Adobe Acrobat

On-demand webinar

Maximize Productivity with Automation and Generative AI

Our speakers

Andy Lauta

Director Product Management, AI and Innovation

Adobe

Melody Chen

Principal Product Marketing Manager

Adobe

Adobe Acrobat

Agenda

01

Unlock documents to be machine readable

02

Generate custom documents at scale

03

Automate tagging for accessibility

Adobe Acrobat

Adobe Document Cloud

| Acrobat | Acrobat Sign | Acrobat Services |

Adobe Acrobat

Document generation

Automatically generate centralized custom documents

- Document Generation API
- Create PDF API

Use cases

- Agreement generation
- Sales order creation and execution
- Customized onboarding packages or customer communication

Document intelligence

Unlock business-critical data from PDFs using AI

- PDF Extract API
- OCR PDF API
- Export PDF API

Use cases

- Report analysis and insights
- Contract understanding
- Content republishing

Document accessibility

Tag documents for accessibility at scale using AI

- PDF Accessibility Auto-Tag API
- PDF Accessibility Checker API

Use cases

- Remediate PDF backlogs at scale
- Ensure new documents are accessible

Document authenticity

Verify the authenticity of documents and reduce risk

- PDF Electronic Seal API
- Protect PDF API

Use cases

- E-seal invoices, reports, etc.
- Agreement workflows
- Restrict permissions and password-protect critical reports

Adobe Acrobat

Document generation results.

36,000
hours a year saved on total contract processing time

More than
75%
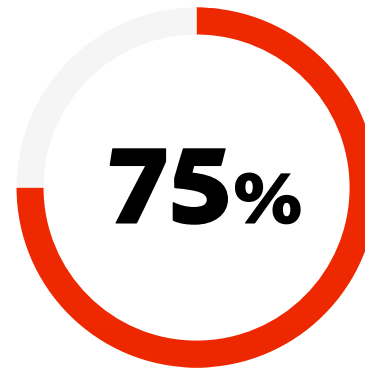of sales contracts now handled through the self-service workflow

273%
projected improved throughput times

Source: "Self-service contracts for business users," Adobe, 2025.

Adobe Acrobat

The risks of non-compliance.

In 2020, companies spent an estimated **$1 billion** alone on legal fees responding to demand letters and legal action related to digital accessibility.

75% increase in digital accessibility lawsuits from 2018 to 2022

Source: Bureau of Internet Accessibility

Summary

01
Unlock documents to be machine readable

02
Generate custom documents at scale

03
Automate tagging for accessibility

Helpful resources

Developer Resources

Forum: Acrobat Services API

Customer story: Adobe Partners with NVIDIA to Harness the Power of PDF Intelligence with Next-Gen LLMs

Customer story: Automating Digital Documents to Improve Government Efficiency and Effectiveness

Customer story: Self-service Contracts for Business Users

Adobe Acrobat Webinar Hub

Adobe Acrobat Learn & Support

Adobe Acrobat Plans & Pricing

Adobe Trust Center

Adobe Acrobat

Made by AI Assistant | July 23, 2025

Maximize Productivity with Automation and Generative AI

Session summary

This webinar explores Adobe Acrobat Services APIs and their transformative capabilities for enterprise document automation. The session covers unlocking PDFs for generative AI, automating document creation at scale, and ensuring accessibility compliance through auto-tagging. Attendees learn how these APIs streamline workflows, reduce manual effort, and enhance document usability across industries, with real-world examples and demonstrations showcasing their impact.

Key takeaways

- **Acrobat Services APIs** offer scalable solutions for automating repetitive PDF processes, including creation, extraction, and accessibility tagging.

- **PDF Extract API** enables structured data extraction from PDFs, enhancing generative AI workflows and improving attribution accuracy.

- **Document Generation API** simplifies personalized document creation using Microsoft Word templates and JSON data, saving time and resources.

- **Accessibility Auto Tag API** automates tagging for compliance, reducing manual effort and ensuring inclusivity.

- **Security and scalability** are prioritized, with encrypted data handling, transient storage, and global hosting options in North America and EMEA.

Step-by-step demo tutorials

Demo 1: Unlocking PDFs for generative AI with PDF Extract API

1. Open the Adobe PDF Extract API interface.
2. Upload the PDF document you want to process.
3. The API will extract content and structure as a structured JSON file.
4. Integrate the JSON data into your generative AI system for training or fine-tuning.

Demo 2: Automating document creation with Document Generation API

1. Open Microsoft Word and create a new document template.
2. Insert tags for text, images, tables, lists, and calculations where dynamic data will populate.
3. Add conditional statements to minimize the number of templates required.
4. Save the Word template and upload it to the Adobe Document Generation API interface.
5. Merge JSON data from your system of record (e.g., Salesforce, Workday).
6. Click the generate button to create personalized documents.
7. Send the documents for signatures using the native integration with Adobe Acrobat Sign.

Demo 3: Automating accessibility tagging with Accessibility Auto-Tag API

1. Open the Adobe Accessibility Auto-Tag API interface.
2. Upload the PDF document or batch of documents to be tagged.
3. Auto-tag native and scanned PDFs for titles, headings, paragraphs, figures, lists, tables, and reading order.

What are Acrobat Services APIs?

Acrobat Services are a suite of cloud services exposed as APIs that implement many of the common capabilities of the Acrobat Desktop product via APIs.

What does API stand for?

API = Application Programming Interface

What is JSON data?

JSON is a simple way to organize and share data so computers can understand each other.

Can you describe the security architecture for Acrobat Services? Is the data retained or stored after processing?

Acrobat Services run in our multi-tenant public cloud which is very secure. We encrypt everything both in transit and at rest. And we never store any document permanently — documents are automatically deleted after the requests have been completed.

Where are Acrobat Services hosted?

Acrobat Services are currently available in our North America and EMEA data centers, the EMEA data center is in Ireland.

How is Acrobat Services API pricing structured, and what is the process for purchasing transactions?

Acrobat Services are licensed by transaction — you pay for the number of transactions that you use. Most APIs consume a single transaction, but some of the higher value APIs consume more than one transaction per request. The number of transactions required for each API is summarized in our developer

documentation which can be viewed here: https://developer.adobe.com/document-services/docs/overview/limits/#document-transaction-definitions

What is considered a transaction?

For example, creating a single PDF document represents a transaction.

Is the PDF Extract API available for free to those who have a valid Adobe Acrobat Pro subscription?

A Free Tier is available which allows users to use 500 transactions per month at no charge. Beyond that, there are Paid Plans available. To learn more, visit: https://developer.adobe.com/document-services/pricing/main/

Can PDF Extract pull information from variable documents? For instance, contracts are not always formatted identically. Would PDF Extract be able to recognize the information to extract in these variable documents?

Yes, PDF Extract API works with all document types, independent of how they are formatted.

Will this PDF Extract work with legacy PDF files (ex: PDF files written 10–15 years ago)? Or will these PDF files need to be opened and resaved before PDF Extract can work correctly?

Yes, it will work for legacy PDF files. It will also work with both machine-generated and scanned PDF documents.

Does Adobe use client work to train Adobe AI? How do they protect against theft of IP?

Adobe does not use any client documents/customer content for training AI models. Please visit this webpage that covers our approach to responsible AI in our products: https://www.adobe.com/trust/responsible-ai.html

Can the PDF Extract API extract contents that were handwritten and scanned into a PDF?

PDF Extract API does not currently support handwriting recognition.

Thank you

Adobe Acrobat