

# Activity to Impact: New Productivity for the Enterprise

Adobe



HR PDF Space

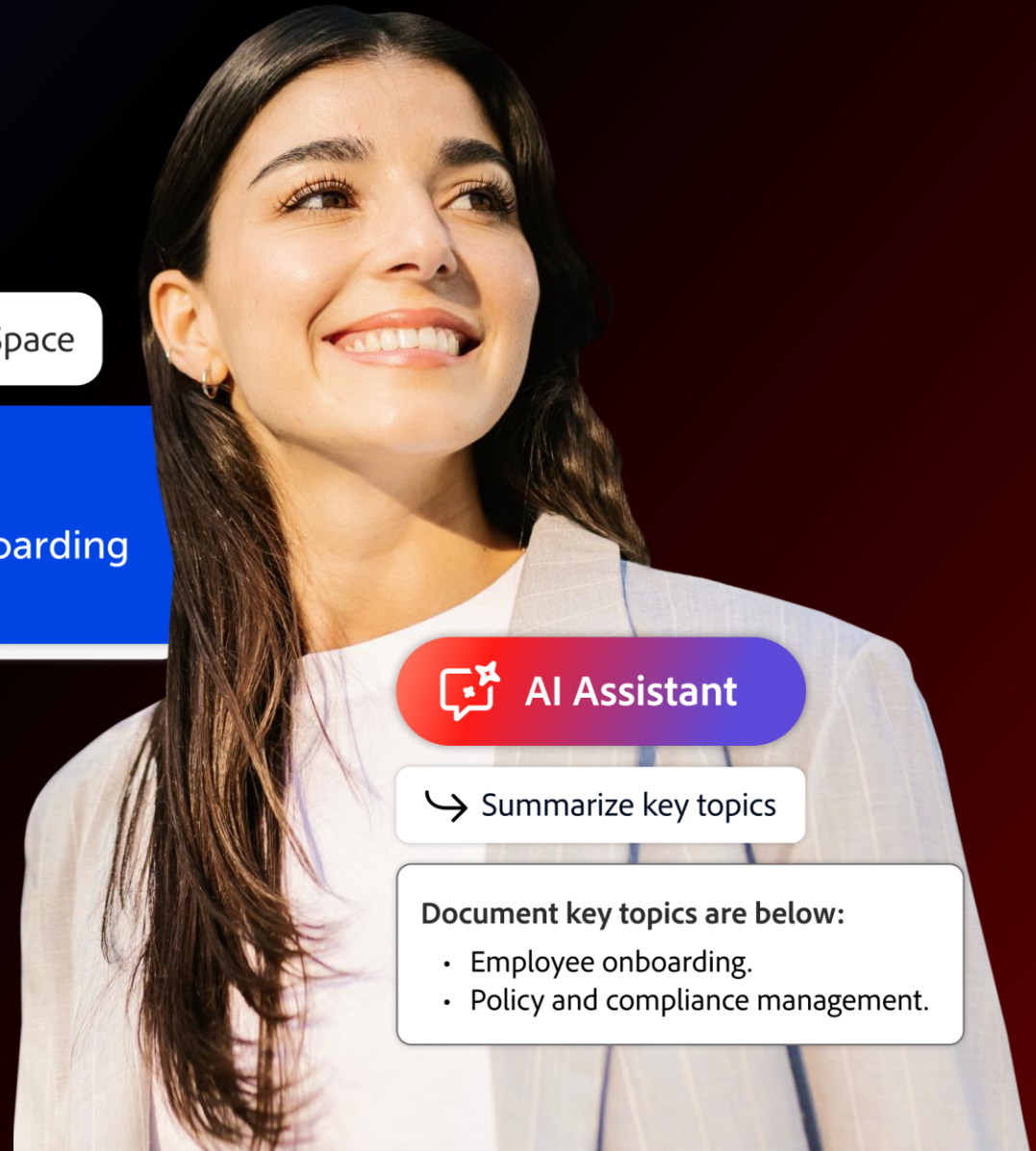


AI Assistant

Summarize key topics

Document key topics are below:

- Employee onboarding.
- Policy and compliance management.



