Microsoft

Selling Adobe Sign with Microsoft 365 Solutions
Adobe Sign is the preferred e-Signature solution for Microsoft O365, SharePoint and Dynamics 365.

Solution Overview

With Adobe Sign, Integrations into Microsoft Office 365, Dynamics 365, and SharePoint make it faster than ever to e-sign documents.

With Adobe Sign, customers can:

- Maximize the value of existing technology
- Leverage synergies across systems – deliver better experiences and create new efficiencies
- Gain the flexibility of global scale with the security and compliance

All without leaving their Microsoft environment!

Uncovering Opportunities

Ask customers about their digital document and workflow processes to uncover opportunities to Adobe Sign with their existing Microsoft products. Look for areas where they still have manual or paper-based business or document processes.

Customer audience	Typical work processes	Questions to uncover pain or need
IT (internal workflows)	- Document approvals - Forms - Audits - NDAs and proposals - Credit card authorizations	- Where do you have manual/paper-based steps in your document workflows? - How do you share information inside and outside your organization? - Do you have documents you need to send for approval and/or signature? Are there multiple parties involved? Are they spread out in various locations?
Department Managers (workforce productivity)	- Internal forms - NDAs - Contractor agreements - Payroll documents - HR documents - Benefits enrollment - Finance and legal forms	- Do you manage documents in SharePoint? Can you easily open, edit, and share documents through SharePoint? - How do you store confidential documents? How do protect sensitive information when sharing, collaborating, and routing documents for approval?
Head of Sales/ Sales Operations (contract signing)	- Contracts - Estimates - Change orders - Renewal and supplier agreements - Invoices - NDAs	- What are the consequences of contracts, quotes, proposals, or other documents containing errors or incorrect terms or information? - What happens when approvers— internal or external—are out of the office and the contract needs to be signed?

Target Market

Adobe Sign can be used across all industries. Specific industries include: commercial, education, government and healthcare.

Customer Audience

- IT
- Department managers
- Purchasing decision makers
- Head of Sales/Sales Ops

Customer Profile

- Paper and manual document business processes
- Complex signing and approval workflows involving multiple parties
- Employees and customers are mobile, but technology has not caught up
- The need and/or want to do business digitally

Top Customer Benefits

- More profit – Companies embracing digital are already 26% more profitable than their peers.
- Faster Approvals – automatically send and receive e-Signed documents
- Trusted Security – protect company info with enterprise-grade security
- Easier Adoption – leverage existing technology by working within the Microsoft solutions already in place

Partner Benefits

- Work with a trusted partner
- Value-added e-Signature services
- Increase average deal size and close rate

Solution Components

- Adobe Sign
- Adobe Sign and Microsoft Office 365
- Adobe Sign and Microsoft Dynamics 365
- Adobe Sign and Microsoft SharePoint

Selling Adobe Sign with Office 365 Solutions

Positioning the Solution

Show how Adobe Sign addresses the specific pains you've uncovered. Relate benefits to pains.

Before (pain)	After (benefit of solution)
Manual, paper-based processes are inefficient and time-consuming.	Make your workers 30% more productive by automating signing and approvals.
Our technologies don't translate into improved business results.	Using Adobe Sign with Microsoft positively impacts the user experience.
Signatures and approvals take too long.	Significantly decrease time to signature.
Revenue recognition and being productive within the CRM.	Shorten the sales cycle and recognize revenue faster. Eliminate manual data entry in the CRM.

Addressing Customer Concerns

Ask questions to clarify and then address any customer concerns in the areas below.

Competitive solutions
"We are already using or evaluating a competitive solution (such as DocuSign)."
Response: • Adobe Sign is now the <u>preferred e-signature solution</u> for Microsoft customers. DocuSign does not have a strategic partnership with Microsoft anymore. • Adobe Sign is a complete digital document solution that offers more turnkey integrations, better customization, and an easier, faster signing experience than DocuSign. • Adobe is a profitable, stable company with demonstrated leadership, a robust R&D budget, and 1,000 patents in digital documents.

The status quo
"Our current process satisfies our needs and we do not have a digital transformation initiative."
Response: • If you're not taking advantage of digital workflows and electronic signatures, your competitors are. • Leading companies are already using e-signatures to win 17% more deals, cut sales cycle time from weeks to hours, and improve customer retention by 6%. • Companies that embrace digital transformation are already 26% more profitable than their peers.

Legality
"Are e-Signatures legal? Will my compliance team have an issue with this?"
Response: • E-signatures are legally valid and enforceable in nearly every industrialized country around the world. For more information on country-specific e-signature laws, refer to the [Global Guide to eSignature Law handbook](#). • Adobe meets rigorous world-class security and compliance standards and stores all customer data in geographically dispersed data centers with state-of-the-art access controls. And all data and documents are encrypted both in motion and at rest. Learn more at the [Adobe Trust Center](#).

Customer Stories

Jaguar Land Rover

Drove efficiency in several key departments by implementing digital workflows.

Adobe Sign helped shape a strategic vision for increased efficiency, global expansion, and faster time to market.
- Reduced signoff on a major engineering documents from a few weeks to just a few days
- Automation of over 80 paper-based processes
- Enabled traveling executives to sign on the go using mobile devices

AusNet Services

Deliver energy to millions of Australians by streamlining operations.

Adobe Sign and SharePoint provided speed, efficiency and auditability.

- Reduced contract signing time to 2 days
- Collected 150 signatures at once with little effort
- Stay compliant with audit trails
- A widget streamlines onboarding of new suppliers with SharePoint

State of Hawaii

Wanted to enhance services through paperless initiatives.

Adobe Sign and SharePoint improved the productivity of govt employees, provided citizens with faster services and reached a geographically disperse population.

- 80% less time to process new hires
- Signed approvals returned in hours, not weeks
- 64,000+ e-Signature transactions the 1st year
- Simplified complex workflows with SharePoint integration