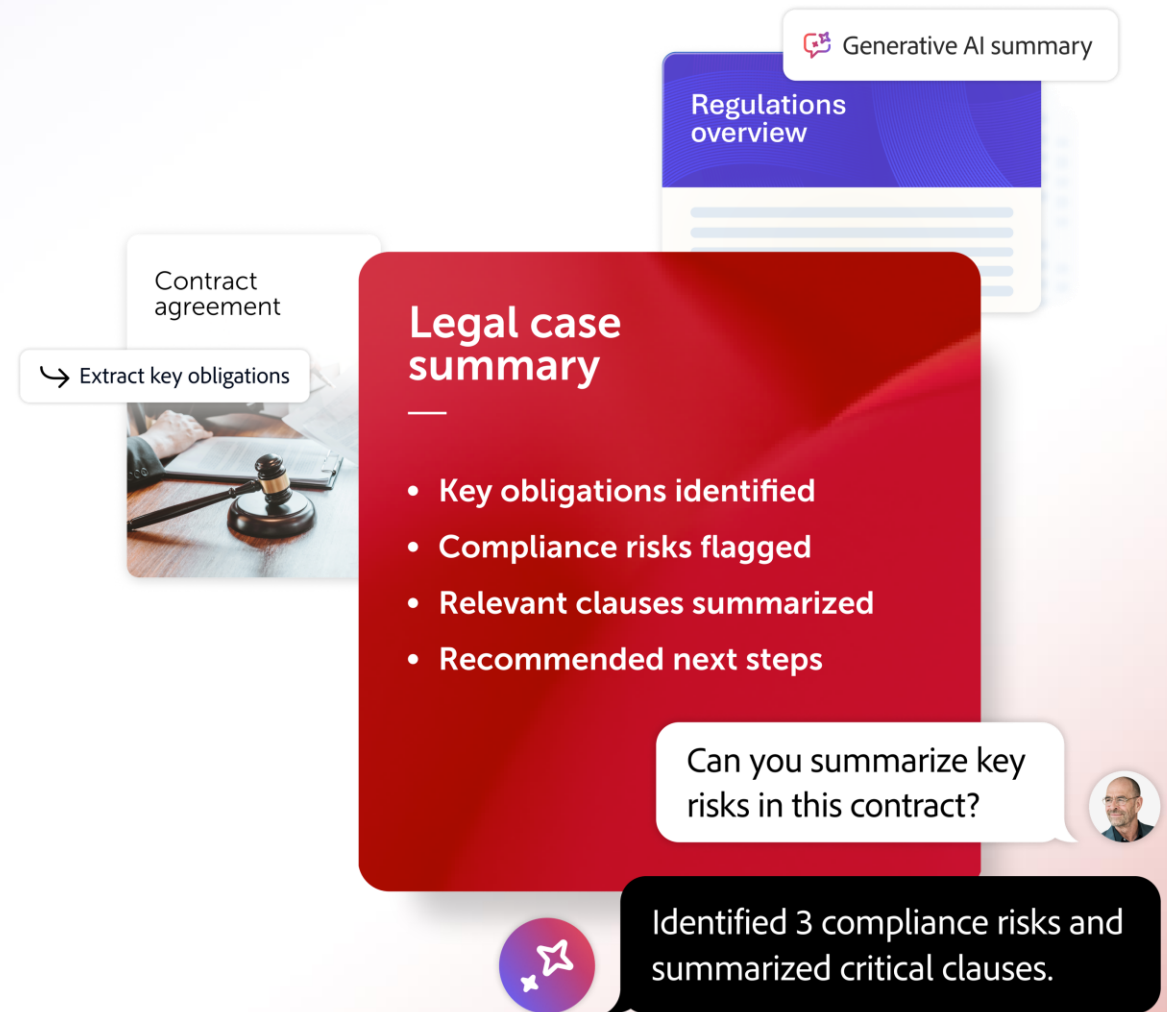


# From Documents to Decisions: AI for Every Team

Adobe



# Today's speakers



**Lisa Fraser**  
Content Strategist  
Adobe



**Brian Douglas**  
Director, AI and Customer Zero Adoption  
Adobe



**Lori DeFurio**  
Principal Business Solutions Technologist  
Adobe



**Diego Silva**  
Expert Solutions Consultant  
Adobe



**Milana Gilo**  
Senior Manager, Business Process Optimization  
Adobe



**Serena Barnett**  
Director, Employee Relations  
Adobe



**Danielle Riccitelli**  
Head, Solutions Consulting, Legal and Government Relations  
Adobe

# Agenda

AI and the new attention economy

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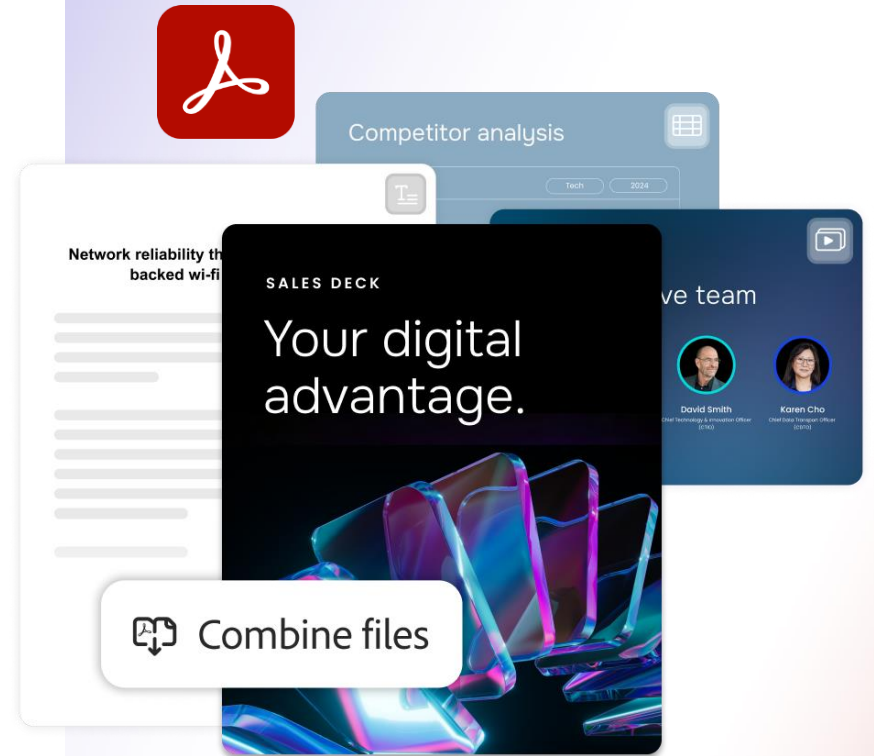
Document productivity

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Adobe customer zero panel

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Q&A



# AI and the new attention economy



**Brian Douglas**

Director, AI  
and Customer  
Zero Adoption  
**Adobe**

# Challenges: Attention economy within the enterprise

Productivity "tax"	Impact
Workers are interrupted every <b>4 minutes</b> <sup>1</sup>	Employees lose ~3 working days each month
<b>23 min 15 sec</b> to refocus after one <sup>2</sup> interruption	Even brief disruptions have outsized recovery costs
