

FORRESTER®

**Adobe eSignatures Australian
Market Study
Part 1**

Forrester Consulting

Oct 20th, 2016

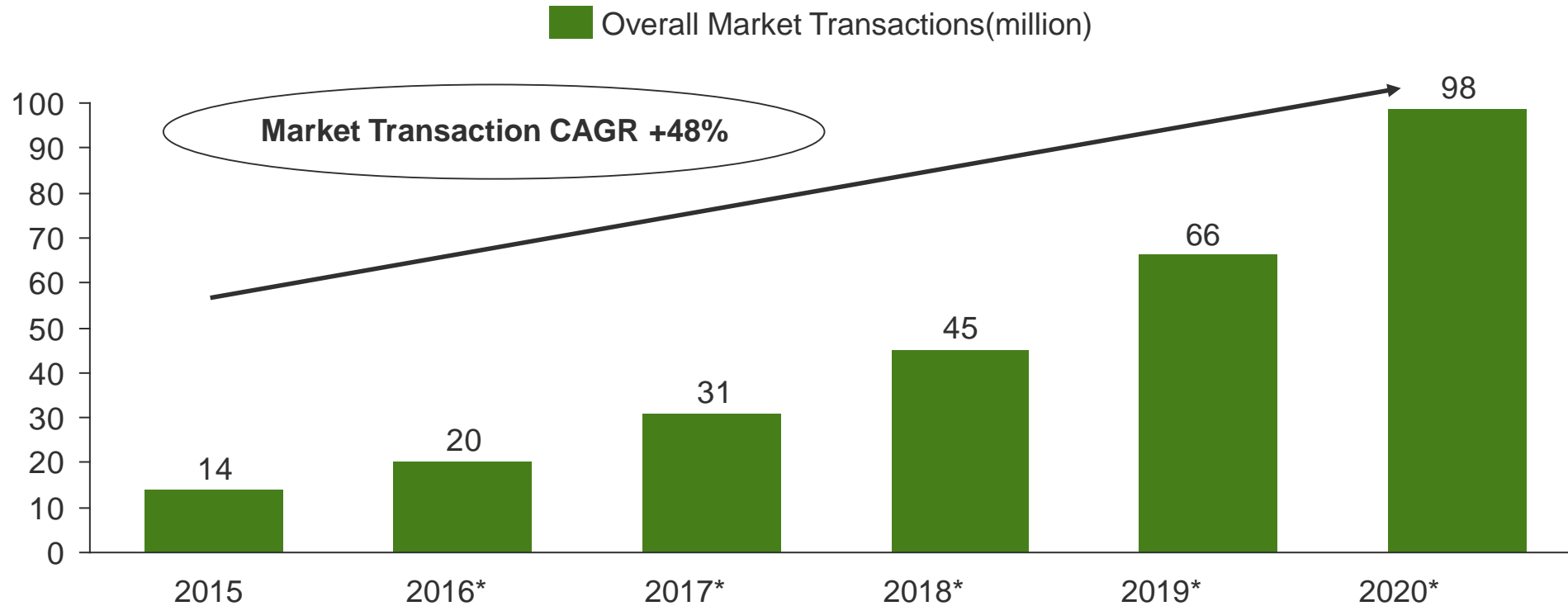


Market Outlook For E-Signature Is Bright

- › There is a clear need for eSignatures (market less than 20% penetrated) and overall market has not been addressed well by technology solutions
- › Most surveyed companies had no E-signature implementation and plan to invest in the timeframe of 12 to 24 months
- › Opportunities for BPM, customer communications, and reporting analytics is strong as well reflecting a market still mired in analogue and paper processes
- › Over 90% of the company believes that an eSignatures solution can save up to 15% of operating cost
- › Most companies are looking to invest in eSignatures solution in 1 to 2 years time

Australian eSignature market forecast

Volume in Transaction



Assumptions:

- Based on total e-signature transactions in the Australian market from Forrester forecast
- CAGR = Compound Annual Growth Rate

*Forrester forecast

The Australian law allows eSignature to be an effective means of transaction since 1999

ELECTRONIC TRANSACTIONS ACT 1999 (ETA)

