

Unlock Business Productivity with AI-Powered Workflows



Our speakers



Natalie Myshkina

Global Acrobat Category
Head and Customer Zero,
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Adobe



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Senior System Engineer
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Agenda

01

AI for the Enterprise: The new landscape of business productivity

02

Accelerating knowledge work with Adobe Acrobat Studio

03

Customer success: Hannover Re and enterprise-wide document intelligence

04

Panel discussion: What's next

AI for the Enterprise

Adobe



AI is transforming customer experiences and enterprise productivity

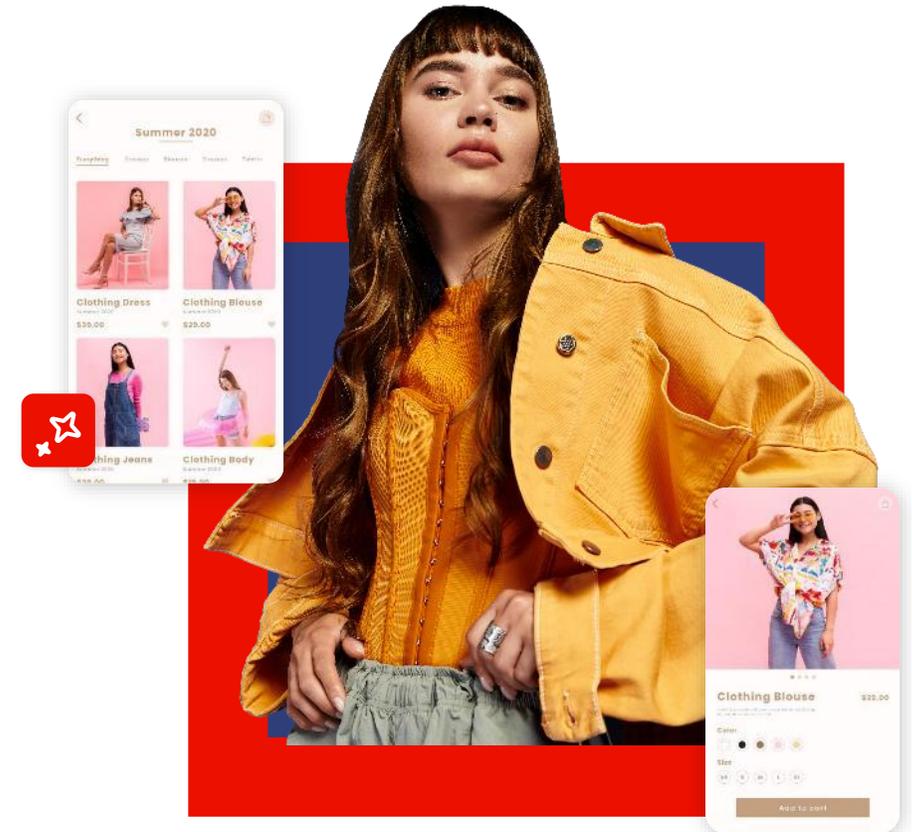
Generational shift for enterprises from resource constrained to agentic capacity

 **66%** of companies report that AI agents are delivering measurable value through **increased productivity**¹

 **78%** of enterprises expect **increased productivity** from AI²

 **76%** of enterprises prioritize **cost reduction**²

 **74%** of enterprises seek growth through **customer experience**²



Enterprises are under pressure to accelerate growth and increase efficiency

AI is the new CEO mandate: technology executives are expanding investments in AI and automation



