

**Adobe Acrobat**

**Made by AI Assistant  
October 1, 2025**

**Adopt Gen AI  
While Protecting  
Sensitive Data**



# Session summary

In this webinar, Ian Peacock, product marketing lead at Adobe, and Mark Ehr, principal research analyst at S&P Global 451 Research, explore how organizations can use generative AI to enhance document productivity while addressing critical security and compliance challenges. They share insights from research studies, discuss barriers to AI adoption, and highlight solutions for secure implementation. The session emphasizes the importance of user education, vendor selection, and regulatory compliance, while showcasing Adobe's innovative tools like Acrobat Studio and PDF Spaces for secure and efficient document workflows.

# Key takeaways



**Generative AI adoption requires balancing speed and security:** Organizations must weigh the benefits of rapid AI implementation against the risks of data privacy, security, and regulatory compliance.



**User education is critical:** Regular, interactive training helps employees understand AI best practices, recognize threats, and operate securely within workflows.



**Vendor solutions simplify AI adoption:** SaaS providers like Adobe offer secure, compliant, and cost-effective AI tools, reducing the need for specialized in-house expertise.



**Document workflows benefit from AI-powered tools:** Features like AI-driven insights, dynamic data masking, and role-based access control enhance productivity while safeguarding sensitive information.



**Regulatory compliance is evolving:** Organizations must stay ahead of emerging AI laws and regulations by adopting transparent and secure solutions from trusted vendors.

# Step-by-step demo tutorials

## Exploring PDF Spaces and AI-powered tools in Adobe Acrobat Studio

1. Open Adobe Acrobat Studio and select PDF Spaces.
2. Create a new PDF Space by uploading your files, including PDFs, web links, or meeting transcripts.
3. Interact with the PDF Space by typing queries into the chat interface and reviewing AI-generated insights.
4. Validate responses by clicking on citation links and add notes by selecting Save as Note.
5. Choose a pre-built AI assistant or customize an assistant if needed.
6. Share the PDF Space as a public link or with your team.
7. Use Adobe Express to create content by selecting a template, customizing it, and generating AI-powered images.
8. Drag and drop AI-generated images into your project, adjust the layout, and save or export the final design.

