

Top 3 Ways HR Teams Turn Document Work into Impact

Adobe

Today's speakers



Lisa Fraser
Content Strategist
Adobe



Joe Santiago
Senior Acrobat
Evangelist
Adobe



Lori DeFurio
Principal Solutions
Technologist
Adobe



Serena Barnett
Director of Employee
Relations
Adobe

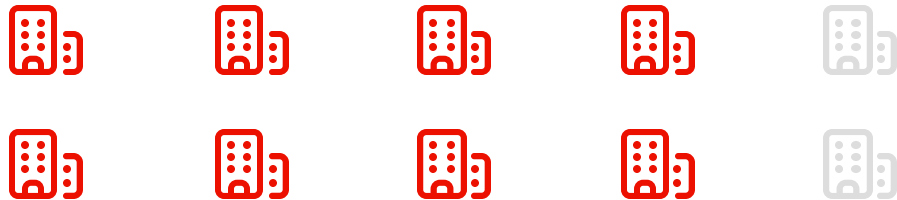
Agenda

- 1 AI and document workflows
- 2 HR teams and top use cases
- 3 Adobe customer zero: HR

If AI doesn't get **embedded into core business workflows**, the value doesn't scale

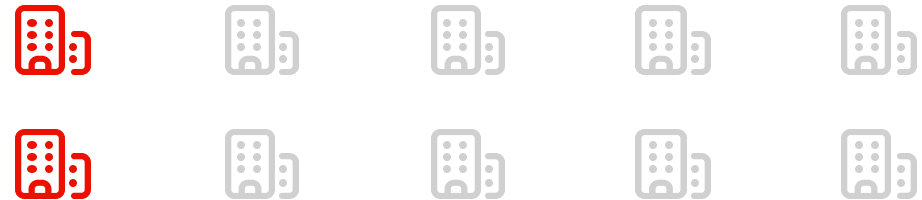
Everyone is using AI

8 / 10 have deployed AI in some form¹



Business value is elusive

Only **2** / 10 report significant bottom-line impact²



Turning insights into actions is hard.

Vast amounts of unstructured information

40%

productivity loss among business professionals due to content sprawl and cognitive overload¹

Communication often misses the mark

58%

of non-creative employees spend up to 29 hours/week creating visual content independently²

◀ Constant context switching slows work and outcomes ▶

State of AI in documents:

Use surges 371% as AI transforms how we work¹

The image shows a woman in an orange shirt and glasses working on a laptop. Overlaid on the scene are several UI elements and data callouts:

- AI Assistant Panel:** A white panel with a blue header "AI Assistant" and a close button. It contains a list of suggestions: "Here are some suggestions you can try:", "How much time can you save by using AI?", "How frequently are professionals leveraging AI?", and "How much has AI usage grown in the last year?". There is also a text input field "Ask a question our findings" and a search icon.
- 400+ Professionals:** A white callout box with the text "400+ Professionals".
- 320b PDFs opened or created:** A white callout box with a donut chart icon and the text "320b PDFs opened or created".
- Comments:** A white callout box with a comment icon, the text "Add comments", a profile picture, the name "Ashley Marie", and the text "This looks awesome!".

Top challenges of HR teams

Comprehend

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

Collaborate

HR lacks secure, efficient collaboration on sensitive employee documents.

Creation

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

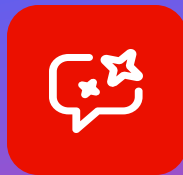


Introducing **Adobe** Acrobat Studio

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

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



Legal



Finance



HR



Sales



Marketing

Adobe brings **insights and actions** together in one integrated solution.



Control critical information with PDFs

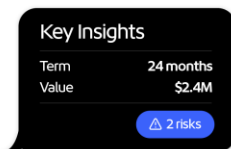
Edit, redact, convert, protect, export, and more — now with conversational AI

Comprehend



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

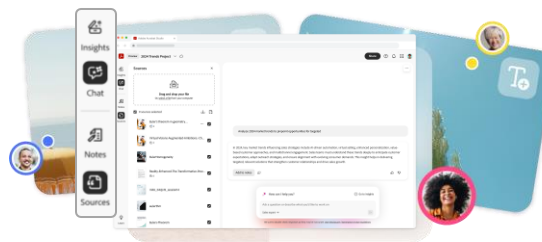
- PDF
- DOC
- HTML
- VTT



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



Solutions for HR teams

Comprehend

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

Collaborate

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

Create

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



Creating an email based on leave benefits:

Almost 20 min → under 5 minutes¹

ROI = up to 415% for an enterprise²

You are in control of your data.

