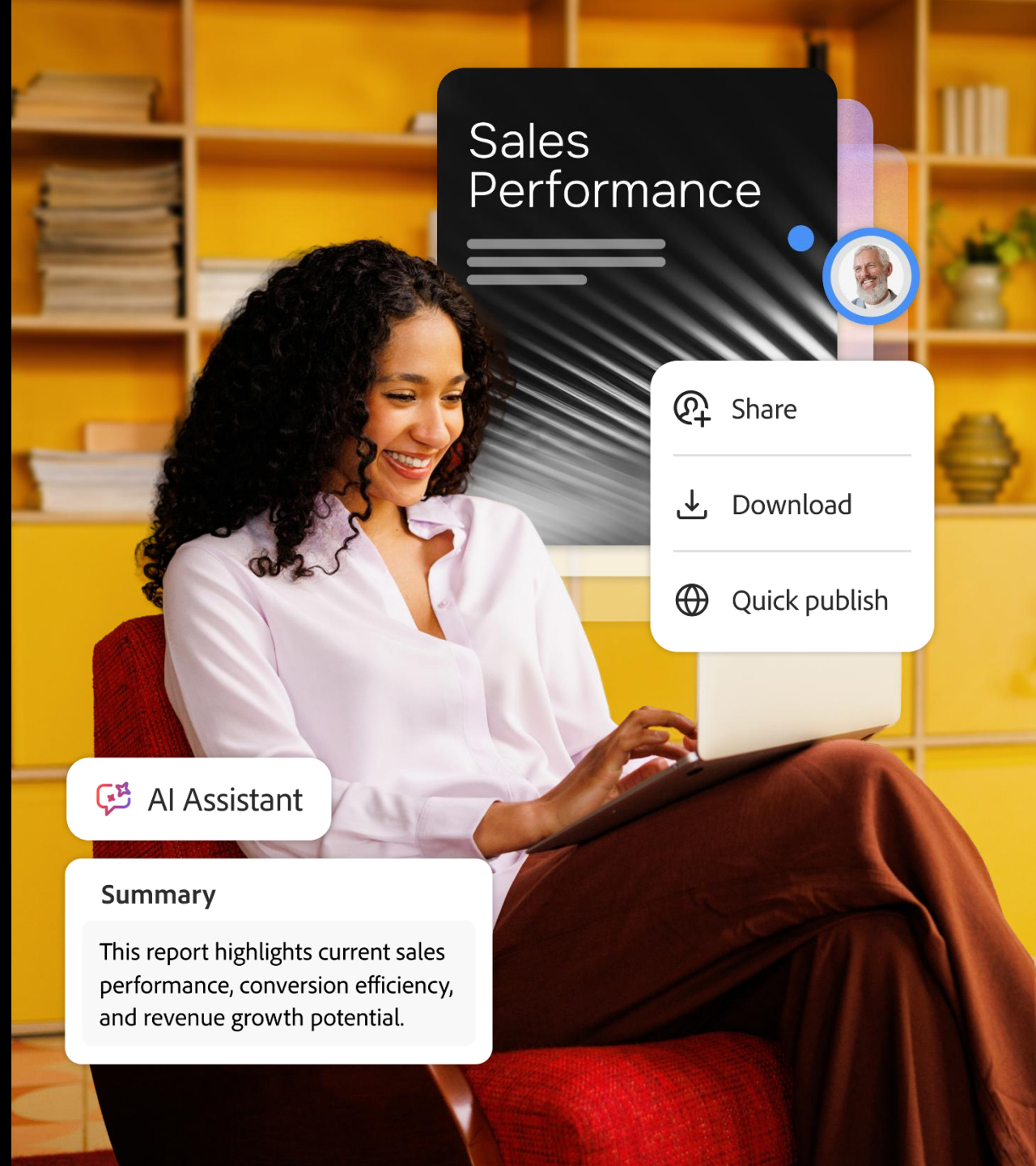


Top 3 Strategies to Turn Documents into Business Value

Adobe



Sales
Performance



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AI Assistant

Summary

This report highlights current sales performance, conversion efficiency, and revenue growth potential.

Today's speakers

Guest speaker



Craig Le Clair

VP,
Principal Analyst
Forrester

Adobe speakers



Lori DeFurio

Principal Business
Solutions
Technologist
Adobe



**Dr. WandaJean
Jones**

Senior Manager,
Curriculum Development
& AI Learning Strategy
Adobe

Host



Nina Nasre

Senior Manager,
PMM & Community
Adobe

Agenda

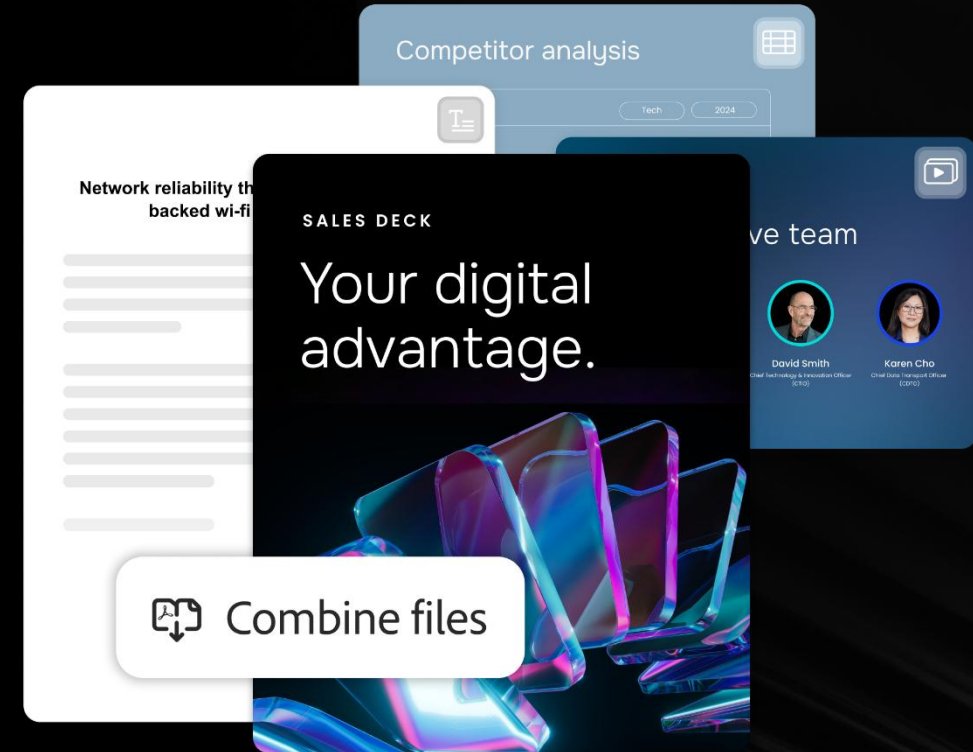
Setting the stage: AI in high-value documents

