Singtel SaaS:
Adobe Sign

Singtel   ncs   OPTUS yes

Agenda

1. Understanding Adobe Sign

2. Why Adobe Sign?

3. Adobe Sign Customers

4. Licensing & Price

5. Adobe Sign Features Comparison: Enterprise vs Business

6. Features Comparison: Adobe Sign vs DocuSign

7. Price Comparison: Adobe Sign vs DocuSign

1. Understanding Adobe Sign

Introduction to Adobe Sign

Hidden opportunity
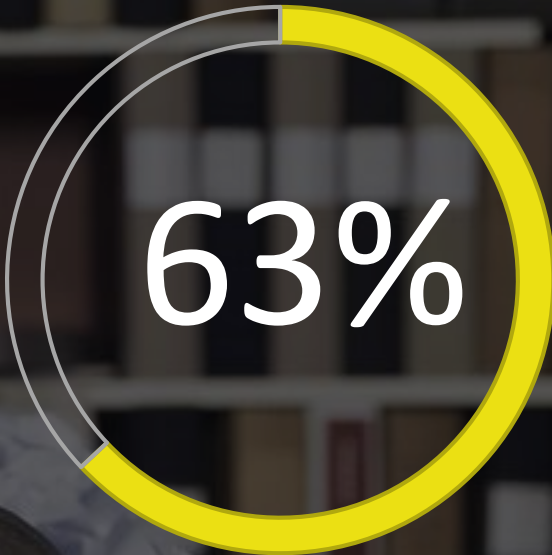
30%
… of worker's time could be freed by automating…

- Document routing
- Signing & approvals
- Status tracking
- Archiving

1/3
… of business leaders claim problems with…

- Missing signatures, initials, or dates
- Signed by the wrong person

63%
… of business leaders say gaps in automation and integration…

adversely impacts the quality of the customer experience

With a powerful return on investment

Time Savings

92%

Employee contracts returned in 11 hours, vs. 3 weeks

Telefonica

Contract Signing

19 days

Car lease contracts finished in 4 days and 2 hours vs. 23. 5 days

LeasePlan

Eliminated

1M/year

Sheets of paper from one process with travel reward partners

KLM Royal Dutch Airlines

Adobe Sign

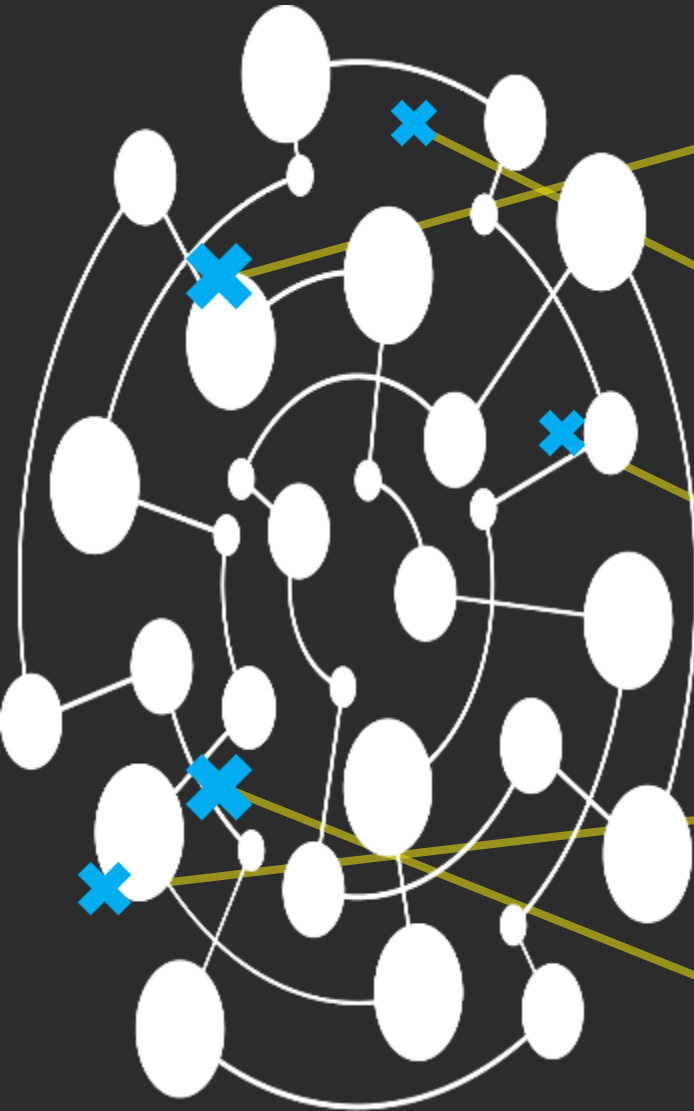Adobe Sign is the trusted electronic signature leader

- Over 8B signature transactions per year

- Get signatures in minutes, not days

- Work anywhere, on any device

- Add to your business applications

- Ensure legality, security and compliance

Five ways to use Adobe Sign that impact hundreds of use cases

Sign
Sign documents that require a legally-defensible signature, often used with customer or business-to-business transactions.

Sales Contract   Mortgage Loan   NDA

Fill form
Collect information from a customer, partner, or employee to kick off a new process or gather needed information.

Vendor Onboarding   Facilities Request   Patient Intake

Approve
Approve documents when a formal signature isn't required, often used with internal processes.

Purchase Order   Service Order   Project Approval

Accept
Click to accept a document intended to inform or notify the recipient about important business terms or changes.

Terms & Conditions   Policy Update   Legal Notification

Certified recipient
Provide confirmation in the audit trail showing that a recipient viewed and acknowledged a document.

Change in Terms & Conditions   Policy Update   Price Increase

Sales

- Contracts and agreements
- Proposals and quotes
- Application forms

Human Resources

- Employee onboarding
- Benefits enrollment
- Employee policies
- Employee off-boarding

Procurement

- Supplier contracts
- Requests For Proposal (RFPs)
- Vendor onboarding

Legal

- Contract management
- Nondisclosure agreements
- Policy management

Marketing

- Customer enrollment
- Marketing contracts
- Release forms

Product Management

- Change authorization
- Requirements acceptance
- Roadmap approval

IT & Operations

- Change authorization
- Vendor agreements
- Asset management

Resources

- Lease & facilities agreements
- Request-for-service forms
- Facilities planning

Customer Service

- Service & work orders
- Field service forms & acknowledgements

Why customers prefer Adobe Sign

Trust
- ✓ 20+ years of global leadership
- ✓ Clear market leader, per Forrester[*]

Ease of Use
- ✓ Easy to learn, easy to sign
- ✓ Experience innovation, e.g. Adobe Scan, Sensei

Integrations
- ✓ Preferred by Microsoft
- ✓ Top-rated integrations & APIs

Workflow
- ✓ End-to-end digital workflows
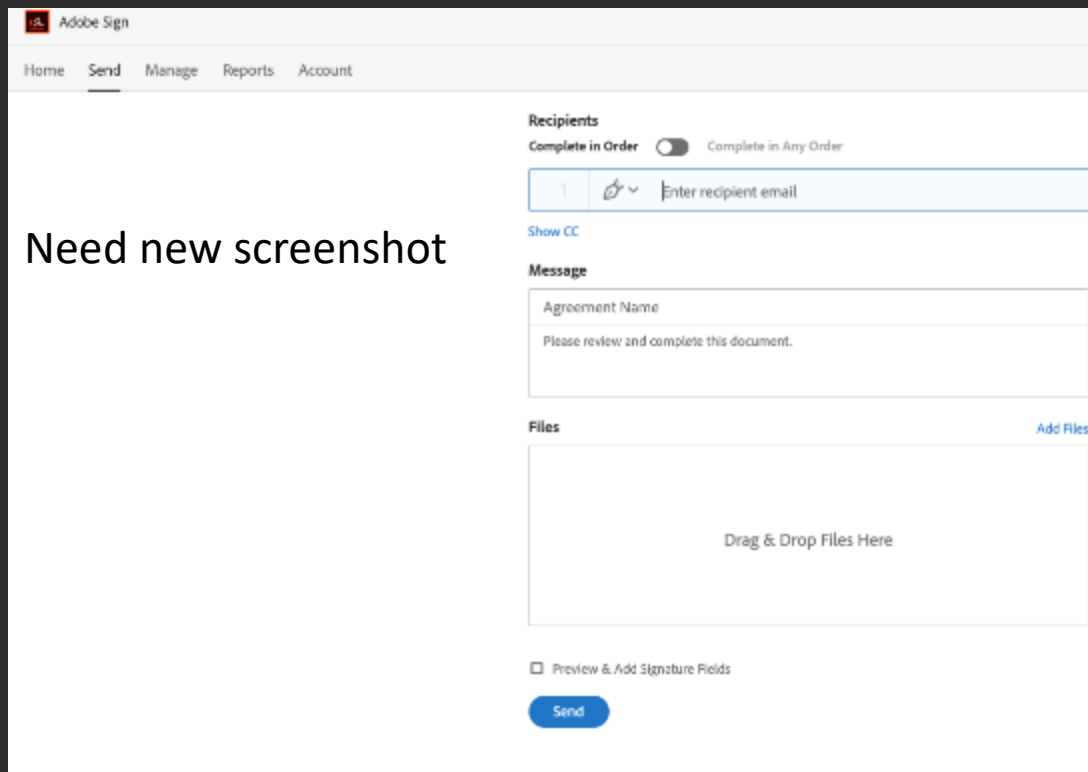- ✓ Drag and drop template creation