# Today's speakers



**Michi Alexander**

VP Product Marketing for  
Business Professionals  
and Consumers

**Adobe**



**Nina Nasre**

Senior Manager,  
PMM & Community

**Adobe**



**Lori DeFurio**

Principal Solutions  
Technologist

**Adobe**



**Emily Rancatore**

Senior Product Manager,  
Document Cloud  
Customer Zero

**Adobe**

# Agenda

Documents in the AI era

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Adobe Acrobat Studio: AI-powered productivity for modern work

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Acrobat in action: Top use cases

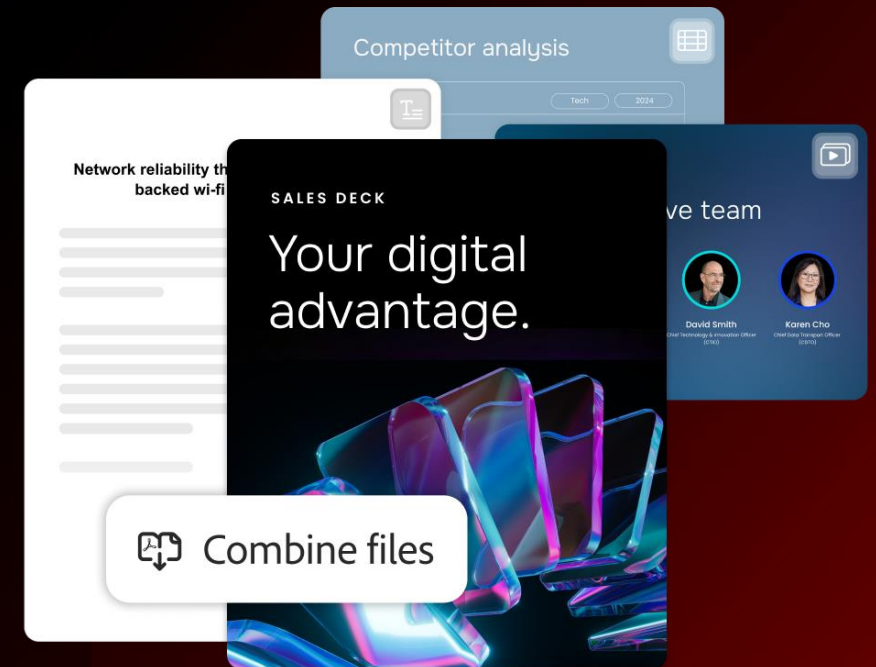
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Panel discussion: AI and the future of document intelligence

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Audience Q&A

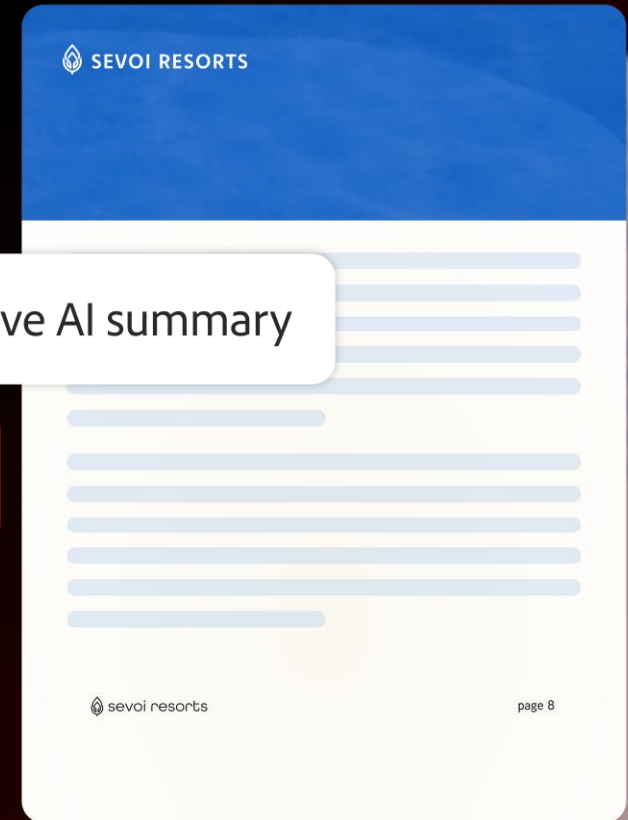
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# Documents in the AI era