Forrester Research: Content and AI in the digital workplace

Demo: What's new in Adobe Acrobat Studio

Adobe Customer Zero: HR

Q&A



Your documents are a goldmine. You're leaving value behind.

Every contract, policy, report, and playbook contains trusted business knowledge. But most of it remains difficult to use at scale.



Extract

Critical information stays buried in documents.

Volume and complexity make finding what matters slow and difficult.



Understand

People have to connect the dots.

Teams spend hours comparing documents, interpreting context, and re-checking results.



Act

Finished work takes too many steps.

Teams switch tools to review, collaborate, create, and complete the work.

The result: Time lost. Risk increased. Opportunities missed.

Enterprise AI is missing the document context.

Document work depends on more than text.



**Flattened
Documents**

**Meaning gets lost
in the text.**

Tables, relationships, reading order, and source context can be separated or lost.



**Unclear
Sources**

**It's hard to know
what the answer is
based on.**

Teams lose time manually validating answers before they can rely on them.



**Fragmented
Work**

**The answer
isn't the end of
the work.**

People still move between documents, chats, email, and other tools to get things done.

Strategy 1:

Close the content-to-value gap
with a unified, intelligent
workspace





Guest speaker

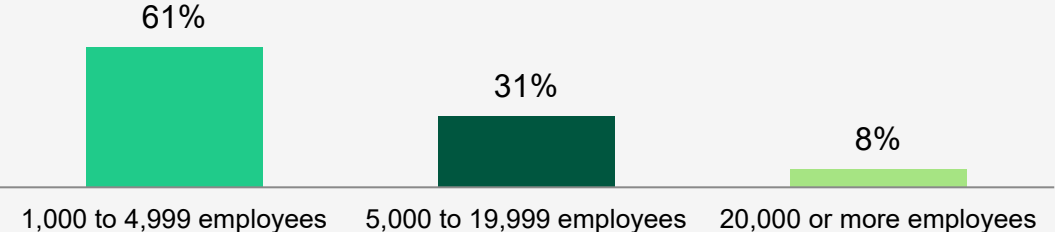
Craig Le Clair

VP, Principal Analyst

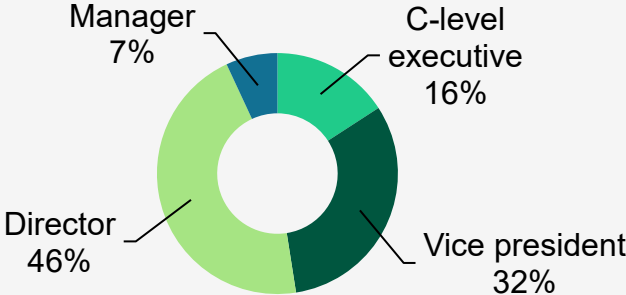
Forrester

Surveyed 529 Workplace, Collaboration, Document Management Decision Makers In NA, EMEA, And APAC

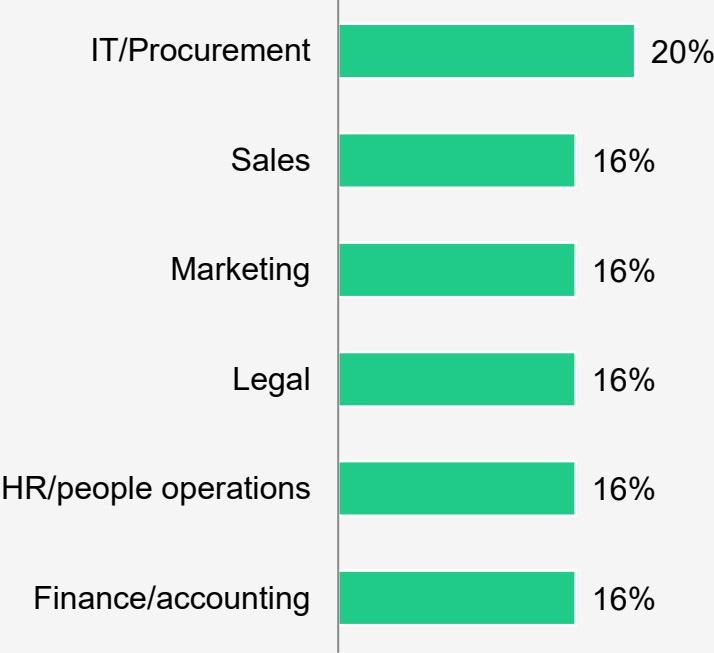
Company Size



Respondent Level



Department



Base: 529 global workplace, collaboration, document management solutions decision makers
Source: Forrester's Q2 2026 Workplace, Collaboration, and Document Management Solutions Survey

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

Challenges



Nearly half of respondents – and the majority of HR, IT, and Legal professionals – agree their operational processes are still very manual today



And while orgs are investing in AI workspaces, many are struggling to take advantage of AI capabilities



Different AI tools for different work, connecting workflows across teams, collaborating in a shared workspace



