TOTAL ECONOMIC IMPACT

The Total Economic Impact™ Of Adobe Acrobat Studio

A FORRESTER TOTAL ECONOMIC IMPACT STUDY COMMISSIONED BY ADOBE, JUNE 2026

COST SAVINGS AND BUSINESS BENEFITS ENABLED BY ADOBE ACROBAT STUDIO

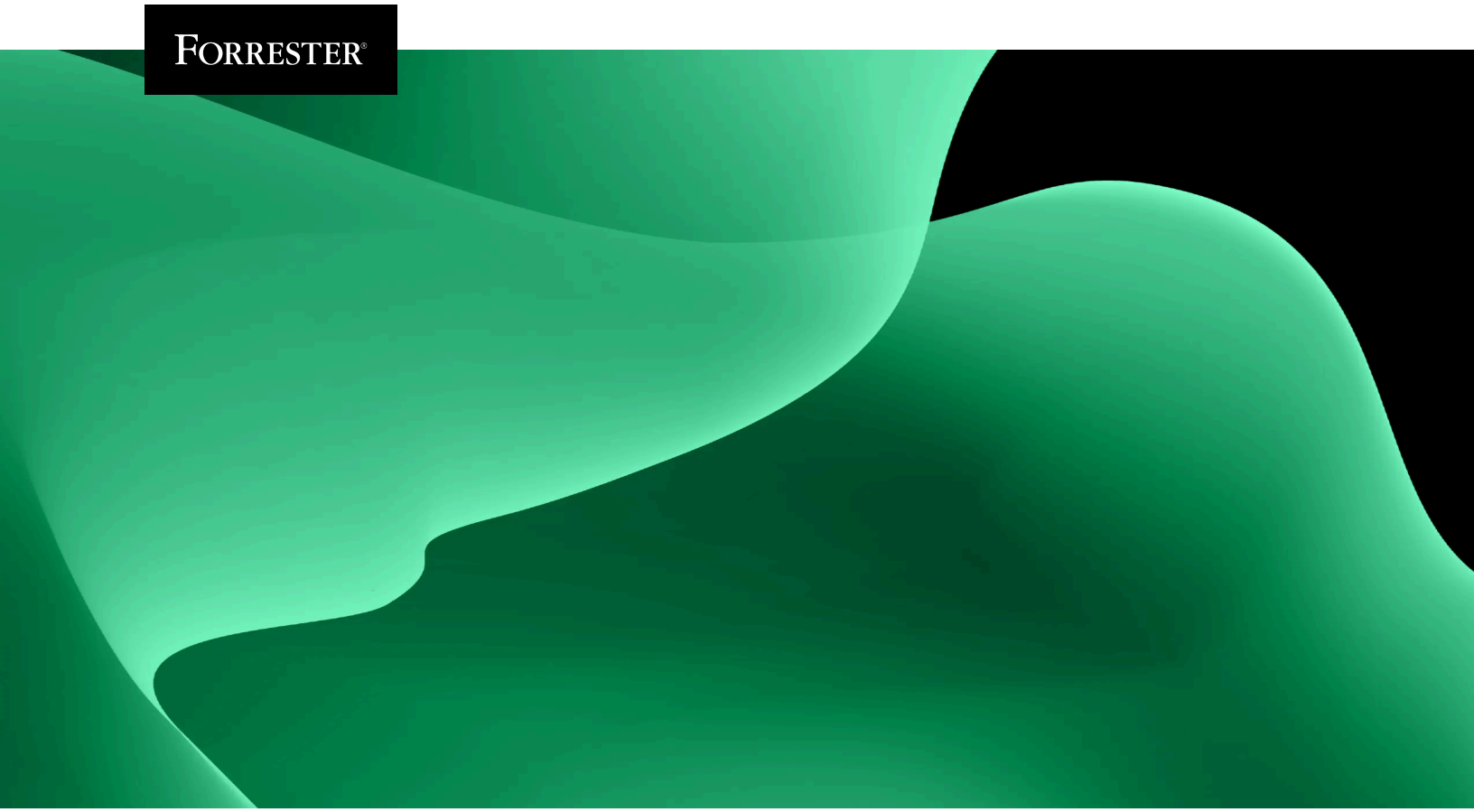


Table Of Contents

Executive Summary

The Adobe Acrobat Studio Customer Journey

Analysis Of Benefits

Analysis Of Costs

Financial Summary

TEI Framework And Methodology

Appendixes

Executive Summary

Managing documents and content at scale demands significant time and resources, and without the right tools, manual processes slow everything down. Adobe Acrobat Studio brings AI into document management and content creation and unifies these workflows on one centralized platform, making insights actionable and content faster to produce.

Adobe Acrobat Studio combines the capabilities of Adobe Acrobat Pro, Acrobat AI Assistant with PDF Spaces, and Adobe Express into one integrated platform. Teams can use Acrobat Studio to unlock traceable insights from documents, accelerate knowledge sharing through collaborative workspaces, and streamline content creation with AI-powered experiences' — all with PDF editing, conversion, and review tools they already rely on. By unifying Adobe technologies in a single platform, Acrobat Studio seeks to streamline fragmented workflows and help enterprises move from information to action faster.

Adobe commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying Adobe Acrobat Studio.[1] The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Adobe Acrobat Studio on their organizations.

357%

Return on investment (ROI)

$2.2M

Net present value (NPV)

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed decision-makers at seven organizations and surveyed 316 individuals with experience using Adobe Acrobat Studio's capabilities and tools. For the purposes of this study, Forrester aggregated the experiences of the interviewees and survey respondents into a single composite organization, which is a global industry-agnostic organization with 5,000 employees, over 450,000 annual documents to manage, and 30% of employees with licenses to Acrobat Studio.

Survey respondents shared that prior to using Acrobat Studio they had time-consuming manual processes (66%) in place for content creation, document comprehension, and collaboration. Interviewees agreed with these sentiments, sharing how knowledge workers regularly sifted through disorganized folders to find files and read through lengthy documents to collect insights and pass them along to colleagues. These manual efforts slowed decision-making and deployment of new strategies. At the same time, creative teams' content production workflows were stifled by lack of collaboration, and extensive time spent on editing and asset iteration, which limited their ability to scale campaigns and engage customers.

Since adopting Acrobat Studio's capabilities and tools, survey respondents and interviewees saw increases in productivity among users. In particular, knowledge workers (i.e., those working with documents) saw improvements in their ability to understand and interrogate documents, generate summaries and presentations, and create and edit documents. With faster time to insight and easier management of files, decision-makers were able to reach consensus much more quickly.

Nondesigners supporting content creation were able to leverage templates, assets, and generative AI from Adobe Express in Acrobat Studio to quickly generate new content deliverables that were on brand with different text, font, and images. As a result, nondesigners were able to meet content demands while maintaining quality standards.

Key Findings

Quantified benefits. Three-year, risk-adjusted present value (PV) quantified benefits for the composite organization include:

- **Increase in document review and insight generation by 35%.** Adobe Acrobat Studio's AI Assistant takes user's documents and automatically generates in-depth summaries with traceable citations to accelerate document review. PDF Spaces further

enhances review by enabling users to add more than 100 files in various formats to a shared workspace to make their information searchable with AI Assistant, generate summaries, compare documents, and collaborate on feedback with colleagues in real time. As a result, users at the composite organization increase productivity by more than 10,000 hours in Year 1, and this grows to 44,000 hours in Year 3, resulting in a three-year, risk-adjusted PV benefit of $1.1 million.