On-demand webinar

# **Adopt Gen AI While Protecting Sensitive Data**

# Our speakers



## **Ian Peacock**

Product Marketing Lead,  
Adobe Document Cloud

**Adobe**



## **Mark Ehr – Guest Speaker**

Security – Principal Research Analyst

**S&P Global 451 Research**

# Agenda

01

Introducing the research

02

Major barriers to AI adoption

03

Solutions and use cases

04

Looking ahead

# AI: Accelerating productivity of every knowledge worker

**8.2 hrs/wk** average knowledge worker spends looking for, re-creating, or duplicating information<sup>1</sup>

**80–90%** of data is unstructured<sup>2</sup>



Marketing and  
communications



Legal /  
compliance



Sales



Finance



Human resources

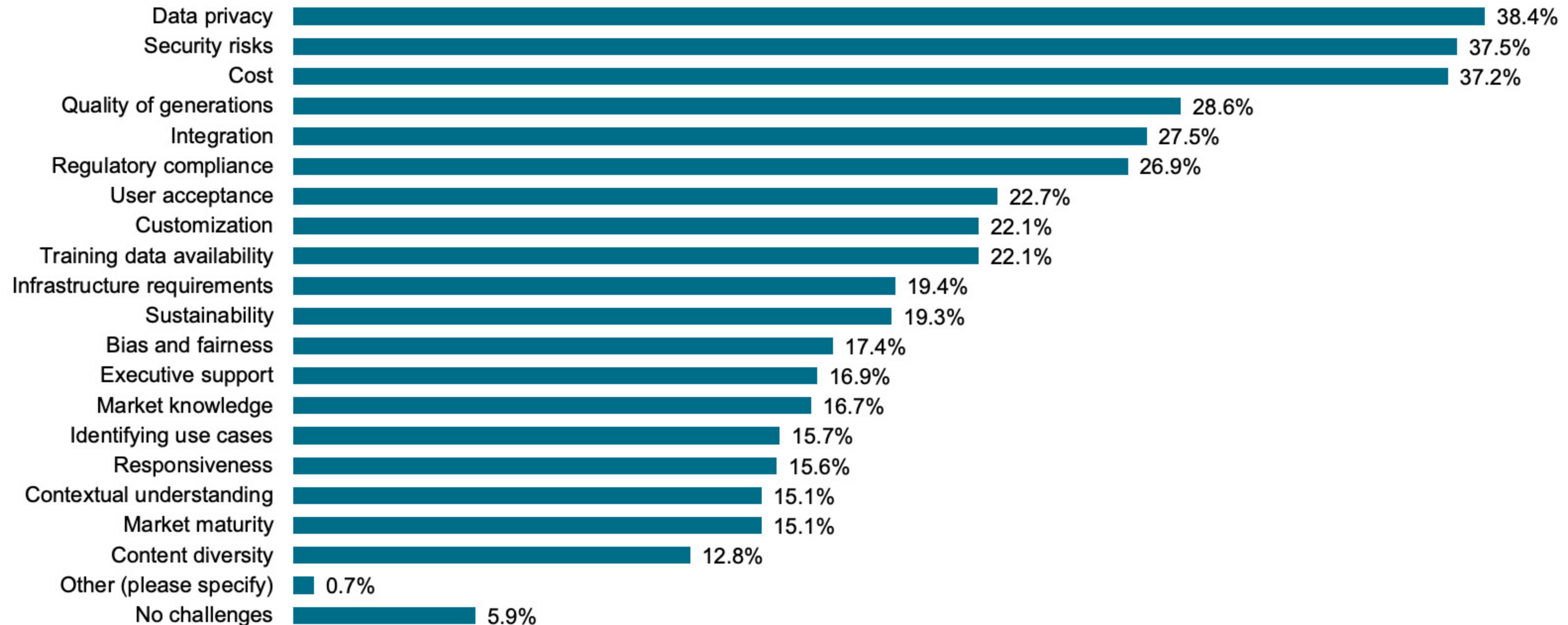


Research  
and development

“

GenAI can help you turn **more data into more value** more quickly...data that's trapped in presentations, strategy papers, customer logs and the countless other **documents** that define your organization.<sup>3</sup>

# Which of the following areas present challenges to your organization's adoption of generative AI? Please select all that apply.

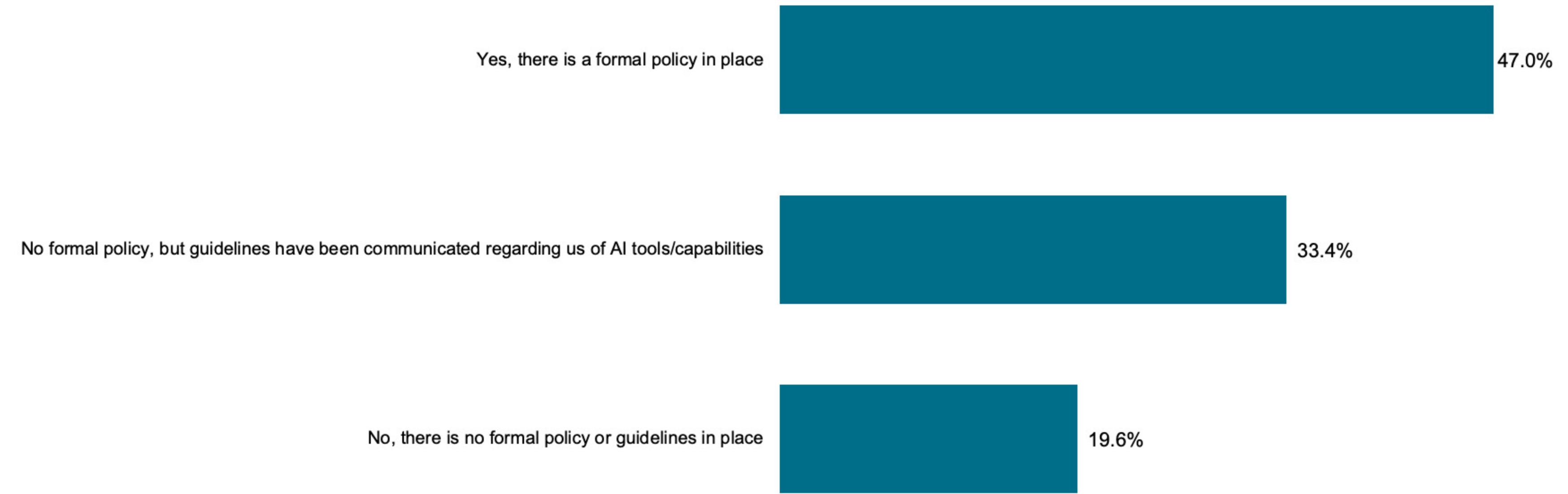


Q. Which of the following areas present challenges to your organization's adoption of generative AI? Please select all that apply.