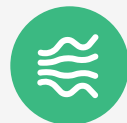
Majority of all respondents agree that they have too many fragmented tools – especially IT and legal



When using the tools, most complain about limited distribution across teams, sharing content, and trusting content are top challenges



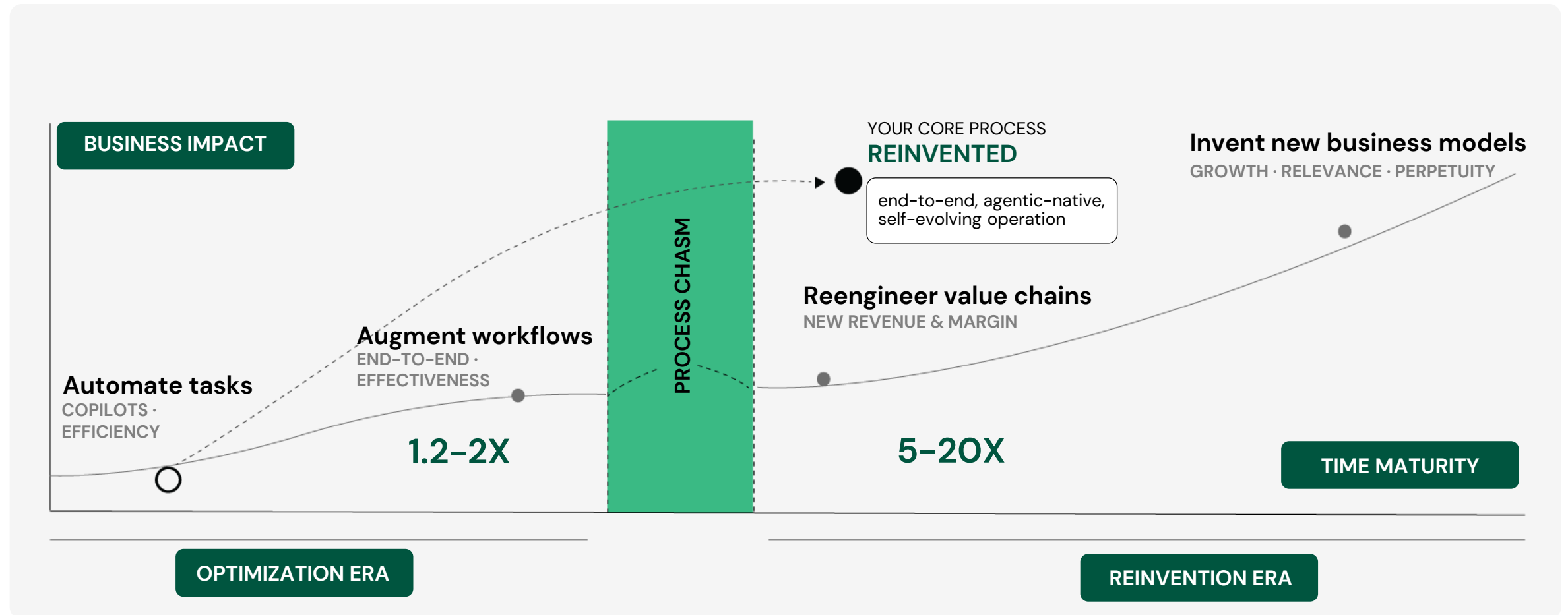
And when it comes to creating high-quality content, maintaining brand and document consistency is a top challenge



Orgs are unable to maximize their investments in AI capabilities today: IT, Legal, and Marketing see the biggest gaps between potential and current usage of unstructured data

Agentic Reinvention of Business Processes

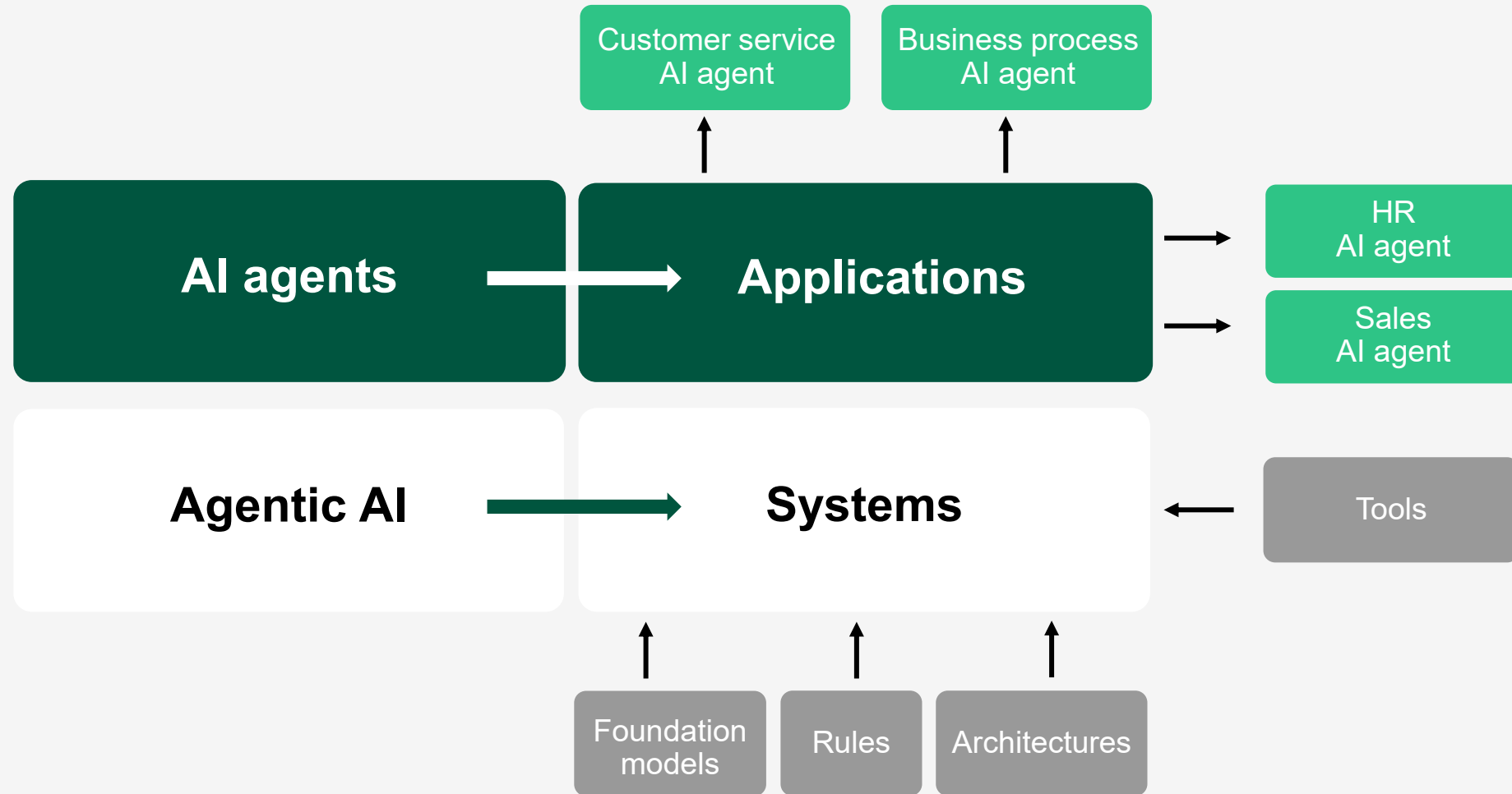
Not another step along the optimization curve — a **leap across the Process Chasm**, landing your core process on the reinvention side.