- 1 Customer data is not used to train language models.
- 2 Acrobat AI Assistant and PDF Spaces only look at the documents you tell it to.
- 3 Customer has controls and discretion to enable and disable storing chat history & documents in the cloud.*
- 4 Responses with verifiable citations to specific points in the source documents.
- 5 Enterprise controls to manage who has AI access in the company.**
- 6 Easy to deploy across the enterprise.**

Top 3 use cases for HR

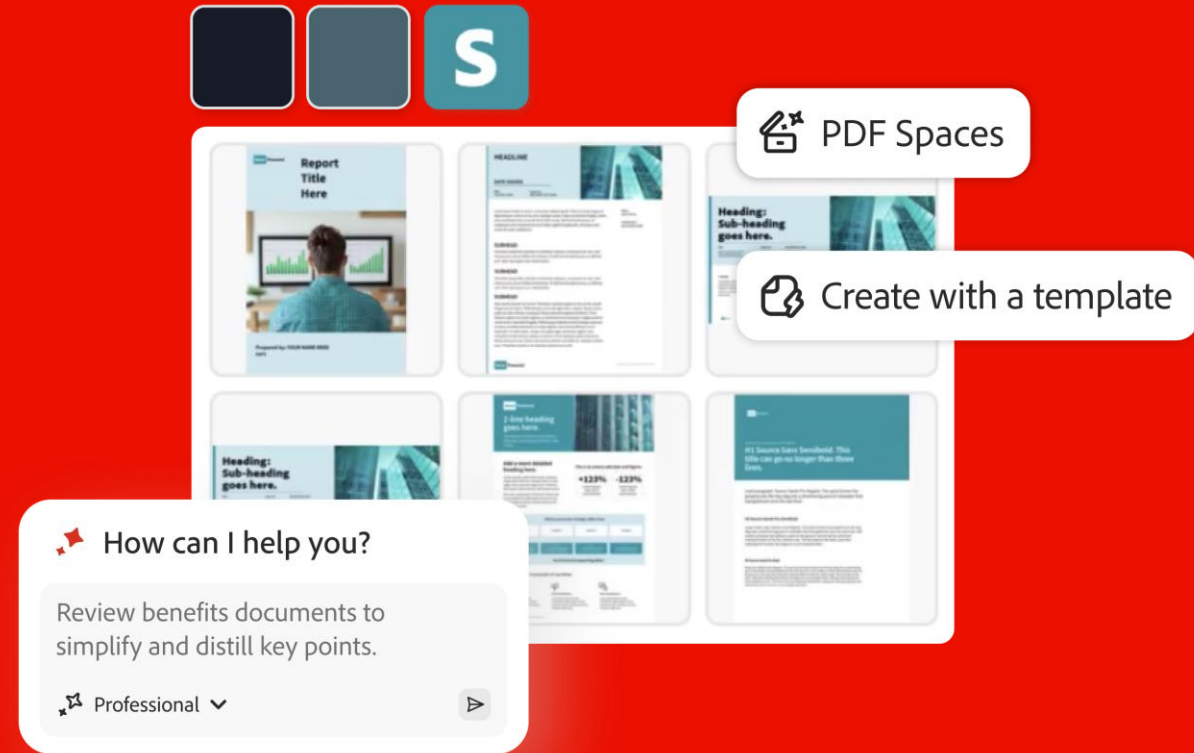
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Use case #1

Hiring and onboarding

Hiring and onboarding: Key needs

- 1 Accurate and compliant documentation
- 2 Centralized collaboration
- 3 Polished onboarding materials



[DEMO placeholder
Onboarding]

Use case #2

Collaboration

Collaboration: Key needs

- 1 Secure collaboration on sensitive documents
- 2 Centralized document management
- 3 Streamlined feedback and approvals



