

Building AI-Powered Document Workflows That Deliver

Adobe



Guest speakers



**J. P.
Gownder**

Vice President and
Principal Analyst
Forrester



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Head of GTM Strategy
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Adobe Digital
Insights Analyst

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**Lori
DeFurio**

Principal Business
Solutions Technologist

Adobe

Agenda

AI-Powered Productivity: Forrester Research

Document Productivity in the AI Era:
Adobe Digital Insights

DEMOS: Adobe Acrobat Studio

The Total Economic Impact of Adobe Acrobat
Studio: Forrester Research

Q&A



AI-powered productivity



Guest speaker

J. P. Gownder

Vice President and Principal Analyst

Forrester

Employees face a lot of concerns around AI



Am I confident I can adapt to using AI tools at work?

Do I have the skills, understanding, and ethics to use AI?

Will AI steal my job?

Is AI worth the time I need to invest in learning it?

What's in it for me?

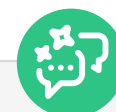
Am I overconfident about how well AI works?

Forrester's AIQ (the artificial intelligence quotient) asks questions across four competency areas



1. Understanding

Does the employee have a basic understanding of how AI works?



3. Soft Skills

Does the employee feel comfort with, and confidence about, using AI at work?



2. Hard Skills

Does the employee know prompt engineering, and have they been through formal training on AI for work?



4. Ethics

Is the employee aware of the ethics, risk, and privacy implications of using AI at work?

AIQ
Competency
areas

Forrester's AIQ segmentation:

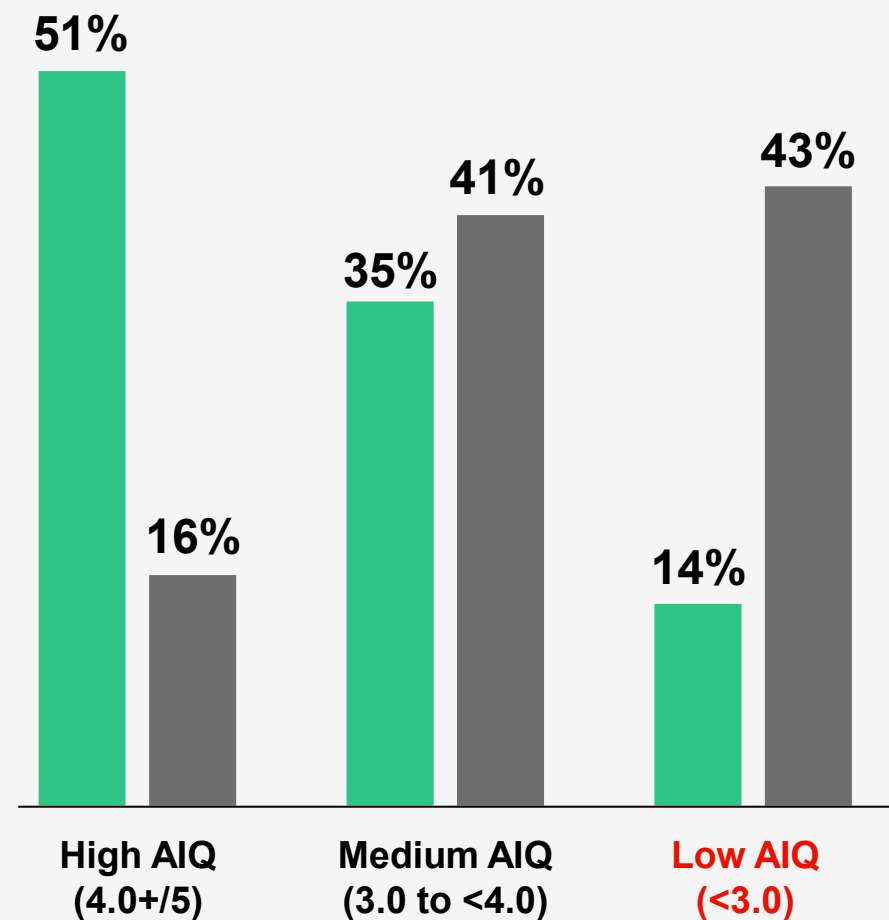
Employees often lack the understanding, skills and ethics to succeed with advanced AI tools



