

Adobe Acrobat Sign Helps Government Engage With Citizens And Drive Internal Efficiencies

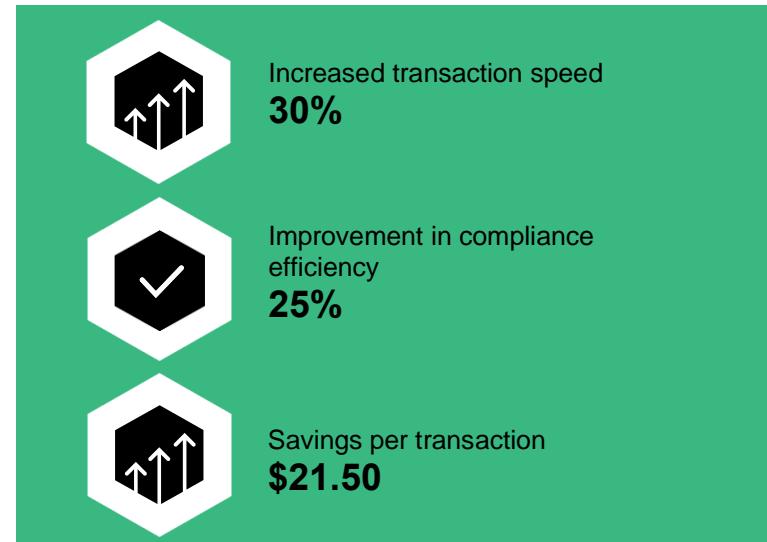
Over the past two years as a result of the COVID-19 pandemic, government departments have faced significant hurdles with reaching citizens due to a combination of lack of in-person interactions and their digital resources being in need of modernization. These challenges have slowed processes across departments and limited the ability to collect information or required signatures. To better serve their citizens, government entities need a solution that modernizes digital resources, reduces reliance on paperwork and meets compliance requirements.

Acrobat Sign, an e-signature solution in Adobe's Document Cloud portfolio, allows organizations to digitally send, sign, track and manage documents that require a signature. Integrations with Adobe Acrobat and other Adobe solutions, third-party apps, and business systems enable users to fill out and return documents on any device or browser. Acrobat Sign also offers automation for approval and signature workflows, and capabilities to protect security, compliance, and identity.

To better understand the benefits, costs, and risks associated with Acrobat Sign, Adobe commissioned Forrester Consulting to interview nine decision-makers at six organizations, two of which were government agencies, and survey 162 Acrobat Sign users for a Total Economic Impact™ (TEI) study.¹

As part of the broader survey, 32 Acrobat Sign users in government organizations were surveyed. The results of this industry were used to inform this paper.

[READ THE FULL STUDY HERE](#)



For the overall TEI study, Forrester aggregates the experiences of the interviewed and surveyed decision-makers and combines the results into a single composite organization. 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.

Results for government agencies and other industries vary but stand to be comparably strong. Specific findings from government agencies surveyed, including benefits and value realized from Acrobat Sign, are presented in this spotlight.

INVESTMENT DRIVERS

The following factors led decision-makers to choose Acrobat Sign as their e-signature solution:

- **Avoidance of disruptive conditions.** Reduced opportunities for in-person interactions stemming from the pandemic slowed transaction completion and circulation of paperwork to individuals.

Meanwhile, governmental changes that require revisions to forms (e.g., new legal language, additional information requests) took time to implement between various forms and then distribute. Fifty-five percent (55%) of respondents at government agencies surveyed identified delays created by paper usage as a challenge that led them to adopting Acrobat Sign. Without an e-signature solution in place, government departments struggled to bridge their paper processes with demands for digital interaction.

- **Improved digital experiences for citizens.** Previously, government websites that were in place leveraged outdated underlying technology and did not adapt to mobile interfaces. With individuals increasingly expecting digital experiences, a solution was needed to help deliver user-friendly, contactless citizen interactions.
- **Improve employee experience and productivity.** Government workers frequently faced inefficiencies from interactions with multiple parties, stretching across finance to HR, when completing transactions. Time spent on paperwork quickly accumulates from back-and-forth to retrieve information from individuals and manual entry of information into systems. Revisions to regulatory and compliance language also led to careful reviews of each form to ensure updates met standards. Monotonous work for employees led to errors in form creation, collection and entry, generating more work and contributing to negative employee experiences.
- **Reduced reliance on paperwork.** Usage of physical paper made for slow transaction processes and government budgets had to account for thousands of dollars in document costs. Meanwhile, regulatory and compliance updates resulted in the recall of paperwork and redistribution of documents with revised language. With an e-signature solution like

Acrobat Sign, government offices can quickly recognize cost savings on paperwork.