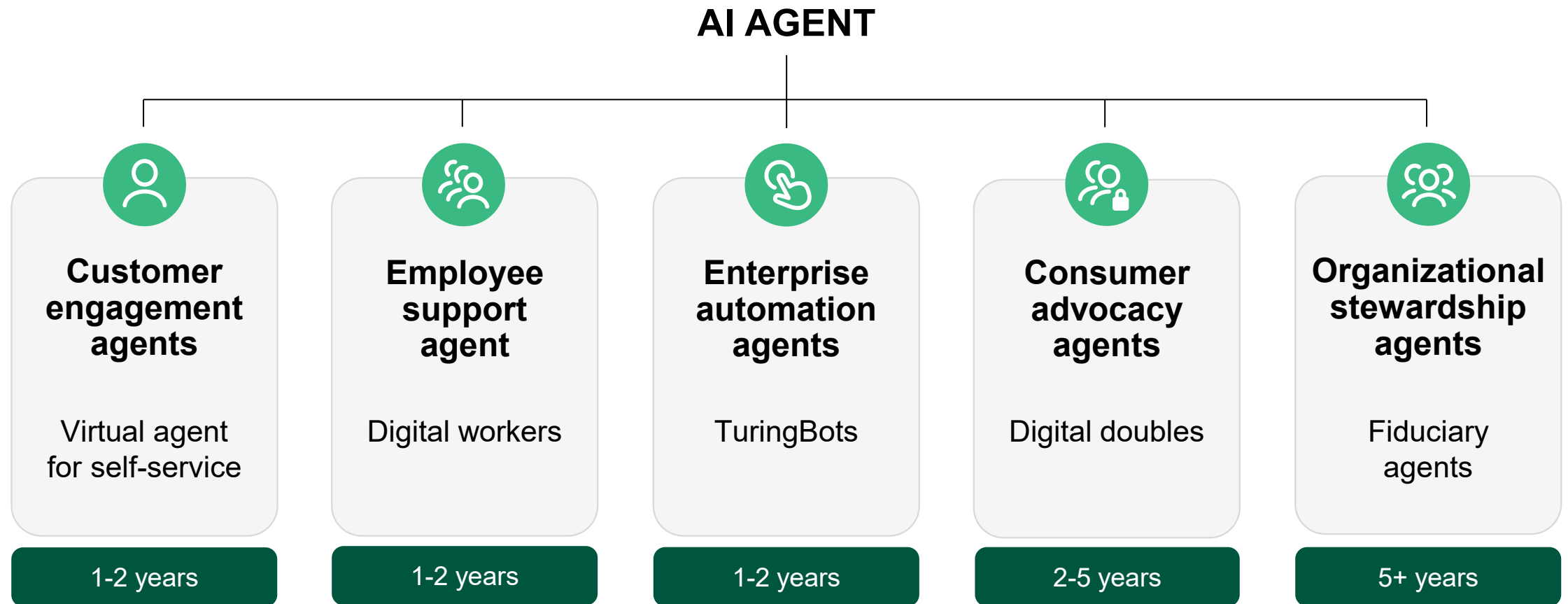
Source: A commissioned Total Economic Impact™ study conducted by Forrester Consulting on behalf Adobe, June 2026