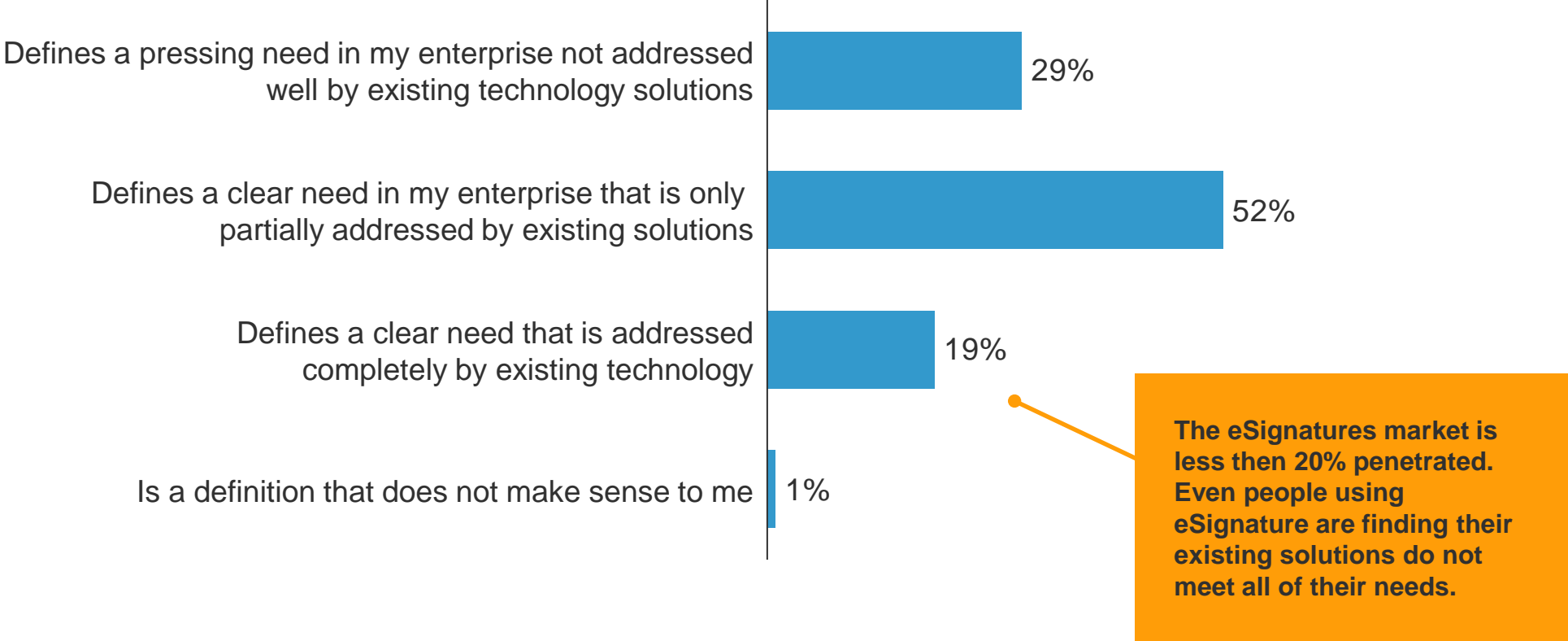
- › The ETA has the dual aims of
 - Generally confirming the effectiveness of a transaction that has been undertaken electronically
 - Specifying the requirements for an electronic communication to act as a signature when a law requires the signature of a person
- › That is to say that the Australian law allows nearly all documents to be signed using simple electronic signatures with minimal requirements and clear enforceability

Note: This a general interpretation, and individuals should seek their own legal advice

Source: secondary research

There is a clear need for eSignatures which has not been addressed well by technology solutions

“The eSignatures statement that best applies to your enterprise”