Compliance
- ✓ Unsurpassed compliance
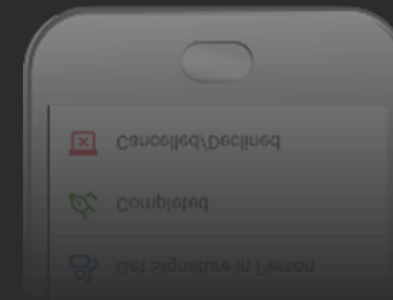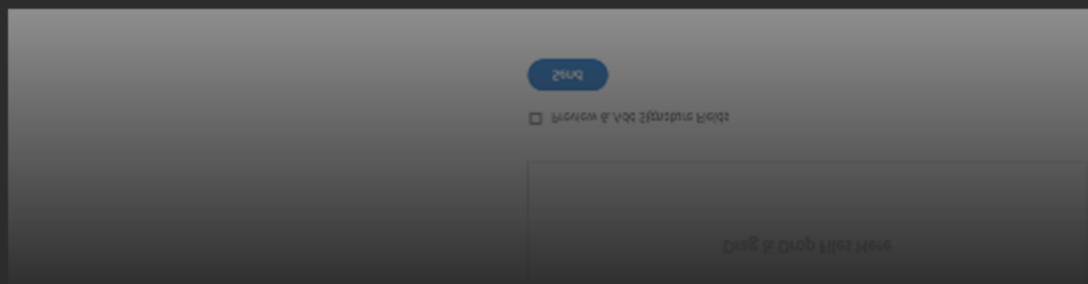- ✓ Rigorous security certifications & regional data centers

Enterprise Ready
- ✓ Best-in-class support & implementation services
- ✓ Exceptional uptime reliability

Easier sending and signing experience

Need new screenshot

Adobe Sign has superior workflow control with visual design tools
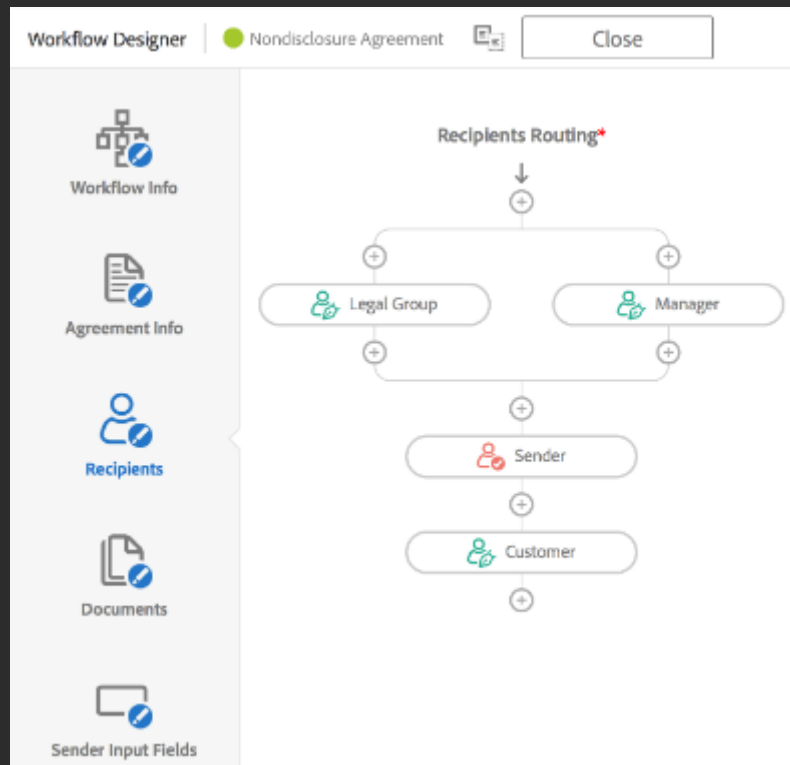
Drag and drop to create custom workflow templates

Easily configure workflow templates in apps like Salesforce

Adobe provides unsurpassed support for deployment and learning

Enterprise support

Best practice guides
and insanely great tutorials
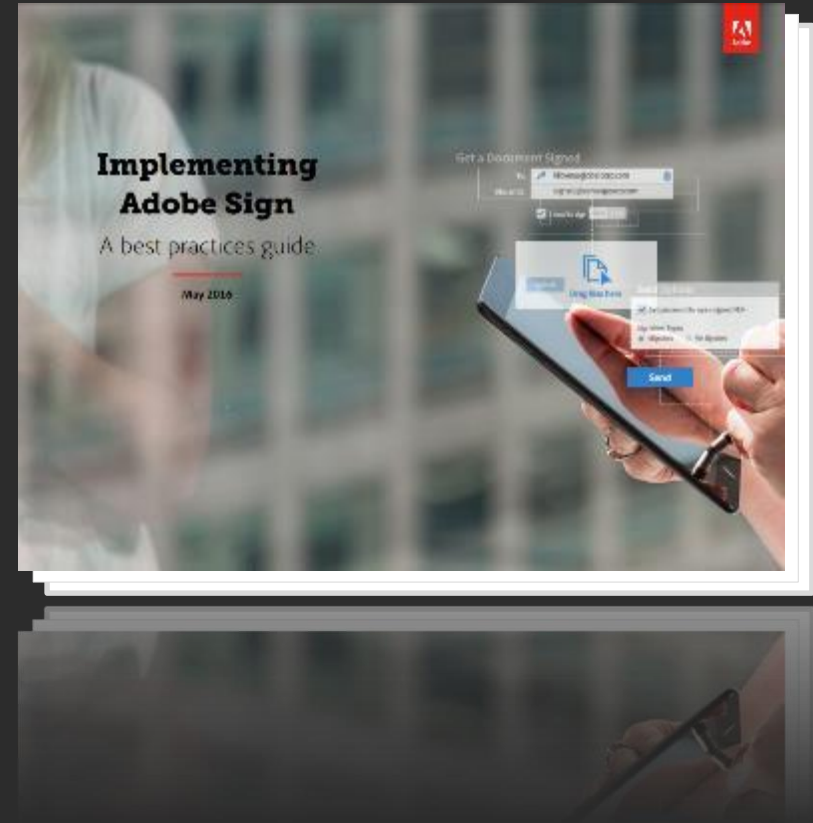
Adobe Sign complies with US and global e-signature laws

U.S. ESIGN Act
UETA

- ✓ Prove who signed

- ✓ Demonstrate intent and consent to sign electronically

- ✓ Prove which document was signed

Signer authentication

Audit Trail

Document of record
with tamper-evident seal

Adobe

Adobe Sign complies with US and global e-signature laws

EU eIDAS
Electronic Identification and
Electronic Trust Services

- ✓ Electronic Signatures

- ✓ Advanced Electronic Signatures (AES)

- ✓ Qualified Electronic Signatures (QES)