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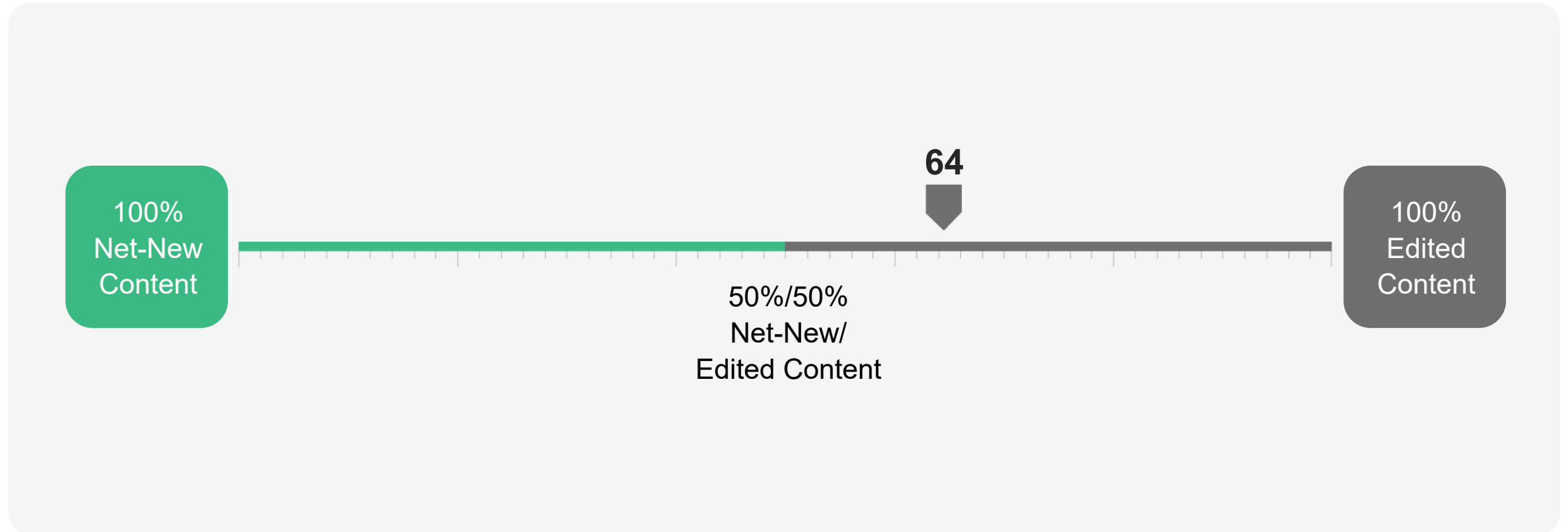
AI Enables a New approach to Document Workflows



Adobe Document Workspaces Targets Employee Support Agents



Employees are more likely to be using AI to edit existing documents, rather than creating net-new content



Base: 529 global workplace, collaboration, document management solutions decision makers

Source: Forrester's Q2 2026 Workplace, Collaboration, and Document Management Solutions Survey

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

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AI Breathes Life Into Knowledge Worker Tasks

Standard Production (Lower AI Value)	Knowledge-Worker Tasks (Highest AI Value)
Editing & Formatting	Extraction of Key Terms
Redaction	Cross-Document Insights
Simple Translation	Compliance & Risk Flagging
Manual Search	Automated Executive Synthesis
Editing & Formatting	Gap Analysis & Recommendations

Adobe Digital Insights data tells us that drafting content is no longer the bottleneck — AI has already solved that. So what's now the #1 barrier professionals hit after content is created?

A

Cost of AI tools

B

**Asset format/file
compatibility**

C

**Lack of AI
accuracy**

D

**Employee
resistance to AI**

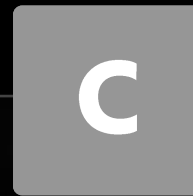
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**Cost of AI
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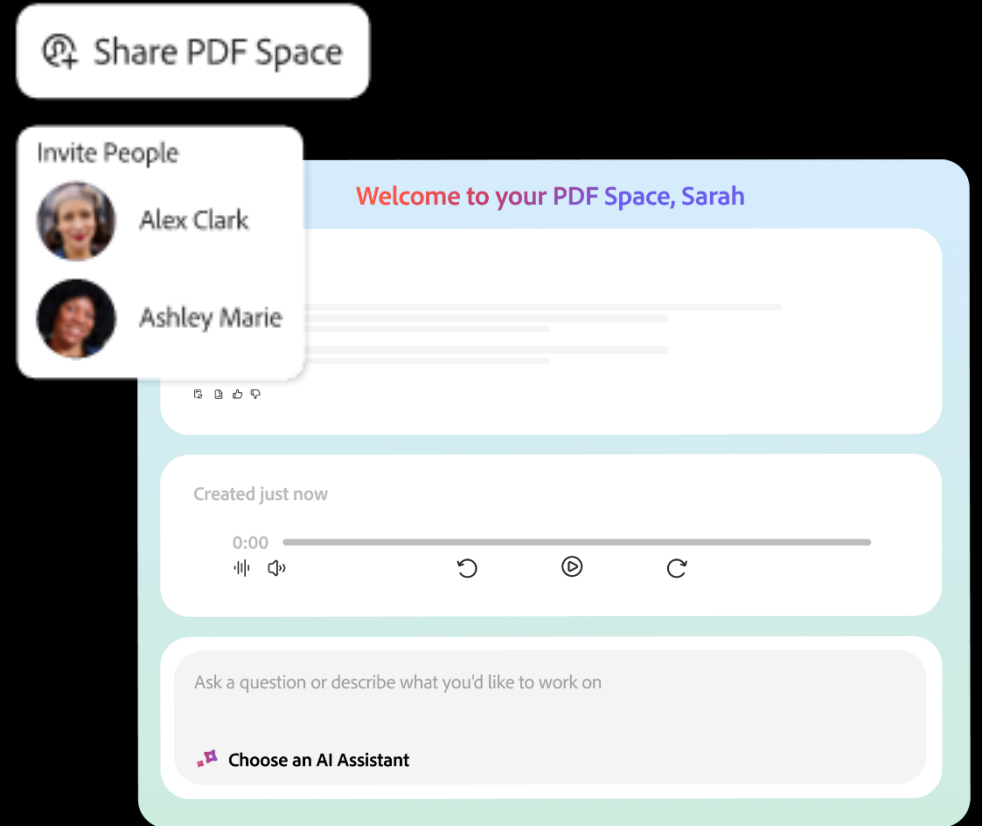
**Lack of AI
accuracy**



**Employee
resistance to
AI**

Strategy 2:

Unify scattered documents
into a connected,
AI-powered workspace





Lori DeFurio

Principal Business
Solutions Technologist

Adobe

The Acrobat you know. Built for a lot more.