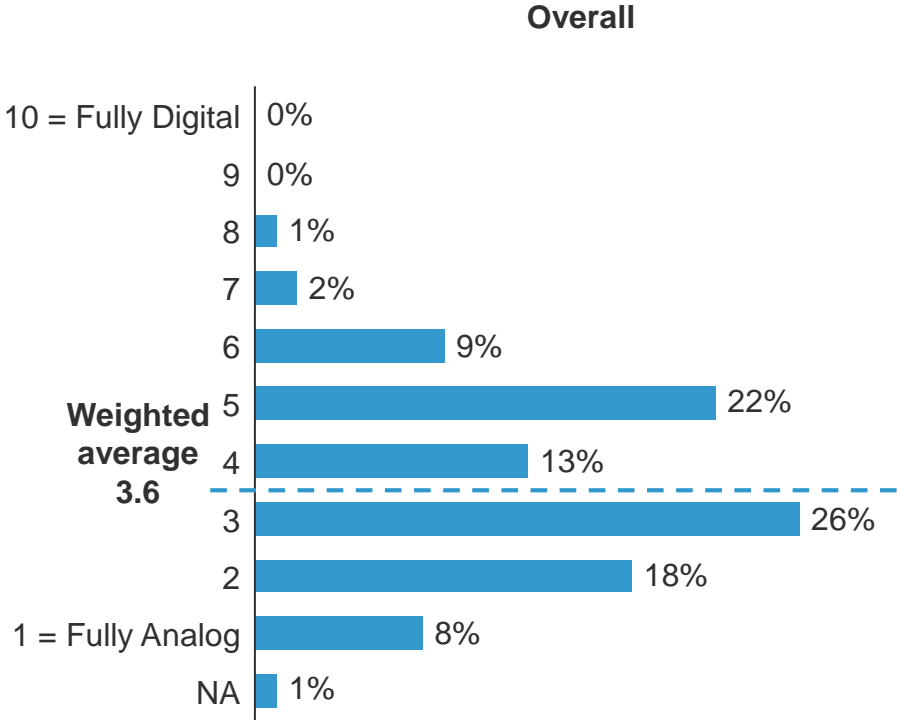


Base: 209 Business and IT decision makers and managers across regions and industries in Australia

Source: A commissioned study conducted by Forrester Consulting on behalf of Adobe, Oct, 2016

Most of the companies surveyed have started their digital transformation journey despite the overall level of digitalisation is low

“Where would you say your firm is on a fully analog to fully digital spectrum?” (On a scale of 1-10 with “1” being fully analog and “10” being fully digital - select NA for don't know)

