Experience	**Compliance Risk**	**Productivity**

Acrobat Pro

CREATE	MANAGE	COLLARBORATE	VIEW	SIGN	INTEGRATE
✓ Comply with full PDF Standards	✓ Most comprehensive PDF features	✓ Cross-device collaboration in real-time	✓ Responsive to any devices	✓ Compliant and "Unlimited" eSign requests	✓ Embedded into O365 apps

USERS:
Get everything done with ONE app

IT:
Manage ONE deployment

PROCUREMENT:
Manage ONE contract and ONE certain budget

Adobe

Why Acrobat Pro?

E2E PDF Workflow	CREATE	MANAGE	COLLARBORATE	VIEW	SIGN	INTEGRATE

Other PDF solutions

✗ Compliance with full PDF standards (e.g. PDF/A, PDF/X)

✗ Common features (e.g. Limited language support, full set of accessibility tools)

✗ Real-time & cross-device collaboration

✗ Responsive viewing

✗ Pre-built integrations with O365

Compatibility &	User Satisfaction	Productivity	Experience		Productivity

Other eSign solution

✗ Responsive viewing

✗ Unlimited transactions,

✗ Pre-built integrations

Acroba

PDF/X

Adobe

Why Acrobat Pro?

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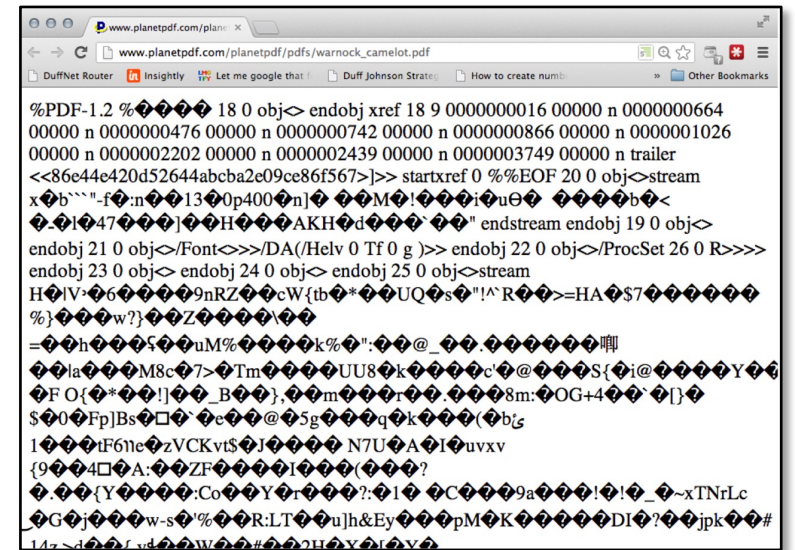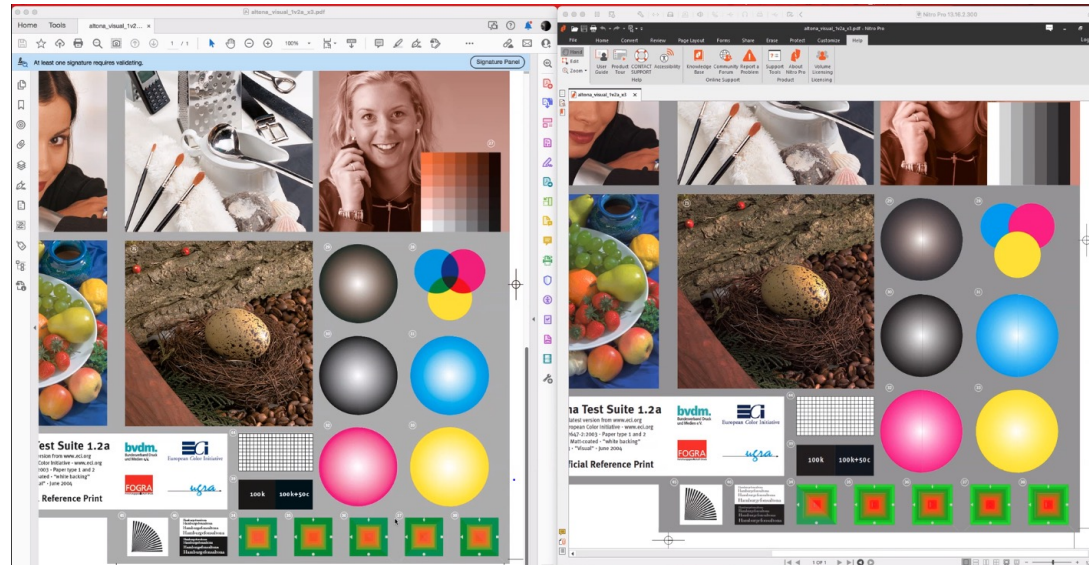✖ Common features (e.g. Limited language support, full set of accessibility tools)

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Compatibility & Standard **User Satisfaction** **Productivity** **Experience** **Productivity**

Other eSign solutions

Acrobat Pro

✔ Comply with full PDF Standards

✔

Accessibility

Web Content Accessibility Guidelines (WCAG) 2.0

Adopted by governments of EU, Australia, Canada, France, Germany, **Hong Kong**, India, Italy, Ireland, Israel, Japan,, New Zealand, Spain, UK and US

"If you are producing electronic documents in PDF, Word, Excel, or PPT formats such as brochures, directories, etc. Then it is mandatory for you to make them accessible and comply with WCAG guidelines."

USERS:
Get everything done with ONE app

IT:
Manage ONE deployment

PROCUREMENT:
Manage ONE contract and ONE certain budget