Generative AI summary



# Work isn't just busier — it's more complex



**More information**



**More content velocity**



**More decision makers**



**More governance & systems**



**Higher expectations**



**Non-negotiable speed**



**No additional resources**



# From static files to intelligent work

Work is moving beyond files into connected, AI-powered experiences.

## From file centric work



## To intelligent, connected work

Static files passed between tools

Intelligent, interactive document experiences

Email threads and shared drives as the collaboration layer

Collaborative spaces with content, context, and feedback together

Manual, document-by-document reading and review

AI-assisted comprehension across document sets

Time-intensive content creation

Instant content creation and remix (slides, visuals, summaries)

Disconnected feedback and limited visibility

Conversational AI embedded within workflows

Information locked in silos

Connected systems designed for action and next steps

# Accelerating insight to action

Bring documents, collaboration, and AI together in one intelligent workflow.

## Comprehend



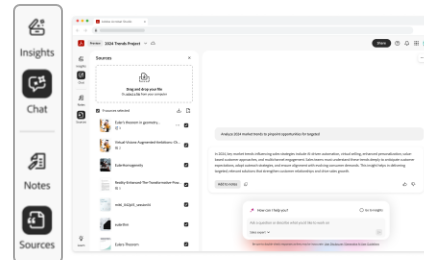
Trusted AI insights and summaries — backed by **source-linked citations**, plus AI-generated podcasts.



## Collaborate



**Unites documents, context, and feedback** in one AI-powered workspace.



## Create



High-impact content across formats that's on-brand, self-served, and scalable — powered by AI, templates, and assets.



## Control critical information with PDFs

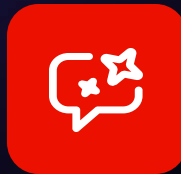
Edit, redact, convert, protect, export, and more — now with conversational AI.

# Meet **Adobe** Acrobat Studio

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



Acrobat Pro



AI Assistant



PDF Spaces



Adobe Express

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**Adobe's trusted security, safe AI, and integrated workflows.**

# Acrobat in action: Top use cases



# One studio. Every team. Better outcomes.

Acrobat Studio unifies document intelligence, collaboration, and content creation to help teams move with speed and confidence.

## < Insights & document-driven work

## Content creation-driven work >



### Legal

- Contract review & summary
- Compliance risk assessment
- External content review
- Policy interpretation & guidance



### Finance

- Financial reporting
- Budget & forecast review
- Vendor spend analysis
- Audit preparation & support



### HR/Talent

- Talent onboarding/training
- Employee comms/engagement
- Policy interpretation & guidance
- Talent review & rewards



### Sales

- Proposal & pitch development
- RFP/RFQ response management
- Contract deal desk collaboration
- Sales enablement content



### Marketing

- Campaign content reuse
- Event comms and collateral
- Campaign localization
- High-impact presentations & stories

Accuracy and compliance risks

Slow decisions and execution

Disconnected tools and wasted time

Content creation bottleneck

# Top challenges of legal teams



## Efficiency & productivity

Legal teams struggle with time-consuming manual contract reviews and extracting key information from complex documents.



## Collaboration & communication

Fragmented collaboration and poor version control slow reviews and create risk across legal workflows.