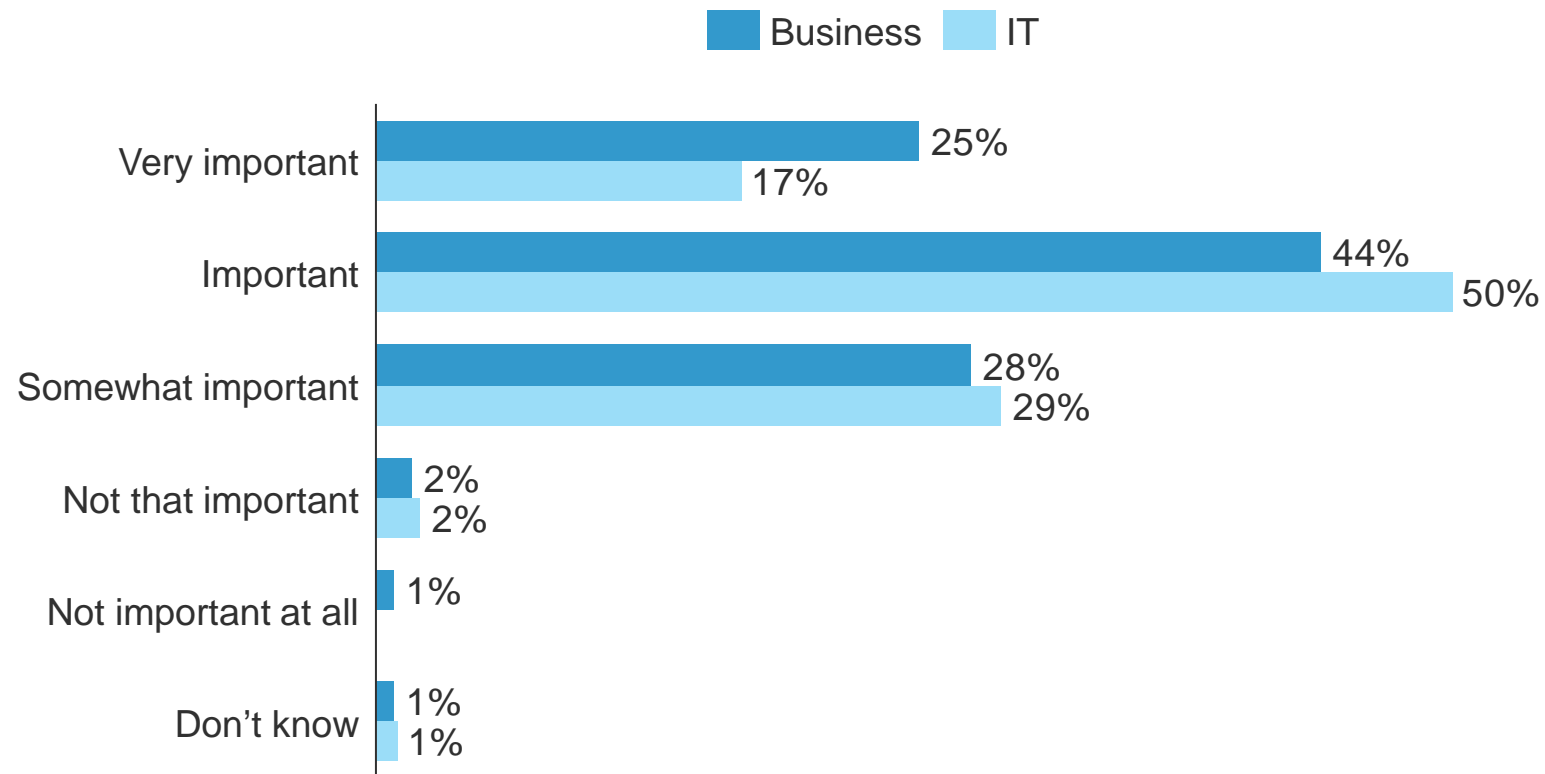


Base: 209 Business and IT decision makers and managers across regions and industries in Australia; none of the interviewees selected 9 and 10 (fully digital)

Source: A commissioned study conducted by Forrester Consulting on behalf of Adobe, Oct, 2016

Majority of the business and IT leaders acknowledge that having a complete digital experience is important

“How important to your enterprise is providing a complete digital experience – i.e., eliminating any wet signature process?”



‘We have started on a digital transformation journey to enable paperless process at our council since 2 years ago.’

— IT Director in Government Industry

‘Our business leaders have requested the adoption of eSignature to improve customer experience and we as IT also keen to use it to improve our internal process.’