Employees <b>switch app/website 1200 times</b> a day <sup>3</sup>	This adds up to 5 lost working weeks per year (9% of annual time)
Distractions cost <b>15x</b> more than absenteeism <sup>4</sup>	Primary driver of productivity loss, not sick days
<b>28% of workweek</b> spent on <b>email</b> , <b>20%</b> hunting for <b>information</b> <sup>5</sup>	Nearly half the week is gone before real work begins
Disengagement and lost productivity costs the global economy <b>\$8.8 trillion</b> annually <sup>6</sup>	Equal to 9% of global GDP
Top performers face the highest <b>"collaborative overload"</b> <sup>7</sup>	They are the most interrupted and at the risk of burned out

1 "The science is in: Interruptions Kill Productivity and Increase Stress," Workjoy  
 2 "The Cost of Interrupted Work: More Speed and Stress," University of California, Irvine  
 3 "How much Time and Energy do we Waste Toggling Between Applications?" Harvard Business Review  
 4 "Ill Health and Distraction at Work: Costs and Drivers for Productivity Loss," PubMed

5 "The Social Economy: Unlocking Value and Productivity Through Social Technologies," McKinsey Global Institute  
 6 "State of the Global Workplace 2026," Gallup  
 7 "Collaborative Overload," Harvard Business Review

# Every team feels the friction



Marketing



HR



Finance



Legal



IT

Different AI tools across workflow.