## Compliance & security

Legal teams face challenges identifying compliance risks, maintaining traceability, and securely sharing sensitive data.



# Solutions for legal teams



## Efficiency & productivity

- AI-powered contract analysis and comparison.
- Automated document summarization.



## Collaboration & communication

- Centralized collaboration spaces with integrated tools.
- Policy distribution with tracking.



## Compliance & security

- Attributable AI insights.
- Enterprise-grade encryption, permissions, redaction.
- Audit-ready documentation tools.



## Creating a legal brief:

1 hour → under 9 minutes<sup>1</sup>

ROI = up to 415% for an enterprise<sup>2</sup>

1 "Adobe Acrobat AI Assistant: Transforming How Knowledge Workers Interact with Documents," Pfeiffer, 2024  
2 "New Technology: The Projected Total Economic Impact of Adobe Acrobat AI Assistant," Forrester, January 2025

# What we do as Customer Zero

How we use Adobe Acrobat & Adobe Acrobat Studio internally.

1

**Use real work, not synthetic tests.**

Apply Acrobat and Studio to actual Adobe workflows, documents, and deadlines — the same complexity our customers face.

2

**Pressure-test in high-stakes scenarios.**

Validate the experience across departments, including legal, finance, sales, HR, and more. Use cases where accuracy, trust, and auditability matter.

3

**Separate “cool” from genuinely useful.**

Identify what truly saves time, reduces errors, improves clarity, or unblocks teams — not just what demos well.

4

**Turn feedback into product signal.**

Surface friction, gaps, and edge cases early, and provide concrete, actionable input to product teams.

## Outcome

**Better products for our customers.**

# Government executive order intake & impact analysis



## Challenge

- Rapid increase in EO volume and velocity.
- Manual review couldn't keep up.
- Needed fast interpretation across multiple teams.



## How Acrobat PDF Spaces helped?

- Centralized intake & review.
- AI summaries and impact highlights.
- Reliable, source-linked reporting.



## Impact

- 60%+ faster review cycles.
- Able to keep pace with policy activity.
- More timely, actionable insights.

# What this means for Adobe Legal

What we've learned — and what customers get.



**Faster insights** — less hunting, more deciding.



**Secure, precise collaboration** — shared Spaces with guardrails.



**Confidence in decisions** — everything is linked back to the source.



**Real workflows, not theories** — proven patterns you can replicate.

# Top challenges of finance teams



## Comprehension

Finance teams struggle to analyze scattered data, summarize reports, and spot anomalies quickly.



## Collaboration

Fragmented collaboration makes it difficult to align stakeholders on budgets, forecasts, and compliance materials.



## Creation

Finance teams need to turn insights into accurate, audit-ready, and shareable financial reports and presentations.



# Solutions for finance teams



## Comprehension

AI quickly summarizes reports, surfaces anomalies, and extracts key metrics for better decisions.



## Collaboration

PDF Spaces centralize financial documents for secure collaboration and stakeholder alignment.



## Creation

AI-powered tools turn insights into polished, audit-ready reports with secure sharing and traceability.

<sup>1</sup> "Adobe Acrobat AI Assistant: Transforming How Knowledge Workers Interact with Documents," Pfeiffer, 2024  
<sup>2</sup> "New Technology: The Projected Total Economic Impact of Adobe Acrobat AI Assistant," Forrester, January 2025



## Creating a financial brief:

2+ hours → around 40 minutes<sup>1</sup>

ROI = up to 415% for an enterprise<sup>2</sup>

# Finance: Acrobat Generate presentation use case

1

## **Problem**

Preparing for a presentation is time-consuming.

2

## **Existing process**

Spend considerable time formatting while manually transferring information from various sections.