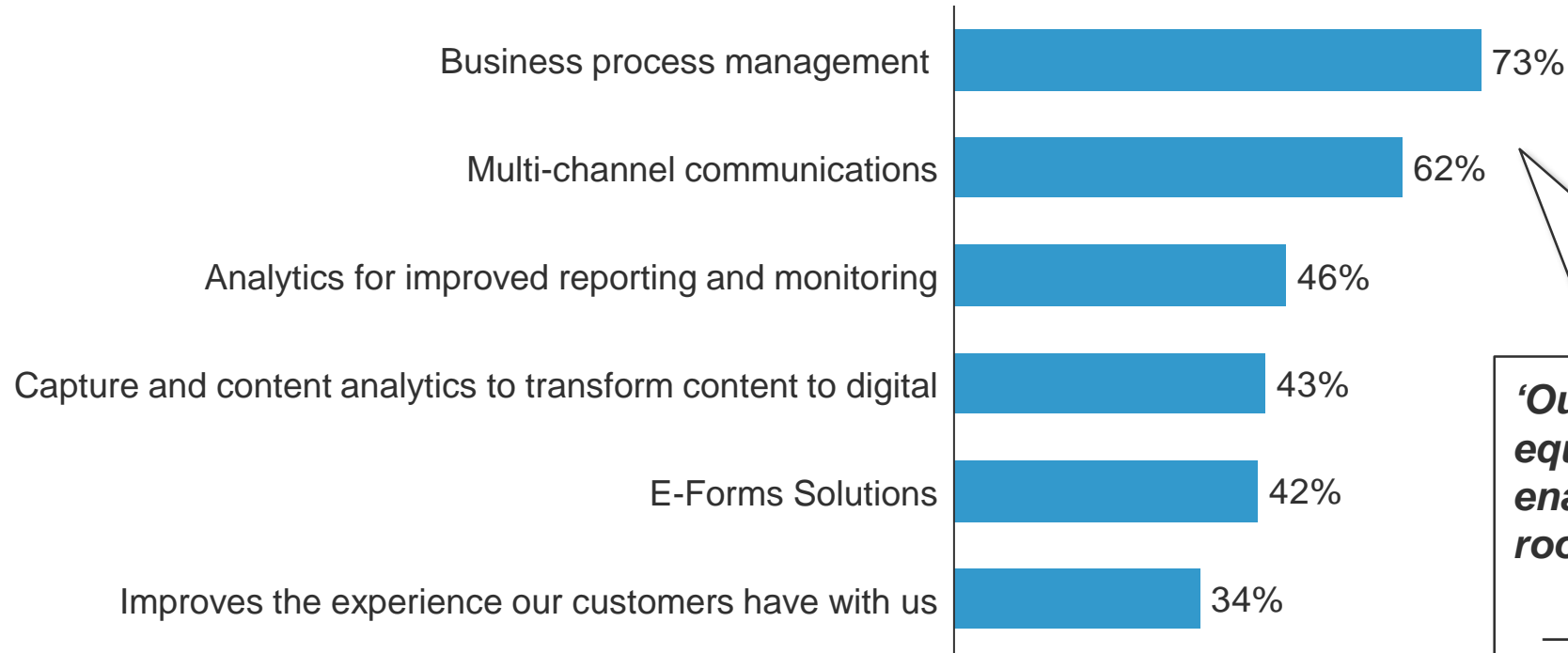
— Senior IT Manager in Manufacturing Industry

Base: 123 Business and 86 IT decision makers and managers across regions and industries in Australia

Source: A commissioned study conducted by Forrester Consulting on behalf of Adobe, Oct, 2016

BPM, Multi-channel Communications, Reporting Analytics are the top three enablers for moving into eSignatures

“Which of the following digital enablers are most important to your enterprise to move to an eSignatures? ”



‘Our housekeepers are equipped with eSignature enabled device to sign-off room inspections.’

— IT Manager in Hospitality Industry

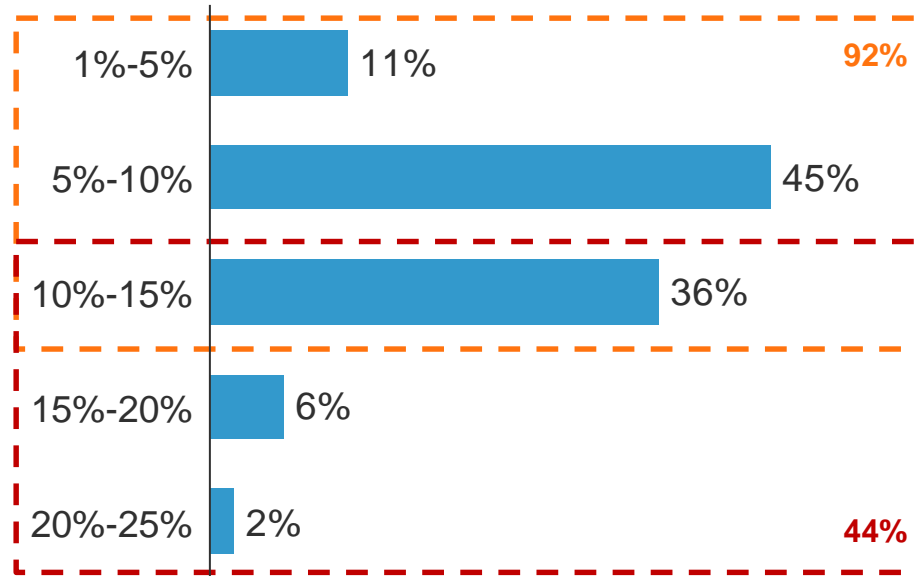
Base: 209 Business and IT decision makers and managers across regions and industries in Australia