Base: 1,810 Respondents employed full time/ part time as an individual worker
Source: Forrester's Future Of Work Survey, 2025
Base: 215 Global information workers who are individual workers
Source: Forrester's Digital Workplace and Employee Technology Survey, 2025

Source: A commissioned Total Economic Impact™ study conducted by Forrester Consulting on behalf Adobe, June 2026

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Document productivity in the AI era



Costa Lasiy

Adobe Digital Insights Analyst

Adobe

Faster, more automated and accurate with AI

97% saw some benefit from AI document workflows

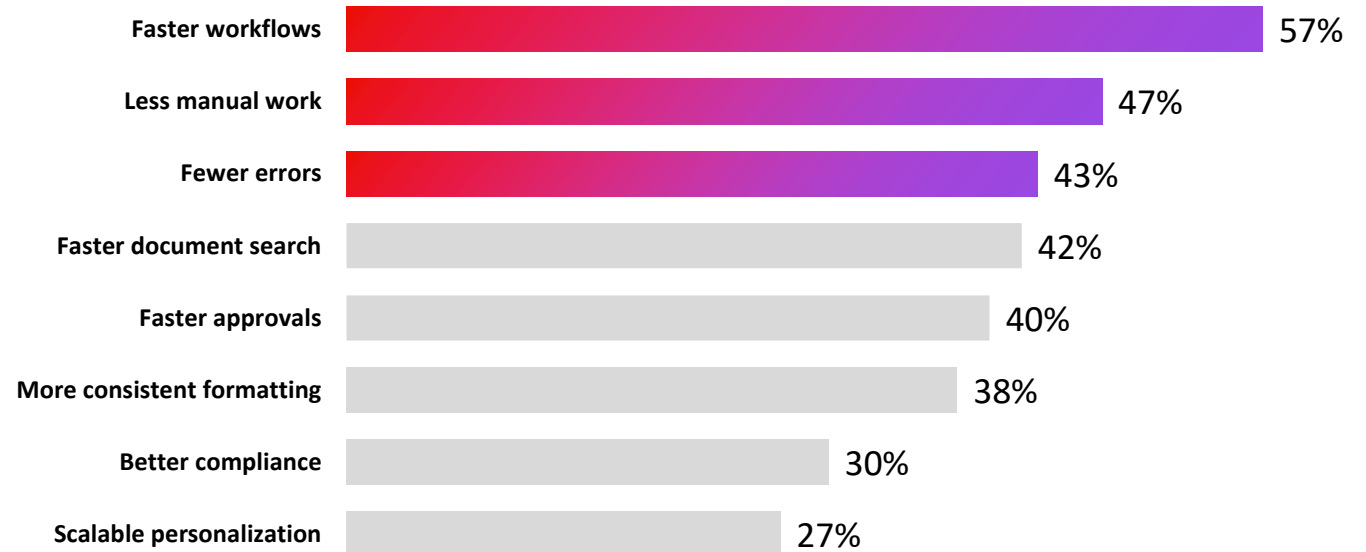
57%
SPEED SELLS cite faster workflows

47%
AUTOMATION cite reduced manual work

43%
ACCURACY cite fewer errors

Speed is AI's Top Document Benefit

AI delivers its greatest value by accelerating document workflows.



Source: Adobe December 2025 survey of 400+ business professionals

Acrobat Studio doesn't just give answers—it shows you exactly where they come from

- For contracts, reports, and research when accuracy and traceability are required
- Always sentence-level citations
- Immediate verification



