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FOR IMMEDIATE RELEASE

# Adobe Introduces Document Cloud

## All-New Acrobat DC at Heart of Newest Adobe Cloud Offering; E-Signing Now Free with Acrobat DC Subscription

**SAN JOSE, Calif. — March 17, 2015** — Adobe (Nasdaq:ADBE) today announced Adobe Document Cloud, a modern way to manage critical documents at home, in the office and across devices. Adobe Document Cloud will address the waste and inefficiency associated with document processes. Whether it's school permission slips, health insurance forms or complex enterprise document workflows, Adobe will transform how people and businesses get work done. From the inventor of the PDF document standard, Adobe's Document Cloud builds on the success of its Creative and Marketing Clouds, which are radically transforming the creative and marketing professions. At the heart of Document Cloud is the all-new Adobe Acrobat DC, which will take e-signatures mainstream by delivering free e-signing as part of the integrated solution.

Adobe Document Cloud consists of a set of integrated services that use a consistent online profile and personal document hub. People will be able to create, review, approve, sign and track documents whether on a desktop or mobile device. Acrobat DC, with a touch-enabled user interface, will be available both via subscription and one-time purchase.

"People and businesses are stuck in document-based processes that are slow, wasteful, and fragmented. While most forms of content have successfully made the move to digital (books, movies, music), documents and the process of working with them have not, and that needs to change," said Bryan Lamkin, senior vice president of Technology and Corporate Development at Adobe. "Adobe Document Cloud will revolutionize and simplify how people get work done with critical documents."

A study by Adobe titled *Paper Jam: Why Documents are Dragging Us Down*, has exposed how antiquated business processes and outdated ways of working with documents are having a dramatic impact on productivity, efficiency and worker satisfaction. The findings show that 83 percent of workers feel their success and ability to be productive at work are slowed down by outdated ways of working with documents, and 61 percent said they would change jobs if the only benefit was dramatically less document and administrative work. It's a problem that businesses can no longer afford to ignore. Read the *Paper Jam* press release [here](#).

#### Adobe Document Cloud will include:

- **All-new Acrobat DC**  
With Acrobat DC, Adobe is taking the world's best PDF solution to an entirely new level. With an intuitive, touch-enabled interface, Acrobat DC delivers powerful new functionality to get work done anywhere. The new Tool Center offers simplified and quick access to the tools you use most. And, Acrobat DC uses Photoshop imaging magic to convert any paper document into a digital, editable file that can be sent for signature. Click [here](#) to discover more about Acrobat DC.
- **E-signing Anywhere, for Everyone**  
eSign Services (formerly Adobe EchoSign) will be included with every subscription of Acrobat DC, which is part of both Document Cloud and Adobe Creative Cloud. Now you can electronically send and sign any document from any device. New Fill & Sign makes signing anything fast and easy, including smart autofill across devices.
- **Introducing Mobile Link and New Mobile Apps**  
Access your work as you move between desktop and devices, and pick up that form or document where you left off with new Mobile Link — your files, settings and signatures stay with you. With two new mobile apps, Adobe Acrobat mobile and Adobe Fill & Sign DC, people can create, edit, comment and sign documents directly on their mobile devices. Plus,

use the camera on your device as a portable scanner to easily convert any paper documents to digital, editable files that can be sent for signature.

- **Document Management & Control**

Services such as Adobe Send & Track let you manage, track and control your documents. With intelligent tracking, you gain visibility into where critical documents are along their process, including who has opened them and when. Control features also help to protect sensitive information, both inside and outside the firewall, for business or personal use.

### Integration with Adobe Creative Cloud and Marketing Cloud

Acrobat has been central to Adobe Creative Cloud and its massive success — enabling creative mock-ups, markup and response, pre-press support, and more. Adobe Document Cloud will extend that use, allowing creatives to work with PDFs anywhere, and adding e-signing capabilities and the ability to synch with Creative Cloud. Adobe Creative Cloud customers will have access to Document Cloud through Acrobat DC, which will be included with a membership to Creative Cloud.

Today, Adobe Document Cloud e-Sign services integrates with Adobe Experience Manager Forms to provide seamless experiences to customers across Web and mobile sites. In the future, Adobe will integrate key components of Adobe Marketing Cloud to help businesses test, measure and manage documents, providing the same visibility into usage and interactions with documents that marketers already have with digital marketing assets today.

### Document Cloud for Enterprise

According to a recent survey by IDC<sup>1</sup>, disconnected document processes are pervasive and negatively impact all areas of business. More than 80 percent of document work is still not digital, with documents often making one or more transitions into and out of paper, especially when signatures are involved. Each time that happens, valuable time is lost. In addition, workers are spending more than one-third of their time on administrative process instead of core work.

"Our study shows that organizations of all kinds are suffering from what we call the 'document disconnect'," said Melissa Webster, Program Vice President, Content and Digital Media Technologies, IDC. "[It] afflicts organizations of all sizes in all industries around the world. It results in significant delays and errors across critical business functions such as sales contracting and quoting, procurement, talent acquisition, and onboarding. And it is a serious impediment to business that — according to our respondents — negatively affects revenue, compliance, cost, productivity and customer experience."

Document Cloud for enterprise addresses this disconnect by providing departments and entire organizations with services, including enterprise-class e-sign services, that bring speed and efficiency to business document workflows, both inside and outside the organization. Document Cloud for enterprise offers solutions for industries including healthcare and insurance, financial services, media and entertainment, government, and schools and universities. In addition, enterprises can centrally manage Document Cloud and Creative Cloud user accounts and licenses with single sign-on (SSO) in the Adobe Enterprise Dashboard.

According to the IDC survey, business leaders have estimated that the potential benefits of addressing the 'document disconnect' would increase revenue by 36 percent, reduce costs by 30 percent while reducing compliance risks by 23 percent. It's an upside that any business should embrace.

### Helpful Links:

- Learn more about [Adobe Document Cloud and Acrobat DC](#)
- Visit the new [Adobe Document Cloud blog](#)
- See a [sneak peek](#) of Acrobat DC and Adobe Document Cloud in action
- [Blog post](#) on revolutionizing how people work with documents from Kevin Lynch, senior vice president and general manager, Document Services at Adobe
- [Blog post](#) on transforming Adobe's document services from Jon Perera, vice president of product management, Document Services at Adobe
- [Blog post](#) on how Document Cloud can help reduce resource consumption, waste and costs from Adobe sustainability expert Vince Digneo
- Read the Adobe study, titled [Paper Jam: Why Documents are Dragging Us Down](#)
- Read the blog on the IDC research, '[Addressing the Document Disconnect](#)'
- See what [customers and partners are saying](#) about Adobe Document Cloud
- Read the [FAQ](#)
- Follow us on Twitter [@AdobeDocCloud](#)

## Adobe Introduces Document Cloud

### **Pricing and Availability**

Adobe Document Cloud and Acrobat DC are expected to be available within 30 days. By subscribing to Acrobat today for only \$14.99 a month, customers will automatically receive new Acrobat DC and the Document Cloud as soon as it is available. Acrobat DC will be sold as both a subscription and a perpetual license upon availability. Find out more [here](#).

<sup>1</sup>IDC InfoBrief, sponsored by Adobe, *The Document Disconnect*, March 2015.

### **About Adobe Systems Incorporated**

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](http://www.adobe.com).

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