- **Faster planning and creating professional content by 30%.** PDF Spaces allows users to turn files in shared workspaces into professional-quality presentations and infographics, reducing effort needed by teams to assemble information and slides to make comparable deliverables. In addition, Adobe Express empowers nondesigners to create content without the support of design teams through on-brand templates where visual elements and text can be swapped out or updated. In Year 1, users at the composite organization see efficiencies that save 7,000 hours, and by Year 3 this reaches 34,000 hours, resulting in a three-year, risk-adjusted PV benefit of $810,000.

- **Acceleration of 80% in the turnaround of document and content reviews.** Acrobat Studio helps users reduce the time spent reviewing documents and content to see if it is following branding guidelines and complies with internal and/or regulatory guidelines. Users can quickly compare documents with Adobe Acrobat to see if required language is carried over, and in Adobe Express they can see that templates are maintaining branding consistency. These improvements result in a three-year, risk-adjusted PV benefit of $164,000.

- **Drives 2% incremental revenue growth totaling millions in additional value.** The impact of productivity and time efficiencies with Acrobat Studio leads to faster decision-making and time to market while delivering high-quality output, which drives revenue for the composite organization. Additional revenue recognized at the composite organization reaches $1.1 million in Year 1 and climbs to $4.7 million by Year 3, resulting in a three-year, risk-adjusted PV benefit of $533,000.

- **Content management and creation cost savings of $100 per user that totals hundreds of thousands of dollars.** Acrobat Studio enables the composite organization to consolidate its stack of content and document workflow tools. Admins have high visibility of Acrobat Studio usage and better insight into managing licenses among employees. Cost savings at the composite organization total $40,000 in Year 1 and increase to $120,000 by Year 3, resulting in a three-year, risk-adjusted PV benefit of $193,000.

Unquantified benefits. Benefits that provide value for the composite organization but are not quantified for this study include:

- **Increased trust in AI insights and comprehension of documents.** Users' trust in Acrobat Studio's AI Assistant and PDF Spaces increase based on the solution's ability to take different kinds of files and effectively summarize them, providing interactive traceable citations. Users are in control of what documents are included in analysis to keep insights shared by the AI solutions grounded in the source materials.

- **Enterprise control and security in protecting documents.** Acrobat Studio offers password protection, encryption, and single sign-on to help safeguard documents. Acrobat Studio's AI-powered PDF Spaces are closed environments where only users with permission access the workspaces. Meanwhile, the analysis of documents by Acrobat Studio's AI Assistant scans only what has been fed to it and keeps all information internally facing.

- **More connected workflows enhancing employee collaboration.** AI Assistant and PDF Spaces enable teams to combine diverse document and file types in shared workspaces. By centralizing these workflows in one place, employees face fewer barriers to collaboration across teams and departments.

Costs. Three-year, risk-adjusted PV costs for the composite organization include:

- **Adobe Acrobat Studio subscription.** Annual subscription costs for the solution are based on the number of users at the organization. Three-year, risk-adjusted PV subscription costs for the composite organization are $351,000.

- **Deployment and implementation.** Adobe works alongside IT to help deploy Acrobat Studio, including setting up any integrations, provisioning licenses, and rolling it out to users. Since the composite organization historically leveraged Adobe Acrobat, change management to Acrobat Studio was minimal, resulting in three-year risk-adjusted PV costs of $69,000.
- **Training costs.** For users that are familiar with Adobe Acrobat, time spent on training with Acrobat Studio's new genAI capabilities is minimal as they are an extension of capabilities they already leverage. For users leveraging Adobe Express, a small amount of time is spent learning how to effectively create content with the solution. For the composite organization, three-year risk-adjusted PV costs for training are $186,000.

The financial analysis that is based on the interviews and survey found that a composite organization experiences benefits of $2.8 million over three years versus costs of $607,000, adding up to a net present value (NPV) of $2.2 million and an ROI of 357%.

Key Statistics

357%

Return on investment (ROI)

$2.8 million

Benefits PV

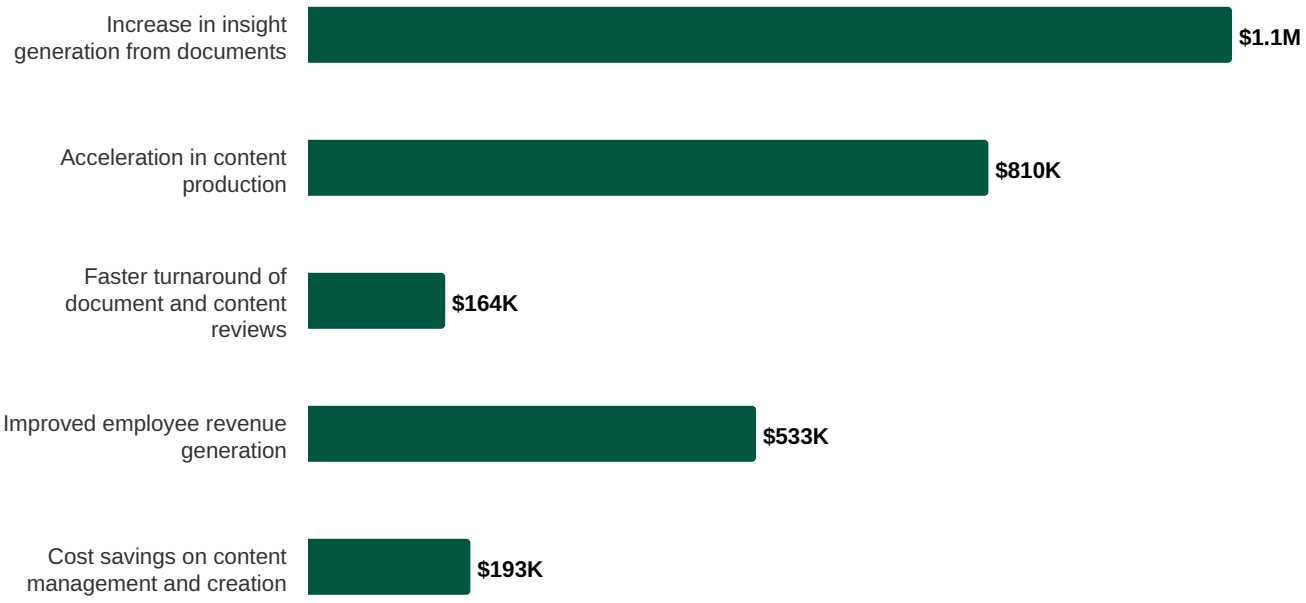
$2.2 million

Net present value (NPV)

<6 months

Payback

Benefits (Three-Year)



