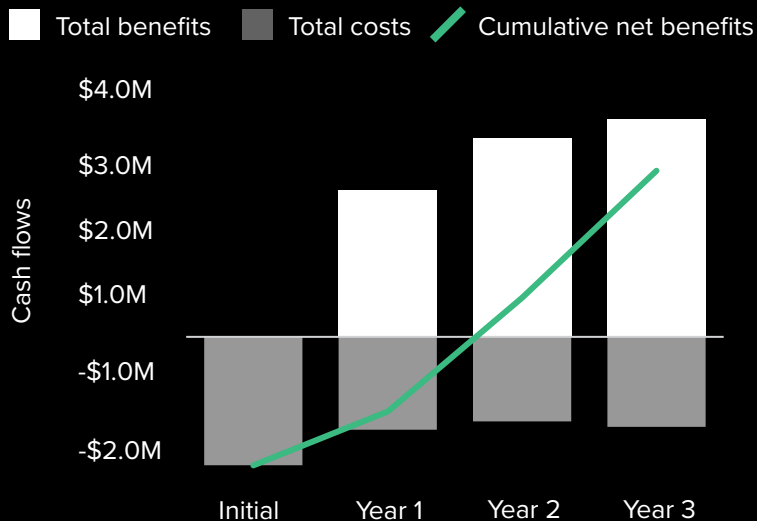


# New Technology: The Projected Total Economic Impact™ Of Adobe Acrobat AI Assistant

After interviews with eight representatives from six organizations that pilot tested AI Assistant, Forrester aggregated the data and concluded that AI Assistant has the following three-year financial impact on a composite organization.

## CASH FLOW CHART (RISK-ADJUSTED)



Note: Figure displaying midrange results only.



ROI

**176%  
to 415%**



NET PRESENT VALUE

**\$930K  
to \$2.2M**

### KEY BENEFITS



**25% to 45%**  
Time savings for  
PDF summarization  
and analysis



**20% to 30%**  
Time savings  
for content  
development



Ease of deployment drives  
faster time to value



Complies with data governance  
and security standards



Frees users to focus  
on higher-value work

### VOICE OF THE CUSTOMER

“With AI Assistant, employees have more time to engage with one another and build relationships, rather than being overwhelmed with mundane daily tasks.”

**CHIEF AI STRATEGY AND TRANSFORMATION OFFICER, GOVERNMENT**

“Acrobat AI Assistant is very cost-effective and works well with our PDFs.”

**VP OF FINANCIAL OPERATIONS AND DIGITAL INITIATIVES, FINANCIAL SERVICES**

“Lawyers get a lot of information to read. ... AI Assistant helps them to quickly summarize the content, digest it, and then feed it back through to other lawyers to streamline that information intake process.”

**CHIEF DIGITAL OFFICER, LEGAL**

Commissioned by:



This document is an abridged version of a case study commissioned by Adobe titled: New Technology: The Projected Total Economic Impact™ Of Adobe Acrobat AI Assistant, January 2025.

**Read the full study**