

On-demand webinar

AI That Delivers — The ROI of Acrobat AI Assistant

Our speakers



Job Chanasit, Host

Principal, Product Marketing

Adobe



J. P. Gownder, Guest Speaker

Vice President and Principal Analyst
Future of Work Team

Forrester



Kara Luk, Guest Speaker

Consultant, Total Economic Impact

Forrester

Agenda

01

Drivers leading to AI investment

02

Acrobat AI Assistant capabilities

03

Report framework and methodology

04

Key benefits of AI Assistant

05

Demos — ask, analyze, compare, generate

The workforce generative AI market today

- Wide enterprise interest
- Broad experimentation
- Multiple vendor environment
- Numerous challenges and frustrations

Challenges enterprises must overcome

- Solutions have performance problems
- Leaders struggle to measure ROI
- Employees lack skills to use genAI effectively

A path forward for realizing value

- Emphasize citations and source fidelity
- Equip employees with solutions that solve specific problems in their work
- Prove out value through proof of concept

Adobe Acrobat AI Assistant: Get more out of your documents

- Extract insights from multiple docs
- Verifiable responses with clickable citations
- Generate info in the correct tone and length



What AI Assistant can do

**ASK**

Executive summary

Summarize this presentation so my manager can read it in less than a minute.

Copy

**ANALYZE**

Pro/con list

Give me a pros and cons list for implementing this strategy.

Copy

**MODIFY**

Shorten up the intro

Rewrite the introduction so it has only 200 words and a Flesch reading score above 50.

Copy

**GENERATE**

Email highlights

Write an email in a professional tone that highlights the 5 main takeaways.

Copy

**BRAINSTORM**

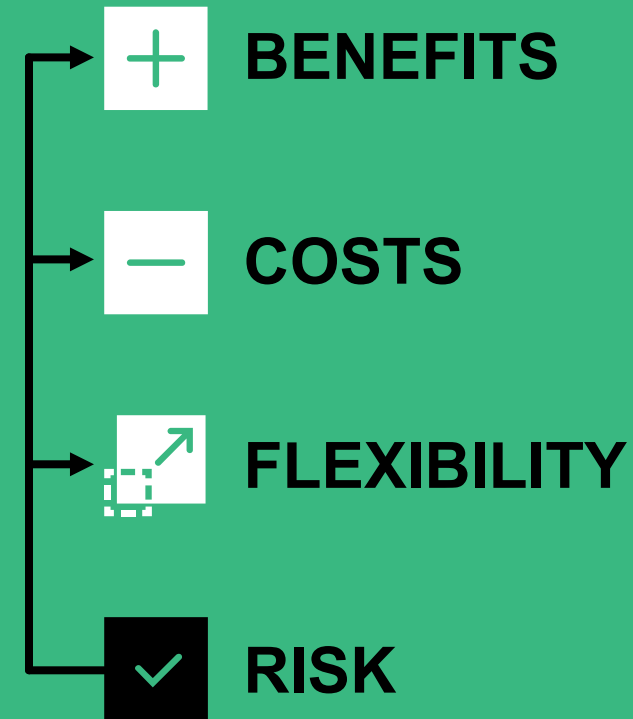
Webinar ideas

Give me some potential webinar ideas based on this presentation.

Copy

TEI is a proven,
consistent, repeatable
methodology to
justify technology
investments.

TOTAL ECONOMIC IMPACT



Source: "New Tech: The Projected Total Economic Impact™ Of Adobe Acrobat AI Assistant," a commissioned study conducted by Forrester Consulting on behalf of Adobe, January 2025

© Forrester Research, Inc. All rights reserved.

Forrester interviewed eight representatives from six organizations using AI Assistant



Legal

Financial
Services

Financial
Services

Legal

Government

Professional
Services

ROLE	Business manager	VP of financial operations and digital initiatives	Global head of data and analytics	Chief digital officer	CTO, IT desktop manager, chief AI strategy and transformation officer	Global Adobe technical lead
REGION	APAC	US	EMEA	APAC	US	US
EMPLOYEES	4	200	360	450	1,800	57,000

Source: "New Tech: The Projected Total Economic Impact™ Of Adobe Acrobat AI Assistant," a commissioned study conducted by Forrester Consulting on behalf of Adobe, January 2025

Prior environment challenges



Document overload



Limited time for
focused work



Capacity and resource
constraints

“Lawyers get a lot of information to read. They need to keep up with a lot of legislation changes, and often it is distributed in PDF documents. They don’t have a lot of time to read all the content.”

— Chief digital officer, legal

Source: “New Tech: The Projected Total Economic Impact™ Of Adobe Acrobat AI Assistant,” a commissioned study conducted by Forrester Consulting on behalf of Adobe, January 2025

© Forrester Research, Inc. All rights reserved.