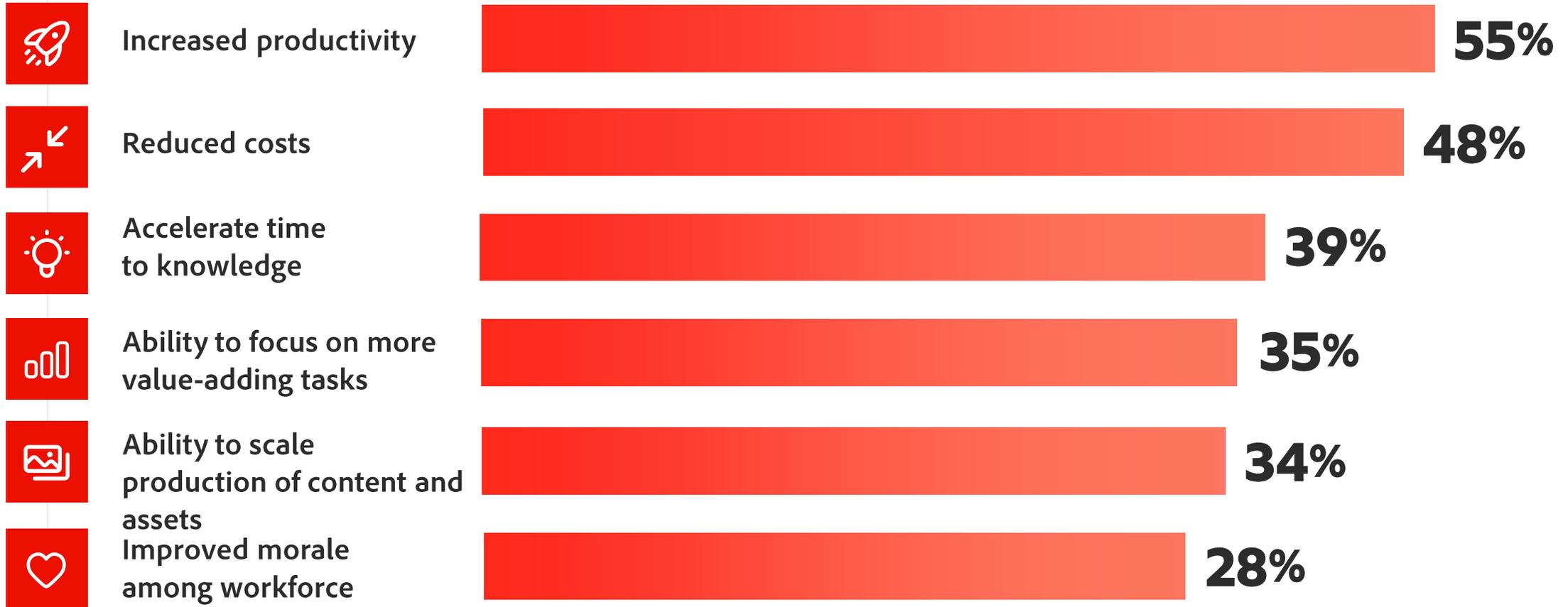
Success requires reinvention

Creativity

Experiences

Productivity

What do you see as the benefits of utilizing AI for content-related tasks?



Adobe is delivering AI-powered innovations across the product portfolio

Applications



Creativity



Adobe Firefly



Adobe Firefly Services



GenStudio for Performance Marketing



Experiences



LLM Optimizer



Brand Concierge



Adobe Journey Optimizer Experimentation Accelerator



Productivity



Adobe Acrobat Studio



Adobe Express

Adobe AI Platform

Agents

AI Models

Enterprise Data, Content, Knowledge Base

Our customers are succeeding with Adobe AI



Increased revenue by **36%**
with personalized
customer journeys

ESTÉE LAUDER

Accelerated AI-driven
content creation across
25 global brands



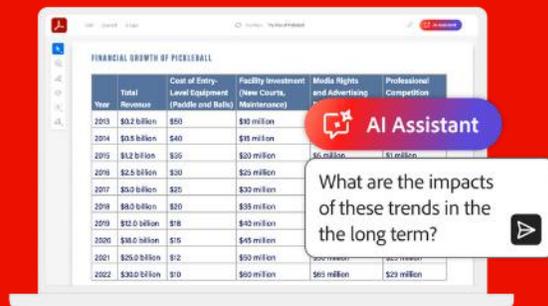
Achieved **4x productivity**
gains and accelerated
report generation



Updated in-market
content and offers
92.5% faster

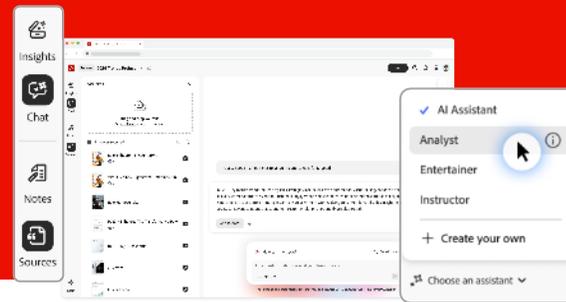
A vision for digital document transformation

Faster access to insights, and confidence in decisions



AI Assistant pulls out key insights, uncovers trends, and links directly to the source so teams can move faster and make informed decisions.