The Adobe Acrobat Studio Customer Journey

Drivers leading to the Adobe Acrobat Studio investment

Interviews			
Role	**Industry**	**Region**	**Employees**
Director of analytics	Hospitality	HQ in North America, global operations	100,000+
Senior project manager	Conglomerate	HQ in North America, global operations	50,000+
Senior product manager	B2B	HQ in North America, global operations	20,000+
Chief information officer	Public sector	HQ in North America, domestic operations	<5,000
Senior system engineer	Insurance	HQ in EMEA, global operations	<5,000
Creative director	Media and entertainment	HQ in EMEA	<1,000
Creative director of design	Media	HQ in North America	550+

Key Challenges

Interviewees and survey respondents noted how prior to using Adobe Acrobat Studio's features, their organizations struggled with several document and content challenges, including:

- **Overwhelming volume of documents to manage.** Interviewees had a significant number of documents across legal, sales, human resources, marketing, and other teams that employees did not have the bandwidth to review, analyze, and process. This aligned with the experience of survey respondents, as 66% of respondents identified time-consuming processes and 58% cited slow review and approval process as key pain points for content creation, document comprehension, and intelligence. Document reviews were primarily carried out manually with individuals copying down information, and respondents said their organizations needed a tool to help automate document management processes.
- **Low trust in AI-generated document insights.** Some interviewees tried AI tools to summarize documents and accelerate their document workflows. However, interviewees reported that it was difficult for users to tell if the AI tools hallucinated summary information, as these tools did not provide robust or traceable citations of where information was pulled from the document. Adoption of these tools did not grow at interviewees' organizations because users couldn't trust them.
- **Inefficient document and content collaboration with colleagues.** Interviewees' teams struggled with collaboration on documents and content without designated shared workspaces to ideate, review, edit, or approve materials. Files were often shared with email or chat and if there were multiple pages without summarization or the files were not converted to plain text for colleagues to pull information, each worker would need to read through the file, which slowed teamwork.
- **Lack of tools for nondesigners to build creative output.** At interviewees' organizations, if nondesigners wanted to support building visual content they would often turn to their design team. Creative tools available for use typically required some level of familiarity, and nondesigners did not have the bandwidth to be trained to use them, especially if they were spending time trying to manage documents. As a result, nondesigners' ability to help meet content demand asks was limited.

Investment Objectives

The interviewees' and survey respondents' organizations searched for a solution that could provide the following:

- AI-powered assistance for document editing, insight collection, and creation of content.
- Accelerated creation of on-brand content with accurate information and details.
- Collaboration enhanced by centralization of up to 100 documents in individual shared workspaces enhanced team alignment around feedback and insights, making information easy to find, content simple to compare, and insights verifiable.

Composite Organization

Based on the interviews and survey, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected. The composite organization is representative of the interviewees' and survey respondents' organizations, and it is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics:

- **Description of composite.** The composite organization is a global, industry-agnostic company with multiple business services. There are 5,000 employees and more than 450,000 documents to manage annually. Before adopting Adobe Acrobat Studio, employees used core features of Adobe Acrobat to edit, convert, and sign documents. Nondesigners who need visuals for projects often turn to the design team to request support.
- **Deployment characteristics.** The composite organization rolls out Acrobat Studio to 10% of employees in Year 1, and they build best practices for its AI use cases and templates. Adoption expands in Year 2 to 20% of employees with more employees handling large volumes of documents and nondesigners taking advantage of the solution. By Year 3, the organization reaches maturity with 30% of employees leveraging Acrobat Studio.

KEY ASSUMPTIONS

- 5,000 employees
- Global, industry-agnostic organization
- More than 450,000 annual documents to manage
- 30% of employees with Acrobat Studio licenses

Analysis Of Benefits

Quantified benefit data as applied to the composite

Total Benefits						
Ref.	**Benefit**	**Year 1**	**Year 2**	**Year 3**	**Total**	**Present Value**
Atr	Increase in insight generation from documents	$176,800	$424,320	$742,560	$1,343,680	$1,069,301
Btr	Acceleration in content production	$123,760	$313,820	$583,440	$1,021,020	$810,212
Ctr	Faster turnaround of document and content reviews	$61,880	$66,300	$70,720	$198,900	$164,181
Dtr	Improved employee revenue generation	$85,400	$209,000	$376,200	$670,600	$533,008
Etr	Cost savings on content management and creation	$40,000	$80,000	$120,000	$240,000	$192,637
	Total benefits (risk-adjusted)	$487,840	$1,093,440	$1,892,920	$3,474,200	$2,769,339

Increase In Insight Generation From Documents

Evidence and data. Interviewees noted that Adobe Acrobat Studio has all of the capabilities of Acrobat Pro to create, convert, edit, and sign documents. Users could quickly share files across shared folders and collaborate in real time on documents. Acrobat Studio's AI-driven capabilities, such as Acrobat AI Assistant and PDF Spaces, build on this foundation to further enhance document management for knowledge workers.

Interviewees also reported that AI Assistant in Acrobat Studio can automatically generate in-depth summaries of users' files (e.g., transcripts, slide presentations, scans, etc.) and provide traceable citations. A creative director at a media and entertainment company reported that these features helped cut the time needed to digest lengthy PDFs by two-thirds. The creative director said: "When a client gives us a script or folder of plot details for a project, a PDF can be dozens of pages for us, and we need to be quick in reviewing it. Acrobat AI Assistant can summarize for us who is the main character, what is their goal, what are they trying to achieve. … It helps me be more efficient and spend more time on creative thinking."

A senior system engineer at an insurance organization said that a key factor in adoption of Acrobat Studio was that it provided citation tracing, which enabled users to quickly verify the information they receive and minimize hallucinations. The senior system engineer said: "Acrobat AI Assistant showing you how information is retrieved by providing citations is a huge advantage over comparable AI chat solutions. You can click on that citation to double-check the text it's pulling from to see if it's being cited correctly; you don't have to do a separate search to verify the information."

Acrobat Studio AI Assistant Use Cases



Base: 251 global decision-makers
Source: A commissioned study conducted by Forrester Consulting on behalf of Adobe, March 2026

Top use cases for AI Assistant among surveyed users included understanding and interrogating documents (76%) and generating multidocument summaries (61%). For these use cases, respondents saw an average efficiency gain of 32% and 35%, respectively.

PDF Spaces enables users to add upwards of 100 files of various formats (e.g., PDF, .txt, etc.) to a centralized shared workspace to query insights, generate summaries, compare docs, and collaborate with colleagues on files and notes. Among surveyed users of PDF Spaces, at least half of respondents saw between 11% to 20%higher efficiency improvement in document review and feedback with the solution.

The senior system engineer at an insurance organization shared a use case where they created a PDF Space to evaluate two different software solutions. They added documents related to each vendor to the PDF Space and used AI Assistant to evaluate and create a list of pros and cons for each solution. With PDF Spaces that list evolved into a decision matrix that colleagues could add to, and this matrix helped inform the software selection while cutting the time spent on this review process in half.