Trusted PDF capabilities now connect with AI-powered document work, on-brand creation, and enterprise intelligence.

PDF Essentials

The trusted foundation for document work

Everything you rely on Acrobat for—create, edit, sign, redact, and secure PDFs—now easier with conversational AI.

+

Everyday Productivity

Connected, AI-powered document work

Understand information, stay in context, and turn insights into finished work without breaking your flow.

+

Enterprise Intelligence

Put document knowledge to work at scale

Extend AI from individual documents to trusted knowledge and structured data across large document collections.

Adobe Acrobat Studio

One platform for trusted enterprise document work.
Everything your documents should have been doing all along.

From everyday work

To enterprise intelligence

Securely work with PDFs

Create, edit, convert, sign, and protect PDFs. Now easier with conversational AI.

Acrobat Pro

Understand and work in context

Get insights, review, and collaborate around documents without losing context.

AI Assistant + PDF Spaces

Create business-ready deliverables

Turn insights into polished, on-brand presentations, proposals, reports, and more.

Adobe Express

Get answers from document collections

Ask questions across large, curated collections and get answers with citations back to the source.

Knowledge Base

Extract document data at scale

Turn complex documents into structured, auditable data ready for business processes and systems.

Analyzer

357% ROI*

Less manual work. Faster decisions. Greater impact.

IndependentFORRESTER's Total Economic Impact™ study based on interviews and survey data from over 300 real customers, as well as a composite enterprise model

* The Total Economic Impact™ of Adobe Acrobat Studio, a commissioned study conducted by Forrester Consulting on behalf of Adobe, May 2026. Figure reflects Acrobat Studio with Pro + AI Assistant + Express only. Knowledge Base and Analyzer are additive value where ROI scales with document volume and deployment depth. Customer can also use the ROI calculator to estimate their own results.

Document AI for work across the enterprise.

Each solves a different job. Use them independently—or together as part of Acrobat Studio.

PDF Spaces

Accelerate team collaboration around docs



When your team needs to work across a known set of documents

- Choose the document(s)
- AI helps you understand, collaborate, and create
- Finish the work in the same place

Example

Summarize these five contracts before tomorrow's customer meeting.

Knowledge Base

Trusted knowledge from documents at scale



When you need trusted answers from large, curated document collections

- Connect to your department or org's trusted document collections
- Get high-value, traceable answers fast
- Let employees self-serve in PDF Spaces, Slack, Teams, or web browser

Example

What's our policy for customer data retention?

Analyzer

Extract data from documents at scale



When you need structured data from every document at enterprise scale

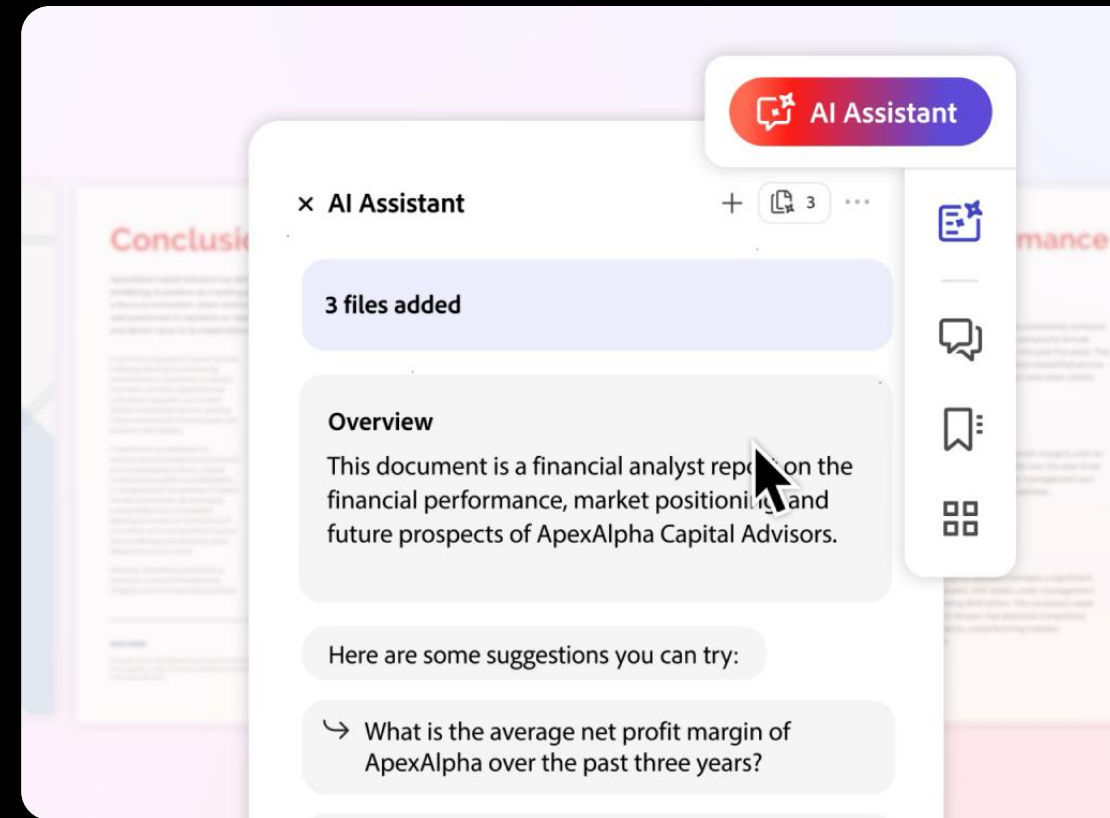
- Define what you need, in your organization's business language
- Extract validated, structured data from thousands of documents
- Power downstream business processes and systems

Example

Extract specific early termination terms from customer contracts over \$1M.

Strategy 3:

Bring every stakeholder into one shared, accountable process





Dr. WandaJean Jones

Senior Manager, Curriculum
Development & AI Learning Strategy

Adobe

Expertise doesn't automatically transfer.

