

Adobe Acrobat

Unlocking GenAI's Potential



Let's recap our conversation

This webinar discusses how generative AI is transforming workplaces, focusing on adoption challenges like trust, readiness, and governance. It introduces the Adobe AI Adoption Framework, emphasizing structured implementation, employee training, and responsible scaling to maximize productivity, creativity, and growth.

Key takeaways:



Generative AI adoption includes trust, readiness, and governance challenges. Organizations must overcome barriers like data security concerns, ROI measurement, and employee confidence.



Training and collaboration are vital for adoption success. Formal training, social learning, and experimentation empower employees to use AI tools confidently and effectively.



The Adobe AI Adoption Framework ensures responsible scaling. Its four stages — assess, pilot, adopt, and monitor — help align AI tools with business goals and ethical practices.

Products showcased in this event



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Frequently asked questions

What outcomes do organizations expect from AI investments?

Stronger privacy and security, faster time to value, increased customer satisfaction, better data quality, and reduced hallucination and bias.

How can organizations measure the impact of AI investments?

By tracking productivity, quality gains, customer satisfaction, and employee engagement, alongside traditional ROI metrics.

What role does employee training play in successful AI adoption?

Training helps employees understand AI capabilities, ethics, and risks, while social learning and experimentation foster confidence and expertise.

Frequently asked questions

How can organizations build trust in generative AI for critical tasks?

By ensuring enterprise-class security, improving model accuracy, and providing employees with the skills to use AI responsibly.

Why are some organizations hesitant to adopt generative AI at scale?

Barriers include difficulty measuring ROI, lack of trust in AI accuracy, and concerns about data security and governance.

What foundational steps can organizations take to scale AI effectively?

evaluate readiness, pilot low-risk use cases, build training programs, empower employees, and establish ongoing governance.

Where can we go if security and data privacy is still a concern?

Please visit our [Trust Center fact sheet](#).

Frequently asked questions

How are organizations currently using generative AI?

Top use cases include knowledge management, text summarization, and content creation, along with customer support, legal analysis, and creative design.

What use cases are delivering the most value today?

Customer support, data analysis, healthcare diagnostics, and legal contract analysis are ranked as high-value areas by decision-makers.

Do you have any recommendations for formal training options for organizations who are looking to upskill their workforce?

Please contact our Adobe team, who can contact you to understand your specific needs and share use cases that are relevant to your organization.



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Unlocking GenAI's Potential

Presentation slides

Our Speakers

Adobe Acrobat



Amber Cacali
Director,
Product Marketing
Adobe



**J. P. Gownder,
Guest Speaker**

VP & Principal Analyst
Future of Work Team
Forrester

Agenda

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The current state of Gen AI adoption