Demo 1: Adobe Acrobat Studio



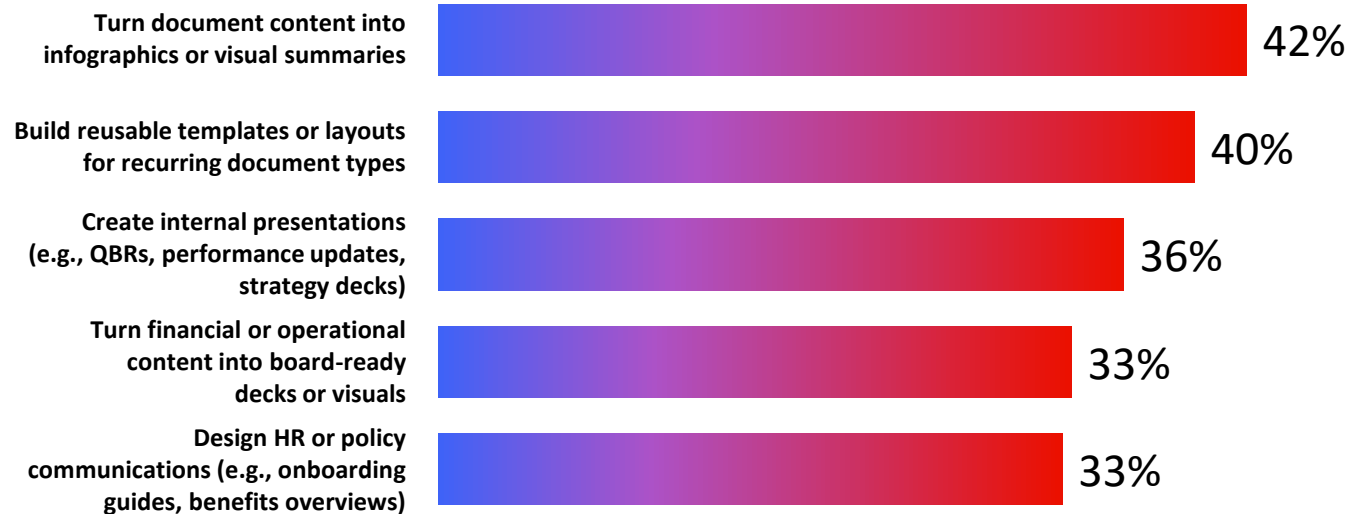
Lori DeFurio

Principal Business Solutions
Technologist

Adobe

After ingestion, professionals turn to AI for creation

What type of document design work would you want most to do?



70%

of professionals say document design dramatically improves outcomes

57%

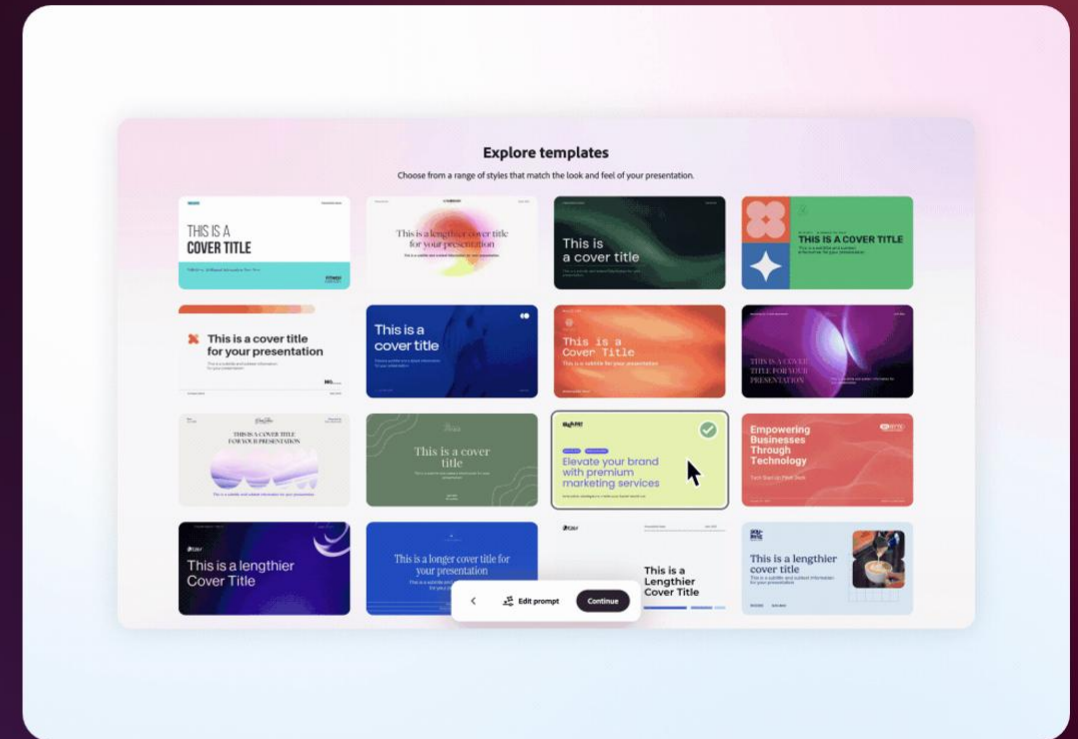
Need to enhance the visual design of documents at least weekly