AI-powered sharing, tailored to the recipient



Share curated sets of documents with built-in AI guidance that helps recipients understand what matters, how it connects, and what to do next.

Smart content creation, built for scale and impact



Turn documents into polished, on-brand content using intuitive tools and AI support. No design skills required.

Everything you need, all in one powerful acrobat experience

What You Know & Trust

Acrobat Pro

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

Enterprise-Grade Security & 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

Answer questions, summarize content, and extract insights directly from docs.

Specialized Assistant

Deploy specialist & custom assistants tuned to specific functions like legal or finance.

PDF Spaces

AI-powered workspaces to group files, links, and notes, so teams can collaborate and achieve shared goals.

Adobe Express

branded visuals, reports, and decks using fast-start templates — right inside the workflow.

Generate Presentation Copy

From docs to presentations in minutes — just add a prompt or drag and drop files.



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Customer success: Hannover Re

Problem Statement and Solution Selection

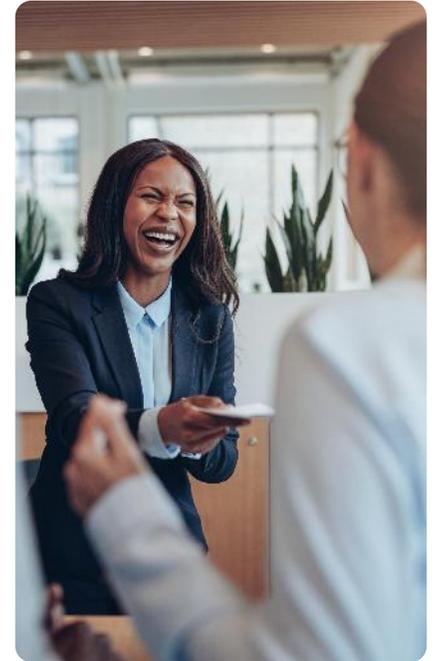


Use Cases and Departments

Looking Ahead

Solution Application

Change Management: AI Solution Approvals, Enablement, Monitoring and Reporting



From Many to Three: Our Top Use Cases

Executive Summary Creation for New Contracts



Challenge

Teams need to create comprehensive executive summaries for new contracts, including overviews, history, geographic splits, business fields, ownership, and financials.



Adobe AI Solution

Assists in compiling and summarizing information from broker submissions and other sources, streamlining the process.



Impact

Saves time and ensures consistency in contract documentation.



From Many to Three: Our Top Use Cases

Rapid Document Comparison with Attribution

Challenge



Comparing multiple versions of complex documents to identify changes, inconsistencies, or missing details — often across long PDFs with dense language. Creation, and sharing a change report with other stakeholders.

Adobe AI Solution



Automatically compare documents, quickly surfacing differences in key terms, clauses, and conditions. Generates concise summaries of changes with clear citations.

Impact



Speeds review cycles, mitigate business risks by identifying deviations, provide an audit report.



From Many to Three: Our Top Use Cases

Automated Document Summarization and Review



Challenge

Reviewing lengthy and complex documents—such as contracts, policies, procurement files, or compliance reports—can be extremely time-consuming and increases the risk of missing important details.



Adobe AI Solution

Automatically scans, extracts, and summarizes key information from large documents. Categorizes content, highlights critical points, and provides citation links for easy reference.



Impact

Significantly reduces manual workload, speeds up review processes, and enables teams to focus on higher-value tasks. Improves accuracy, compliance, and decision-making across departments.



