Adobe Acrobat Sign and Microsoft Accelerate Time-To-Business With Integrated e-Signing
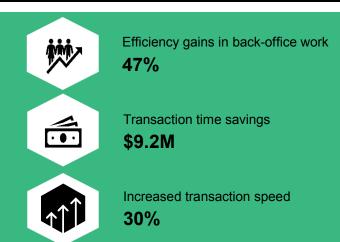
The onset of the COVID-19 pandemic accelerated decision-makers' plans to go digital. As enterprises continue to evolve their hybrid approach to work, the need to productively support "work from anywhere"—and continue to deliver exceptional customer and employee experiences—remains high.

These demands are intensified around transactional workflows, particularly when users need to send digital documents and get them signed promptly while having remote, virtual conversations. Employees are forced to jump between apps and interrupt the process flow with their customer, making it increasingly difficult to locate and track the most recent version and status of files. These challenges hinder productivity and cause delays and errors, leading to both frustrated employees and customers.

Acrobat Sign, Microsoft's preferred e-signature solution and part of Adobe Document Cloud, provides e-signature services integrated into Microsoft applications. These integrations allow users to digitally send, sign, track, and manage documents while working within their preferred Microsoft app. Acrobat Sign automates approval and signature workflows, and protects security, compliance, and identity.

To better understand the benefits, costs, and risks associated with Acrobat Sign, Adobe commissioned Forrester Consulting to conduct in-depth interviews with nine decision-makers at six organizations and surveyed 162 individuals (i.e., directors, managers, product owners, and users) with experience using Acrobat Sign to create a Total Economic Impact™ (TEI) study. [1]

Efficiency gains in back-office work
47%

Transaction time savings
$9.2M

Increased transaction speed
30%

Acrobat Sign. Forrester aggregates the experiences of the interviewed and surveyed decision-makers and combines the results into a single composite organization. For this study, the composite organization is a financial services organization that uses both digitized and paper processes. It has also used an e-signature solution on a limited basis, before moving to Acrobat Sign.

This abstract focuses on productivity benefits organizations experience when employees have the capabilities of Acrobat Sign while staying within the Microsoft applications where employees currently perform their work.

INVESTMENT DRIVERS

Organizations had several goals around the employee and customer experience that led to their widespread adoption of Acrobat Sign:

- **Increase opportunities to leverage e-signature capabilities where work is happening.** A lack of support for integrations with preferred business apps that are used daily, such as Microsoft

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Teams, SharePoint, Outlook, and Dynamics resulted in organizations having to provide users with multiple applications or build out custom integrations. As a result, use cases for e-signatures remained limited and were restrained by developer bandwidth and time to create and maintain integrations.

- **Eliminate interruptions from manual or paper-based process steps.** Physical efforts slowed the processing and management of documents well as hindered customer experiences. Employees spent considerable time overseeing end-to-end document processes, including preparing templates, printing, mailing, scanning, faxing, tracking and re-entry of information—all while using computers with Microsoft apps on them. In fact, the top two challenges organizations were trying to solve with Acrobat Sign were:

  - Delays with signing processes
  - Integrations with other solutions

With an increase in the expectation of seamless digital experiences, these delays caused consumers to take their business to companies and brands that offered more convenient, completely digital processes.

KEY CAPABILITIES

Acrobat Sign's integrations with Microsoft applications help organizations realize their goals to improve employee efficiency and customer satisfaction:

- **Deep integration with key apps and services.** Acrobat Sign is recognized by Microsoft as its preferred e-signature solution. Integrations support sending for signature, e-signing, tracking, and more without leaving Microsoft 365, Teams, SharePoint, Dynamics 365, Power Automate and Power Apps. Acrobat Sign is also integrated with Adobe Acrobat, Adobe Experience Manager, and Adobe Commerce, further expanding use cases

for organizations standardized on Adobe solutions.

- **Connected digital experiences for customers and employees.** Acrobat Sign accelerates critical approval and signing processes, saving employees time, giving them the flexibility to work anywhere, improving productivity, and adding value to systems, like Microsoft apps, already in use. Since remote work requires streamlined digital solutions, the combination of Acrobat Sign and Microsoft apps delivers rapid time to value. To ensure secure experiences, Acrobat Sign is also integrated with Azure, including support for SSO and multi-factor authentication.