3

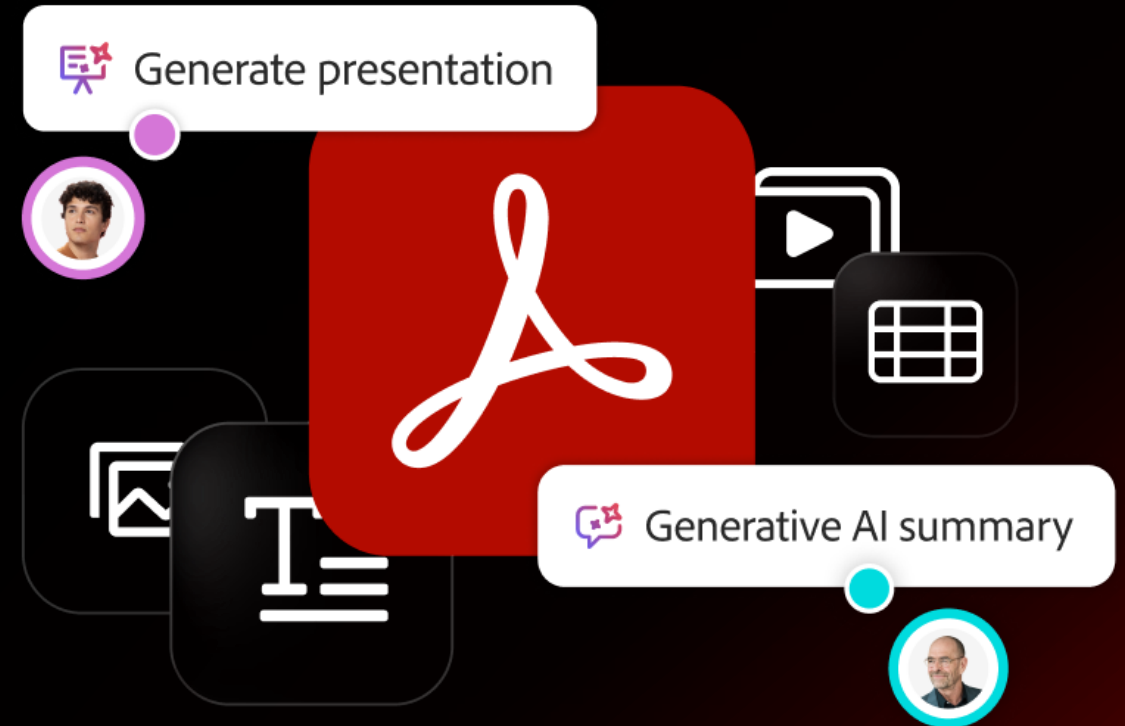
## **Generate presentation**

Merge document information and create content ready for evaluation.

# Finance: Acrobat Generate presentation impact

Time savings has been meaningful — but the bigger impact is what that reclaimed time enabled us to do: operate more strategically, improve quality, and reduce risk.

- **Time savings:** Faster review and preparation of presentations.
- **Value beyond time savings:** The team can focus more on the intended messaging, reviewing content for completeness, accuracy, and strategy.
- **What that enabled:** More proactive strategy and tighter executive readiness.



# Top challenges of sales teams



## Comprehension

Sales teams struggle to organize client materials, surface key insights, and identify differentiators, slowing pitch preparation and deal velocity.



## Collaboration

Fragmented collaboration on pitches and proposals causes misalignment, rework, and delays.



## Creation

Sales teams lack fast, easy ways to produce polished, on-brand proposals and presentations.



# Solutions for sales teams



## Comprehension

AI-powered tools summarize client materials, highlight priorities, and surface differentiators for faster, more effective pitches.



## Collaboration

PDF Spaces centralize pitch development, enabling aligned collaboration and seamless sharing with stakeholders and clients.



## Creation

Adobe Express templates and Generate presentation tools help sales teams quickly create professional, on-brand proposals that accelerate deal cycles.