Forrester has projected the following three-year impact:



ROI

**176% to
415%**



BENEFITS

\$1.5 to \$2.7M



NPV

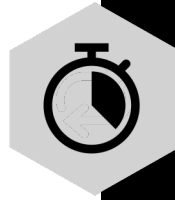
**\$930K to
\$2.2M**

“With AI Assistant, employees have more time to engage with one another and build relationships, rather than being overwhelmed with mundane daily tasks. Even though resources have been limited, we are starting to see more innovation and collaboration because they have more time back in the day.”

— Chief AI strategy and transformation officer, government

Source: “New Tech: The Projected Total Economic Impact™ Of Adobe Acrobat AI Assistant,” a commissioned study conducted by Forrester Consulting on behalf of Adobe, January 2025

© Forrester Research, Inc. All rights reserved.



Document Summarization And Analysis Efficiency

25% to 45%

PDF summarization and analysis time savings

“Being able to take a 50-page document and generate a summary of it in 15 seconds is a huge time saver from an efficiency perspective. In the context of contract agreements and legal documents, it really helps simplify and put the information in a format that is easy to understand, which is a huge reduction in staff time.”

— CHIEF AI STRATEGY AND TRANSFORMATION
OFFICER, GOVERNMENT

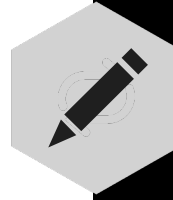
\$1.1M to \$2.1M

Three-year projected present value

Source: “New Tech: The Projected Total Economic Impact™ Of Adobe Acrobat AI Assistant,” a commissioned study conducted by Forrester Consulting on behalf of Adobe, January 2025

© Forrester Research, Inc. All rights reserved.

Content Development Efficiency



20% to 30%

Time savings for content development

“Users are able to spend a lot more time working on deliverables, and it balances their time spent in meetings. If you spend a lot of time in meetings, you can’t actually get any work done or you’re having to sit there and multitask. It actually has afforded somebody the ability to dedicate more time to those actual deliverable projects, be it creative or on the account side.”

— GLOBAL ADOBE TECHNICAL LEAD, PROFESSIONAL SERVICES

\$359K to \$569K

Three-year projected present value

Source: “New Tech: The Projected Total Economic Impact™ Of Adobe Acrobat AI Assistant,” a commissioned study conducted by Forrester Consulting on behalf of Adobe, January 2025

© Forrester Research, Inc. All rights reserved.

Unquantified benefits of AI Assistant include:



Data security



Accuracy and reliability



Improved employee experience



Faster time to value

“One of the key benefits of AI Assistant is that data isn’t stored or used to train the model. It is private to our company and private to my identity within the company. The information is not retained once it’s used for the process. So, that’s a key benefit for me. It follows under our data security and privacy policies.”

— Global Adobe technical lead, professional services

Source: “New Tech: The Projected Total Economic Impact™ Of Adobe Acrobat AI Assistant,” a commissioned study conducted by Forrester Consulting on behalf of Adobe, January 2025

© Forrester Research, Inc. All rights reserved.

Flexibility benefits include:



Revenue growth



Long-term business value

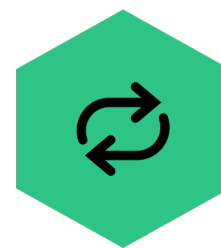
“If we democratize access to everyone, I think it will help build more use cases and creativity. ... I think we are going to find more efficiencies and create some really interesting use cases that are going to drive long-term value for our organization. And we’re going to see a lot of ROI by doing that.”

— Chief technology officer,
government

Financial summary

“Our vision with AI is to be more efficient and effective so we can improve the lines of service that we provide to the community, and hopefully we can do that on an enterprise scale. When we democratize this tool for everyone, we’ll start to unleash that productivity and creativity.”

— Chief AI and transformation officer,
government



ROI

176% to 415%



NPV

\$930K to \$2.2M

Source: “New Tech: The Projected Total Economic Impact™ Of Adobe Acrobat AI Assistant,” a commissioned study conducted by Forrester Consulting on behalf of Adobe, January 2025

© Forrester Research, Inc. All rights reserved.

Appendix: Definitions of key financial metrics

Present value (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.

Projected net present value (PNPV)

The projected present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made unless other projects have higher NPVs.

Projected return on investment (PROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.