The enterprise learning challenge: helping non-educators turn deep expertise into inclusive, effective learning.



A real example of technical expertise:

JavaScript / product / functional expert

Show the expert or a representative work artifact.



Leadership asks:
"Can you teach 50 other people to do what you do?"



Learning considerations the expert may not know to make:

Culture • modality
• accessibility • adult learning • approved software tools

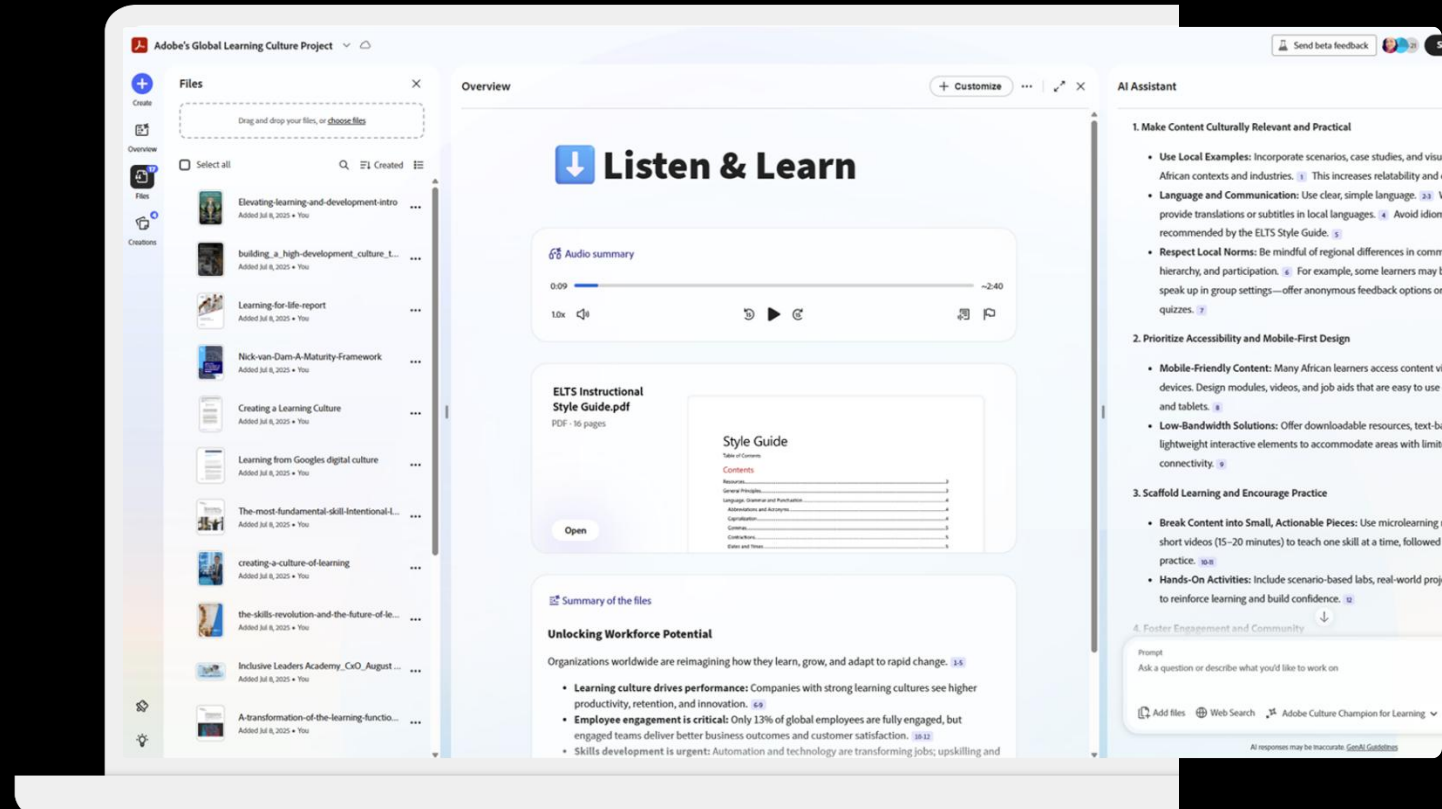
Our challenge wasn't a lack of expertise. It was how to democratize the ability to transfer expertise.

We turned learning science into shared intelligence.

Adobe's Global Learning Culture Project brings trusted learning knowledge to the point of need.

TRUSTED KNOWLEDGE IN THE SPACE

- Global & cultural learning research
- Adult learning principles
- Learning preferences & modalities
- Accessibility considerations
- Approved Adobe learning tools
- Instructional standards & guidance



One trusted space to help anyone make better learning decisions.

From individual expertise to enterprise learning culture.

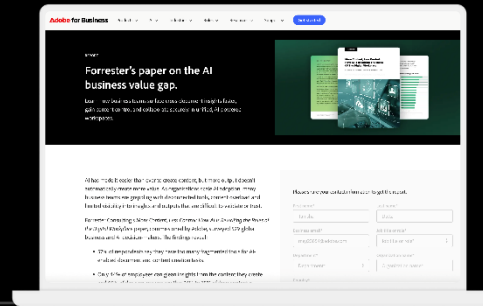
AI + knowledge management + learning science help scale how knowledge becomes capability.



The competitive advantage isn't simply what people know. It's how effectively the organization turns what they know into what others can learn, apply, and do.