Qualified

Advanced

Electronic Signatures
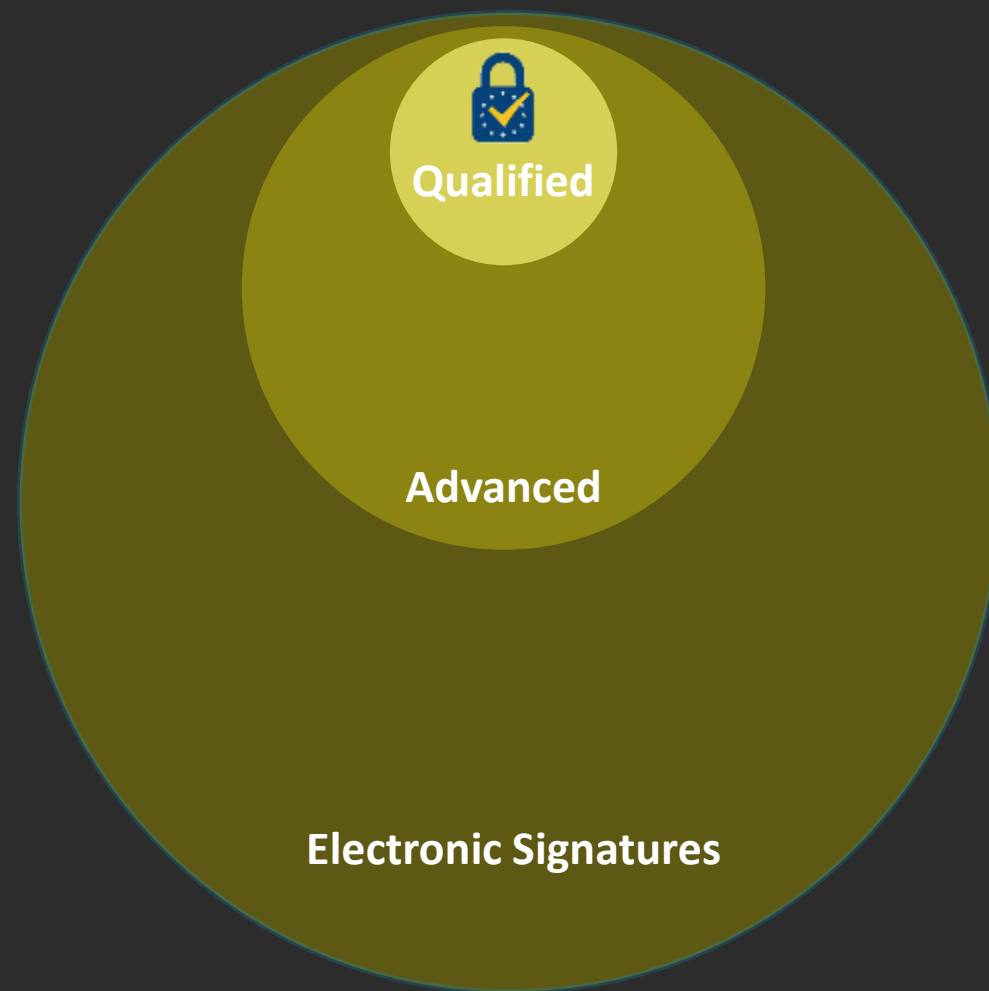
Compliance – Security and Privacy Compliance

Adobe Sign meets the highest levels of security & privacy requirements.

Adobe is the global leader in standards-based electronic signatures

World's first open, cloud-based digital signatures comply with the most demanding legal and regulatory requirements

- Bringing high-assurance signatures to 7 billion mobile devices and web apps

- Improving the customer experience

- Accelerating business

- Improving compliance
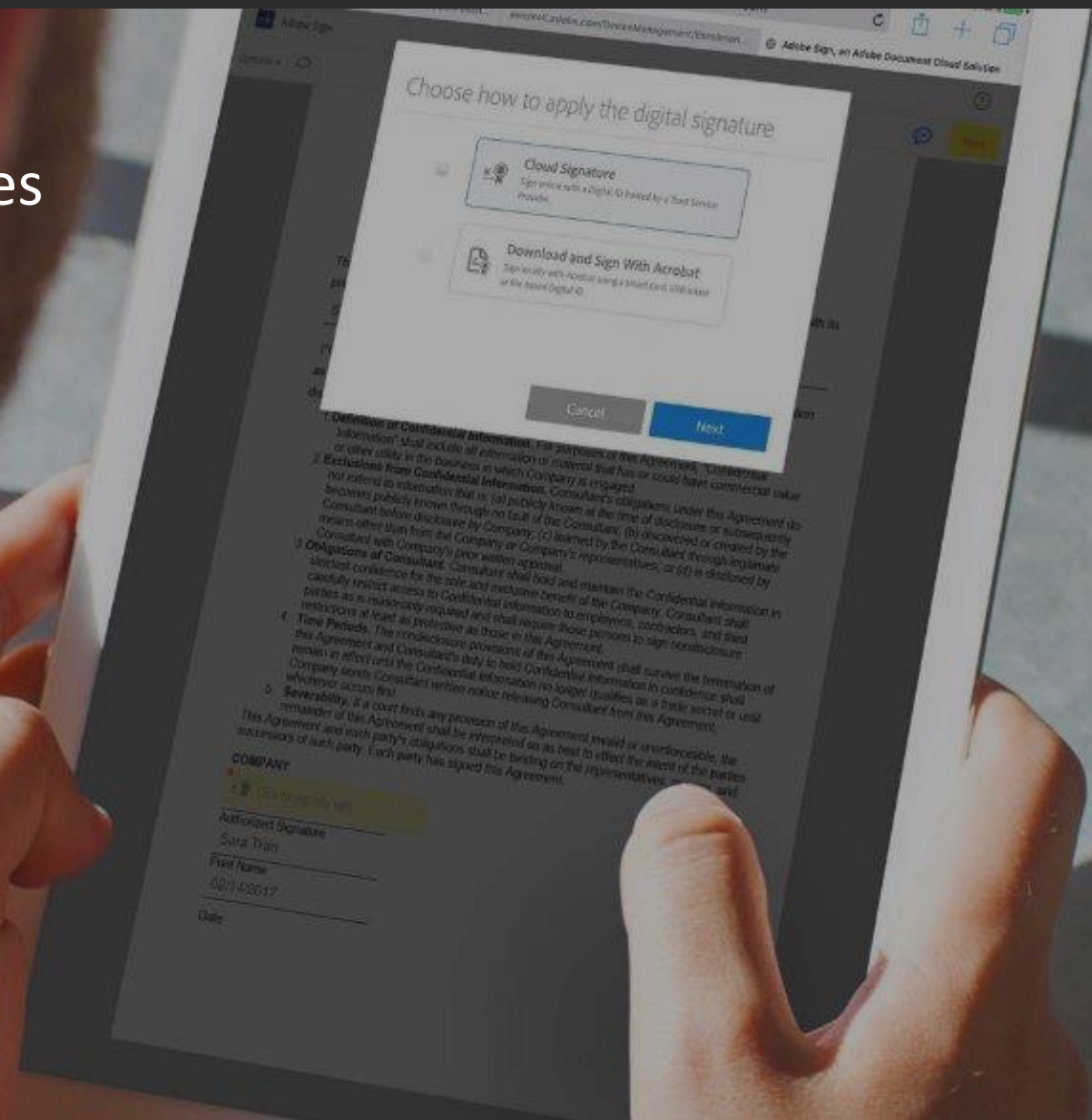
2. Why Adobe Sign?