02

Overcoming challenges & building readiness

03

The future of Gen AI investments

04

The Adobe AI adoption framework

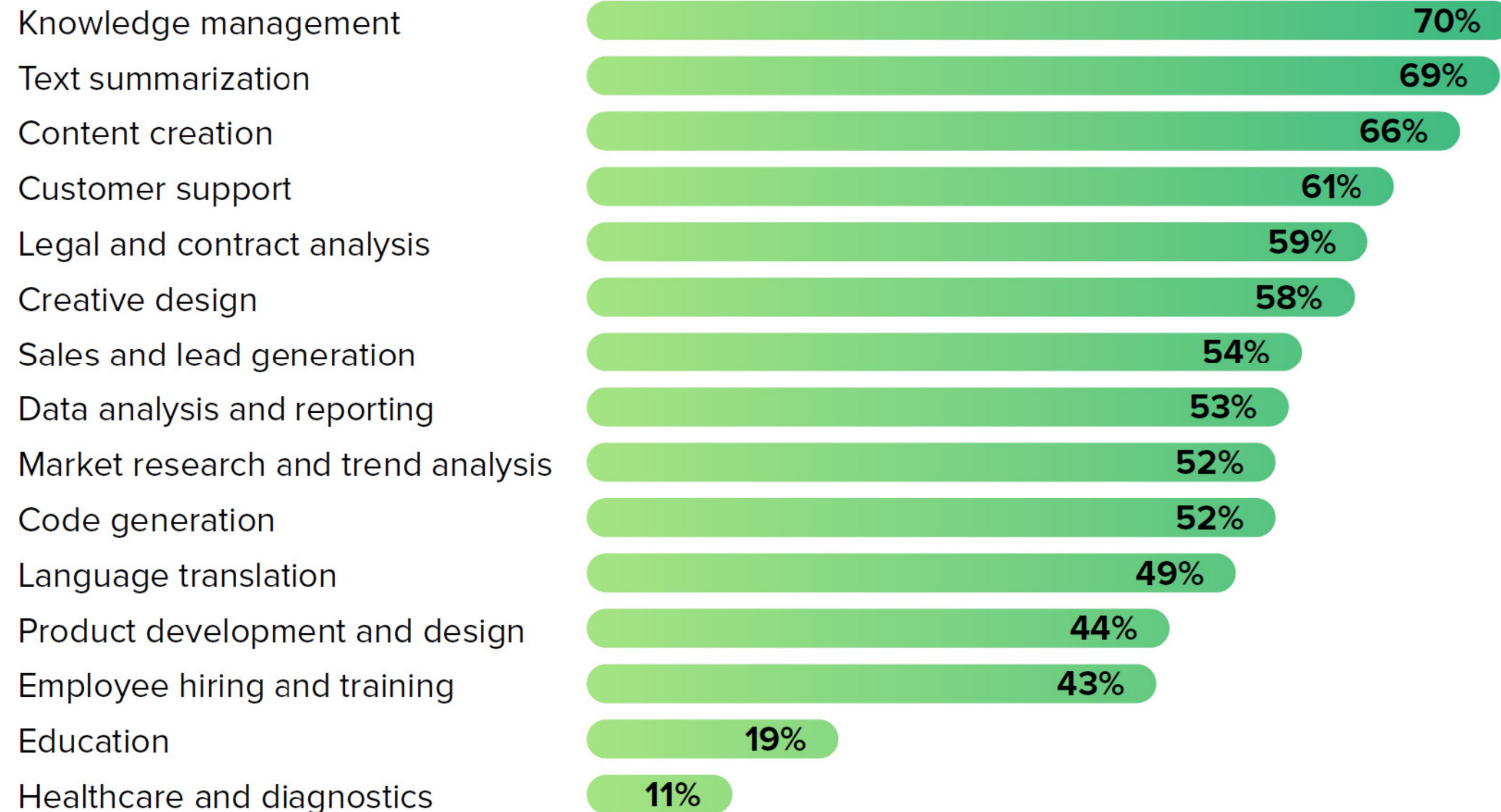
Executive Summary

Adobe commissioned Forrester Consulting to explore how generative AI is transforming work.

- Organizations are actively investing in diverse genAI tools
- But trust and technical readiness are limiting scale
- Organizations need to increase employees' knowledge in preparation for genAI expansion.
- Investments are accelerating, with pressure to show results.

“To the best of your knowledge, what types of generative AI tools has your organization invested in?”

(Multiple responses accepted)



Base: 537 global decision-makers at organizations utilizing genAI

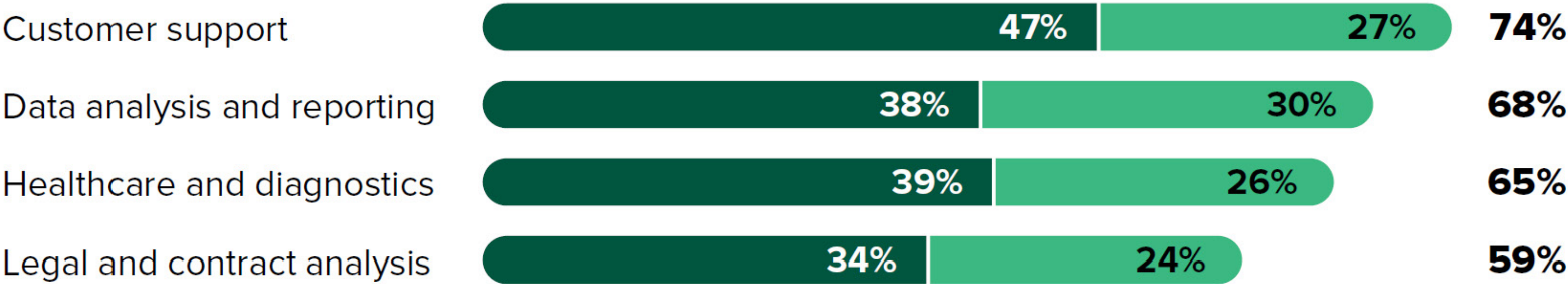
Note: Healthcare and education use cases are only represented in their respective industries.

Source: Forrester’s Q1 2025 AI And Knowledge Management Survey [E-61928]

“Which of the following generative AI use cases are the most valuable?”

(Showing top four results)

● Rank 1 ● Rank 2



Base: 31 to 277 global decision-makers at organizations utilizing genAI
Note: Individual percentage values may not sum to totals due to rounding.
Source: Forrester’s Q1 2025 AI And Knowledge Management Survey [E-61928]

Barriers to deploying GenAI at scale

Determining the ROI of genAI investments remains challenging

A provost and vice president for academic affairs at a US-based university shared: “We have deployed many genAI applications this year but are not measuring ROI yet. It is our goal to measure ROI next year.”