Source: Adobe December 2025 survey of 400+ business professionals

Turn documents into polished, branded visual outputs

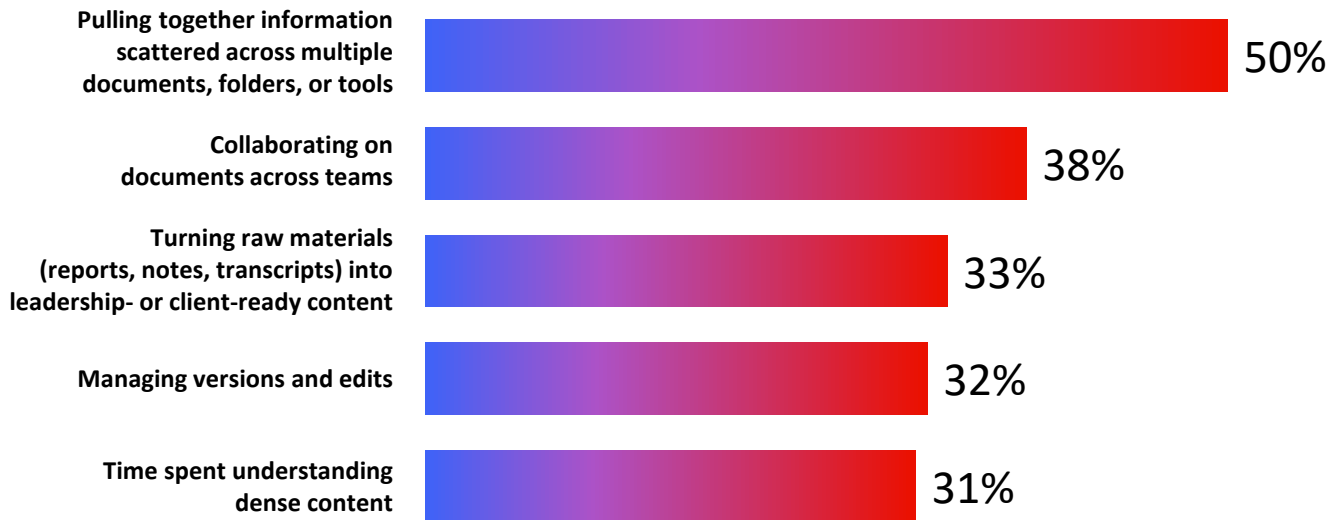
Acrobat Studio doesn't just generate content—it turns documents into ship-ready deliverables

- Generate designed, on-brand outputs like presentations, reports, infographics, and social assets
- Smart presentation outline
- Easy to refine design and content



Collaboration and document sprawl are the biggest document productivity pain points

Which of the following are your biggest pain points in your current document workflows?



78%

of professionals collaborate with others on document collections on a weekly basis