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- One-fifth of Acrobat Studio users at the composite organization handle large volumes of documents. For this study, we define large volumes as handling up to 100 documents per week. Reviewing, information finding, and summarizing these documents takes 6 hours on average per user per week, or a little over an hour each day.
- Acrobat Pro, AI Assistant, and PDF Spaces' support in summarizing documents, sharing insights, and facilitating collaboration on reviews reduces time spent on these processes by 25% in Year 1. As more employees adopt the solutions and best practices are developed at the organization, efficiencies improve to 30% in Year 2 and 35% in Year 3.
- The rest of Acrobat Studio users at the organization handle an average volume of documents. For this study, we define an average volume as five to 10 documents per week. These documents require a half-hour each week to review and collect insights.
- The fully burdened hourly rate for an Acrobat Studio user is $40.

- A productivity recapture rate of 50% is applied to time savings to account for time that is rededicated to more work, while other time is spent on longer work breaks or fewer late nights.

Risks. Differences across organizations that may impact benefits include the following:

- Organizational demographics, including job role, use cases, and number of employees.
- Number of documents to manage and time spent on creating, reviewing, collecting information, and summarizing documents.
- The hourly rate of employees.

Results. To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of $1.1 million.

Increase In Insight Generation From Documents					
Ref.	**Metric**	**Source**	**Year 1**	**Year 2**	**Year 3**
A1	Acrobat Studio users	Composite	500	1,000	1,500
A2	Employees handling large volumes of documents	Composite	100	200	300
A3	Time spent per week reviewing, finding information, and summarizing large volumes of documents before Acrobat Studio (hours)	Composite	6	6	6
A4	Efficiency gain in reviewing, information finding, and summarizing large volumes of documents	Interviews and survey	25%	30%	35%
A5	Productivity gain in reviewing, finding information, and summarizing large volumes of documents (hours)	A2*A3*A4*52	7,800	18,720	32,760
A6	Employees handling typical volume of documents	A1-A2	400	800	1,200
A7	Time spent per week on reviewing, finding information, and summarizing typical volume of documents before Acrobat Studio (hours)	Composite	0.5	0.5	0.5
A8	Productivity gain in reviewing, finding information, and summarizing average volume of documents (hours)	A6*A7*A4*52	2,600	6,240	10,920
A9	Fully burdened hourly rate for an Acrobat Studio user	Composite	$40	$40	$40
A10	Productivity recapture rate	TEI methodology	50%	50%	50%
At	Increase in insight generation from documents	(A5+A8)*A9*A10	$208,000	$499,200	$873,600
	Risk adjustment	↓15%			
Atr	Increase in insight generation from documents (risk-adjusted)		$176,800	$424,320	$742,560
	Three-year total: $1,343,680			**Three-year present value: $1,069,301**	

Acceleration In Content Production

Evidence and data. Alongside knowledge work, interviewees and survey respondents leveraged Adobe Acrobat Studio's generative AI capabilities to streamline the creation of both internal and external visual content from existing resources.

In PDF Spaces, users at interviewees' and respondents' organizations were able to query Acrobat AI Assistant to take files uploaded to a workspace and generate professional-grade presentations, infographics, or a visual that communicated their insights. According to the director of analytics at a hospitality organization, PDF Spaces helped simplify putting together a deck

for a marketing pitch. The interviewee said: “We’re launching a new initiative, and you have the business, analysis, partnerships, marketing and business teams. Having a workspace to share information and documents, and to bring it all together in a holistic report, streamlines our decision-making.”

The same interviewee added that, with PDF Spaces, there was no need to get someone to volunteer to assemble the deck or task individual contributors with creating their own slides. The group involved in the initiative also used Acrobat Studio to adjust the length, level of detail, and target audience for the presentation to ensure that it met expectations. The interviewee said: “The presentation was 85% to 90% finished after it was generated [by PDF Spaces]. It’s almost like you have the manuscript for a book done and only need to hand it off to the editor.” This improved collaboration because colleagues could start iterating and sharing feedback on a draft of the presentation almost immediately. The interviewee also used the same workspace to create one-pagers summarizing the presentation for executives or workers who missed the meeting.

With Adobe Express, nondesigners at the interviewees’ organizations avoided waiting for support from design teams to fulfill content requests. Templates built in the solution were based on existing content from their organizations so that any new deliverable carried over on-brand formatting and colors. Survey respondents who use Adobe Express agreed that it accelerated content production. Seventy-one percent of respondents agreed that it enabled nondesigners to create their own content, and 62% agreed that it reduced reliance on design teams for content creation.

71%

Percentage of Adobe Express users who agreed it enabled nondesigners to create their own content

Not only was content creation democratized with Adobe Express but the quality and volume also improved. A senior project manager at a conglomerate organization said: “With the templates that we build in Express, our nondesigners can avoid an hour of work on individual pieces of content by making text and small elements editable while preserving the same overall design. Instead of putting together a campaign with a bunch of disparate looks in the content, we can maintain brand consistency.” Survey respondents reported that the percentage of content and assets that were templatized for reuse grew from 38% to 50% with Adobe Express.

> *“Maintaining and improving the quality of content is a big deal versus having to export files and lose fidelity along the way. Instead of multiple tools stitching content together, we have one solution in Adobe Express that nondesigners can use to create outputs with visual richness.”*
>
> **Senior product manager, B2B**

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- Among Acrobat Studio users at the organization, 100 individuals (20%) leverage the solution on a daily basis for content planning and development work, such as building presentation decks and one-pagers. This increases to 300 (30%) in Year 2 and 600 (40%) in Year 3 as best practices are developed and more teams incorporate it into their workflows.
- On average, these users spend an hour each week working on this internal content.
- Acrobat Studio enables users to become 20% faster in creating presentations in Year 1 and 30% faster in Year 3 as they grow in maturity with the solution to effectively generate presentations.

- The number of Adobe Express users grows from 100 in Year 1 to 300 in Year 3, representing 20% of Acrobat Studio users.
- Nondesigners at the composite organization spend half a day per week, or 4 hours, creating visual content with Adobe Express.
- Production of content by nondesigners accelerates by 30% in Year 1 by using templates with Adobe Express. This increases to 40% by Year 3 as the number of templates increases and users are more familiar with Adobe Express.

Risks. Differences across organizations that may impact the benefits include the following:

- The complexity of presentations and size of the team involved in providing feedback on them.
- The amount of content that users need to create and how long it took to create that content before the adoption of Acrobat Studio.
- Organizational demographics, including job role, use cases, and number of employees.
- The hourly rate of employees.

Results. To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of $810,000.

Acceleration In Content Production					
Ref.	**Metric**	**Source**	**Year 1**	**Year 2**	**Year 3**
B1	Acrobat Studio users	Composite	500	1,000	1,500
B2	Employees using Acrobat Studio on a daily basis for content planning and development	Composite	100	300	600
B3	Time spent per week planning and developing content leveraging documents prior to Acrobat Studio (hours)	Composite	1	1	1
B4	Content planning and development time savings with Acrobat Studio	Interviews and survey	20%	25%	30%
B5	Time saved on content planning and development (hours)	B2*B3*B4*52	1,040	3,900	9,360
B6	Nondesigner employees creating visual content with Acrobat Studio	Composite	100	200	300
B7	Time spent per week creating visual content prior to Acrobat Studio (hours)	Composite	4	4	4
B8	Visual content creation time savings for nondesigners with Acrobat Studio	Interviews and survey	30%	35%	40%
B9	Time saved on visual content creation by nondesigners (hours)	B6*B7*B8*52	6,240	14,560	24,960
B10	Fully burdened hourly rate for employees supporting content creation	Composite	$40	$40	$40
B11	Productivity recapture rate	TEI methodology	50%	50%	50%
Bt	Acceleration in content production	(B5+B9)*B10*B11	$145,600	$369,200	$686,400
	Risk adjustment	↓15%			
Btr	Acceleration in content production (risk-adjusted)		$123,760	$313,820	$583,440
	Three-year total: $1,021,020			**Three-year present value: $810,212**	

Faster Turnaround of Document And Content Reviews

Evidence and data. With Adobe Acrobat Studio, interviewees and survey respondents reduced time spent reviewing content to ensure it followed branding guidelines and any language included was in compliance with internal and/or regulatory guidelines.