**Creating a presentation and email:  
46+ minutes → under 12 minutes<sup>1</sup>  
ROI = up to 415% for an enterprise<sup>2</sup>**

<sup>1</sup> "Adobe Acrobat AI Assistant: Transforming How Knowledge Workers Interact with Documents," Pfeiffer, 2024  
<sup>2</sup> "New Technology: The Projected Total Economic Impact of Adobe Acrobat AI Assistant," Forrester, January 2025

# A smarter, centralized solution for Adobe Sales



## One tailored PDF Space per customer

Centralizes all sales collateral and resources for each account.



## Express visuals for engagement

Includes banners and infographics for a dynamic experience.



## AI assistant with verified citations

Delivers accurate, citation-backed answers to customer questions.



## Easy sharing & engagement tracking

One link for all stakeholders; monitor interactions to refine content.



## Local language support: PT & ES

Ensures relevance and accessibility for Portuguese and Spanish speakers.

# Real wins for Adobe's sales teams



## Significant time savings

Self-service access and centralized Space save 10–20% of time.



## Boosted customer capacity

AI-driven workflows enable a ~25% increase in accounts managed per quarter.



## Reduced follow-ups

Fewer clarification emails thanks to verified, interactive content.



## Trusted advisor status

Citation-backed answers and tailored engagement build customer trust.



# Top challenges of HR teams



## Comprehension

HR teams struggle to quickly identify and summarize critical information in complex policy documents.



## Collaboration

HR lacks secure, efficient collaboration on sensitive employee documents.



## Creation

Teams struggle to produce polished, engaging internal communications at scale.



# Solutions for HR teams



## Comprehension

AI Assistant helps HR quickly summarize policies, surface key sections, and turn feedback into actionable insights.



## Collaboration

PDF Spaces centralizes HR documents and enables secure, role-based collaboration on sensitive content.



## Creation

Adobe Express and AI tools empower HR to easily create polished, on-brand employee communications.

1 "Adobe Acrobat AI Assistant: Transforming How Knowledge Workers Interact with Documents" Pfeiffer, 2024  
2 "New Technology: The Projected Total Economic Impact of Adobe Acrobat AI Assistant" Forrester, January 2025

**Creating an email based on leave benefits:  
Almost 20 min → under 5 minutes<sup>1</sup>  
ROI = up to 415% for an enterprise<sup>2</sup>**



# HR onboarding: Acrobat PDF Spaces

1

## Problem

Onboarding was slow and overwhelming. Information was scattered across multiple sources.

2

## Existing process

New hires received SharePoint sites, intranet links, and documents, requiring teams to guide them through the content.

3

## PDF Spaces

Teams now centralize key resources in a PDF Space, enabling new hires to find answers quickly with citations and prompts.

4

## Impact

Faster ramp-up, less team time spent on onboarding, and improved new hire satisfaction.



# Summary

Documents in the AI era

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Adobe Acrobat Studio: AI-powered productivity for modern work

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Acrobat in action: Top use cases