76%

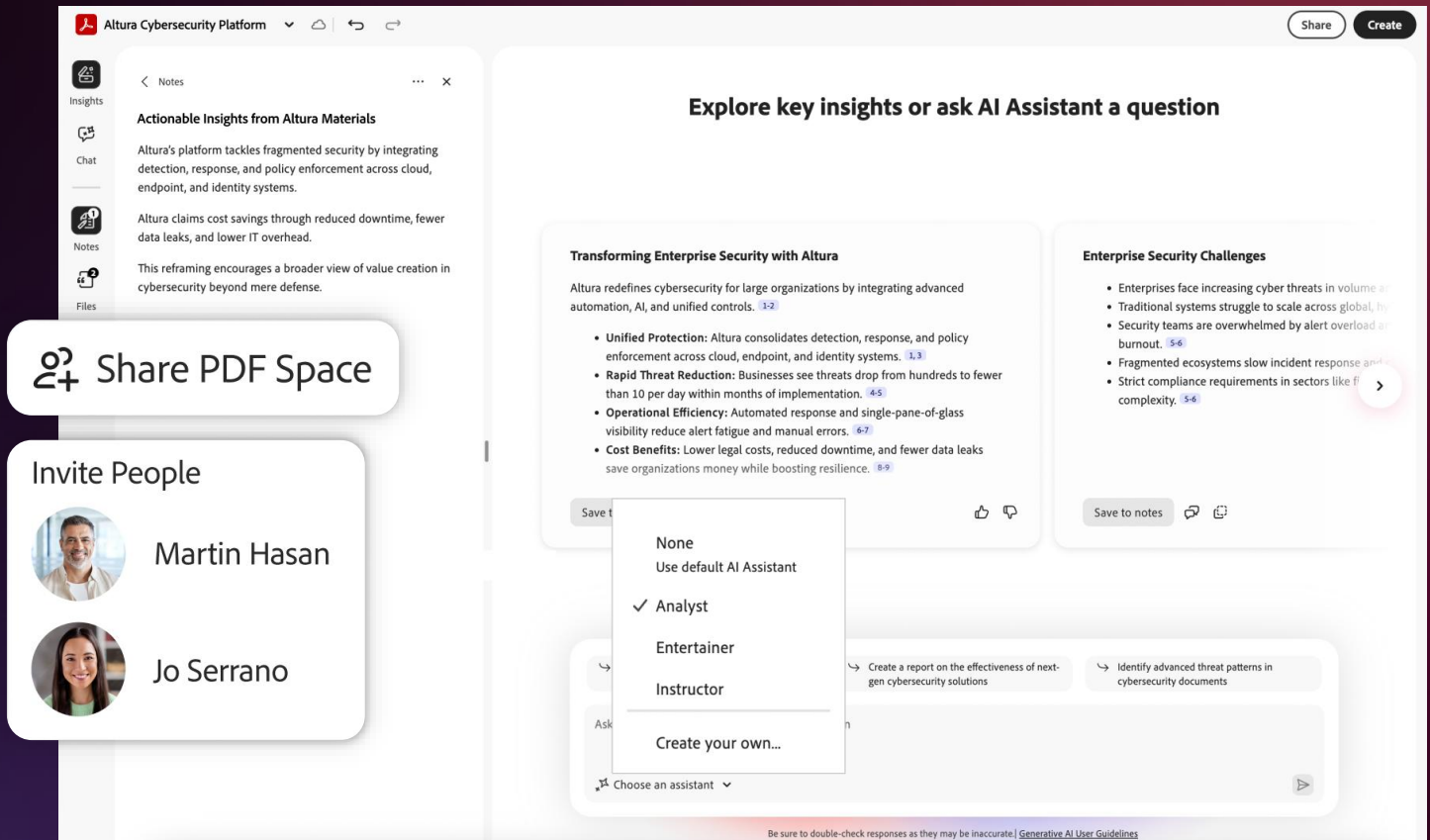
say it would be useful for their team to have a shared document storage they could prompt in AI

Source: Adobe December 2025 survey of 400+ business professionals

Multi-document shared review and collaboration

Acrobat Studio doesn't just let you collaborate around AI responses—it helps you collaborate on document workflows

- Collaborate around AI insights, source documents, and feedback all together in one workspace
- Shared review with in-line comments



Demo 2: Adobe Acrobat Studio



Lori DeFurio

Principal Business Solutions
Technologist

Adobe

"Power users" reclaim hours each week, but proof remains elusive

- It's unsurprising that AI's most frequent users also reap the largest returns. More than half (**53%**) of "**power users**," or those who use AI daily or weekly, save four or more hours per week, double the share of casual users (26%)—drawing an unmistakable line between use and efficiency.
- Yet, while investments are often justified by impact, only 1 in 3 (**36%**) professionals across all business functions can **formally measure AI savings or return**. The rest just rely on feel or intuition, signaling that a significant gap remains between productivity and proof of it.