Gaps in Trust

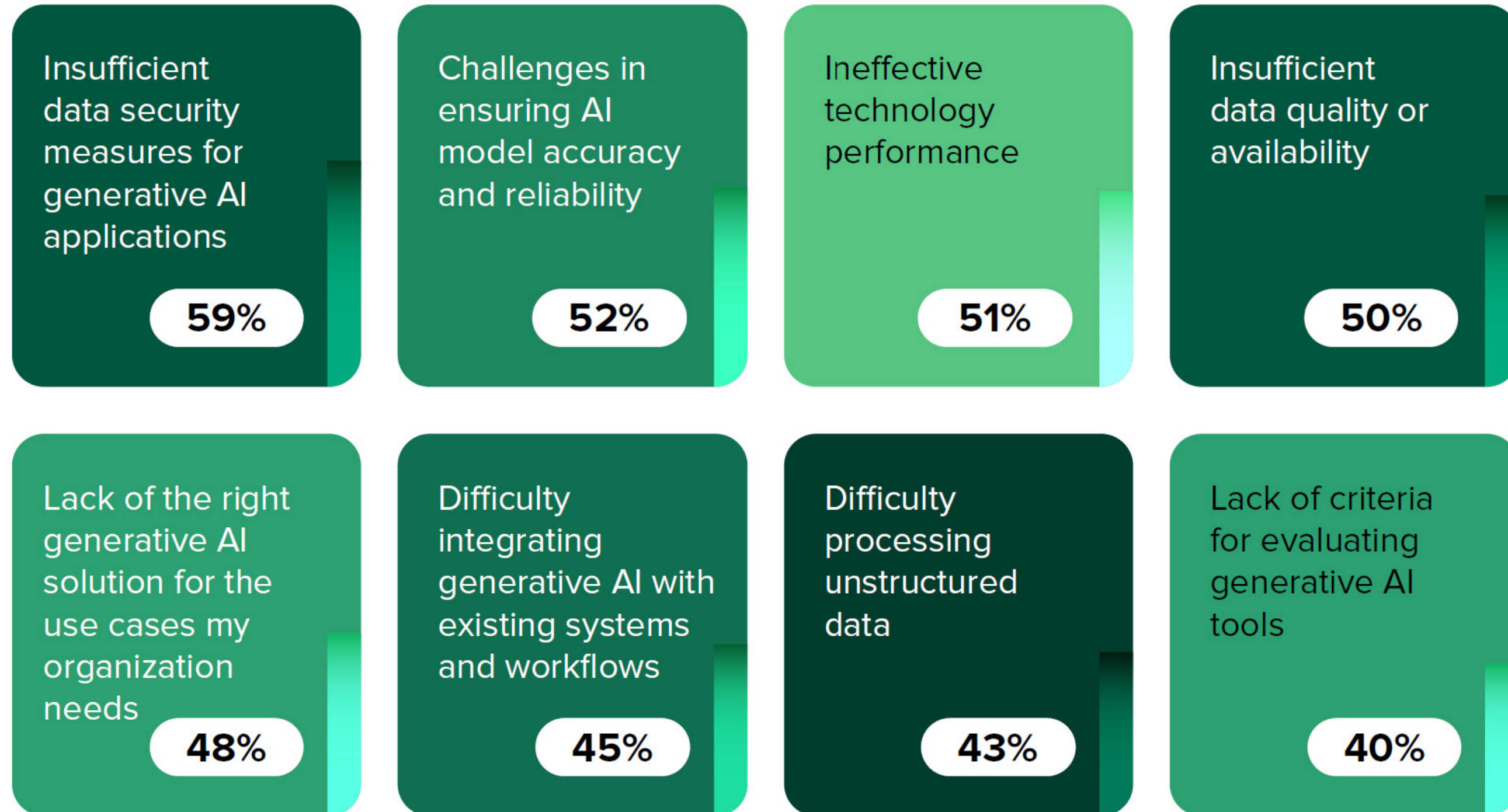
Despite enthusiasm about the technology, fewer than one-third of respondents fully trust genAI to handle high-value tasks without errors.

Concerns around data security, model accuracy, and governance

Technologists still worry about enterprise security and governance, which are moving targets. Users worry about accuracy and hallucination.

“What are the top technical barriers in implementing your generative AI strategy?”

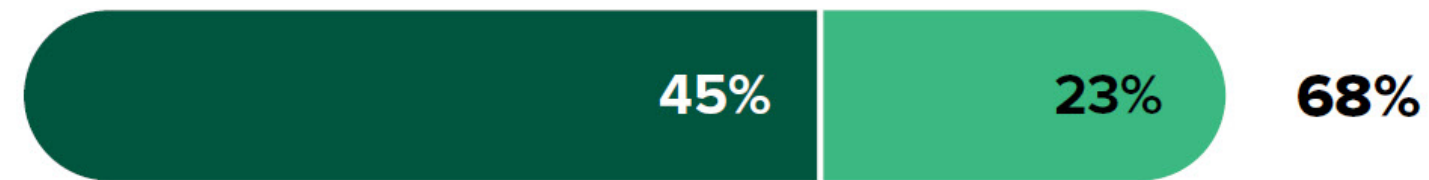
(Showing top eight responses)



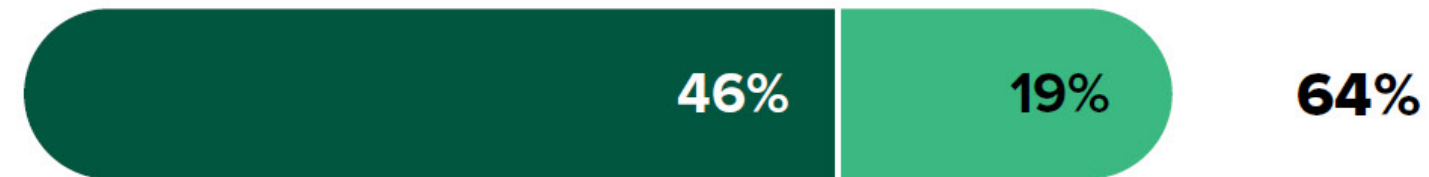
“How do you rank your team on the following generative AI competencies?”