Summary

01

Drivers leading to AI investment

02

Acrobat AI Assistant capabilities

03

Report framework and methodology

04

Key benefits of AI Assistant

05

Demos — ask, analyze, compare, generate

Helpful resources

[\[Report\] New Technology: The Projected Total Economic Impact of Adobe Acrobat AI Assistant](#)

[Adobe's Content Supply Chain ROI Estimator](#)

[\[Infographic\] New Technology: The Projected Total Economic Impact of Adobe Acrobat AI Assistant](#)

[\[Report\] Adobe Acrobat AI Assistant: Transforming how Knowledge Workers Interact with Documents](#)

[Skill Builder: Adobe Acrobat AI Assistant for Beginners](#)

[Adobe Acrobat Customer Success Stories](#)

[AI Assistant for Acrobat](#)

[Adobe Acrobat AI Assistant Prompts](#)

[The Quick-Start Guide to Writing Powerful Prompts](#)

[Adobe Acrobat Learn & Support](#)

[Adobe Acrobat Plans & Pricing](#)

[Adobe Trust Center](#)

Made by AI Assistant

Session summary

This webinar, hosted by Adobe and Forrester, explores the projected total economic impact of Adobe Acrobat AI Assistant, a generative AI feature integrated into Adobe Acrobat. The session covers the broader generative AI market, challenges in AI adoption, and the capabilities of Acrobat AI Assistant, including document summarization, analysis, content generation, and contract management. Forrester shares insights from its study, highlighting an ROI of up to 415% and net benefits exceeding \$2 million over a three-year period for a composite organization. The webinar also features demos highlighting how AI Assistant can streamline workflows, save time, and enhance productivity across industries.

Key takeaways

- Generative AI adoption challenges include performance issues, lack of employee skills, and difficulty measuring ROI. Solutions emphasizing source fidelity and citations are critical.
- Acrobat AI Assistant enables users to ask questions and analyze, modify, and generate content from up to 10 documents simultaneously, including multiformat files like PDFs, Word, and PowerPoint.
- AI Assistant can save up to 45% of document review time and 30% of content creation time, translating to over \$2 million in labor savings over three years.
- By automating tedious tasks, AI Assistant improves employee productivity and engagement, allowing employees to focus on higher-value work.
- AI Assistant offers easy setup through the Acrobat management console, enabling quick adoption without steep learning curves or lengthy technical implementations.

Step-by-step demo tutorials

Demo 1: Document interaction with AI Assistant

1. Open a document in Adobe Acrobat.
2. Access the AI Assistant embedded in the interface.
3. Click Ask Questions to inquire about document content.
4. Click Analyze Information to extract insights.
5. Select Modify Content to edit existing text.
6. Click Generate Content to brainstorm or create new material.
7. Add up to 10 documents by clicking Add Files and selecting files from your device.

Demo 2: Generating insights across multiple documents

1. Open Adobe Acrobat and upload a document such as a financial report.
2. Use the AI Assistant to view the document overview and suggested questions.
3. Click Speech to Text to ask questions verbally.
4. Review the AI-generated response and click attributions to verify source text.
5. Add additional documents by clicking Add Files, such as retail and technology industry reports.
6. Ask a question to gather insights across all uploaded documents.
7. Click attributions to navigate to specific sections in each document.
8. Click Copy to copy responses and paste them into your report.
9. Ask AI Assistant to generate an abstract for your report and click Copy to save the output.
10. Use Compare to create a table summarizing trends across documents.

Demo 3: Responding to RFPs with AI Assistant

1. Open a security overview document in Adobe Acrobat.
2. Use AI Assistant to generate an overview and suggested questions.
3. Ask AI Assistant to summarize specific functionality, such as data encryption.
4. Review the concise summary and click references for more details.
5. Click Copy to copy the summary and paste it into your RFP.

Demo 4: Contract analysis and comparison

1. Open a service agreement in Adobe Acrobat.
2. AI Assistant automatically recognizes the document as a contract and lists key terms.
3. Click citations to verify details within the document.
4. Ask specific questions, such as, "What are the fees for early cancellation?" and review the AI-generated response.
5. Open a second contract, such as a reseller agreement.
6. Use Generative Summary to view key information in a formatted layout.
7. Add both contracts to the AI Assistant by clicking Add Files.
8. Use Compare to generate a table summarizing the differences between the agreements.
9. Review the table and confirm details.
10. Send the contract for signatures directly within Acrobat by clicking Send for Signature.

Frequently Asked Questions

Can AI Assistant work with tax return forms and other financial data like audited financial statements?

Acrobat Pro AI Assistant can understand numbers, tables, complex information. I would encourage you to use it with any financial data.

With the new version we have issues with combining bulk documents that include Microsoft Word Docs. We now receive errors, and it takes extra time to convert all word docs to PDF before using the combining tool. Any advice?

I would suggest you check and ensure that Acrobat Pro DC application is up to date as it is one of the common reasons of such issues. Please click on Help menu > Check for Updates. If it is still causing issues, I would suggest your Adobe Admin to reach out to Adobe tech support team to troubleshoot and find the root cause and help fix it.