"Power Users" See Twice the Return

Daily and weekly AI users save dramatically more, yet formal ROI measurement lags across all functions

2x

Savings Rate

For power users vs.
casual users

+53%

Power users

Save 4+ hours
every week

+36%

Professionals

Can formally
prove AI's return
on investment

The Total Economic Impact of Adobe Acrobat Studio



Guest speaker

Corey McNair

Senior Consultant

Forrester

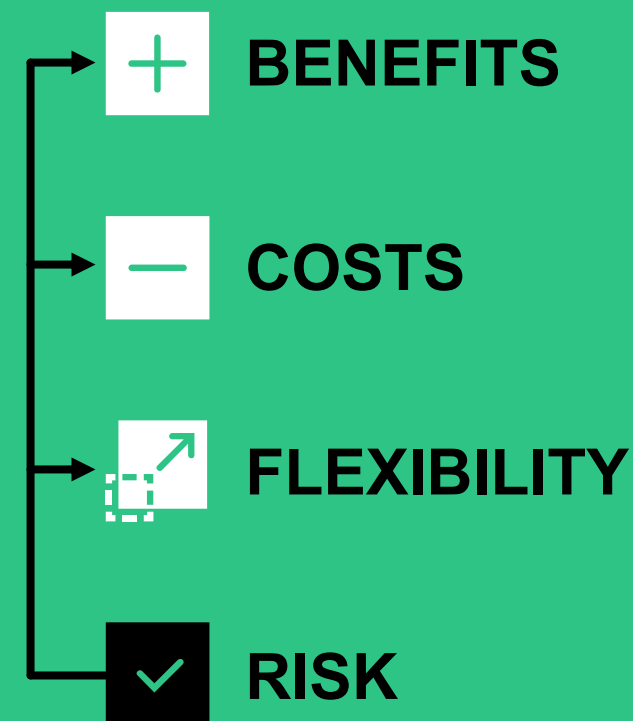
Quantifying the impact of AI-powered workflows

- Forrester Total Economic Impact™ study of **Adobe Acrobat Studio**
- Based on real customer interviews and survey with **300+ enterprise customers** globally and across industries
- Quantifies productivity and business outcomes

Source: A commissioned Total Economic Impact™ study conducted by Forrester Consulting on behalf Adobe, June 2026

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TOTAL ECONOMIC IMPACT



Acrobat Studio Delivers On Investment Objectives



Three Year
ROI

357%



Net present value
(NPV)

\$2.16M



Annual time saved
managing PDFs

44,000 hours



Annual productivity in
creating visual content

25,000 hours



Composite organization

Employees
5,000

Geography
Global operations

Industry
Agnostic

Employees with Licenses
30%

Annual PDFs Managed
450,000+

Key Investment Drivers For Acrobat Studio

Less time reading and verifying documents

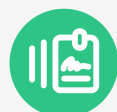


35% increase in document review and insight generation

Before: **9000 documents weekly**

After: **12,150 documents weekly**

More content created with existing resources



30% faster in planning and creating professional presentations

Before: **1 hour weekly**

After: **42 minutes weekly**

Faster turnaround for content reviews



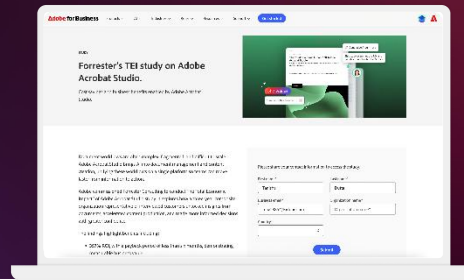
80% improvement on time spent on compliance reviews



57% agreed faster time to market influences revenue growth

Resources

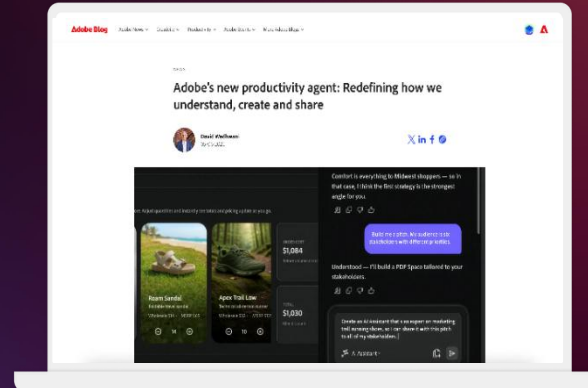
[Report] The Total Economic Impact of Adobe Acrobat Studio