- Good: My team has an above-average understanding of this competency and can perform it effectively.
- Excellent: My team has a comprehensive understanding of this competency and can demonstrate expert-level proficiency.

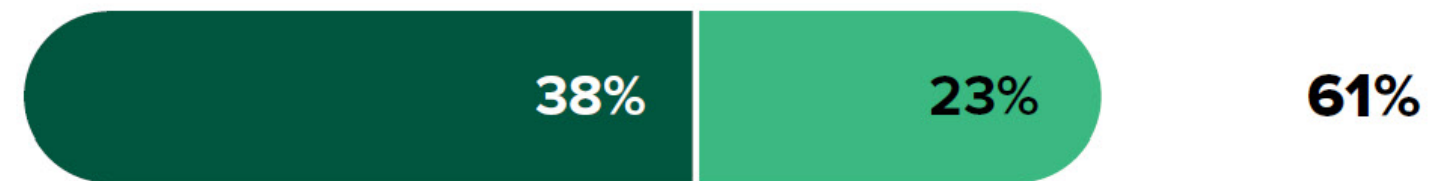
Understanding: My team has a baseline understanding of generative AI and its capabilities.



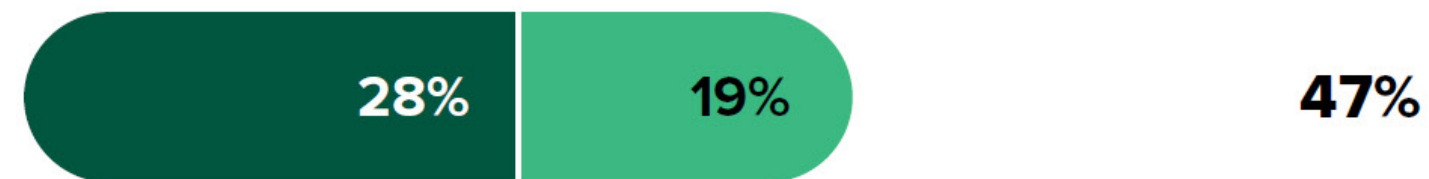
Ethics, risk, and privacy awareness: My team has a baseline understanding of responsible and ethical AI, the risks of AI, and the privacy implications of AI.



Soft skills and inclinations: My team has the skills needed to adapt to AI-based systems.




Hard skills and training: My team knows how to effectively use generative AI to apply it to the use cases relevant to their roles.



Base: 537 global decision-makers at organizations utilizing genAI

Note: Individual percentage values may not sum to totals due to rounding.

Source: Forrester's Q1 2025 AI And Knowledge Management Survey [E-61928]



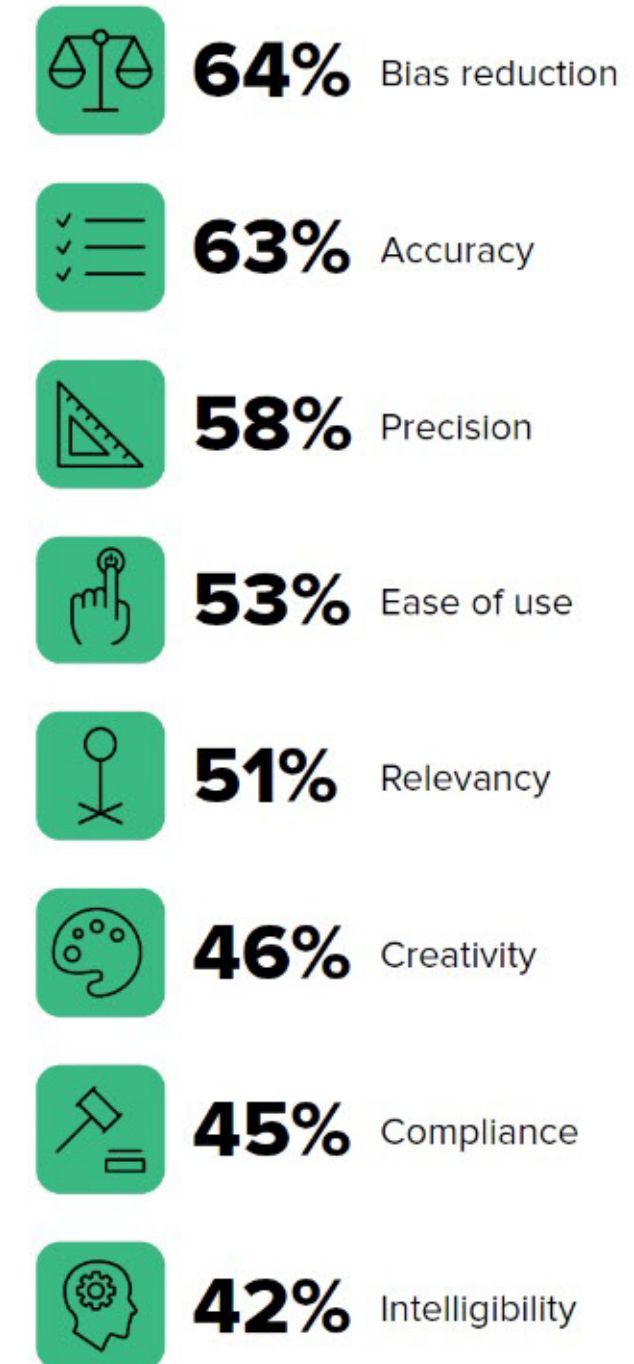
“Our users don’t know what kind of use cases
to bring forward to genAI.”