34%

38%

45%

41%

34%

Difficulty connecting workflows across teams / departments.

38%

32%

41%

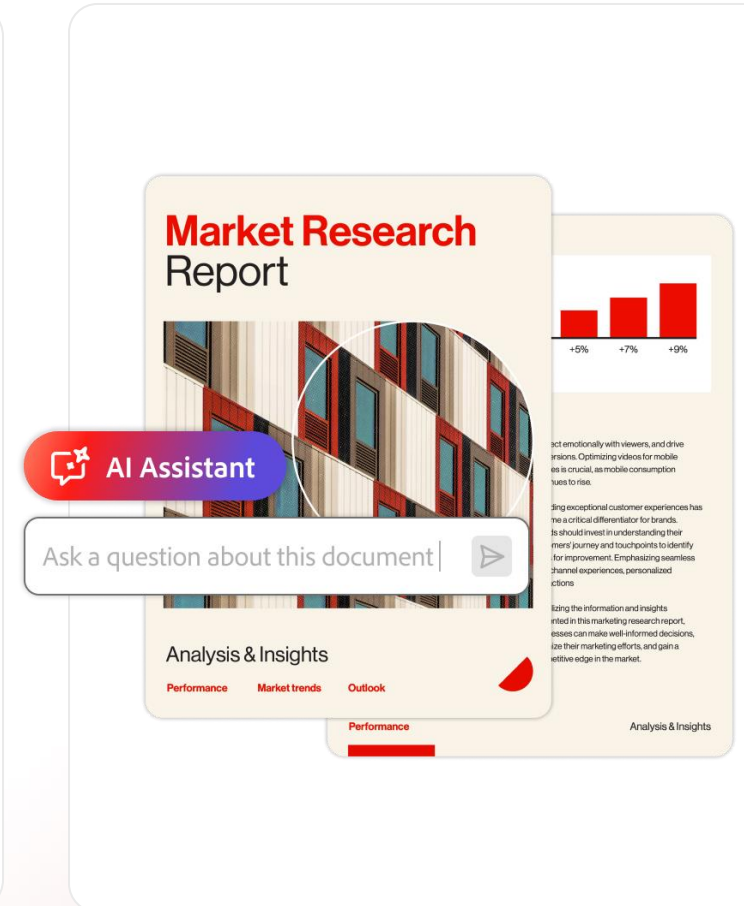
38%

28%

Source: Forrester's Q2 2026 Workplace, Collaboration, and Document Management Solutions Survey.

# Gains: Attention economy within the enterprise

Gain	Result
5x more productive in flow state <sup>1</sup>	Flow is the highest-leverage productivity state
9.5 minutes of focus is regained per app switch removed <sup>2</sup>	10 fewer switches/day reclaims ~90 minutes
30–35% of search time recovered with unified collaboration <sup>3</sup>	Directly solves 20% of the workweek lost hunting across siloed tools
Single-tasking <b>significantly outperforms</b> multitasking on creativity, working memory, and cognitive filtering <sup>4</sup>	Reducing context switching restores the cognitive capacity for creative work — not just time
Eliminating task switching can recover up to <b>40%</b> of productive time <sup>5</sup>	Protecting focus reverses the dominant driver of productivity loss
<b>20–25%</b> knowledge worker productivity gain from streamlined collaboration tools <sup>6</sup>	The full upside of solving fragmentation — equivalent to one additional productive day per week



1 "Increasing the 'Meaning Quotient' of Work," McKinsey Global Institute

2 "Workgeist Report," Catalog & Cornell University Ellis Idea Lab

3 "The Social Economy: Unlocking Value and Productivity Through Social Technologies," McKinsey Global Institute

4 "Cognitive Control in Media Multitaskers," Ophir, Nass & Wagner, Stanford University / PNAS

5 "Multitasking: Switching Costs," American Psychological Association

6 "The Social Economy: Unlocking Value and Productivity Through Social Technologies," McKinsey Global Institute

# Driving AI adoption: Centaur vs. Cyborg

Two ways people work with AI — and only one consistently outperforms.



## CENTAUR

### Divide and delegate

Work is split into discrete tasks. Humans do what they do best, then hand off to AI for what it does better.