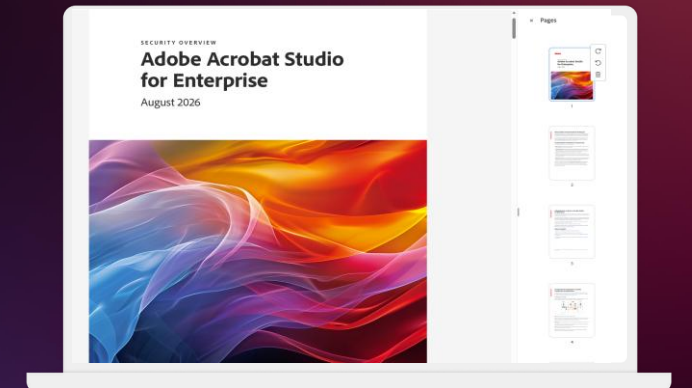
[Report] State of AI in Documents: Adoption Soars Across Key Lines of Business



[Blog] Adobe's New Productivity Agent

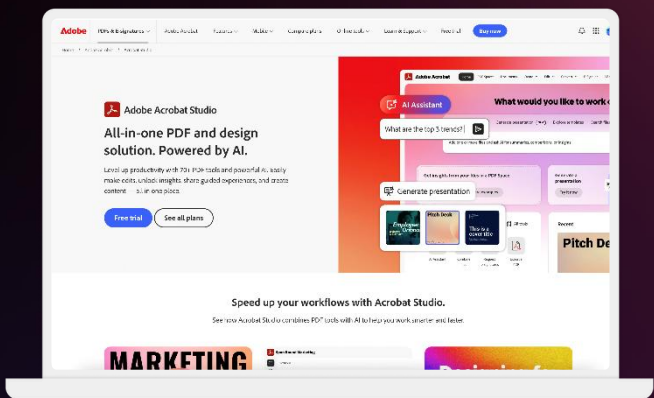


[Security Overview] Adobe Acrobat Studio for Enterprise

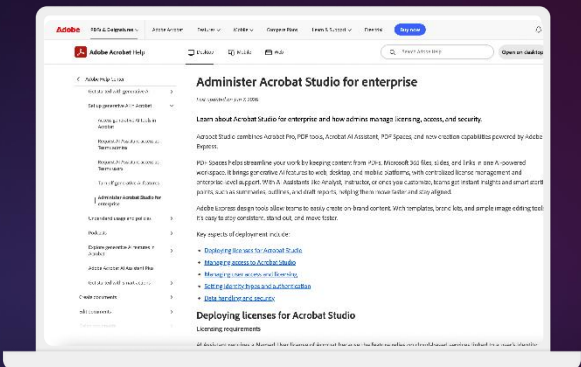


Resources

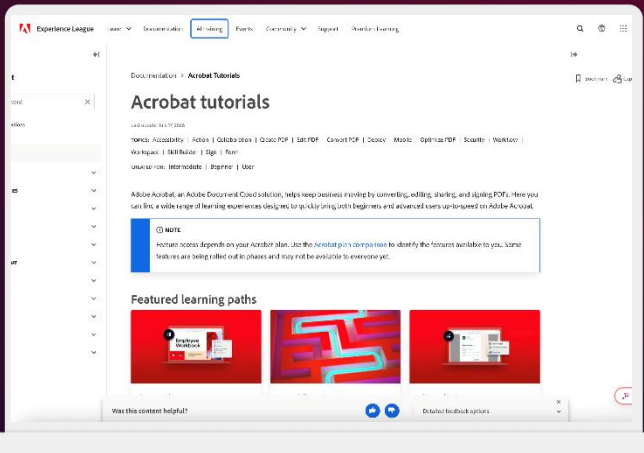
Adobe Acrobat Studio



Administer Acrobat Studio for Enterprise



Experience League: Acrobat Tutorials



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