**DIRECTOR OF IT BUSINESS OPERATIONS AT A GLOBAL LIFE
SCIENCES AND CLINICAL RESEARCH CORPORATION**

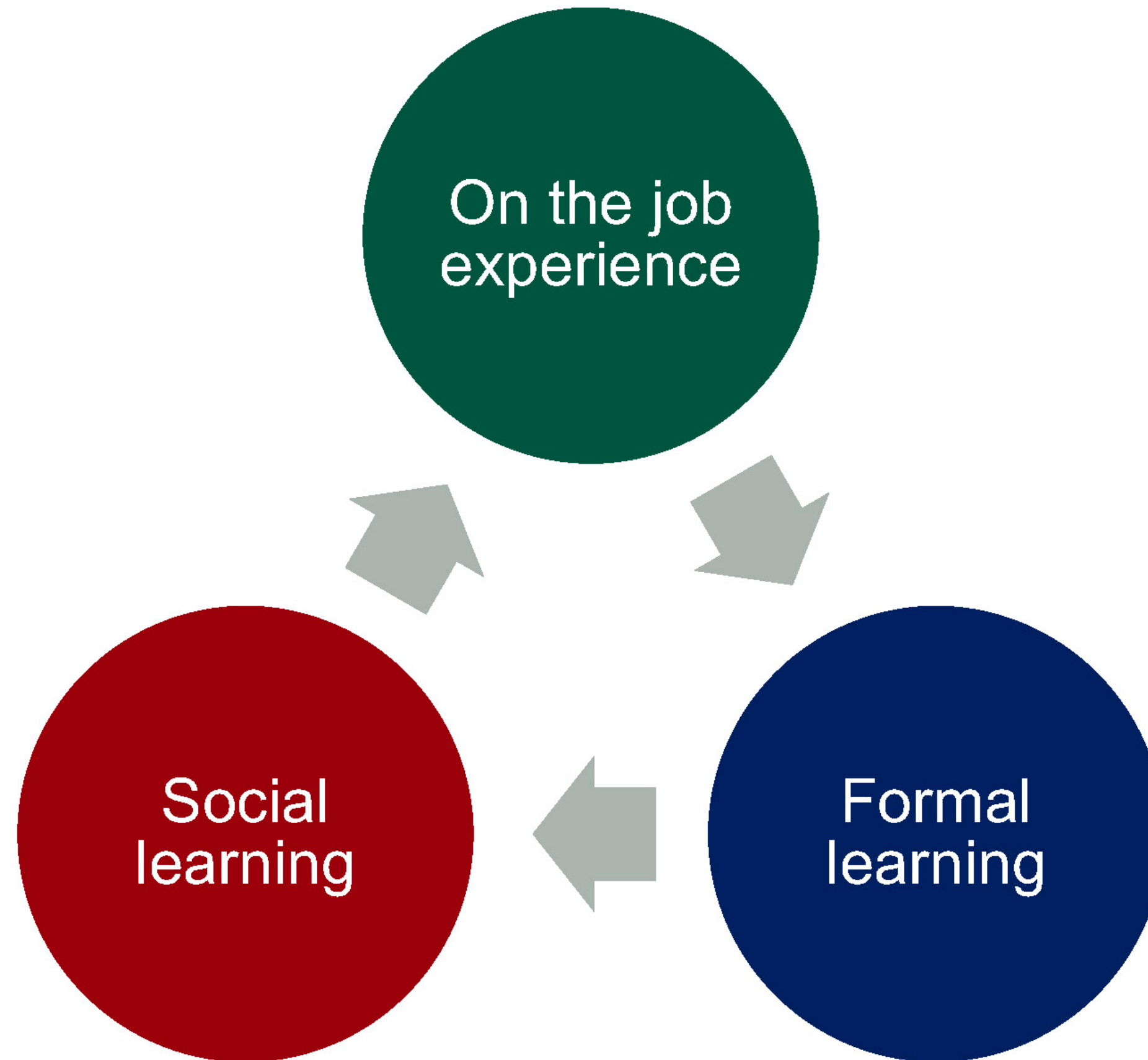
**Only four in 10
respondents have
established criteria for
evaluating GenAI tools.**

“You indicated that your organization has criteria for evaluating generative AI tools. What is included in that criteria?”