- Sequential: human → AI → human
- Clear handoffs between tasks
- AI used for isolated chunks
- Treats AI as a tool you visit

**GOOD — but ceiling-limited**



## CYBORG

### Blend and weave

Human and AI work are interleaved continuously. AI is woven into thinking itself — drafting, critiquing, exploring in real time.

- Continuous: human ↔ AI in the moment
- Tight, iterative loops within a task
- AI integrated into the workflow itself
- Treats AI as a thinking partner

**Consistently higher performance**

## The research

758-consultant RCT at BCG with Wharton & Harvard  
(Dell'Acqua, Mollick et al., 2023)

**25%** faster task completion

**40%** higher quality output

**12%** more tasks completed

# Three steps to drive adoption

A practical path to embed AI into how your teams actually work.

01



## Pick the right tools

Audit where attention leaks today. Choose AI tools that match your workflows — not the loudest vendor or shiniest demo.

- Map high-friction, high-frequency tasks
- Match capability to actual workflow
- Avoid tool sprawl and shadow stacks

02



## Introduce them in context

Roll out AI inside the work itself — in the document, the inbox, the meeting. This is what enables the cyborg approach.

- Embed in existing apps, not new ones
- Train on real, current team workflows
- Show the loop, not just the output

03



## A/B test for value

Measure rigorously. Compare AI-enabled and control workflows on time, quality, and outcomes — and iterate based on evidence.

- Define metrics before rollout
- Run controlled team-level pilots
- Scale what works, retire what doesn't

The goal isn't to deploy AI. It's to weave it into the work.

# From document friction to flow



**Lori DeFurio**

Principal Business  
Solutions Technologist

**Adobe**

# Adobe Acrobat Studio

Industry-standard productivity and creativity tools — unified in an AI-powered platform for PDF editing, comprehension, collaboration, and creation.



+



+



+



Adobe Acrobat Pro

AI Assistant

PDF Spaces

Adobe Express

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Adobe's trusted security, responsible AI, and integrated workflows

# Customer zero panel



**Diego  
Silva**

Expert Solutions  
Consultant

**Adobe**



**Milana  
Gilo**

Senior Manager,  
Business Process  
Optimization

**Adobe**



**Serena  
Barnett**

Director,  
Employee Relations

**Adobe**



**Danielle  
Riccitelli**

Head, Solutions  
Consulting, Legal and  
Government Relations

**Adobe**



**Brian  
Douglas**

Director, AI  
and Customer  
Zero Adoption

**Adobe**

# Sharing as a sales strategy

How PDF Spaces transform presales into a consultative, scalable experience.



## The challenge

### Fragmented content, fragmented trust

Adapting decks, gathering PDFs, and sending links — effort that leaves customers disconnected and repeating questions.

**-20%**

time preparing and sharing materials



## The shift

### From sending materials to creating experiences

One customized Space per opportunity — content organized around customer language, priorities, and the ROI they need to justify internally.



fewer clarification emails and repeated questions



## Scale

### One-to-many through the partner ecosystem

Partners across Latin America engage more consultatively — distributing capability, not just content.

**+25%**

customers supported per quarter

"It's not just about collaboration — it's about scaling a more consultative, personalized, and effective way to sell."

# Acrobat Generate presentation

1

## Problem

Preparing for a presentation is time-consuming.