Changing the world through
Digital
Experiences

Adobe Sign

Auditability

Analytics

Document security

Cross-Device Experiences

Globally-compliant e-signatures

Identity verification
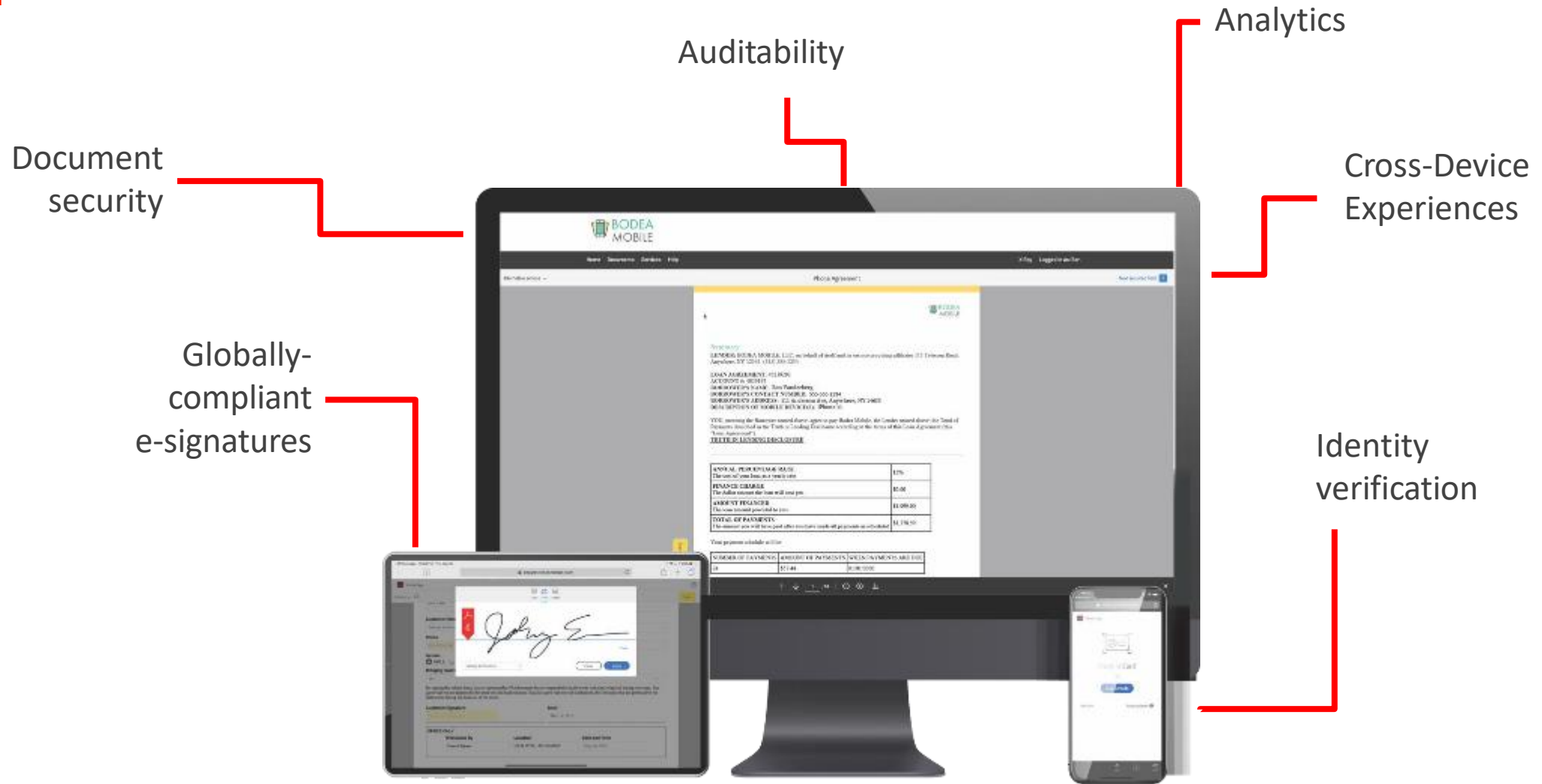
Use-Case Roles

Sign
Sign documents that require a legally-defensible signature, often used with customer or business-to-business transactions.

Sales Contract Mortgage Loan NDA

Fill form
Collect information from a customer, partner, or employee to kick off a new process or gather needed information.

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Approve documents when a formal signature isn't required, often used with internal processes.

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Accept
Click to accept a document intended to inform or notify the recipient about important business terms or changes.

Terms & Conditions Policy Update Legal Notification

Certified recipient
Provide confirmation in the audit trail showing that a recipient viewed and acknowledged a document.

Change in Terms & Conditions Policy Update Price Increase

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Use-Cases across your business

B2C

CUSTOMER EXPERIENCE
- Terms and Conditions
- Financing agreements
- Service Centers
- Warranty certificates

PARTNER PORTAL
- Consent Management
- Survey Consent Management
- Privacy Consent
- Terms and Conditions
- NDAs

SERVICE
- Customer Contracts
- Change of Service
- SOW
- Invoices
- Change of Address/Service
- Service Consent

B2B

SALES
- Sales Contracts
- Non-disclosure agreements
- Invoices
- Statements of Work

SERVICE
- Change of Service
- SOW
- Invoices
- Change of Address/Service
- Service Consent

IT/SOURCING
- Data Standards Approvals
- IT Risk-related contracts
- Vendor agreements
- Security sign-offs
- Equipment/Application approvals
- Data center access

Operations

IT
- Project budget approvals
- Asset management
- Change authorizations
- Requirement signoff
- Access management

PROCUREMENT
- Bill of Materials
- Product Requirements
- Manufacturing Build Package
- Purchase orders

HUMAN RESOURCES
- Onboarding documents
- Time off management
- Offer letters
- New hire packages
- Benefits enrollment

FINANCE
- Pay stub acknowledgements
- Travel/spend authorization
- Reimbursement requests
- Invoice approval/processing
- Budget approvals

COMPLIANCE
- Contracts (MSA, etc.)
- Agreements (T&C review)
- Legal case management
- Compliance (ISO 27001, SOC, PCI DSS, HIPAA, 21 CFR, GDPR, FedRAMP)

FACILITIES
- Inspection Guidelines
- Work orders
- Lease agreements
- Parking permits
- Facility inspections

Microsoft Dynamics · salesforce · ORACLE · conga · icertis Applied Cloud · box · Office 365 · SharePoint · eOriginal · workday · NINTEX · SAP Ariba · Power Automate · servicenow · CallidusCloud · SciQUEST · Dropbox · PowerApps

Why choose Adobe Sign

End to End Digital Experiences

Automation & Innovation through AI

Enterprise Adaptability
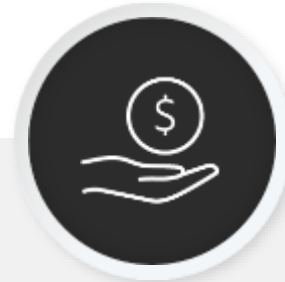
Superior Value
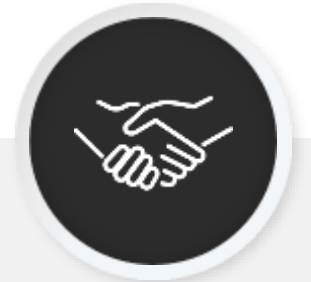
Trusted Enterprise Partner

SECURE, SCALABLE, AND COMPLIANT PLATFORM

FORTUNE 100

The majority using Adobe Sign

Singtel

End-to-end digital document experiences – *not just agreements*
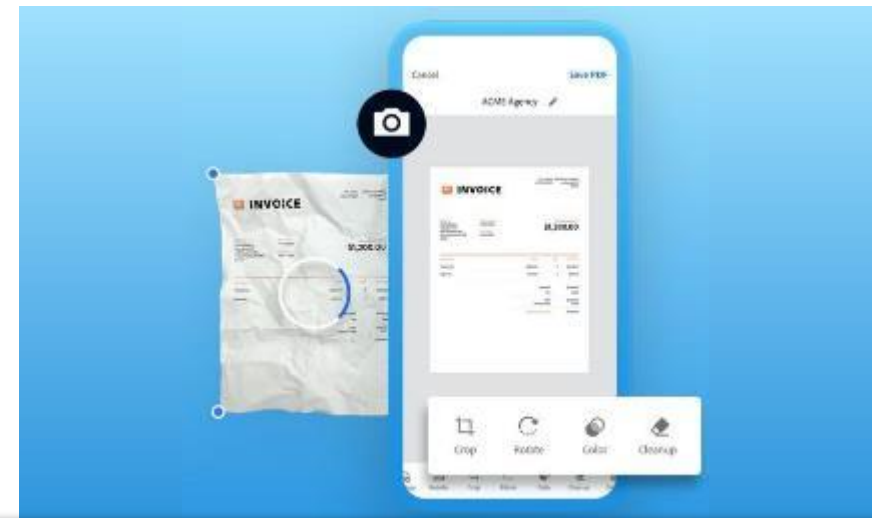
Any Device • Scan to Capture • PDF Reinvention • Document Intelligence • Innovative Microsoft Integration • Powerful Workflows
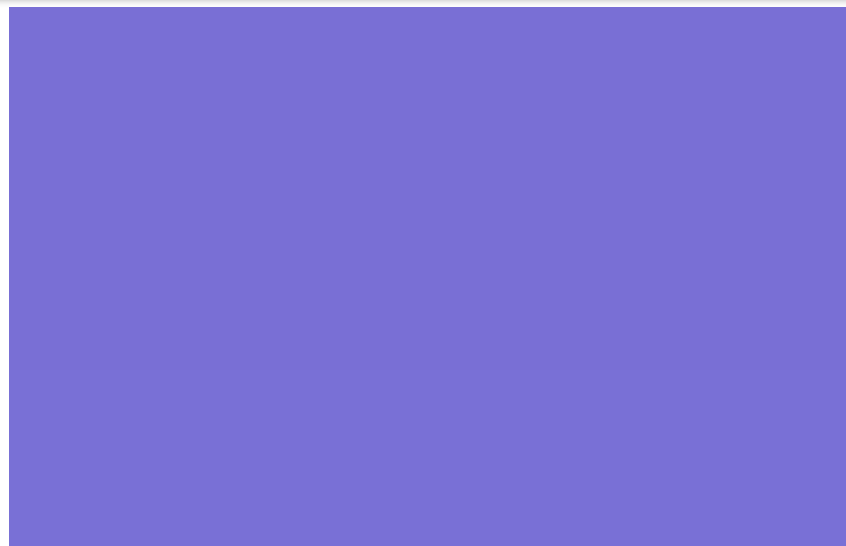
Collection of intelligent features across all Adobe products to dramatically improve the design and delivery of digital experiences, using artificial intelligence and machine learning in a common framework.