(Showing top eight responses)



Training and learning aren't the same





69%

of respondents want a genAI tool that provides faster time to value compared to their current tools.

Keys to building trust in GenAI for high-value tasks

Secure, accurate, and safe

Employee skills

Encourage failure

- **Consider TCO, not just licenses**
- **Measure outcomes, not just narrow ROI**



“We have increased investment every year for the past two years. We have repurposed other budget to go above our budget for genAI and innovative tools.”

– A chief legal and compliance officer at a global equipment services and manufacturing company

97% of respondents plan to increase investments, focusing on tools with faster time to value.

“Which generative AI capabilities are you planning to invest in or increase investment in during the next 12 months?”

(Showing top 11 results)

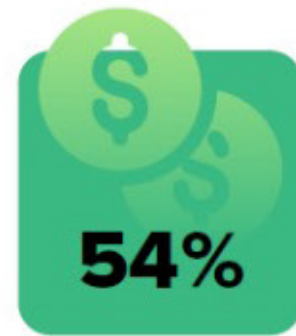


“What outcomes do you expect from investing in generative AI?”

(Showing top seven results)



Stronger privacy and security



Clear ROI of generative AI use cases



Better criteria for evaluating generative AI tools



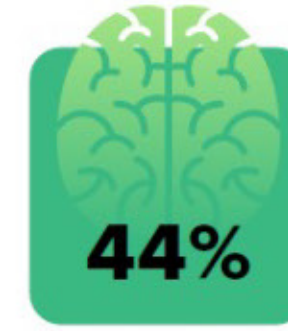
Increased customer satisfaction



Faster time to revenue



Better data quality or availability



Reduction in hallucination, coherent nonsense, and bias

Base: 522 global decision-makers at organizations that plan to continue to invest in genAI
Source: Forrester's Q1 2025 AI And Knowledge Management Survey [E-61928]

Recommendations for leaders to ensure their GenAI investments deliver results

- Cocreate use cases with employees to align tools with specific needs.
- Invest in ongoing learning and engagement programs.
- Measure outcomes holistically, focusing on impacts like faster delivery and improved employee experience.