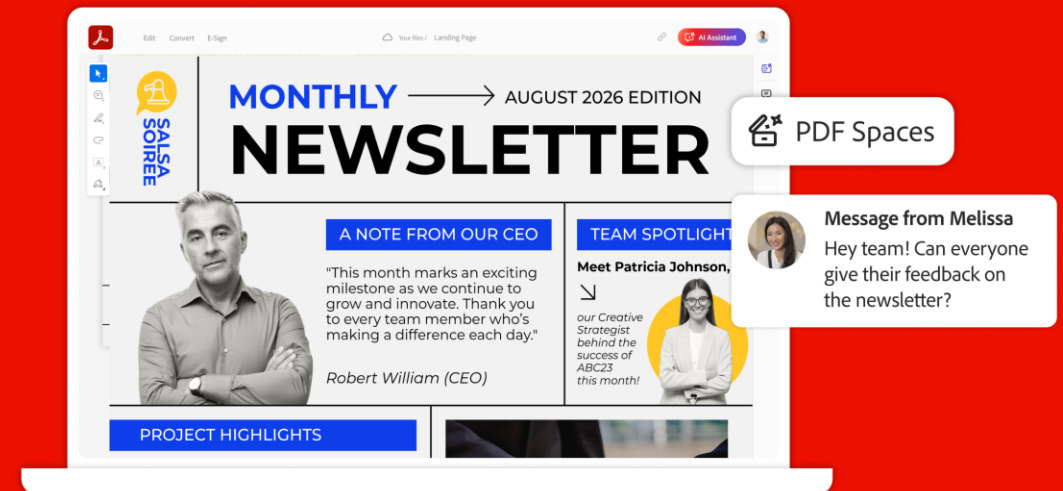
**[DEMO placeholder
Collab]**

Use case #3

Employee communication

Employee communication: Key needs

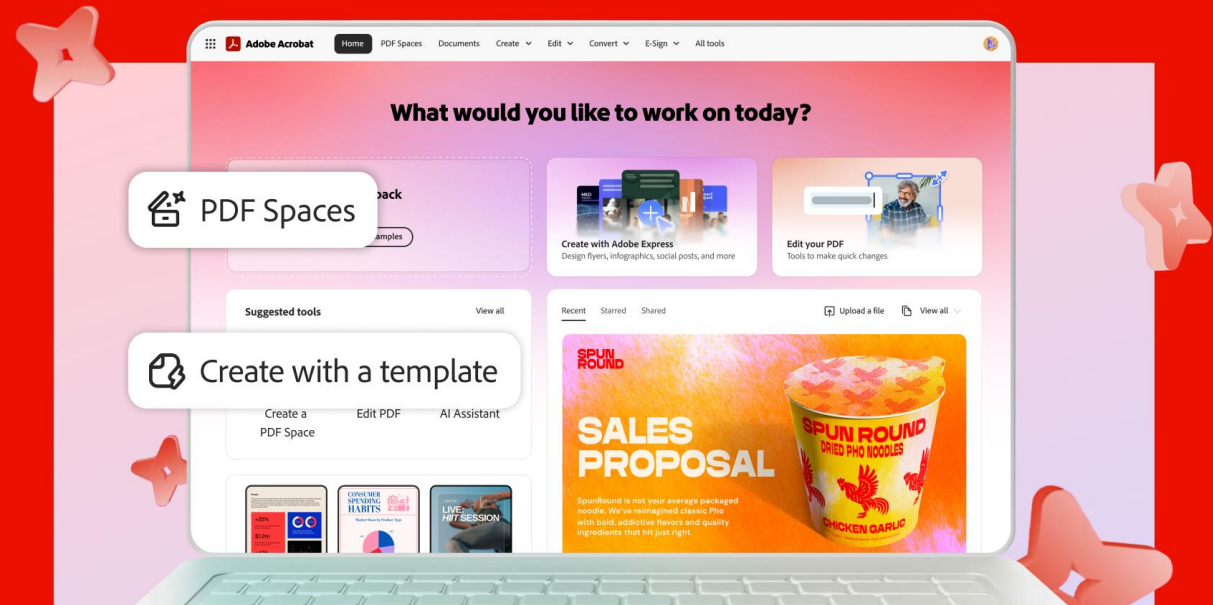
- 1 Engaging and on-brand content
- 2 Clear and accessible Information
- 3 Efficient distribution and tracking



**[DEMO placeholder
Employee comms]**

Human Resources

Customer Zero



Adobe Customer Zero



Serena Barnett

Director of Employee Relations

Adobe

Welcome to Acrobat, Serena.

← Doc Q&A Find tools **NEW Generate presentation** Search files Explore templates

HR leader and had impactful conversation with my team in 1:1 on how things are going. Want to be able to summarize what they shared for an objective point of view, and create a presentation to talk through with them my learnings and an action plan. Leverage the format of a prior action plan to align with the approach and philosophy.