2

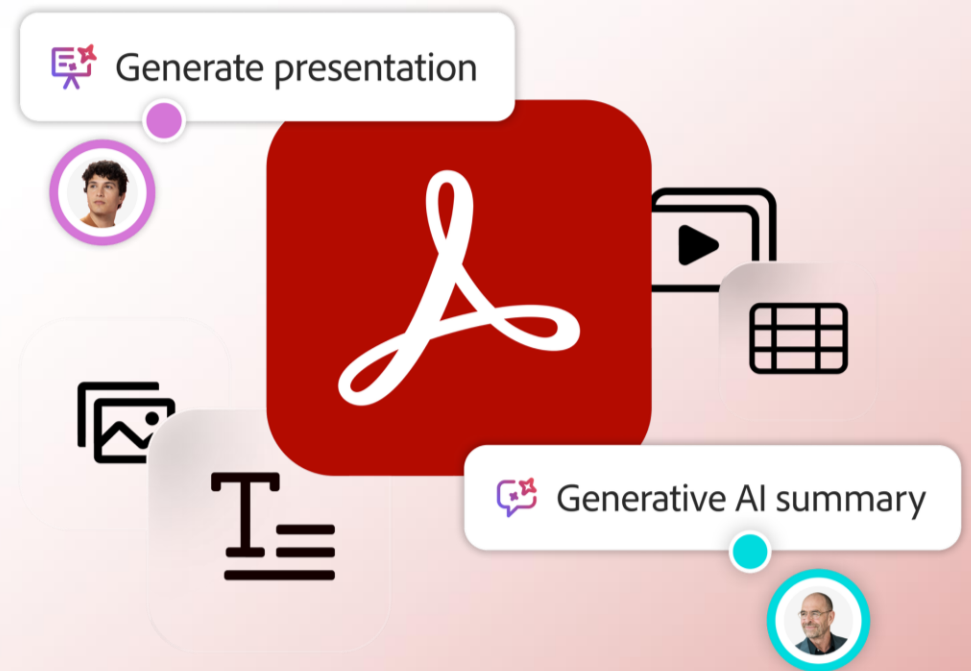
## Existing process

Formatting and manually transferring content across sections adds significant time.

3

## Generate presentation

Automatically merges content into brand-aligned presentations, ready for review.



# Protect sensitive IP with redaction

MEDICAL PRACTICE  
**Lakeside Family Medical Group**  
1234 Medical Center Drive, Suite 200  
Springfield, ST 00000

Tel: (555) 123-4567  
Fax: (555) 123-4568  
Email: admin@lakesidefamilymed.example

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**MEDICAL CERTIFICATE**  
ISSUED FOR EMPLOYER / CASE MANAGEMENT PURPOSES

Reference No: MC-2024-04471 Date of Issue: April 14, 2025

**PATIENT INFORMATION**

Full Name:	Jane Doe	Insurance / Policy No.:	POL-1234567890
Date of Birth:	January 15, 1985	Employer / Organisation:	Meridian Group Inc.
Patient ID / SSN:	PAT-00123456	Employee No.:	EMP-00284

**EXAMINATION DETAILS**

Date of Examination:	April 14, 2025	Consulting Physician:	Dr. Sarah J. Thompson, MD
Location:	Lakeside Medical Center, Suite 200	Physician License No.:	MD-ST-123456

**CLINICAL FINDINGS & DIAGNOSIS**

The above-named patient presented to this practice on the date of examination noted above. Following a comprehensive clinical assessment, the following findings were recorded:

Primary Diagnosis (ICD-10): J06.9 — Acute upper respiratory infection, unspecified  
Secondary Diagnosis: R53.83 — Fatigue, unspecified  
Clinical Notes: Patient presented with a 5-day history of fever, productive cough, and significant fatigue. Examination revealed mild pharyngeal erythema and bilateral cervical lymphadenopathy. Temperature recorded at 38.4°C at time of consultation. Advised rest, adequate hydration, and prescribed supportive treatment. Follow-up appointment scheduled for April 28, 2025.

**CERTIFICATION & RECOMMENDATION**

This is to certify that the patient named above is **unfit for work** commencing **April 14, 2025** and is expected to be unable to perform their regular duties for the period specified below.

This certificate is issued solely for the purpose of confirming the employee's absence from work and does not disclose the nature of the medical condition to any third party unless specifically authorised by the patient.

Absence From:	April 14, 2025	Fit Note Type:	Not fit for work
Estimated Return:	April 28, 2025	Phased Return:	To be reviewed

SIGNATURE OF CERTIFYING PHYSICIAN  
Printed Name: Dr. Sarah J. Thompson, MD  
Designation: General Practitioner, MB ChB, MRCP



MC-2024-04471 — Issued April 14, 2025 This document contains confidential medical information. Unauthorised disclosure is prohibited. Page 1 of 1



MEDICAL PRACTICE  
[Redacted]  
[Redacted]  
[Redacted]

Tel: [Redacted]  
Fax: [Redacted]  
Email: [Redacted]

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**MEDICAL CERTIFICATE**  
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Date of Birth:	[Redacted]	Employer / Organisation:	Meridian Group Inc.
Patient ID / SSN:	[Redacted]	Employee No.:	EMP-00284

**EXAMINATION DETAILS**

Date of Examination:	April 14, 2025	Consulting Physician:	[Redacted]
Location:	[Redacted]	Physician License No.:	[Redacted]