AI Adoption: Closing the gap between pilots and true maturity



Trust



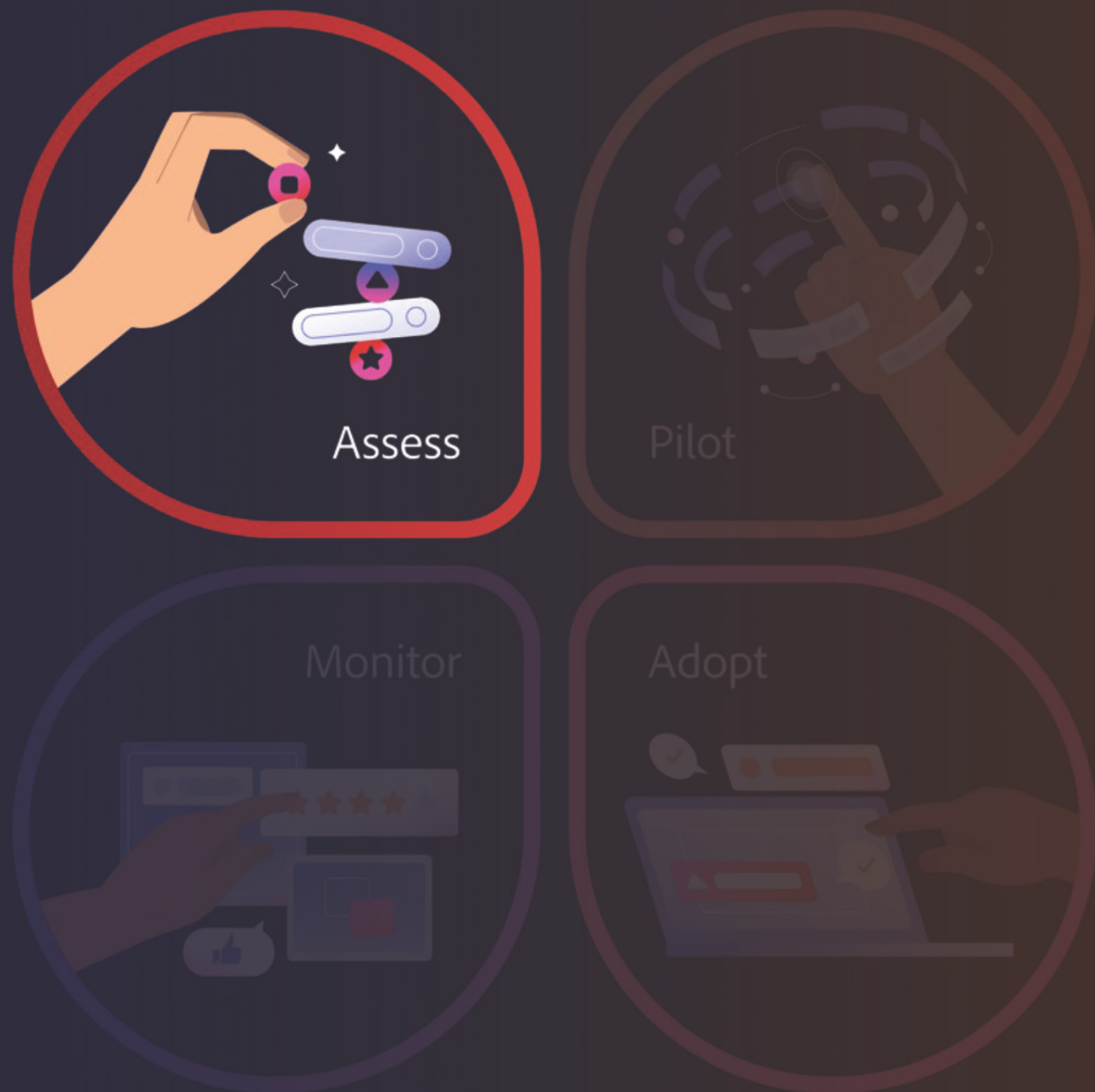
Readiness



Governance

Adobe AI Adoption Framework



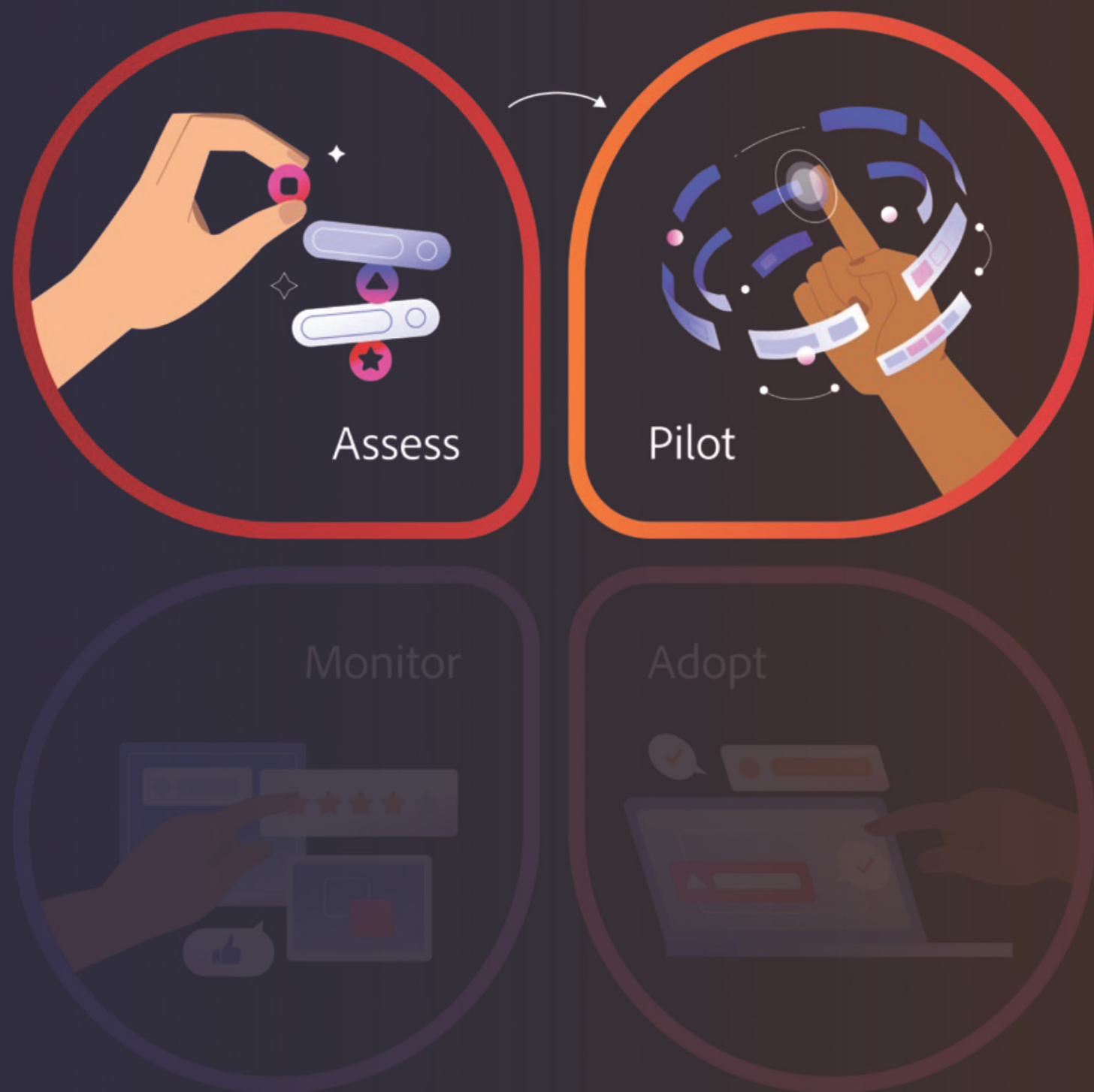


Assess

Organizational readiness and select AI technology built responsibly.