Over half of survey respondents (54%) used Acrobat AI Assistant for reviewing and comparing documents. According to interviewees, documents reviewed included contracts or policies that contained required language. To ensure that language was properly carried over to their in-progress document they shared past versions or similar files with AI Assistant and asked it to compare them. If there were any inconsistencies in language, such as missing words or alterations between versions, AI Assistant automatically flagged that for users. These insights helped users to accelerate finalization, distribution, and sign-off of documents.

Interviewees made templates within Adobe Express so that content retained on-brand colors, formatting, and any other essential assets while allowing words to be changed or images to be swapped out. Content produced by nondesigners did not require as much scrutiny for review because the amount of possible variation and what needed inspection was limited by design. Survey respondents affirmed this trust in Adobe Express, with 76% agreeing that it strengthened brand consistency across content and 37% also agreeing that it reduced the time needed for legal review of content.

> *"With Adobe Express, it's all about standardization and branding guardrails to make sure our content is meeting compliance goals. These templates do not bottleneck us when creating materials because we don't have to check if we're following guidelines."*
>
> **Chief information officer, public sector**

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- The full-time equivalent of 10 employees at the organization review content and documents, allocating 10% of their bandwidth to the work.
- Time spent on document and content reviews falls by 70% in Year 1 as teams use Acrobat Studio to accelerate the process and templatize content. Time savings increase to 80% in Year 3 as the number of templates grows.
- The fully burdened hourly rate for an employee who is responsible for compliance reviews is $50.

Risks. Differences across organizations that may impact the benefits include the following:

- The number of documents and content that require review.
- Complexity of the documents and content requiring review.
- The hourly rate of employees.

Results. To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of $164,000.

Faster Turnaround Of Document And Content Reviews					
Ref.	**Metric**	**Source**	**Year 1**	**Year 2**	**Year 3**
C1	FTEs reviewing documents and content	Composite	10	10	10
C2	Percentage of time dedicated to reviews	Composite	10%	10%	10%
C3	Document and content review time savings with Acrobat Studio	Interviews and survey	70%	75%	80%
C4	Fully burdened hourly rate for an employee supporting document and content review	Composite	$50	$50	$50
Ct	Faster turnaround of document and content reviews	C1*2,080*C2*C3*C4	$72,800	$78,000	$83,200
	Risk adjustment	↓15%			
Ctr	Faster turnaround of document and content reviews (risk-adjusted)		$61,880	$66,300	$70,720
	Three-year total: $198,900			**Three-year present value: $164,181**	

Improved Employee Revenue Generation

Evidence and data. For interviewees and survey respondents where revenue generation was a key business goal, the impact of productivity and time efficiencies on revenue was tangible with Adobe Acrobat Studio. For example, better content creation quality was cited as a key contributor to revenue gains by 62% of Acrobat Studio user survey respondents. Faster collection and sharing of insights meant knowledge workers had more time to review information, reach consensus, and work toward higher-quality output.

62%

Percentage of Acrobat Studio users who agreed that better content creation quality influenced revenue growth

Seventy percent of survey respondents reported that faster time to market enabled by Adobe Express was a factor influencing revenue growth. In accord with this finding, the senior project manager at a conglomerate organization said: “In the past we would enter a request for the design team to refresh images for a campaign, and it would take five to seven days. Now we have a person who can take the template and update the copy or colors on the image and have it done within a day. Clients on our partner side are much happier being able to have an asset in one-fifth of the time it would have previously taken.”

This interviewee added that marketers having content ready for deployment sooner in campaigns meant they could realize value from it earlier and build upon that performance. In addition, the templates enabled them to increase the refresh rate of content so that they regularly had new material to engage customers and drive additional business.

The same interviewee continued that, among sales teams, users expedited customer presentation creation by collating customer information, contracts, and email information through Acrobat AI Assistant and PDF Spaces while leveraging Adobe Express for visuals. Salespeople were able to respond faster to customer demand with these presentations, accelerating timelines for closing on opportunities.

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- The average annual revenue per employee across the organization is $250,000. The organization may have passive revenue generation that may not be directly generated by employees; this is only the average revenue each employee is responsible for annually.

- Among employees handling large volumes of documents, the outcome of faster time to insights is 1.88% additional revenue generated in Year 1. This percentage reaches 2.63% by Year 3 as they reach more maturity with AI Assistant and PDF Spaces. Similarly, users handling an average volume of documents with Acrobat Studio see an incremental gain in revenue delivered as well, going from 0.16% in Year 1 to 0.22% in Year 3.
- Among employees planning and developing content with Acrobat Studio, by having presentations ready to share and move projects along, they generate more revenue by 0.25% in Year 1 and 0.38% in Year 3. For nondesigners creating visual content in Adobe Express, the increase in content they produce leads to them generating 1.50% more revenue in Year 1 and 2.00% more by Year 3.
- A standard TEI assumption for the composite organization is to apply a pre-tax unadjusted operating profit margin of 10% to revenue results.

Risks. Differences across organizations that may impact the benefits include the following:

- The average revenue delivered by employees to their organization.
- Their bandwidth and level of efficiency or productivity improved with Acrobat Studio.

Results. To account for these risks, Forrester adjusted this benefit downward by 20%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of $533,000.

Improved Employee Revenue Generation					
Ref.	**Metric**	**Source**	**Year 1**	**Year 2**	**Year 3**
D1	Average annual revenue per employee	Composite	$250,000	$250,000	$250,000
D2	Employees handling large volumes of documents	A2	100	200	300
D3	Increase in revenue from faster time to insights	((A3*52)/2,080)*A4*A10	1.88%	2.25%	2.63%
D4	**Subtotal: Additional revenue from faster time to insights**	**D1*D2*D3**	**$470,000**	**$1,125,000**	**$1,972,500**
D5	Employees handling typical volume of documents	A6	400	800	1,200
D6	Increase in revenue from faster document review	((A7*52)/2,080)*A4*A10	0.16%	0.19%	0.22%
D7	**Subtotal: Additional revenue from faster document review**	**D1*D5*D6**	**$160,000**	**$380,000**	**$660,000**
D8	Employees using Acrobat Studio daily for content planning and development	B2	100	300	600
D9	Increase in revenue from accelerated planning and development of content	((B3*52)/2,080)*B4*B11	0.25%	0.31%	0.38%
D10	**Subtotal: Additional revenue from accelerated planning and development of content**	**D1*D8*D9**	**$62,500**	**$232,500**	**$570,000**
D11	Noncreative users creating visual content with Acrobat Studio	B6	100	200	300
D12	Increase in revenue from faster visual content creation	((B7*52)/2,080)*B8*B11	1.50%	1.75%	2.00%
D13	**Subtotal: Additional revenue from faster visual content creation**	**D1*D11*D12**	**$375,000**	**$875,000**	**$1,500,000**
D14	Total additional revenue	D4+D7+D10+D13	$1,067,500	$2,612,500	$4,702,500
D15	Operating profit margin	TEI methodology	10%	10%	10%
Dt	Improved employee revenue generation	D14*D15	$106,750	$261,250	$470,250
	Risk adjustment	↓20%			
Dtr	Improved employee revenue generation (risk-adjusted)		$85,400	$209,000	$376,200
		Three-year total: $670,600		**Three-year present value: $533,008**	