Base: All respondents (n=999)

Source: 451 Research's Voice of the Enterprise: AI & Machine Learning, Use Cases 2025

# Has your organization communicated a formal policy regarding use of generative AI tools/capabilities?



Q. Has your organization communicated a formal policy regarding use of generative AI tools/capabilities?  
Base: All respondents (n=581)  
Source: 451 Research's Voice of the Enterprise: Data & Analytics, Generative AI 2025

# Looking ahead to the next 12 months, in which areas do you expect generative AI to provide meaningful value to your organization? (Select all that apply, including areas where it is already providing value)



Q. Looking ahead to the next 12 months, in which areas do you expect generative AI to provide meaningful value to your organization? (Select all that apply, including areas where it is already providing value)

Base: GenAI is in use (n=979)

Source: 451 Research's Voice of the Enterprise: AI & Machine Learning, Use Cases 2025

# Everything you need, all in one powerful Acrobat experience

## What you know and trust

**Acrobat Pro** Full-featured PDF tools to edit, organize, sign, redact, compare, and protect documents.

**Enterprise-grade security and admin controls** Encryption, watermarking, audit trails, sandboxed environments, and centralized admin oversight ensure compliance, data protection, and governance at scale.



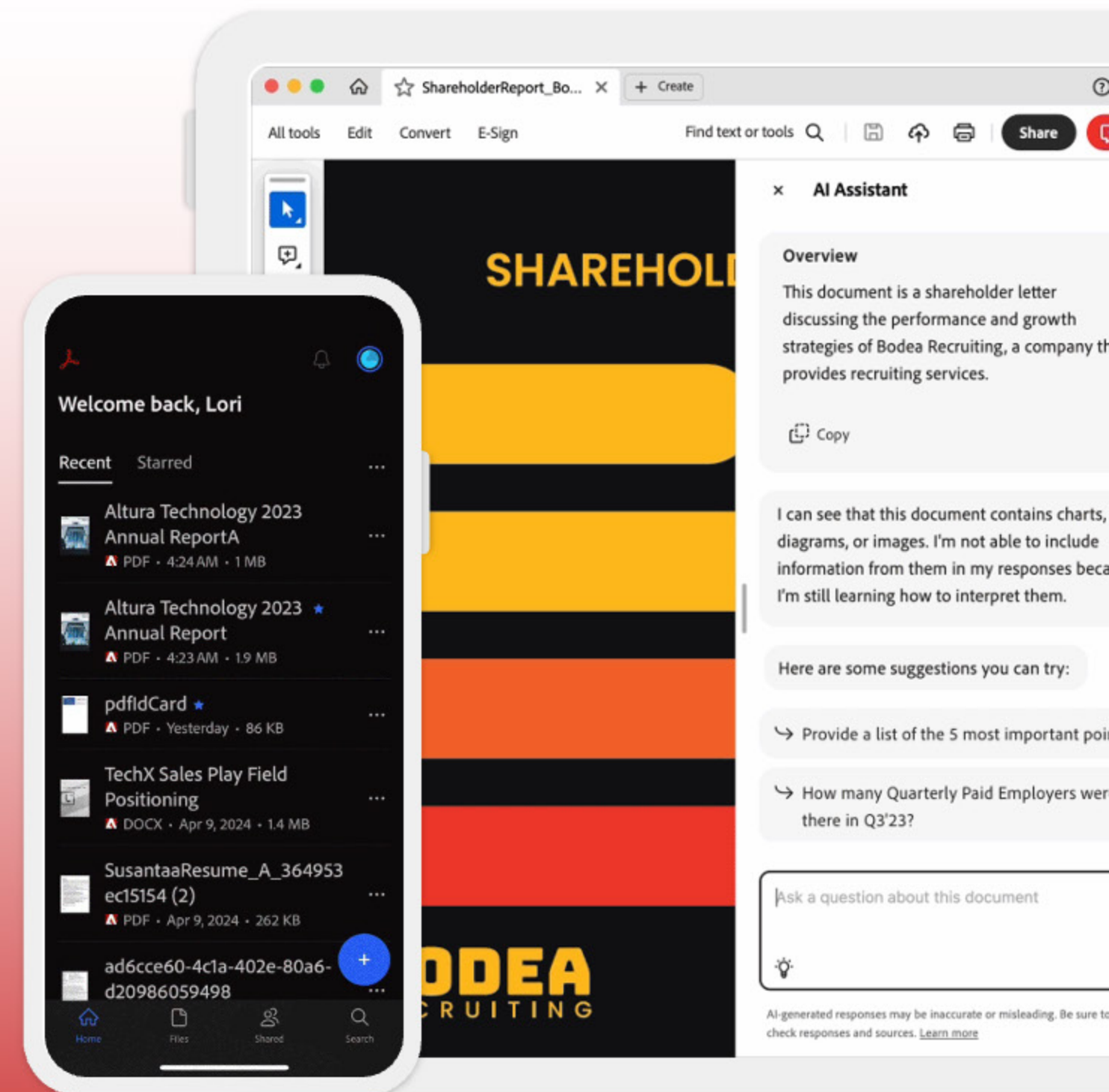
## What's new in Studio

**AI Assistant** Built into Acrobat to answer questions, summarize content, and extract insights directly from docs.

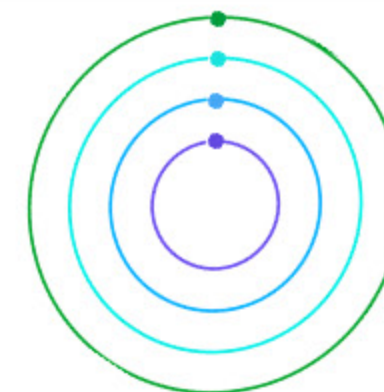
**Specialized Assistant** Teams can deploy specialist and custom assistants tuned to specific functions like legal or finance to guide users with confidence and transparency.

**PDF Spaces** AI-powered workspaces to group files, links, and notes, so teams can collaborate on projects to achieve shared goals.

**Adobe Express** Branded visuals, reports, and decks using fast-start templates, right inside the workflow.



# Adobe Acrobat Studio: Organization-wide protection and central management for your documents and data



- Application security
- Information protection
- AI services/LLMs
- Centralized management



## Application security

Protected mode & protected view with sandbox

JavaScript security

Allowlists

FIPS mode



## Information protection

Share and review secure cloud files and cloud links

Encryption

Document certification

Redaction

Microsoft Purview Information Protection



## AI services / LLMs

AI Assistant is only looking at the document(s) that you tell it to

Customer data is not used to train generative AI models

LLM-agnostic and committed to delivering the right technologies for our customers' needs