Step 1: Evaluate organization readiness

Step 2: Select AI tech that is built responsibly

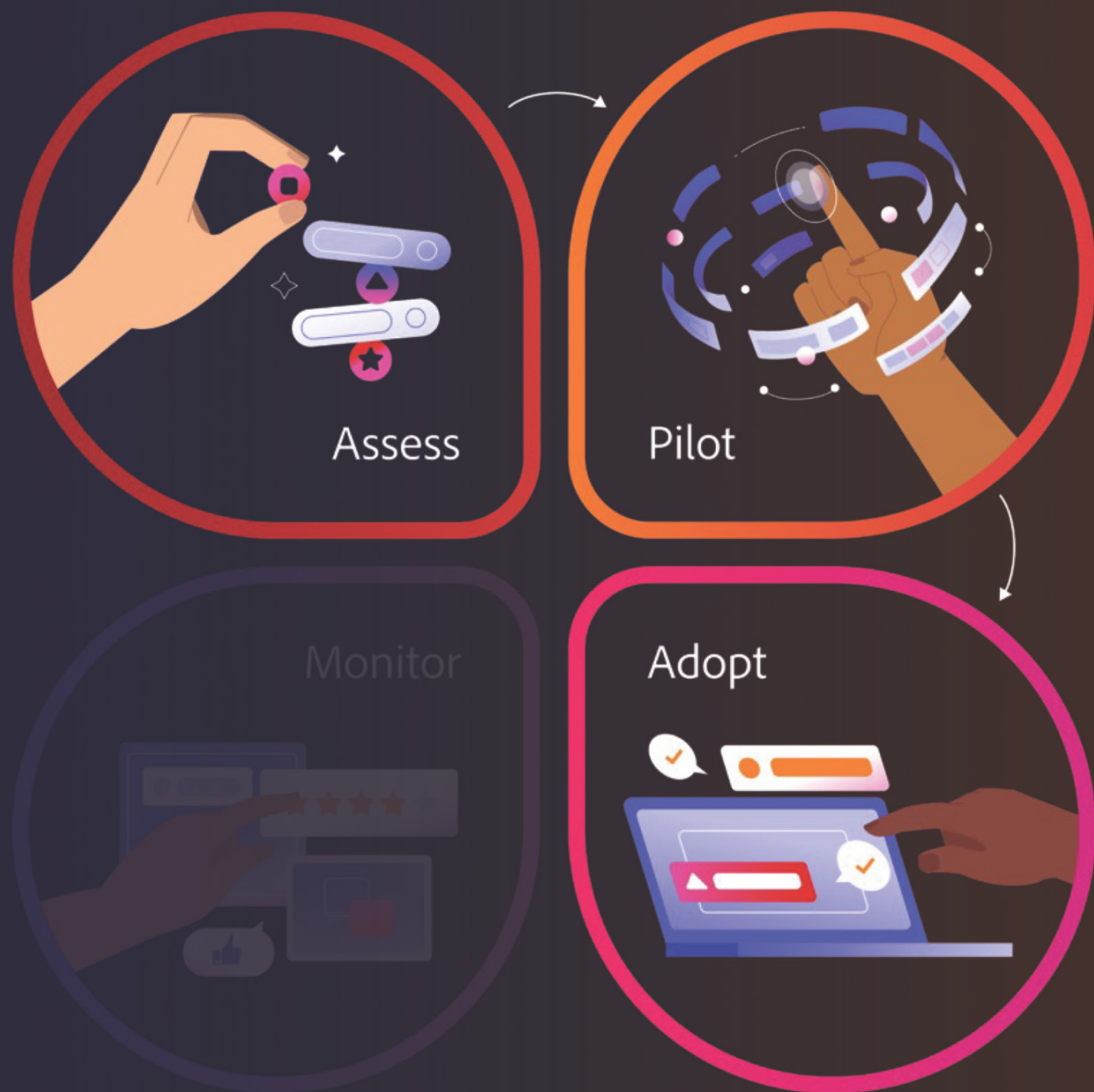


Pilot

High-impact AI use cases, inclusive of responsibility considerations.

Step 1: Identify priority use cases

Step 2: Pilot against business and responsible AI criteria



Adopt

Deliver business value while ensuring adherence to responsibility principles.

Step 1: Train and enable the organization

Step 2: Deploy with responsibility in mind



Monitor

Embed responsible practices in existing, ongoing oversight and improvement efforts.

Step 1: Monitor performance

Step 2: Ongoing risk management process

Key takeaways

Best practices

- Co-creating role use cases with employees
- Building internal AI champions
- Choosing partners who prioritize transparency and accountability

4-phase framework



Summary

01

The current state of Gen AI adoption

02

Overcoming challenges & building readiness

03

The future of Gen AI investments

04

The Adobe AI adoption framework

Helpful resources

- Paper: [Unlocking GenAI's Potential](#)
- Webinar: [Unlock the AI Advantage: Navigating AI Implementation](#)
- Webinar: [Navigating AI Adoption Across the Enterprise](#)
- Resources: [Responsible AI at Adobe](#)
- Webpage: [Adobe Trust Center](#)
- Resources: [Adobe Webinars](#)

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