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92% of the company believes that an eSignatures solution can save up to 15% of IT operating cost

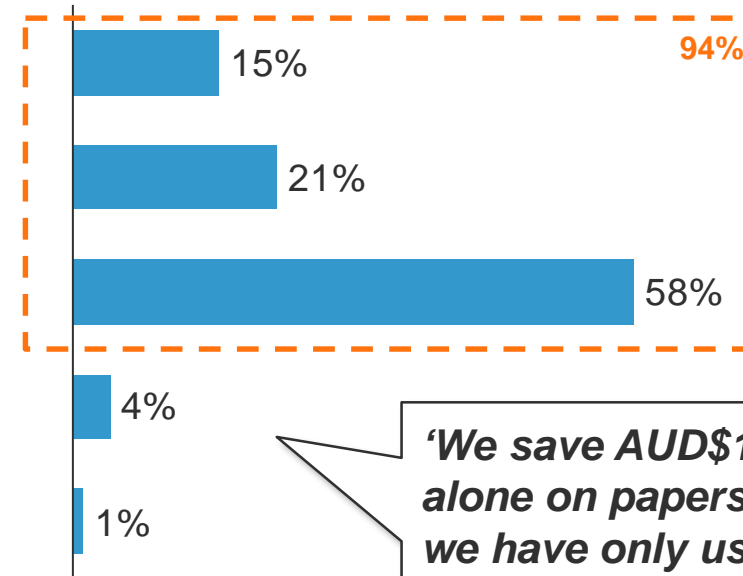
“What is the cost saving % or expected savings % to your operating cost by implementing an eSignatures solution?”

Actual Cost Savings for Those Implemented



N = 66

Expected Cost Savings for Those not Implemented



N = 143

‘We save AUD\$1,000 per month alone on papers at my resort and we have only used eSignature at our Front Desk.’

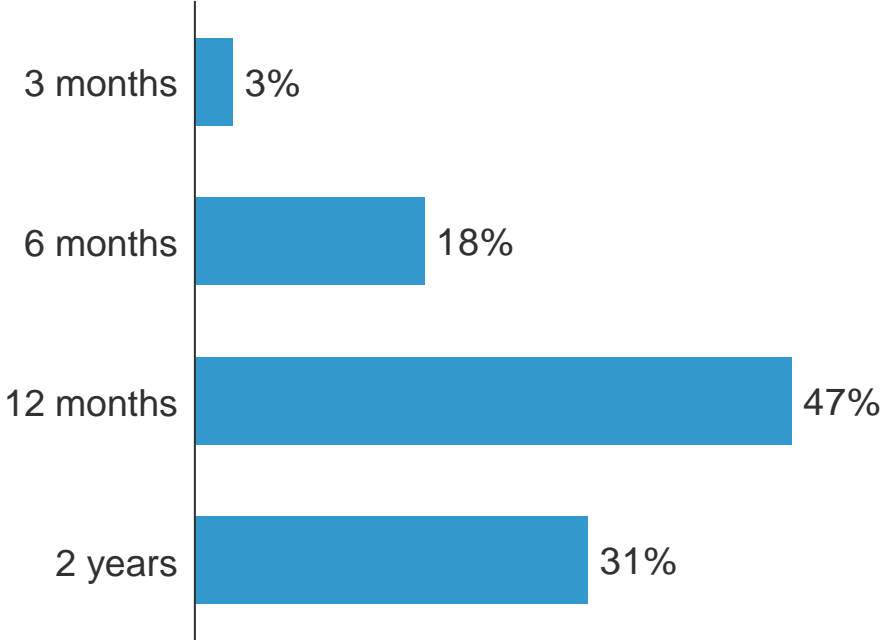
— Office Manager in Hospitality Industry

Base: 209 Business and IT decision makers and managers across regions and industries in Australia

Source: A commissioned study conducted by Forrester Consulting on behalf of Adobe, Oct, 2016

Most companies are looking to invest in eSignatures solution in 1 to 2 years time

“What time period are you looking to make investments in eSignatures solutions?”



Base: 209 Business and IT decision makers and managers across regions and industries in Australia

Source: A commissioned study conducted by Forrester Consulting on behalf of Adobe, Oct, 2016

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