

## Why DocuSign customers are choosing Adobe.

COVID-19 is changing everything about life and work as we know it. But there is one thing that is certain—the future of work will be even more digital to enable remote workforces. Companies are taking a hard look at their digital preparedness and making changes to ensure continuity now, and agility moving forward. Many are reevaluating current spend and existing investments, doubling down on strategic technology vendors and negotiating enterprise-wide contracts. In this context, it is critical to build a solid digital document foundation—and Adobe is here to help.

Adobe is transforming how people work, learn, and do business with the power and flexibility of digital experiences. Millions of customers globally rely on our products to unleash creativity, power digital business, and accelerate document productivity. We are revolutionizing digital document experiences that define everyday work, business transactions, and communication.

According to a recent Forrester survey, 70% of companies believe that adopting digital document processes and tools are important to improving their digital maturity.\* Digital document transformation needs to be integrated into every facet of the business, not limited to customer-facing agreements. Adobe is the only company that delivers everything you need to complete your digital transformation journey. That's why more and more DocuSign customers are switching to Adobe Sign.

### Top reasons to choose Adobe Sign.

#### End-to-end digital experiences.

Companies are continuing to focus on improving customer and employee experiences. Exceptional experiences remove friction from digital processes. [Adobe Document Cloud](#) is an integrated solution that helps companies transform paper-based processes into digital experiences and workflows with easy-to-use tools. A complete solution, it removes friction from business processes across the entire company, not just customer agreements. Key benefits include seamless e-signatures on any device, scan to capture from mobile, real-time PDF creation, unlocking of document intelligence, powerful workflows, and process automation.

#### Innovation through AI.

Adobe's artificial intelligence (AI) and machine learning technology, Adobe Sensei, fuels exceptional digital experiences. The intelligence layer behind all Adobe products, Adobe Sensei enables your company to more easily create, manage, and automate documents, forms, and workflows—creating smoother, more enjoyable digital experiences for your customers, no matter their device or location. Adobe Sensei is developing continuous intelligence and AI-powered analytics to help identify best actions and decide where to automate business processes. With an R&D budget more than 10 times larger than DocuSign's, Adobe keeps you running at peak performance with leading-edge innovations.

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\*Source: "How Digital Document Processes Are Shifting From Best Practice To Business Necessity", A Forrester Consulting Thought Leadership Paper Commissioned by Adobe, July 2020.

## Enterprise adaptability.

It is one thing to promote hundreds of integrations, and it is entirely another to deliver world-class integration with the enterprise tools businesses use every day. [Adobe Sign](#) is Microsoft's preferred e-signature solution. Our strategic partnership with Microsoft is producing innovative, deep integration with Teams, Microsoft 365, Dynamics, SharePoint, and more. Adobe Sign provides prebuilt integration with leading business systems like Salesforce, Workday, ServiceNow, SAP Ariba, and more. Our enterprise-grade APIs are optimized for scalability and reliability. Now more than ever, leveraging existing investments and increasing productivity are business critical, which is why we include all integrations and APIs in your license—at no extra charge.

## Superior value.

Our flexible e-signature services and APIs adapt to every digital document process with automation and intelligence, at scale. Adobe provides exceptional ROI and significant cost savings because unlike DocuSign, our enterprise licensing includes our complete platform with optimized transaction fees and no added charges for ready-made integrations, APIs, training, tutorials, and more. This helps reduce costs while increasing adoption and use, significantly improving realized ROI. And while making the move is never a planned expense, Adobe customers are achieving positive ROI within weeks—due to lower transaction fees and the elimination of add-on charges, not to mention vendor headaches.

## Adobe Sign delivers a tangible, measurable business impact including:<sup>†</sup>



4.2x ROI



28x faster  
cycle times



US\$28+ saved  
per document

## A trusted enterprise partner.

At Adobe, your success is at the heart of everything we deliver. Adobe partners with you to lay a foundation that gets you up and running quickly, and defines a path for continued value realization. We've designed our pricing and licensing to support your cost optimization initiatives with transparent, all-inclusive pricing which includes software, training, support, and comprehensive services. Our services deliver the guidance, knowledge, and resources your team needs to optimize time to value and drive continued adoption. This includes onboarding, project phasing, architecture maps with system integrations, proven migration methodologies, use case accelerators, and administrator assistance, as well as thorough testing of your project. Our services have been shown to reduce launch time by more than 6 weeks and increase adoption by 21%.

## A secure, compliant platform that scales with your business.

For more than 25 years, Adobe has been the trusted leader in digital documents and continues to innovate by creating flexible cloud solutions that increase compliance and reduce risk. Adobe Sign supports the strictest e-signature regulations and complies with legal, industry, and regulatory requirements around the world, such as eIDAS. As a founding member of the [Cloud Signature Consortium \(CSC\)](#), Adobe supports all types of signing [workflows](#)—from simple e-signatures to highly compliant qualified signatures in the cloud, on a flexible, secure, and globally compliant SaaS platform. Available globally, data centers are hosted with market-leading infrastructure vendors Amazon Web Services and Microsoft Azure. Adobe's partner ecosystem consists of more than 13,000 solution integrators, agencies, technology, and marketplace partners, and more than 300,000 developers.

<sup>†</sup>"The Total Economic Impact of Adobe Sign," a commissioned study conducted by Forrester Consulting on behalf of Adobe, August 2019.