Add files (3)

Customize

Continue

- Length >
- Audience >
- Level of detail >
- Settings >

Short (1-5 slides)

Medium (6-10 slides)

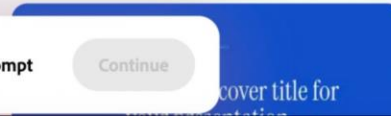
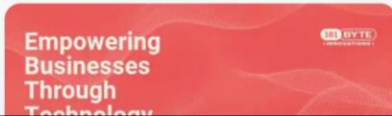
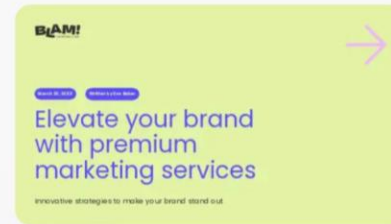
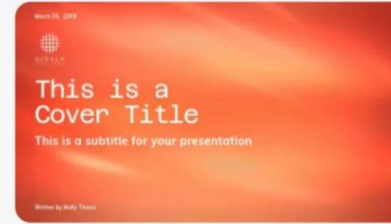
Long (10+ slides)

Enter number of slides

- +

Explore templates

Choose from a range of styles that match the look and feel of your presentation.



< Edit prompt

☰ Slide 1



What We Heard from the Team

- . Team is dedicated and committed, but workload feels heavy and sometimes unsustainable.
- . Morale is impacted by stress, frequent change, and in-office requirements.
- . Stakeholder relationships are positive, but trust, efficiency, and autonomy need improvement.
- . Recognition and career support are valued, but consistency and personalization could be enhanced.



☰ Slide 2



Key Challenges and Opportunities

- . Workload and capacity: High case volume and complexity affect task management.
- . Support needs: Desire for work-from-home flexibility, AI tools, and more training.

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Search



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Brands



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Media



Theme



Text



Elements



More

Recreate slide



Refine slide topics

119/1,000

How will we know action plan worked

- Improved on all areas of opportunities
- Timely addressed - show timeline of next steps

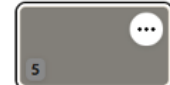
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Included in your plan

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5

How will we know action plan worked



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⚙️ Customize

Continue

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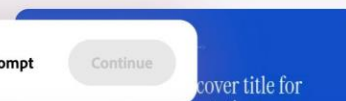
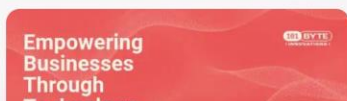
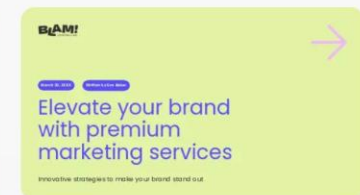
Enter number of slides

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Document will be generated in Adobe Experience Cloud

Explore templates

Choose from a range of styles that match the look and feel of your presentation.