ACROBAT SIGN KEY FEATURES

Acrobat Sign offered the following capabilities that helped government agencies address challenges:

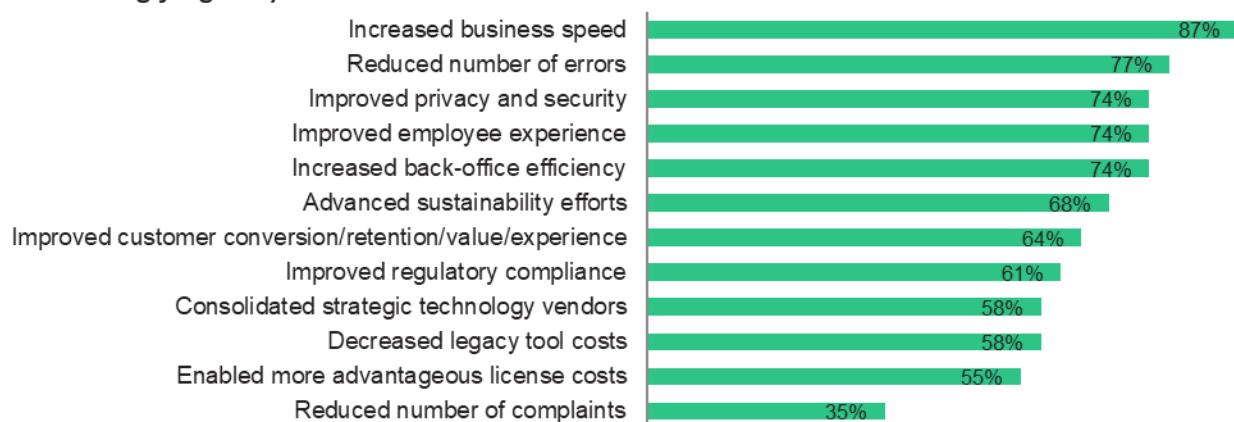
- **Connected digital experiences for citizens and employees.** Acrobat Sign accelerates critical approval and signing processes, saving employee time, improving productivity and enabling remote work. Citizens are able to access forms remotely via any device and be guided through information entry to avoid errors.
- **Support for integration with wide variety of apps and services.** For government departments overhauling their tech stack, Acrobat Sign will support these efforts. Acrobat Sign includes built-in, native integrations with Adobe's portfolio of solutions, including Adobe Acrobat as a natural extension of capabilities and services. Acrobat Sign is also recognized by Microsoft as its preferred e-signature solution, supporting sending, e-signing and document tracking without leaving Microsoft apps and services. Acrobat Sign supports integrations with Google, Salesforce, Slack and other solutions.

“For Microsoft apps like Teams or Outlook, piping through Acrobat Sign for users to access, bridges the gap for them using e-signatures on a regular basis.”

Information technology specialist, government

- **Cost effective licensing terms.** For government departments moving to Acrobat Sign from a previous e-signature solution, or selecting it as their first e-signature solution, it has a competitive base price for transaction volumes and does not charge per integration with systems or apps. Interviewees shared that Acrobat Sign was not a point of concern for budgeting and further makes up for its costs through reduced physical paper costs.

“Which of the following benefits does your organization that uses Adobe Acrobat Sign currently benefit from compared to its previous environment? (Percent of decision makers who answered either “Agree” or “Strongly Agree”)



Base: 32 decision makers at government agencies; customers of Adobe Acrobat Sign

Source: A commissioned study conducted by Forrester Consulting on behalf of Adobe, September 2021

KEY RESULTS

Decision-makers and survey respondents working in government recognized the following benefits after adopting Acrobat Sign:

- **30% improvement in transaction speed.** At a high level, employees leveraging Acrobat Sign no longer had to print and assemble physical document packages. Teams also spent less time following up with citizens to collect missing information as Acrobat Sign enables users to make fields required for citizens to fill out. With

“A new use case we started practicing is using Adobe Acrobat stamps with Adobe Sign for signatures. Previously, we would have to place a stamp and use a pen manually. Now that it’s electronic, it’s a high use case for us.”

Project manager, government

information entered digitally, employees avoided manual information copying, simplified management and eliminated the risk of entry errors. Since government departments interact with thousands of individuals on an annual basis, this drastically accelerated transaction timelines.

Document creation processes were also shortened, integrations through Adobe Acrobat and Experience Manager (AEM) enabled teams to quickly insert signature boxes to forms and leverage templates to avoid starting from scratch.

For inter-office work, integrations with business apps like Microsoft, Google, Salesforce, Slack, and other solutions enabled users to send documents digitally and get them signed in real time while having remote, virtual conversations. Wrangling together signees on paperwork was no longer a struggle as workers could easily share documents for individuals to sign. Time savings on signature collection and processing documents helped relieve work pressure on employees. Improvements in the work experience had a correlative effect on reduced employee churn: 48% of survey respondents reported seeing at least a 2% to 3% decrease in employee churn since implementing Adobe Sign.