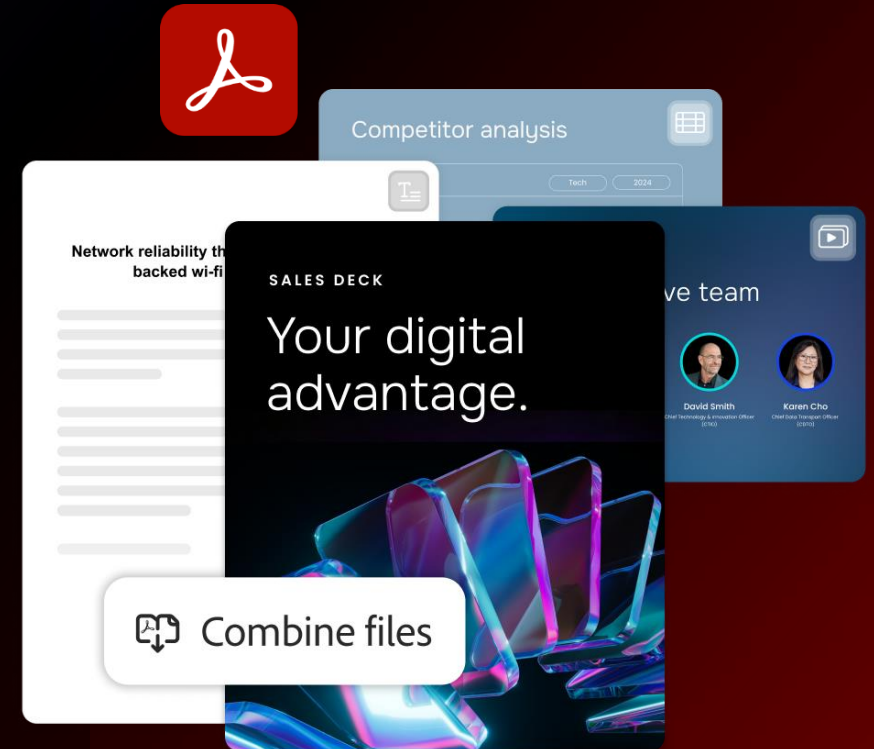
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Panel discussion: AI and the future of document intelligence

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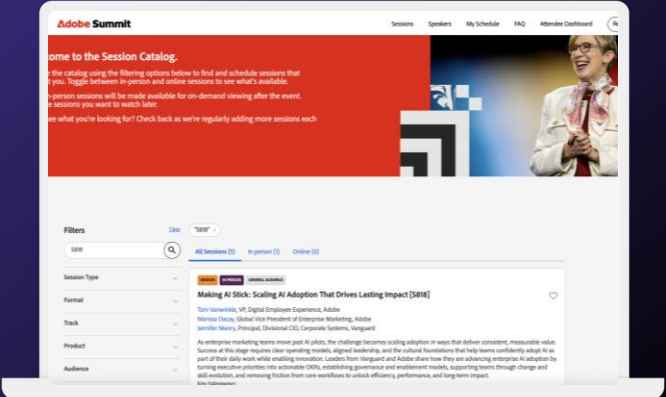
Audience Q&A

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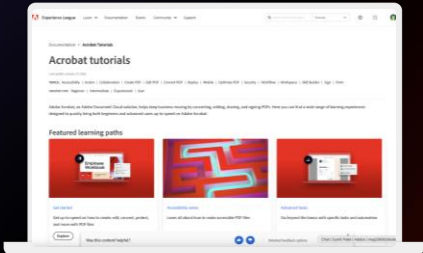


# Related resources

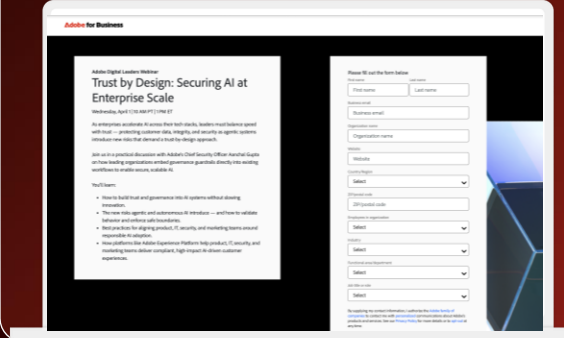
## Making AI Stick: Scaling AI Adoption That Drives Lasting Impact



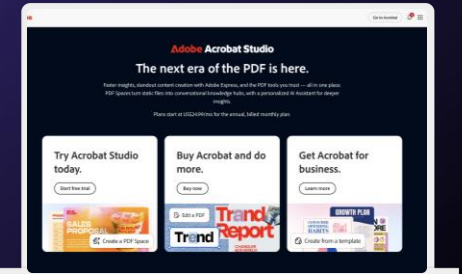
## Experience League: Acrobat Tutorials



## Trust by Design: Securing AI at Enterprise Scale



## Adobe Acrobat Studio



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



**Adobe**