KEY RESULTS

Decision-makers that adopted Acrobat Sign integrated with Microsoft apps realized the following business impact:

Integrations helped increase transaction speed by 30% and digital enrollments by 50%. Acrobat Sign empowers organizations to access e-signature and PDF capabilities directly from where the work is happening—within their Microsoft solutions:

> **"For Microsoft apps like Teams or Outlook, by piping through Acrobat Sign for users to access, it bridges the gap for them to use e-signatures on a regular basis."**
>
> *Information technology specialist, government*

- **Over 35+ built-in integrations with Microsoft apps.** These integrations eliminate workflow inefficiencies users face when jumping between apps, such as locating the correct version of documents. They also reduce the risk of having data issues (missing information, illegible handwriting, etc.), which 47% of respondents said was a priority goal for using Acrobat Sign.

This decreases time-consuming efforts to chase customers and internal collaborators to complete approvals or sign documents. As a result, this frees up employee time to focus on higher-value tasks.

- **Acrobat Sign offers integrations with a wide variety of third-party apps.** Beyond Microsoft applications, Acrobat Sign supports Salesforce, Workday, ServiceNow, Slack and Google, as well as many other vendors. This allows for additional opportunities to share digital documents, conduct real-time transactions, and close business faster.

48%+ gain in efficiency when integrated with Microsoft 365, Dynamics, SharePoint, and Teams

Improved customer experiences, generating over $1 million of additional business annually.
Customers today expect easier and more personal experiences, and the combination of Acrobat Sign and Microsoft solutions integrations offer powerful capabilities to meet their expectations:

- **Users can have natural, seamless face-to-face signing experiences for valuable interactions.** These interactions include signing a contract on a video call or real-time reviewing and commenting on a proposal with Acrobat for Teams. These enhancements to the customer experience lessen customer fallout when completing forms, reduce errors from manual re-entry of information, and cut complaints from customers.

- **With Acrobat Sign, survey respondents saw the number of reported complaints from e-signatures cut by 40%.** Therefore, since using Acrobat Sign, 85% survey respondents indicated that a reduction in errors contributed to an improved customer experience.

> "Through Acrobat Sign we don't have to go into multiple interfaces to sign agreements now, it's all with Teams. We can also sign documents within SharePoint, we don't have to download to sign and re-upload. It's streamlining processes for us."

Head of enterprise content management and eDiscovery, Energy

Improve security of documentation. Organizations continue to digitize and automate business processes, which reduces the circulation of physical paperwork:

- **Adoption of digital technology helps businesses have fully functional digital experiences.** Prior to the COVID-19 pandemic, physical sign-off was still required to complete most engagements, risking documents being lost of falling into the wrong hands. Now, businesses no longer need filing cabinets and storage and can save documents in the same ecosystem of apps, limiting the number of people who have access. 72% of decision-makers cited improved privacy and security as a key benefit they have received from using the integrated solution. Moreover, users can integrate Acrobat Sign with Microsoft Azure to support SSO and multi-factor authentication for best-in-class security.

> "We have more layers of protection from Adobe's integration with Azure AD. Now we can log and track transactions within the whole Microsoft ecosystem. It makes for a stronger case when we have to validate signatures."

Information technology specialist, government

TOTAL ECONOMIC IMPACT ANALYSIS

For more information, download the full study: "The Total Economic Impact™ Of Adobe Acrobat Sign," a commissioned study conducted by Forrester Consulting on behalf of Adobe, January 2022.

STUDY FINDINGS

Forrester interviewed nine decision-makers at six organizations as well as surveyed 162 individuals with experience using Acrobat Sign and combined the results into a three-year composite organization financial analysis. Risk-adjusted present value (PV) quantified benefits include:

- Eliminated over 300,000 manual hours on transactions by increasing transaction speed and digital enrollments.

- Focused on creating a frictionless customer experience, generating over $1M of additional business annually.

- Removed exhaustive manual efforts for employees, reducing time spent on compliance and regulatory reviews by 25%.

- Reduced 25% of costs on e-signature solution annually.

Return on investment (ROI)

519%

Net present value (NPV)

$18.0M

Appendix A: Endnotes

[1] Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

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