Resources

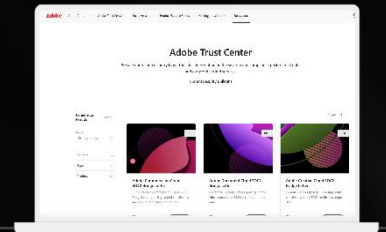
More Content, Less Control: How AI Is Rewriting the Rules of the Digital Workplace



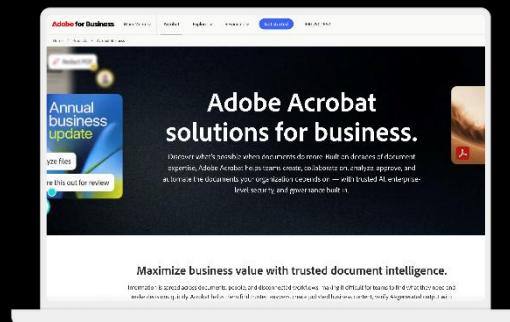
State of AI in Documents: Adoption soars across key lines of business



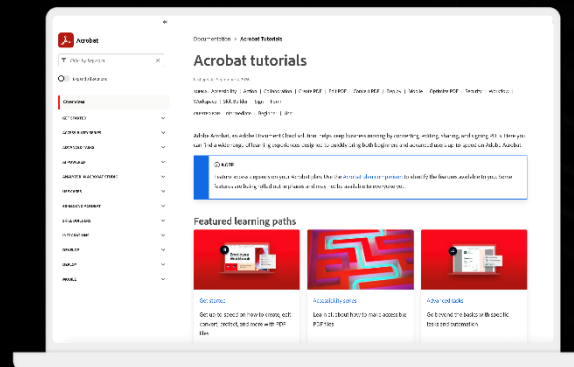
Adobe Trust Center



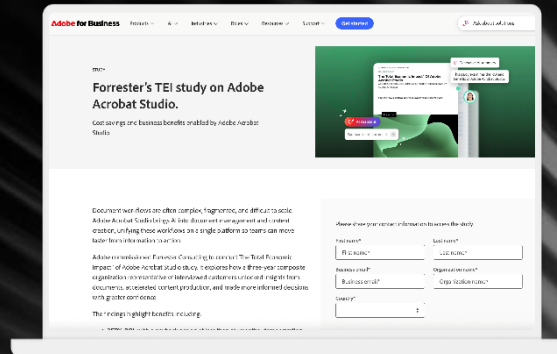
Acrobat Studio for Business



Experience League: Acrobat Tutorials

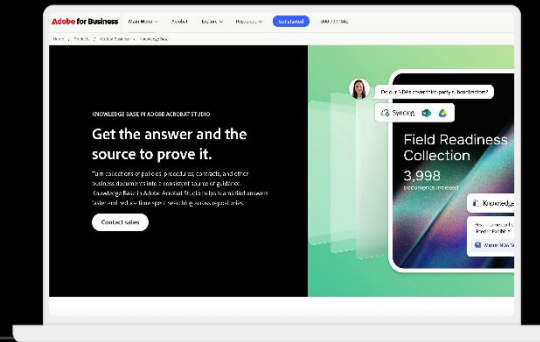


The Total Economic Impact of Adobe Acrobat Studio

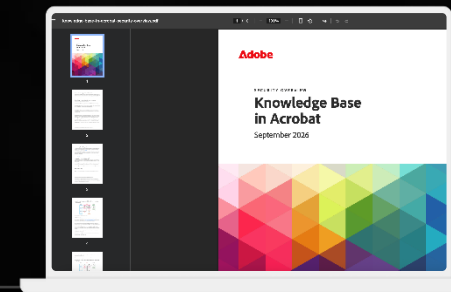


Resources

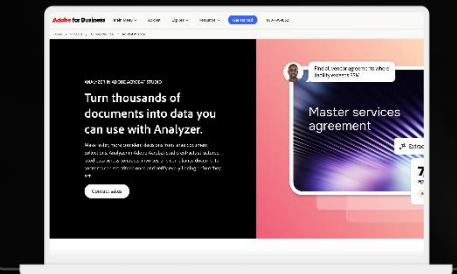
Knowledge Base in Acrobat Studio



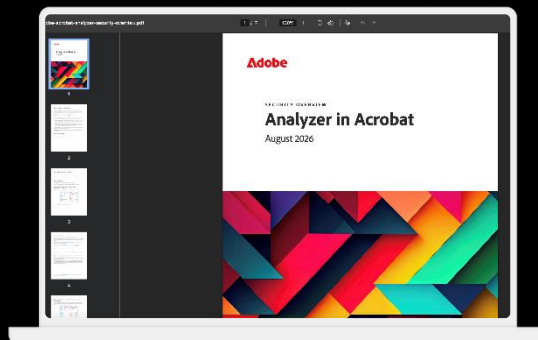
Security Overview: Knowledge Base in Acrobat Studio



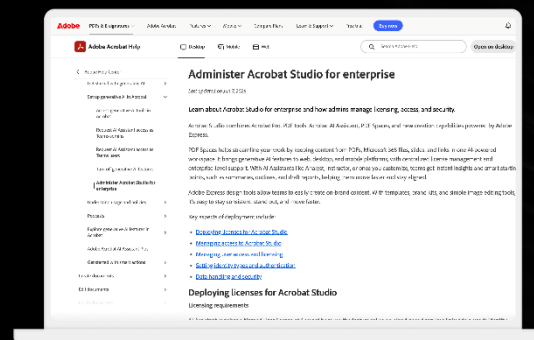
Analyzer in Acrobat Studio



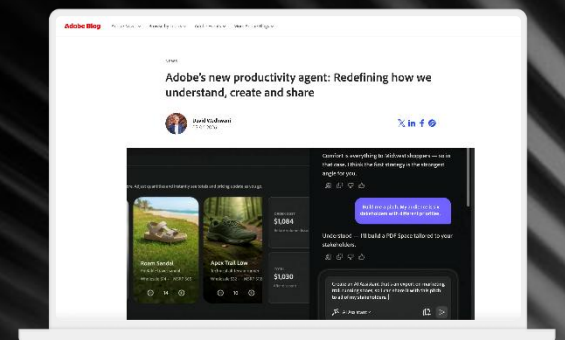
Security Overview: Analyzer in Acrobat



Administer Acrobat Studio for Enterprise



Adobe's New Productivity Agent



Adobe