Cost Savings On Content Management And Creation

Evidence and data. Adobe Acrobat Studio's end-to-end document management capabilities enabled interviewees and survey respondents, who had been leveraging multiple solutions for document workflows (e.g., processing, signatures, etc.), to consolidate licensing. The chief information officer at a public sector organization said: "We consolidated two [document workflow solutions] for management purposes. It was easier to manage one contract, and at an enterprise level with Adobe we got a better picture of who was using the tools so we could appropriately scale our spend." This interviewee added that each of the two previous document workflow solutions had required an administrator who spent one-quarter of their time overseeing the platform, time that was rededicated to Adobe, which required less oversight given its solutions' integrated ecosystem.

78%

Percentage of survey respondents who reported that using Adobe Express saved $30,000 on content creation annually

Seventy-eight percent of survey respondents reported that using Adobe Express saved $30,000 in content creation costs. Since nondesigners could iterate on templates to make content, third-party resources often brought in for support were reallocated to other projects that needed help. In addition, organizations no longer had to pay for licensing to non-Adobe creative solutions for nondesigners to build content since they could lean on Adobe Express.

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- Each Acrobat Studio user has approximately $100 in costs that can be avoided with Acrobat Studio.
- Avoided costs include licensing for third-party solutions, management costs, and any outsourced support.

Risks. Differences across organizations that may impact the benefits include the following:

- Third-party solutions that the organization can stop using and the amount the organization pays for those solutions.
- The level of reliance on outside support to help with managing documents and content production.

Results. To account for these risks, Forrester adjusted this benefit downward by 20%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of $193,000.

Cost Savings On Content Management And Creation					
Ref.	**Metric**	**Source**	**Year 1**	**Year 2**	**Year 3**
E1	Acrobat Studio users	Composite	500	1,000	1,500
E2	Annual avoidable costs with Acrobat Studio per user	Interviews and survey	$100	$100	$100
Et	Cost savings on content management and creation	E1*E2	$50,000	$100,000	$150,000
	Risk adjustment	↓20%			
Etr	Cost savings on content management and creation (risk-adjusted)		$40,000	$80,000	$120,000
	Three-year total: $240,000		**Three-year present value: $192,637**		

Unquantified Benefits

Interviewees mentioned the following additional benefits that their organizations experienced but were not able to quantify:

- **Increased trust in AI insights and comprehension of documents.** Users' trust in insights derived from Acrobat Studio's AI Assistant and PDF Spaces grew based on their ability to understand the structure of static documents and files, effectively summarize them, and, critically, provide interactive citations with traceable references linked to their location in the document. Among survey respondents who use AI Assistant, 64% agreed that they trusted insights from the solution and only 8% didn't trust its insights. Trust in AI Assistant helped to influence revenue growth, with 67% of these survey respondents citing greater level of insight from documents as a factor that contributed to revenue generation. Because users trusted the insights, they became increasingly actionable for helping to direct decision-making.

64%

Percentage of Acrobat AI Assistant users who trusted its insights

- **Enterprise control and security in protecting documents.** Fifty-eight percent of survey respondents agreed that they improved document security and compliance with Acrobat Pro. The solution includes password protection, encryption, and single sign-on to safeguard documents. Acrobat Pro serves as the underlying architecture for Acrobat Studio, which continues Adobe's approach to protecting organizations' documents. Acrobat Studio adds AI-powered capabilities, but customer data and information from documents are not used for model training or put at risk of third-party exposure. The AI-based PDF Spaces within Acrobat Studio is a closed environment where only users with permission to access the workspaces can review the materials. AI Assistant analysis of documents scans only documents that have been fed to it, and no commingling with third-party sources takes place, which keeps data safe. With Adobe Express, templates generated for content are based only on materials fed to it to ensure branding consistency and are not shared externally.
- **More connected workflows enhancing employee collaboration.** Interviewees said that the ability of AI Assistant and PDF Spaces to take different kinds of files, including spreadsheets, presentations, and large documents, and blend them into searchable insights broke down barriers for collaboration between colleagues. Team members from different groups like human resources, finance, sales, and marketing could quickly share information and feedback on projects to foster conversation and drive productivity.

> *"PDF Spaces is a collaboration and output tool. In the past, where you'd share a mock-up of a presentation and collaborate on it, you can automate those steps now. You're not spending time on menial tasks like formatting or adding slides to a deck; you're gaining value from having an output to work from in front of you."*
>
> **Director of analytics, hospitality organization**

Flexibility

The value of flexibility is unique to each customer. There are multiple scenarios in which a customer might implement Adobe Acrobat Studio and later realize additional uses and business opportunities, including:

- **Cost-effective localization of content.** Interviewees had yet to use Acrobat Studio's AI Assistant to translate content to different languages, including English, French, German, Spanish, Italian, Brazilian Portuguese, and Japanese. For survey respondents using the translate feature, the amount of content and assets that were translated grew from a little over one-fifth of content to more than one-third. This contributed to a median annual cost savings of $32,000 on localization. As Acrobat Studio adds more language options for localizations, there may be more opportunities for translation and cost efficiencies for organizations.

$32,000

Median annual cost savings on localization with Acrobat Studio

- **Streamlined collection of e-signatures.** According to survey respondents who use Acrobat Pro, 69% agreed the solution helped with their ability to collect e-signatures. Instead of getting paperwork in front of an individual to sign off on a document, Acrobat Pro users could now embed digital signature boxes into PDFs and send them out for collection. The chief information officer at a public sector organization said: "The transition to Adobe for signatures has greatly improved accuracy, efficiency, and accessibility for both our department and our incoming employees. A lot of our staff and clients don't

necessarily have a laptop or access to one, so having a mobile-friendly option removed a ton of barriers for us to carry out work."

- **Audio narration of content.** Acrobat Studio offers the ability for AI-powered audio narration of long or complex documents to make them easier for employees to digest. Interviewees and survey respondents had yet to take advantage of this feature but were interested in using it to help users digest content when they didn't have the time to read through it.

Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in Total Economic Impact Approach).