Adobe Sensei

Creative Intelligence

Experience Intelligence

Content Intelligence

Liquid Mode for Signing

Optimize viewing for the best mobile experiences
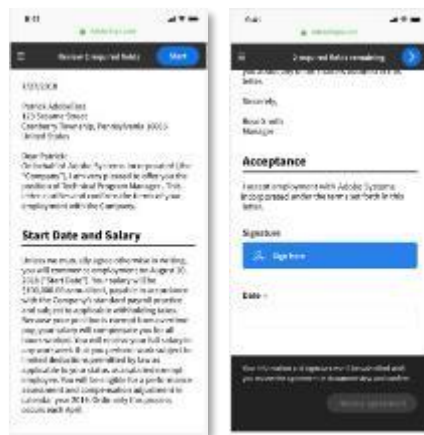
Signature Field Recognition

Can automatically identify suggest signature field for any uploaded document

Enterprise freedom of choice – *integrates with existing critical business systems*

Enterprise grade APIs for signature workflows, optimized for scalability and customization – *included, no extra fees*

Pre-built connectors integrating leading enterprise applications – *included, no extra fees*

Adobe Sign   &   Microsoft

Microsoft's *only* preferred e-signature solution

Protecting Your Financial Legacy

HR	SALES AUTOMATION	DOC GENERATION	WORKFLOW	PRODUCTIVITY	CLM/CPQ
workday.	Microsoft Dynamics	NINTEX DRAWLOOP	Microsoft Flow	Office 365	icertis
SAP SuccessFactors	salesforce	conga	NINTEX	SharePoint	salesforce CPQ
servicenow	ORACLE NETSUITE	Adobe Experience Manager	Adobe Experience Manager	Microsoft Teams	PROS.
				Dropbox	APTTUS
					ORACLE
Microsoft		salesforce	Google		box

Singtel

Microsoft & Adobe drive deep business innovation

Teams

SharePoint

OneDrive

Dynamics 365

Power Automate

Word

Outlook

PowerPoint

Power Apps

Windows

Azure AD and Office 365 Admin
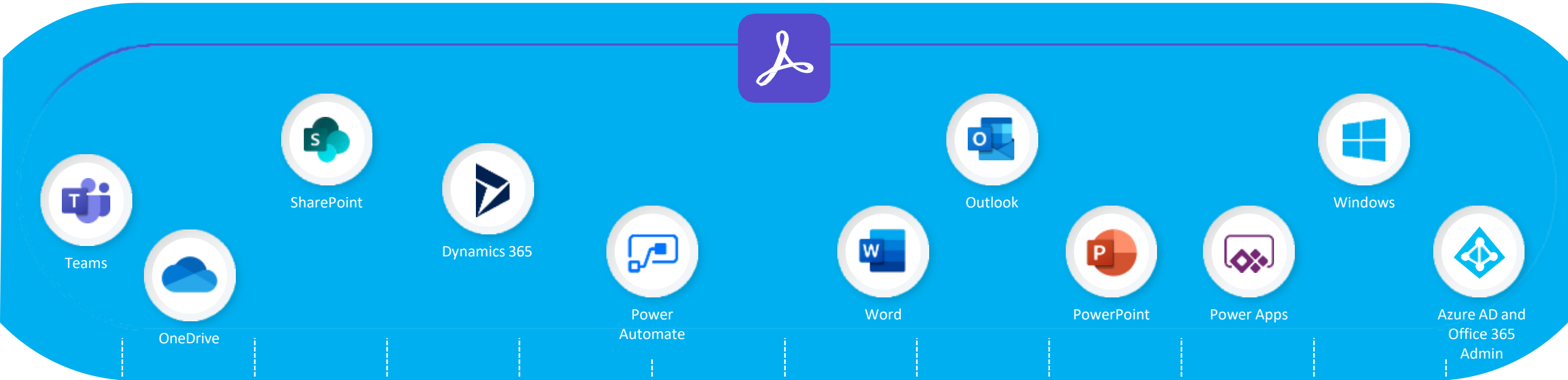
Accelerated Productivity
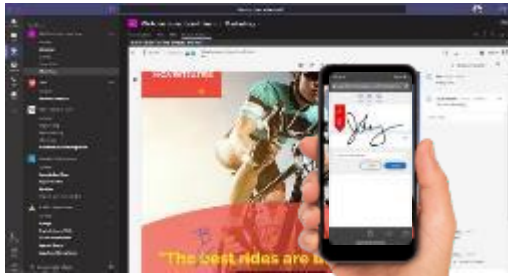
Connected Data & Automated Workflows
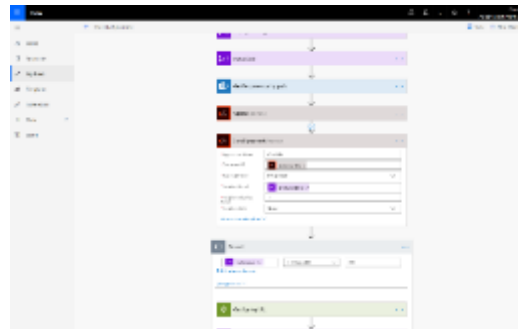
Low Code, Connected Experiences

Superior value

Proven ROI of 420%

FORRESTER®

Lower TCO and better cost predictability

- All inclusive pricing and licensing, ETLA provides flexibility
- Rapid migration implementations
- Strategic vendor consolidation and leverage

Significant ongoing value

- Proven enterprise ROI

Sony Bank	EQUIFAX	BT	State Seal
10% lower	**88 days**	**99% faster contract turnaround**	**$5M saved, 400K signed**
Reduced operating costs of the business and increased value to customer	Went live with migrated use cases from DocuSign to Adobe Sign in less than 88 days	Digitizing last mile of customer experience reduced turnaround from 28 days to 7 hours	In 2.5 years, e-signing transformed constituent and employee services

Trusted enterprise partner – *All inclusive pricing for license, support & services*

Your success is at the heart of everything we deliver

From Initial Discovery to Implementation through Driving Usage and Adoption, Adobe is by your side

Experts

Direct access to a dedicated team

Migration Services

Proven processes and guidance

Training & Best Practices

Best-in-class accelerators and methodology

Integration & Extension

Out-of-the box integrations and comprehensive APIs

Support & Value Realization

Assistance from day one through value realization

Gartner peer insights™

Willingness to recommend:

100%

57%

Trusted leader - *authentication & compliance*

Email

**Email
+ Password or
Phone/SMS token**
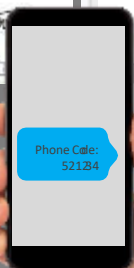
**Email
+ Knowledge-based
Authentication (KBA)**
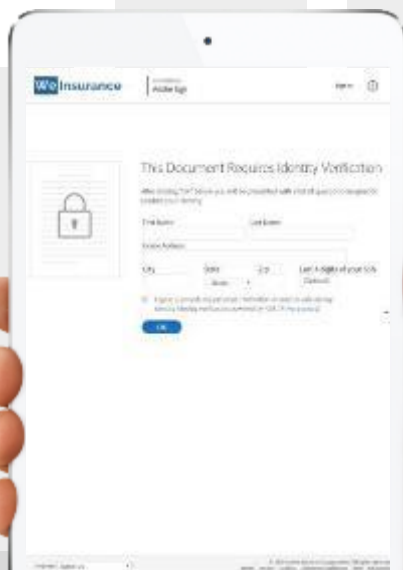
**Email
+ Government
ID verification**
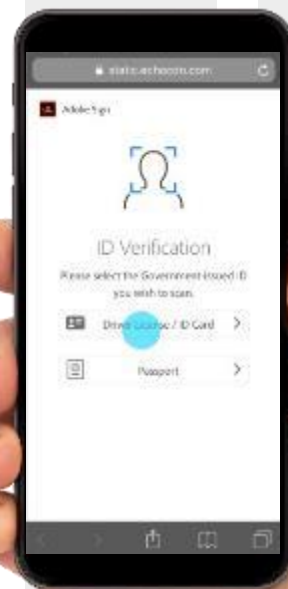
**Email
+ Advanced Signatures
& Qualified Signatures**

**Smart Card
Digital Certificates**

Industry-leading compliances

8 Global data centers

Ensuring 100% digital customer experiences

Start application website

Reminder on app to resume

Continue to complete on mobile
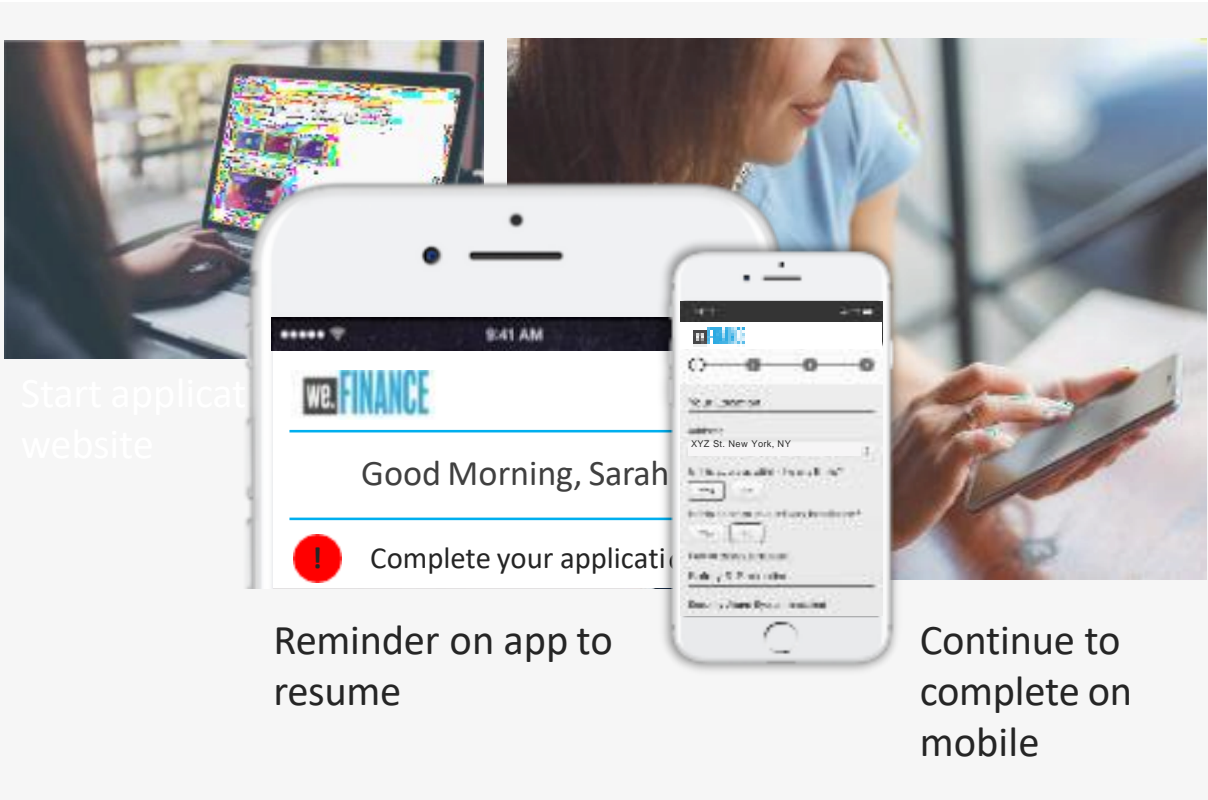
Forms Automation and Digital Enrollment
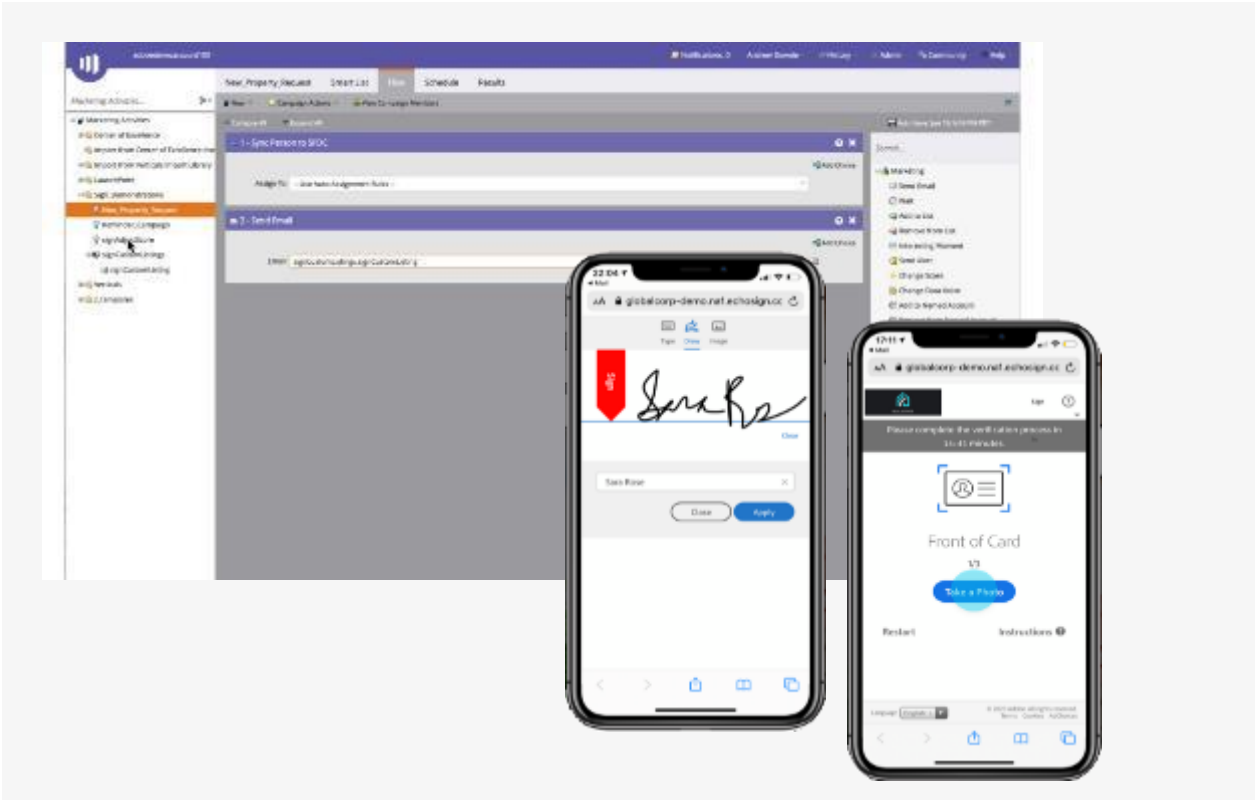
Marketing Automation from Lead to Signature

Adobe Sign
Updates

From November 2020, the collaboration with eight digital signing application providers, namely DocuSign, iText, Netrust, Adobe, Onespan, Dedoco, Tessaract.io and Kofax, will progressively be rolled out. The legal and financial sectors will first pilot Sign.