Don't process anything until you use a GenAI feature and only, cache content for 12 hours

Robust testing for harm and bias



## Centralized management

Centralized management for Acrobat Premium and Reader Premium

No user driven installs

Enterprise mobile management

SSO-enforced authentication

Trust and identity verification

Admins controls for AI Assistant

Dedicated key encryption

## Comprehensive Adobe security

Secure design and development | Prompt incident response | Predictable security updates | Transparent communications | Proactive monitoring and threat intelligence

# Businesses run on digital documents today



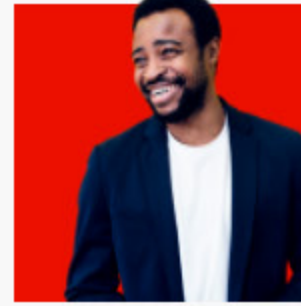
## Marketing

Customer onboarding  
Asset and content creation  
Customer communications



## Sales

Sales and renewal cycles  
Configure, price, quote  
OEM partnerships



## HR

Employee onboarding  
Benefits enrollment  
Performance reviews



## Finance

Budgeting  
Expense management  
Invoicing and billing



## Supply chain

Materials management  
Order management distribution  
Manufacturing and production



## Legal

Nondisclosure agreement  
Contract management  
Policy management



## Procurement

Roadmap planning  
Requirements acceptance



## IT

Vendor selection  
Security and business continuity  
Support

**At Adobe, trust starts here**

# Acrobat Studio: Commitment to security & AI ethics



## Adobe security

Secure-by-design and secure-by-default development practices

Testing from an adversary-aware perspective

Proactive monitoring and swift remediation

Strategic governance, risk management, and security compliance initiatives

## AI Ethics

Adherence to Adobe's AI Ethics Principles:  
Accountability, Responsibility, Transparency



## Document Cloud security

Protected view and protected mode with sandboxing

Secure file share and review

Dedicated key encryption

Microsoft Purview Information Protection

AI Assistant only looks at the document(s) that you tell it to

Customer data not used for LLM training



## Designed for Enterprise

Centralized management and access control from Admin console

Enterprise controls for AI Assistant

Integration with Microsoft 365/SharePoint/OneDrive

Ability to use AI Assistant without Adobe Cloud storage (ACP)

Enterprise compliance certifications

# Summary

01

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Looking ahead

# Helpful resources

- [451 Research Business Impact Brief](#)
- [Adobe Acrobat Studio](#)
- [Adobe Acrobat Studio Launch\[Newsroom\]](#)
- [Adobe Acrobat: PDF Spaces](#)
- [Adobe Acrobat Resources](#)
- [Adobe Acrobat Learn & Support](#)
- [Adobe Acrobat Plans & Pricing](#)
- [Adobe Trust Center](#)
- [Adobe Webinars](#)

**Thank you**

**Adobe Acrobat**