Analysis Of Costs

Quantified cost data as applied to the composite

Total Costs							
Ref.	**Cost**	**Initial**	**Year 1**	**Year 2**	**Year 3**	**Total**	**Present Value**
Ftr	Adobe Acrobat Studio subscription costs	$0	$72,975	$145,950	$218,925	$437,850	$351,442
Gtr	Deployment and implementation	$60,280	$4,356	$4,356	$1,716	$70,708	$69,129
Htr	Training costs	$11,000	$70,400	$70,400	$70,400	$222,200	$186,074
	Total costs (risk-adjusted)	$71,280	$147,731	$220,706	$291,041	$730,758	$606,645

Adobe Acrobat Studio Subscription Costs

Evidence and data. Interviewees noted their organizations paid for Adobe Acrobat Studio based on the number of users who would receive access to the platform.

Modeling and assumptions. Based on the interviews, Forrester assumes the costs of Acrobat Studio at the composite organization increase each year as the number of users increases from 500 in Year 1 to 1,500.

Risks. Results may not be representative of all experiences, and the cost will vary between organizations depending on the following factors:

- The number of Acrobat Studio users at the organization.
- Any potential pricing adjustments that may occur over time.

Results. To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of $351,000.

Adobe Acrobat Studio Subscription Costs						
Ref.	**Metric**	**Source**	**Initial**	**Year 1**	**Year 2**	**Year 3**
F1	Acrobat Studio Users	Composite		500	1,000	1,500
Ft	Adobe Acrobat Studio subscription costs		$0	$69,500	$139,000	$208,500
	Risk adjustment	↑5%				
Ftr	Adobe Acrobat Studio subscription costs (risk-adjusted)		$0	$72,975	$145,950	$218,925
	Three-year total: $437,850			**Three-year present value: $351,442**		

Deployment And Implementation

Evidence and data. At interviewees' organizations, IT employees worked with Adobe to assist with change management. Adobe carried out a majority of the work, so IT felt minimal impact. The work included allocating licenses, setting up single sign-

on, and making sure the platform ran smoothly on the organization's systems. Time was also spent on migrating assets and templates to Adobe Express for teams to iterate upon with the solution.

A small team then ran pilot tests with Adobe Acrobat Studio to review potential use cases, develop best practices, build templates in Adobe Express, create shared workspaces in PDF Spaces, and gain familiarity with Acrobat AI Assistant. Ongoing management of Acrobat Studio involved provisioning licenses, reviewing usage through the admin console, and applying updates as needed.

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- In the initial phase, the full-time equivalent of two IT employees support setting up Adobe Acrobat Studio alongside Adobe's support team at the organization. Each IT employee spends a total of 40 hours on the work, including planning, testing, and deployment.
- The fully burdened hourly rate for an IT admin is $60.
- Twenty-five Acrobat Studio users are tasked with piloting the solution. Each of these users spends 40 hours running use cases, sharing feedback, and developing recommendations for future usage.
- During Year 1 and Year 2, one IT employee spends 40 hours rolling out Acrobat Studio to more of the organization, migrating files and provisioning licensing.
- An admin spends 1 hour every other week reviewing usage of the platform, applying updates, and responding to any internal support requests.

Risks. Results may not be representative of all experiences, and the cost may vary between organizations depending on the following factors:

- The scale of adoption of Acrobat Studio and files that will be managed in the platform.
- The number of employees involved in piloting Acrobat Studio.
- The amount of support needed from IT to help deploy and implement Acrobat Studio.

Results. To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of $69,000.

Deployment And Implementation						
Ref.	**Metric**	**Source**	**Initial**	**Year 1**	**Year 2**	**Year 3**
G1	IT FTEs supporting deployment of Acrobat Studio	Composite	2	1	1	
G2	Time spent on deployment (hours)	Interviews	40	40	40	
G3	Fully burdened hourly rate for an IT FTE	Composite	$60	$60	$60	
G4	IT deployment costs	G1*G2*G3	$4,800	$2,400	$2,400	
G5	Adobe Acrobat Studio pilot users	Composite	25			
G6	Time spent testing Acrobat Studio and developing best practices (hours)	Interviews	40			
G7	Fully burdened hourly rate for pilot users	Composite	$50			
G8	Implementation costs	G5*G6*G7	$50,000			
G9	Time spent on admin of Acrobat Studio annually (hours)	Composite		26	26	26
G10	Admin costs	G9*G3		$1,560	$1,560	$1,560
Gt	Deployment and implementation	G4+G8+G10	$54,800	$3,960	$3,960	$1,560
	Risk adjustment	↑10%				
Gtr	Deployment and implementation (risk-adjusted)		$60,280	$4,356	$4,356	$1,716
	Three-year total: $70,708			**Three-year present value: $69,129**		

Training Costs

Evidence and data. Adobe Acrobat Studio users at interviewees' organizations spent at most one workday's worth of time learning how to effectively leverage its capabilities, including setting up custom Acrobat AI Assistants that understand the user's goals and providing more tailored responses. In addition, time was spent understanding how to create and use workspaces in PDF Spaces and how to build content with templates in Adobe Express. This time spent by users came over the course of using the solutions during their first year with them and familiarizing themselves with their organization's best practices for the solutions.

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- Acrobat Studio power users are workers who handle large volumes of documents or support visual content creation. These power users spend the equivalent of one day over the course of a year learning to effectively leverage solution features.
- Non–power users spend 2 hours over the course of a year learning how to use Acrobat Studio to support their use cases.

Risks. Results may not be representative of all experiences, and the cost may vary between organizations depending on the following factors:

- The number of employees using Acrobat Studio and their use cases.
- The speed with which employees familiarize themselves with Acrobat Studio.

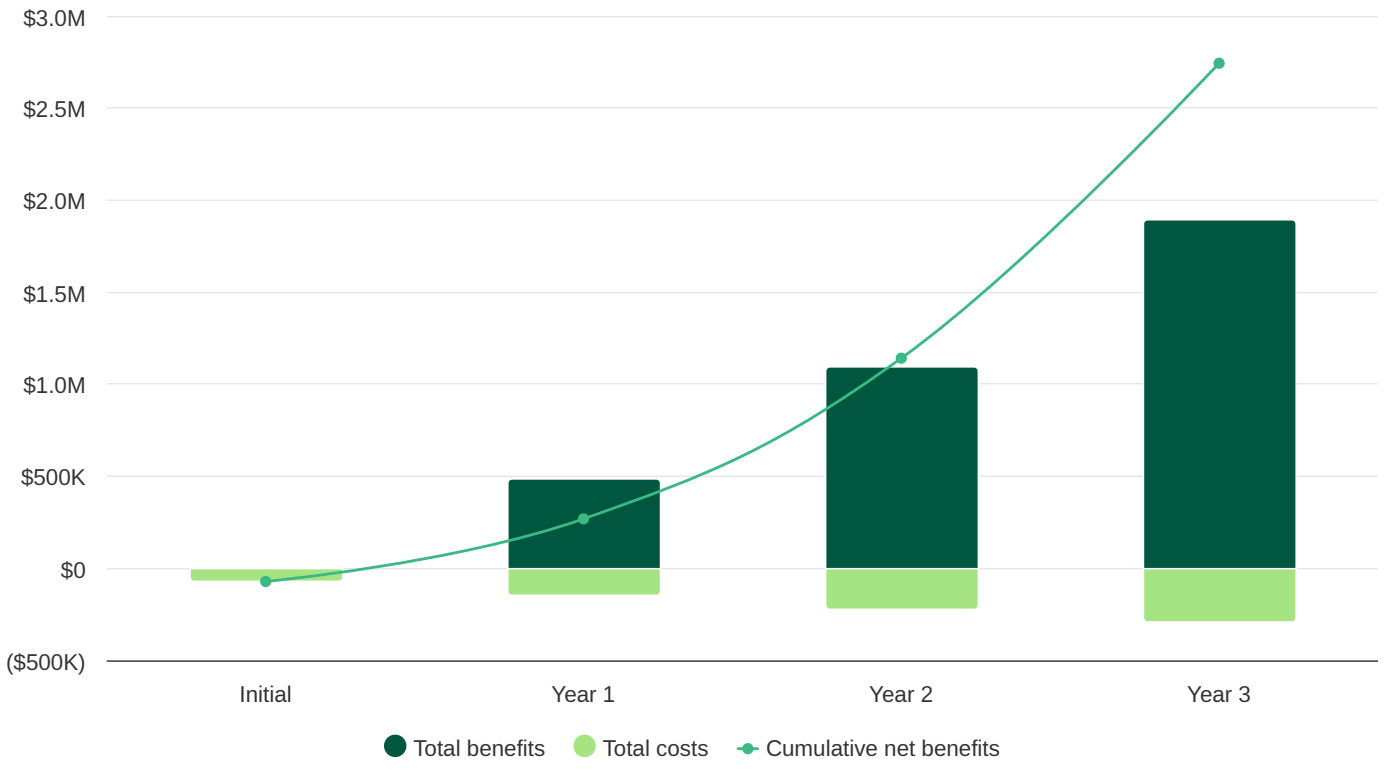
Results. To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of $186,000.