**CLINICAL FINDINGS & DIAGNOSIS**

The above-named patient presented to this practice on the date of examination noted above. Following a comprehensive clinical assessment, the following findings were recorded:

Primary Diagnosis (ICD-10): [Redacted]  
Secondary Diagnosis: [Redacted]  
Clinical Notes: [Redacted]

**CERTIFICATION & RECOMMENDATION**

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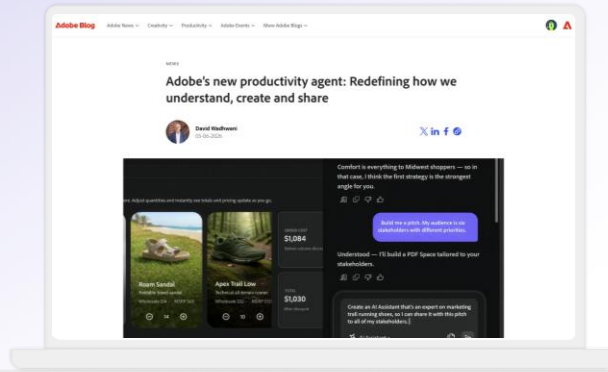
SIGNATURE OF CERTIFYING PHYSICIAN  
Printed Name: [Redacted]  
Designation: [Redacted]



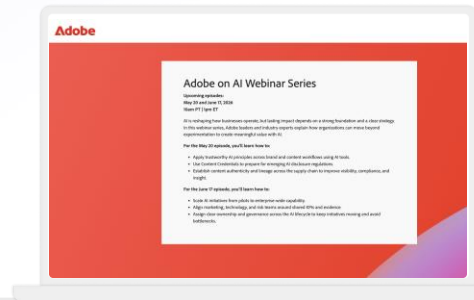
MC-2024-04471 — Issued April 14, 2025 This document contains confidential medical information. Unauthorised disclosure is prohibited. Page 1 of 1

# Related resources

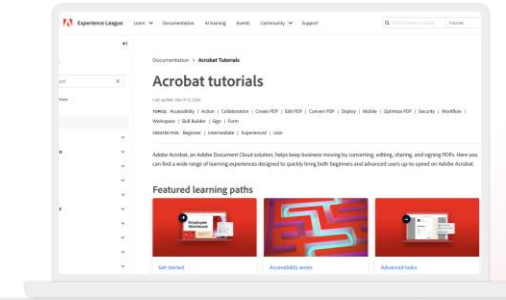
[Blog] Adobe's new productivity agent: Redefining how we understand, create and share



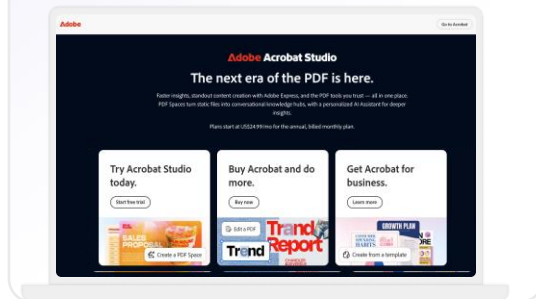
Adobe on AI Webinar Series



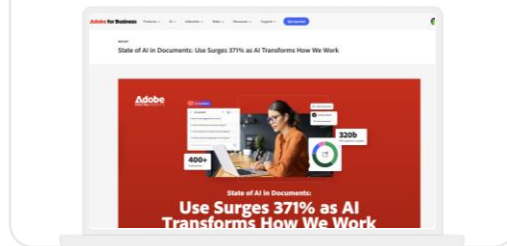
Experience League: Acrobat Tutorials



Adobe Acrobat Studio



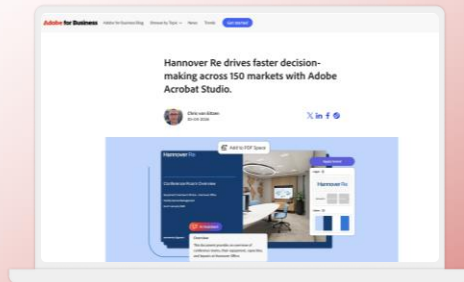
State of AI in Documents: Use Surges 371% as AI Transforms How We Work



[Whitepaper] Adobe Acrobat with Document Cloud Services Security Overview



Hannover Re drives faster decision-making across 150 markets with Adobe Acrobat Studio



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