Does AI Assistant come with Adobe Acrobat? I don't see that button.

Please reach out to your Adobe Account Admin to ensure they have enabled it or added it to your Adobe account. They might need to purchase an add-on if it is not already included. Additionally, also check if your Acrobat is up to date by clicking on Help menu > Check for Updates.

Can AI Assistant generate tables?

AI Assistant can generate tables based on the prompt and data given in the document.

What is a number maximum of documents such as pdf, word, ppt. etc. that AI Acrobat can handle?

AI Assistant can handle up to 10 documents and up to 600 pages in each document at the same time in a multi document setup.

What kind of security measures do you have in place for AI?

You can find the security architecture behind AI Assistant here:

<https://www.adobe.com/content/dam/cc/en/trust-center/ungated/whitepapers/doc-cloud/adobe-acrobat-aiassistant-security-fact-sheet.pdf>

Can you use AI Assistant to generate a form with fixed formatting, boxes for user input, and the ability to convert it into a PDF?

You can ask AI Assistant to create content based on your needs and then copy/paste the information to a PDF. However, there is one additional step required for creating a PDF form - using the tool called 'Prepare a Form'. It uses its own AI technology to understand underscores and boxes to create fillable fields and check boxes, etc.

Can this AI help with making a PDF accessible?

In addition to AI Assistant helping you build the content for the PDF; you can use an existing feature in Acrobat that helps you auto tag PDFs to make them accessible. Please find more information:

<https://helpx.adobe.com/ca/acrobat/using/cloud-auto-tagging-accessibility-pdfs.html>

Are there security concerns with transcribing internal meetings? Would it be used to train AI?

AI Assistant does not train on any of your content.

Can AI Assistant transcribe audio files?

AI Assistant works with written documents.

Can summaries be translated into multiple languages (from English to Spanish, Portuguese, French, Mandarin, Cantonese)?

Yes, you can ask AI Assistant to translate your summaries into multiple languages.

What happens if your document is a PDF scan of signed documents? Can AI Assistant read the scan and still work?

If you have a signed document that is scanned into a PDF, AI Assistant can easily recognize the content because it now supports scanned documents.

If your company has a license, does each Adobe Acrobat user need their own individual license for AI Assistant?

Yes, each user needs an individual license of AI Assistant either as a part of Acrobat Pro license club called Acrobat Premium or as a separate product called AI Assistant assigned to the users.

I know this is off topic, but in the newest version of Adobe DC, we're having trouble creating stamps. Could you please email us the instructions?

Please find the instructions for creating stamps in Acrobat Pro DC:
<https://helpx.adobe.com/ca/acrobat/kb/create-custom-dynamicstamp.html>

I have Adobe Enterprise at my organization. At first, I used to see the AI assistant tool at the top right, but I no longer see it available. Why is this? Is my organization blocking this feature?

I would suggest you connect with your Adobe Account Admin or IT team to see if they have changed anything from the backend to disable that feature. Your Adobe admin can reach out to our Adobe support team anytime to troubleshoot if they do not disable it.

What's the additional cost for AI Assistant?

It is a volume-based pricing and discounts. Please reach out to Adobe Admin so that they can get a quote from Adobe account team.

Data analysis is great. Can it help with prepress operations? We spend a lot of time checking for missing characters, inconsistent formatting, etc. before a document can be printed?

In addition to AI Assistant for all great things you heard, we have an existing tool in Acrobat that is meant for pre-flight or pre-print checks. More information: <https://helpx.adobe.com/ca/acrobat/using/analyzing-documents-preflight-tool-acrobat.html>

If I have a pdf invoice and need sections of data extracted from the document, could Adobe acrobat to this? How accurately? If it is wrong, can it be trained to take the correct information next time?

We use our proprietary technology in the mix called PDF Extract which increase the accuracy. You also get auditable attribution links to ensure everything is correct and valid.

I had heard Adobe was working on better ways to leverage AI to make PDFs accessible (beyond the existing tagging feature) - is that something on the roadmap?

Yes, we have Acrobat PDF API services which helps you automate the process of auto tagging and making documents accessible in the workflow instead of a person doing it manually. Please find more information here: <https://developer.adobe.com/document-services/apis/pdf-accessibility-auto-tag/>

Can you share the link to Forrester's ROI calculator?

Please find the link for ROI and Forrester report: <https://business.adobe.com/resources/reports/forrester-tei-adobe-acrobat-ai-assistant.html>

Can I have the Forrester Link Kara referred to?

<https://business.adobe.com/resources/reports/content-supply-chain-roi-estimator.html>

Thank you

Adobe Acrobat