Training Costs						
Ref.	**Metric**	**Source**	**Initial**	**Year 1**	**Year 2**	**Year 3**
H1	New Adobe Acrobat Studio power users	A2	25	100	100	100
H2	Time per user spent on training new Adobe Acrobat Studio power users	Interviews	8	8	8	8
H3	Total time spent on training new Adobe Acrobat Studio power users	H1*H2	200	800	800	800
H4	New Adobe Acrobat Studio non-power users	Composite		400	400	400
H5	Time per user spent on gaining proficiency with Adobe Acrobat Studio for new non-power users	Composite		2	2	2
H6	Time spent on gaining proficiency with Adobe Acrobat Studio for new non-power users	H4*H5		800	800	800
H7	Fully burdened hourly rate	Composite	$50	$40	$40	$40
Ht	Training costs	Initial: H3*H7 Y1-Y3: (H3+H6)*H7	$10,000	$64,000	$64,000	$64,000
	Risk adjustment	↑10%				
Htr	Training costs (risk-adjusted)		$11,000	$70,400	$70,400	$70,400
		Three-year total: $222,200		**Three-year present value: $186,074**		

Financial Summary

Consolidated Three-Year, Risk-Adjusted Metrics

Cash Flow Chart (Risk-Adjusted)



Cash Flow Analysis (Risk-Adjusted)						
	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	($71,280)	($147,731)	($220,706)	($291,041)	($730,758)	($606,645)
Total benefits	$0	$487,840	$1,093,440	$1,892,920	$3,474,200	$2,769,339
Net benefits	($71,280)	$340,109	$872,734	$1,601,879	$2,743,442	$2,162,694
ROI						357%
Payback						<6 months

Please Note

The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV, and payback period for the composite organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted ROI, NPV, and payback period values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.

TEI Framework And Methodology

From the information provided in the interviews, Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in Adobe Acrobat Studio.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact that Adobe Acrobat Studio can have on an organization.

Due Diligence

Interviewed Adobe stakeholders and Forrester analysts to gather data about Adobe Acrobat Studio.

Interviews And Survey

Interviewed seven decision-makers and surveyed 316 respondents at organizations using Adobe Acrobat Studio features and capabilities to obtain data about costs, benefits, and risks.

Composite Organization

Designed a composite organization based on characteristics of the interviewees' organizations.

Financial Model Framework

Constructed a financial model representative of the interviews and survey using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewees and survey respondents.

Case Study

Employed four fundamental elements of TEI in modeling the investment impact: benefits, costs, flexibility, and risks. Given the increasing sophistication of ROI analyses related to IT investments, Forrester's TEI methodology provides a complete picture of the total economic impact of purchase decisions. Please see Appendix A for additional information on the TEI methodology.

Glossary

Total Economic Impact Approach

Benefits

Benefits represent the value the solution delivers to the business. The TEI methodology places equal weight on the measure of benefits and costs, allowing for a full examination of the solution's effect on the entire organization.

Costs

Costs comprise all expenses necessary to deliver the proposed value, or benefits, of the solution. The methodology captures implementation and ongoing costs associated with the solution.

Flexibility

Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. The ability to capture that benefit has a PV that can be estimated.

Risks

Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

Financial Terminology

Present value (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PVs of costs and benefits feed into the total NPV of cash flows.

Net present value (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made unless other projects have higher NPVs.

Return on investment (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.

Discount rate

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.

Payback

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

Appendixes

APPENDIX A

Total Economic Impact

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

APPENDIX B

Survey Demographics

ROLE	
Sales	27%
Finance/accounting	19%
Marketing/advertising	18%
Procurement	14%
Human resources/training	13%
Legal	12%
INDUSTRY	
IT/tech services	10%
Financial services	10%
Professional services	7%
Manufacturing	7%
Advertising/marketing	7%
COMPANY SIZE	
1,000 to 2,499 employees	16%
2,500 to 4,999 employees	28%
5,000 to 9,999 employees	29%
10,000 or more employees	27%
COMPANY REGION	
North America	33%
Europe, Middle East, and Africa	27%
Asia Pacific	24%
Latin America	16%

APPENDIX C

Supplemental Material

Related Forrester Research

Your Successful Workforce AI Strategy Starts Here, Forrester Research, Inc., March 31, 2026.

Align Skills With Your Agentic Progression: The Foundation Of Your Agent Experience (AX) Program, Forrester Research, Inc., Feb 24, 2026.

Unlock AI Agent Potential With Smarter Use Case Decisions, Forrester Research, Inc., Feb 2, 2026.

APPENDIX D

Endnotes

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

Disclosures

Readers should be aware of the following:

This study is commissioned by Adobe and delivered by Forrester Consulting. It is not meant to be used as 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 study to determine the appropriateness of an investment in Adobe Acrobat Studio. For any interactive functionality, the intent is for the questions to solicit inputs specific to a prospect's business. Forrester believes that this analysis is representative of what companies may achieve with Adobe Acrobat Studio based on the inputs provided and any assumptions made. Forrester does not endorse Adobe or its offerings. Although great care has been taken to ensure the accuracy and completeness of this model, Adobe and Forrester Research are unable to accept any legal responsibility for any actions taken on the basis of the information contained herein. The interactive tool is provided 'AS IS,' and Forrester and Adobe make no warranties of any kind.

Adobe reviewed and provided feedback to Forrester, but 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 of the study.

Adobe provided the customer names for the interviews but did not participate in the interviews.

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