- **25% reduction in time spent on compliance and regulatory reviews.** Ongoing regulatory updates requiring changes to language used in paperwork necessitate manual review of all documents. This process can take up significant time in a day as workers comb through documents to remove sensitive language or add

any necessary nomenclature. Meanwhile, physical storage of documents (e.g., contracts, personal information, etc.) meant workers had to spend time locating them when needed to show paperwork was in order.

“Anyone can forge a signature with wet ink. But with Acrobat Sign, it all revolves around identity, and we have it integrated with Microsoft Azure AD to help with identifications. Security and authentication are much better.”

Information technology specialist, government

Among survey respondents, prior to using Adobe Sign, 42% spent 8 to 10 hours overseeing compliance of processes and 36% spent 10 hours or more on the work.

With Acrobat Sign, users can apply changes to multiple documents at the same time and ensure required language appears in the same place in each document. In addition, digital storage of all signed documents made them searchable and easy to collect when needed. Since using Acrobat Sign, two-thirds of respondents saw at least a 10% decrease in time spent handling regulatory compliance work.

“It makes it easy for us to view compliance with the audit trail of documents. We can mandate acknowledgement of documents in transit and monitor where it’s at. Compliance use cases can be complex with the various identification requirements for departments, but Acrobat Sign helps in simplifying signature collection.”

Project manager, government

- **Stronger citizen interactions led to higher engagement and fewer complaints.** For citizens visiting government websites built with dated tools, the age of the technology is readily apparent. Using Acrobat Sign with other Adobe tools creates a seamless digital experience that feels modern to citizens.

No longer having to print off PDFs to fill out from a website, citizens can fill it out on their digital device with the luxury of having documents to refer to at their fingertips. Acrobat Sign’s support for integration with other software facilitates frictionless experiences and drives higher completion among citizens as they experience fewer potential technical setbacks like a page not loading or not adapting for mobile device contexts.

Reliable integrations between apps also means that information is consistently logged to systems and doesn’t go missing by accident, a critical benefit given frequency of manual entry with government forms. Reduced errors generate fewer complaints for employees to manage. According to Acrobat Sign users, **79% reported that a reduction in errors helped improve CX.**

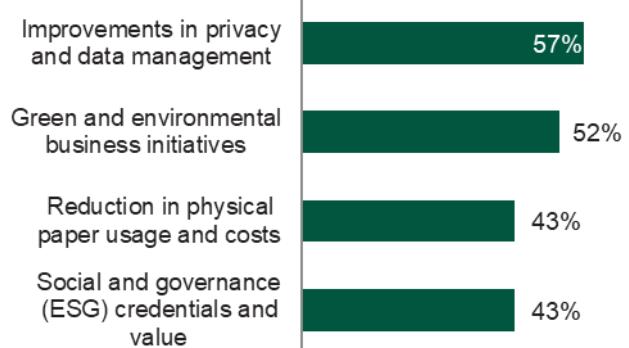
- **Cost savings of \$21.50 per transaction by going digital.** Acrobat Sign helped government departments to remove physical steps from the transaction process and thus lowered paper costs. Digital versions of paperwork that could be emailed or reviewed in real time through collaboration apps helped teams avoid printing, shipping and mailing physical documents. This change also helped organizations to reduce their physical footprint needed for document storage as well.

According to 68% of surveyed Acrobat Sign users serving the government, the solution helped advance sustainability efforts. Key uses cases among sustainability efforts that were helped included improvement in privacy and data

management (57%) and green and environmental business initiatives (52%).

When factoring in employee time saved on each transaction alongside print, scan, and fax costs, organizations recognized \$13.50 in savings per transaction. For documents also mailed or shipped, organizations saved on average \$21.50 per transaction.

"You indicated that Acrobat Sign advanced sustainability efforts for your organization. Which use cases does this pertain to?"



Base: 32 decision makers at government agencies; customers of Adobe Acrobat Sign

Source: A commissioned study conducted by Forrester Consulting on behalf of Adobe, September 2021

Error reduction, as well as compliance and auditability, are two big factors for us and we're seeing value across the board, regardless of the use case.

— Director, general services department, government

TOTAL ECONOMIC IMPACT ANALYSIS

For more information, download the full study: "The Total Economic ImpactTM 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.
- \$9.2 million from hundreds of thousands of hours in transaction time savings.
- \$7.1 million in sustainability cost savings from avoided printing, faxing, mailing and shipping of documents.



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.

DISCLOSURES

The reader should be aware of the following:

- The study is commissioned by Adobe and delivered by Forrester Consulting. It is not meant to be a competitive analysis.
- Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the report to determine the appropriateness of an investment in Acrobat Sign.
- Adobe reviewed and provided feedback to Forrester. Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning.
- Adobe provided the customer names for the interview(s) but did not participate in the interviews.

ABOUT TEI

Total Economic ImpactTM (TEI) 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. The TEI methodology consists of four components to evaluate investment value: benefits, costs, risks, and flexibility.

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