Source: Govtech Press Release. Annex B – Singpass Factsheet.pdf

Adobe launches Adobe Sign on Microsoft Azure in Singapore to accelerate modernization of digital signing experiences

Strategic partnership furthers Adobe's commitment to support end-to-end digital experiences for private and public sector organizations in Asia Pacific

Singapore — 16 December 2020 — Adobe today announced the launch of Adobe Sign on Microsoft Azure with the establishment of a local data center in Singapore. A critical ingredient of Adobe Document Cloud, Adobe Sign is Adobe's eSignature solution.

Source: Adobe's Press Release – 16 Dec 2020

3. Adobe Sign Customers

The global leader in secure digital documents

- 20+ years of experience

- Stable management and leadership

- Standards leadership

- Offices in more than 30 countries

- One of most trusted SaaS providers in the world

Adobe Sign Customer Successes

Equipping tomorrow's workforce with vital skills.

TAFE Queensland delivers a better customer experience to employees, apprentices, and trainees with Adobe Sign.

MAKE GREAT HAPPEN **tafe** Queensland

"Adobe Sign cut the time required to induct employees, apprentices, and trainees for training courses and allowed us to have richer, more meaningful engagement with students and employers."

Jo Adams, Manager, Recognition and Workplace Services, TAFE Queensland SkillsTech

SOLUTION
Adobe Sign, an Adobe Document Cloud solution

RESULTS

REDUCED onboarding process from 2 weeks to 10 minutes

50% DECREASE in paper use within 3 years

Supports induction **ACROSS DEVICES**

EFFICIENCIES allow staff to focus on other business-critical initiatives

Raising the bar for achievement.

Achievement First works hard to close the achievement gap and deliver on the promise of an equal educational opportunity for all children, regardless of race, economic status, or zip code.

Achievement **First**
PUBLIC CHARTER SCHOOLS
www.achievementfirst.org

"Because of Adobe Sign, we can spend more time analyzing our choices and hiring the best educators for our students."

Kerri-Ann Nesbeth, Associate Director of Recruitment Operations, Achievement First

SOLUTION
Adobe Sign, an Adobe Document Cloud solution

RESULTS

60% SHORTER turnaround time with e-signatures

50% FASTER to generate an offer letter

UP TO **90% FEWER** errors through automated workflows

Simplified workflows for **COMPETITIVE** offers

Bringing savings to companies worldwide.

Lufthansa AirPlus remains competitive in a changing market using paperless workflows supported by Adobe Sign.

AirPlus
INTERNATIONAL

"In today's world, our customers want to process everything online and with Adobe Sign we are able to meet that demand."

Marion Evers, Project Controller, Demand and Operations Management at Lufthansa AirPlus Servicekarten GmbH

SOLUTION
Adobe Sign, an Adobe Document Cloud solution

RESULTS

150 Hours saved annually for greater **PRODUCTIVITY**

FAST turnaround in as little as 15 minutes

Demonstrates **COMPLIANCE** with audit trails

Expanding **DIGITAL** transformation across teams

SMRT Corporation, an edge on efficiency.

Premier multi-modal transport service provider in Singapore achieves workflow efficiency with Adobe Sign, integrated with Ariba Contract Management.

"The mobile nature and user-friendliness of Adobe Sign were huge deciding factors.
Our executives are constantly on the go, and being able to remain productive
while travelling helps us make the most of our time."

Alfred Aloysius, Director, Strategic Sourcing, SMRT Corporation Ltd.

SOLUTION

Adobe Document Cloud
- ### Adobe Sign

Ariba Contract Management

RESULTS

3x FASTER			
QUICK APPROVALS	FASTER PROCESSING	MOBILE ACCESS	COST SAVINGS
Increased turnaround time for document approvals	Reduced overall agreement processing time from 3 weeks to 16 hours	On-the-go access for document approvals for highly mobile executives to boost efficiency	More than $100,000 saved in man-hours, within the first year

Leading Adobe Sign customers

Adobe Sign customers include…

4. Licensing & Pricing

Licensing & Price

Product Family	Level Detail	Duration	Cust Price (SGD) Yearly
Adobe Sign for business	1-9 Users	1 Year	$ 619.34
Adobe Sign for business	10-49 Users	1 Year	$ 588.38
Adobe Sign for business	1 to 999 Transactions	1 Year	$ 4.50
Adobe Sign for business	1000 to 2499 Transactions	1 Year	$ 3.16
Adobe Sign for business	2500 to 4999 Transactions	1 Year	$ 2.70
Adobe Sign for enterprise	1-9 Users	1 Year	$ 805.15
Adobe Sign for enterprise	10-49 Users	1 Year	$ 764.89
Adobe Sign for enterprise	1 to 999 Transactions	1 Year	$ 5.90
Adobe Sign for enterprise	1000 to 2499 Transactions	1 Year	$ 4.11
Adobe Sign for enterprise	2500 to 4999 Transactions	1 Year	$ 3.53

Important Notes:
- For Adobe Sign, 1 User comes with 150 Transactions / Year.
  - A company with multiple license may decide how to split out total limit.
  - e.g. Company X purchased 3 Users license (Total transactions of 450) --> [User 1 – 50, User 2 – 325, User 3 – 75]
- For Adobe Sign Transactions Subscriptions, there is no user limit.
- A transaction is counted with any no. of documents with a combined size of <10mb, & sent out from the adobe account to not more than 25 recipients.
- There will not be refunds for Cancelation, Downgrade, or Upgrades of licenses.
- Pricing is in SGD before GST.
- Tier pricing is available for more than 5k Transactions or 100 Users per year. (Get tier pricing from Product House)

5. Adobe Sign Features Comparison: Enterprise vs Business

Adobe Sign — Adobe Sign product comparison

Category	Feature	Description	Adobe Sign in Acrobat DC	Adobe Sign for business	Adobe Sign for enterprise
Top features	Request e-signatures	Use web or mobile apps to send documents that recipients can e-sign anywhere, on any device.	•	•	•
	Reminders and notifications	Track responses, get email notifications, and send reminders from anywhere.	•	•	•
	Branding	Easily add logos, taglines, and key messages to create a branded signing experience.		•	•
	Manage users and groups	Manage active users—and define user-group specific settings.		•	•
	Self-serve web forms	Post signable forms on your website so visitors can sign agreements easily.		•	•
	Online payments	Collect payments—including contract fees, donations, and online orders—right as customers fill and sign forms with a Braintree account.		•	•
	Enhanced e-signature authentication	Ask signers to type a one-time verification code delivered to their phone or use knowledge-based authentication.*		•	•
	Prebuilt integrations	Quickly add e-signatures to your business applications with over 70 top-rated integrations, including Microsoft SharePoint and Dynamics, Salesforce, Workday, ServiceNow, Ariba, and Apttus.			•
Customization and optimization	Languages	Let senders and signers choose from 34 available languages.	•	•	•
	Shared document library	Store frequently used documents and forms as reusable templates, and share across your team.		•	•
	Bulk sign	Send one document to many people using the Mega Sign tool, so each recipient gets a personalized version to sign.		•	•
	Advanced forms	Add advanced calculations, conditional logic, hyperlinks, and more to forms.		•	•
	Enhanced e-signature authentication	Ask signers to type a one-time verification code delivered to their phone or use knowledge-based authentication.*		•	•
	Advanced roles and routing	Precisely control business processes to automate signing and approvals, collaboration steps like form filling, delivery to certified recipients, and more.			•
	Workflow Designer	Use a visual designer to create workflow templates that drive consistent, error-proof signature processes.			•
	Advanced language support	Let senders request signatures in additional languages.			•
Integrations	Microsoft 365	Send documents for signature directly from Microsoft Word, Outlook, or PowerPoint.†	•	•	•
	Google Drive	Send documents for signature directly from Google Drive.‡	•	•	•
	Box	Send PDF and Word documents for signature directly from Box.	•	•	•
	Dropbox	Send PDF and Word documents for signature directly from Dropbox.	•	•	•
	Prebuilt integrations	Quickly add e-signatures to your business applications with top-rated integrations, including Salesforce, Workday, ServiceNow, Ariba, Apttus, and more.			•
	Preferred by Microsoft	Adobe Sign is the preferred e-signature solution across the Microsoft enterprise portfolio, including SharePoint, Dynamics, Teams, Power Automate, and Power Apps.			•
	APIs	Embed e-signature processes into your custom business applications and update data in back-end systems automatically with comprehensive APIs.			•
Administration	Security certification	Adobe Sign is certified compliant with ISO 27001, SOC 2 Type 2, and PCI DSS.	•	•	•
	Customize application experiences	Fine-tune default settings for security, authentication, the send page experience, and more.		•	•
	Enterprise support	Get 24x7, 365-day support with experts in licensing and other IT topics, as well as open and track support cases.		•	•
	Single sign-on	Let users sign in with their existing Federated ID.		•	•
	Account delegation	Delegate account viewing, sending, or modifying permissions to a different person, such as when someone is on vacation or leaves the company.		•	•
Core features	Prepare forms	Automatically add signature and business fields to documents before sending using Adobe Sensei intelligence, or create your own custom form fields.	•	•	•
	Sign	Let recipients click on a link to open and sign—no downloads or sign-ups needed.	•	•	•
	In-person signatures	Use the Adobe Sign mobile app to get handwritten signatures from others in person.	•	•	•
	Track and manage	Track responses, get email notifications, and send reminders from anywhere.	•	•	•
	Keep records	Store signed documents and audit trails securely, and send copies to all parties automatically.	•	•	•
	Scan and sign on mobile	Use your mobile device camera to turn paper documents into crisp, clear e-documents before sending to others for signature	•	•	•
	Cross-device signature capture	When signing from a non-touch-enabled computer, easily add a handwritten signature by sending a text message to your mobile device.	•	•	•
	Written signature workflow	Print, sign, scan, and return documents without a fax machine. Get the accuracy, authentication, and auditability of electronic signing, even when working with handwritten signatures.	•	•	•
	Digital signatures	Comply with the most demanding signature laws and regulations. Signers use certificate-based digital IDs to verify their identity using desktop or cloud-based digital signatures.	§	•	•
	Stamps	Let participants add a visible business stamp to your document or form, such as a "Received" stamp, a company seal, or a personalized Hanko stamp in Japan.	•	•	•
	Simple e-signature authentication	Invite people to sign by sending an email, and optionally ask for a password before signing.	•	•	•