< Edit prompt Continue

⋮ Slide 1



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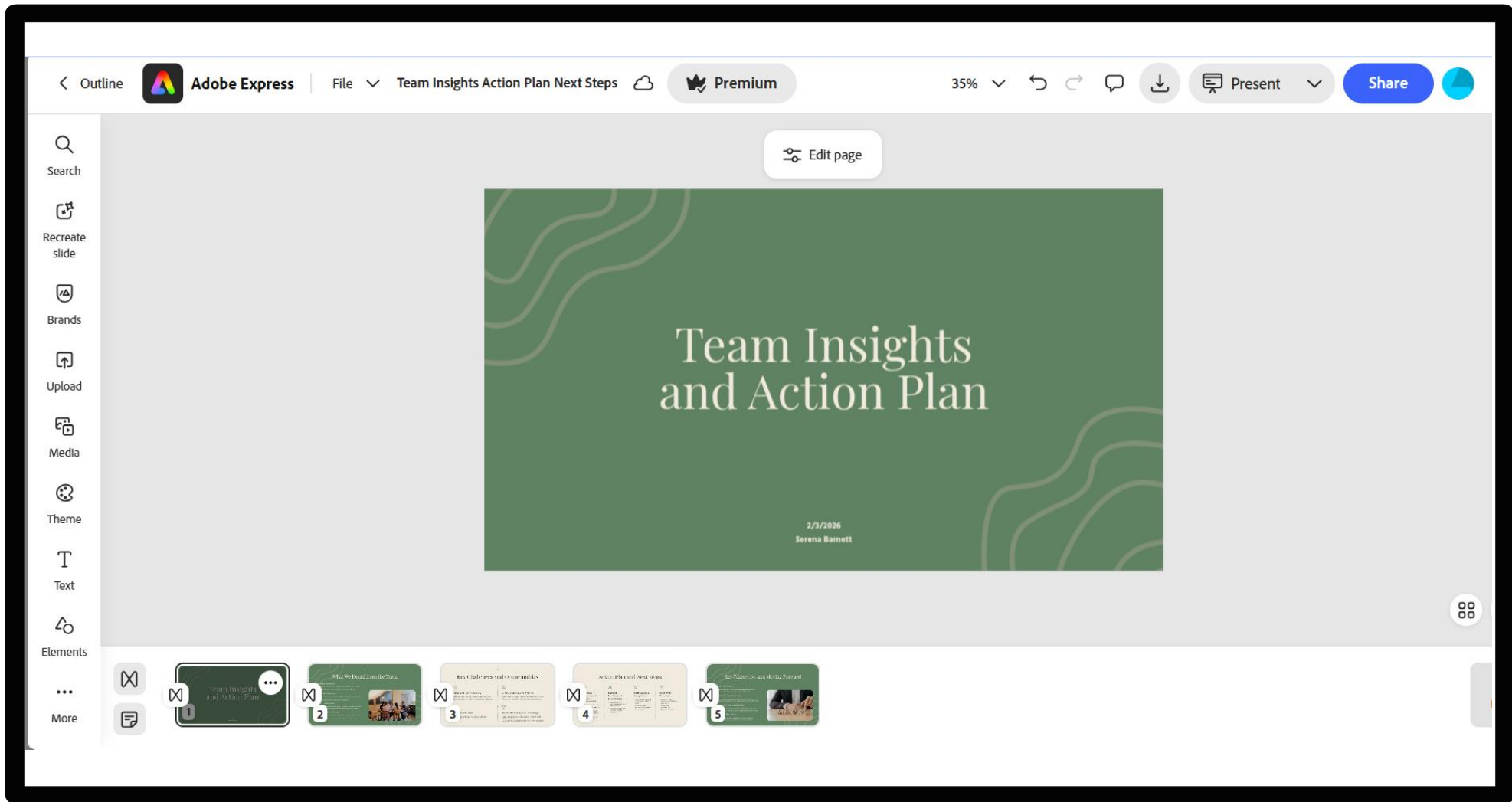


⋮ Slide 2



Key Challenges and Opportunities

- . Workload and capacity: High case volume and complexity affect task management.
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Info and Close icons

Refine slide topics

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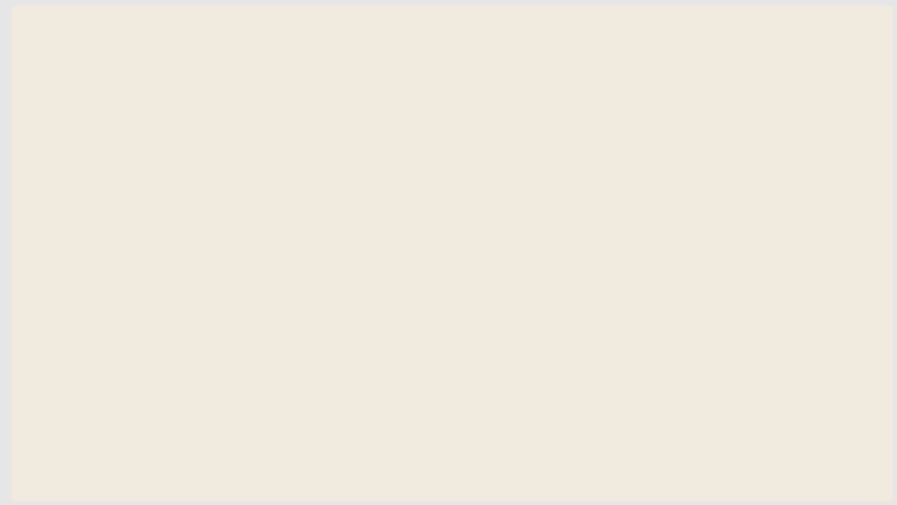
How will we know action plan worked

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Media



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How will we know action plan worked

- Improved on all areas of opportunities
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Generate slide

Included in your plan

Edit page

5

How will we know action plan worked

Action Plan Launch Share recap and focus areas with team	Manager-Led Pod Discussions Facilitate team input and feedback in September	Leadership Action Plan Shared Present action plan in Q4 Cross Pod Connection	Quarterly Progress Updates Review and communicate updates in FY25 Cross-Pod Connections	Measure Impact Track improvements in engagement and opportunity areas
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1 Team Insights and Action Plan

2 What We Expect from the Team

3 Any Challenges and Opportunities

4 Action Plan Next Steps

5

6 How to Measure and Monitor Progress



Pe

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