Customer success: Hannover Re

Problem Statement and Solution Selection

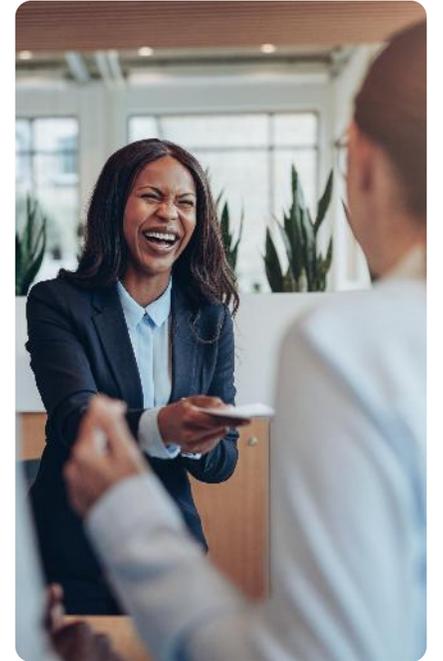


Use Cases and Departments

Looking Ahead

Change Management: AI Solution Approvals, Enablement, Monitoring and Reporting

Solution Application



Acrobat Studio empowers teams to act with confidence and move at speed when accuracy and presentation quality are critical

Sales

- Sales proposals/client pitches
- RFP and deal response

Marketing

- Synthesize customer feedback
- Develop product launch

HR

- Employee onboarding
- Benefits guides

Supply Chain

- SOPs and compliance manual
- Performance reports



Legal

- Contract review & comparison
- Legal policy and guides

Finance

- Synthesize customer feedback
- Develop product launch

IT

- Vendor evaluation
- Employee comms

Procurement

- Vendor onboarding
- Vendor contracts

How Acrobat Studio drives efficiency, clarity, and ROI

Each capability is designed to address a core pain point — so you can improve team output, reduce tool sprawl, and deliver measurable business value



**Built on the platform
your teams already
trust**



**Unlock knowledge
inside documents with
trusted AI**



**Accelerate decisions
through shared
workspace collaboration**



**Create standout
content across
every team**



**Achieve real ROI
through time savings
& tool consolidation**

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.**

*- [Content usage and handling practices](#)

** Administer Adobe Acrobat AI Assistant for enterprises

Panel discussion



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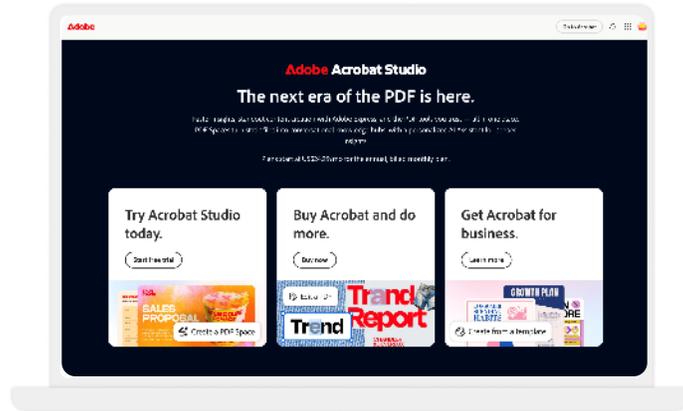
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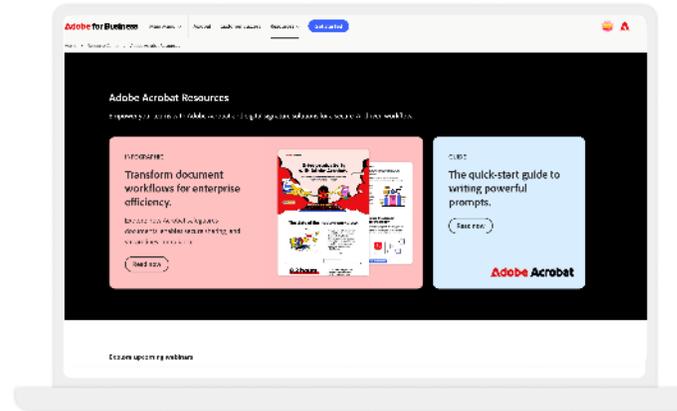
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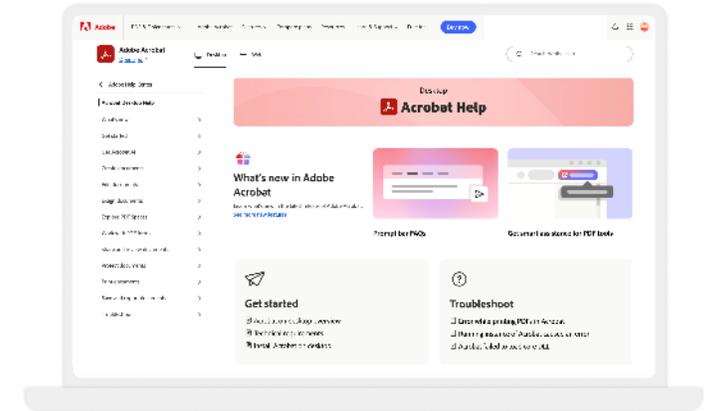
Helpful resources



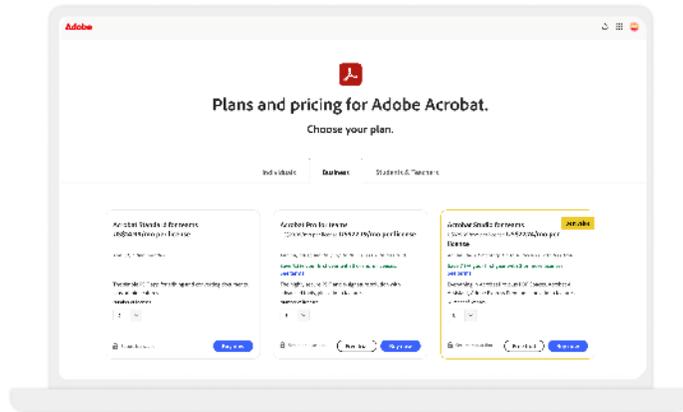
[Adobe Acrobat Studio](#)



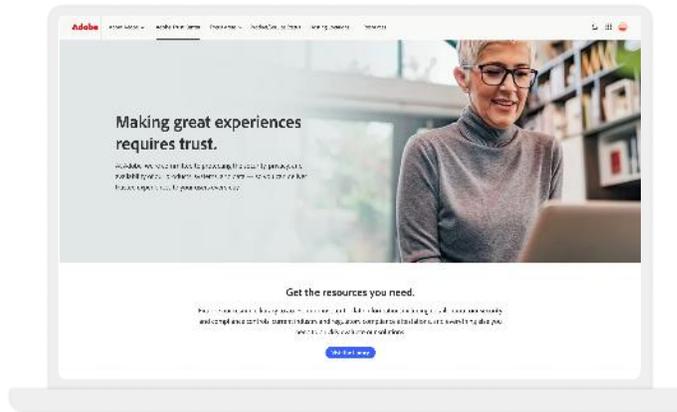
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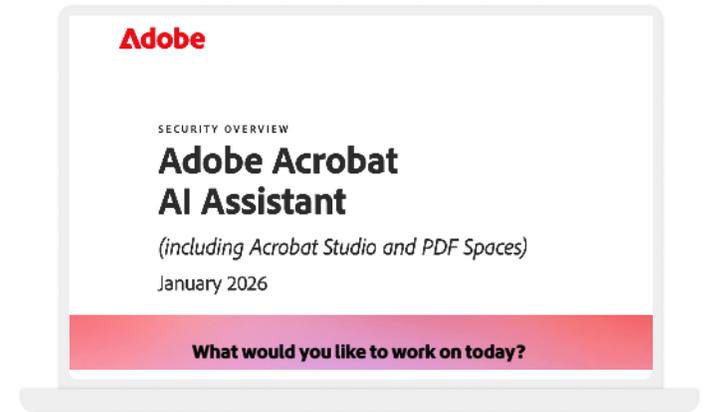
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[Security Overview: Adobe Acrobat AI Assistant](#)

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