* Knowledge-based authentication is available in the United States only; additional fees apply.
† Requires free add-in from Microsoft AppSource.
‡ Requires free Adobe Acrobat for Google Drive add-in from G Suite Marketplace.
§ Cloud-based digital signatures are only available in Adobe Sign for business and Adobe Sign for enterprise.

6. Features Comparison: Adobe Sign vs DocuSign

Sales battlecard: Adobe vs. DocuSign

Why Adobe

Deliver exceptional signing experiences and speed business processes with Adobe Sign. It's the easiest way to automate digital document workflows including forms, signatures approvals, and certified document delivery. Use it on the web, on the phone, or inside your favorite applications. It's Microsoft's preferred e-signature solution.

Eight Winning Themes

1. **More than e-signatures.** Adobe Sign is Microsoft's Preferred e-signature solution with best in class integrations that help companies increase the ROI from existing investments, but it is only one component of Adobe Document Cloud, which manages the entire digital document lifecycle including creation, collaboration, and execution of any digital document workflow.
2. **Beyond documents.** The most important difference and critical advantage is that Adobe's offering is much broader than just documents. Adobe offers a complete platform that drives companies' shareholder value. Being able to touch the entire customer journey including creative, marketing, analytics, sales, service, and back office puts Adobe in a league of its own.
3. **Strategic initiative across all clouds.** Adobe and Microsoft integrations extend across Document, Experience, and Creative Cloud assuring a consistent experience throughout every platform. Deep engineering and product alignment guarantee seamless integrations across solutions and substantial bilateral investments ensure an unparallel level of resources and support from both sides. The two software leaders together can develop greater value and use cases for customers by combining Adobe's CMO and MSFT's CIO/CTO expertise.
4. **Work faster and easier with Microsoft integrations.** By seamlessly integrating with the most comprehensive suite of Microsoft apps, employees work faster and easier and complete their tasks in the solutions they are working in already, whether it's SharePoint, Dynamics, Outlook, Teams, etc.
5. **Superior integrations.** Adobe Sign provides over 70 prebuilt enterprise application integrations, and open, flexible APIs for custom applications including some of the most popular like SalesForce and Workday**.** Adobe Sign offers more complete integrations across the Microsoft suite of products than DocuSign. Additionally, with Adobe PDF services (Create, Organize and Combine) users can easily combine Office 365 and PDF documents together right within SharePoint to prepare and send out a contract for signature – no need for desktop software. And because of cross-cloud integrations such us between Adobe Sign and Digital Experience, Adobe can offer more focused and comprehensive enterprise solutions.
6. **Superior workflows**. Adobe Sign has visual and easy to implement, end-to-end business workflows that streamline document processes across teams. Adobe Sign customers can kick off and manage simple to complex, multi-recipient workflows digitally from start to finish—no programming required. Also, the Adobe Sign Power Automate connector makes it easy to add digital approvals and signatures to custom apps and can essentially provide an integration to any solution.
7. **Data centers.** Adobe offers scalable business operations and best in class data security standards thanks to our use of AWS infrastructures, as opposed to DocuSign's practice of managing homegrown data centers in US and EU.
8. **A trusted company.** Adobe, the inventor of PDF with 25+ years experience developing secure digital document solutions, is built for scale. With over 2.5 Trillion PDFs in the world and over 40% of them shared on Outlook, Adobe is also the standard for working with digital documents in the Microsoft environment.

Companies at a glance

FY'19	DocuSign	Adobe
Founded	2003	1982
Employees	3,900	21,000
Revenue	$701M	$11B+
Net Profit	$-426M	$2.9B
Cash reserve	$518M	$2.65B
R&D budget	$185M	$1.9B
Transactions/ year	350M	6.2B (DC) 72T (DX)
Global offices	13	65
Supported languages	13 sending, 43 signing	34 sending and signing

DocuSign's pitch

DocuSign key messages	Adobe response
"DocuSign is the global standard."	With 7 global data centers (in EU, US, JP, and APAC) and support for more than 2x as many languages for senders, Adobe signatures are broadly used across the world. 8 billion e-signatures have been processed by Adobe and over the past 12 months more than 50% of the Fortune 100 are Adobe Sign customers. We comply with regional and industry regulations across the world such as eIDAS, CFR Part 11, FedRAMP and we led the effort to create open standards for cloud digital signatures.
"DocuSign has the easiest to use solution."	See for yourself. Adobe Sign integrations are easy to install, deploy to the workforce, and intuitive to use within Microsoft's suite of productivity apps. Plus, Adobe provides unsurpassed customization and end-to-end business workflows capabilities.
"DocuSign has the most applications."	DocuSign has the most applications to transform the agreement process, but Adobe's mission is to deliver much higher ROI than simply improving the agreement process. Adobe's goal is to help its customers deliver standout customer and employee experiences while significantly increasing business efficiency with a connected intelligent document platform. Whether it is empowering B2C, B2B, or Operational experiences, Adobe is uniquely positioned to offer the best solutions across the enterprise.
"DocuSign has the most integrations."	DocuSign will claim that they have over 350 pre-built integrations, but most of their integrations are niche real-estate integrations that inflate the number. Adobe is focused on delivering the highest quality integrations on solutions/platforms that customers use the most. This includes Microsoft, where we're their preferred e-signature solution. We're also the #1 rated Salesforce e-signature solution, and our expansive APIs let Adobe Sign work anywhere it's needed. And unlike DocuSign, we don't tack on additional charges for pre-built integrations; they're included with Adobe Sign.
"DocuSign is the most trusted and innovative."	DocuSign did not pioneer e-signatures. Before DocuSign was even founded, companies were leveraging Adobe PDFs to capture electronic signatures. DocuSign leverages that same technology to run their e-signature business today. Refer to the trust bullet in the "Winning Themes".
"DocuSign solution is the most secure, compliant and available."	At Adobe, security is our top priority. Adobe Document Cloud is compliant with ISO 27001:2013, PCI DSS (Sign only), SOC 1 and SOC 2 and meets many additional industry-specific compliance requirements but be weary that DocuSign does match all these standards, and it improves upon it with a higher level of FedRAMP, CSA and STAR compliance.
"Adobe isn't focused on e-sign – It's just an add-on to other products and suffers from lack of focus."	Industry leaders and innovators manage broad portfolios of market-winning solutions. Adobe is no different, focusing on every aspect of the modern business cycle, from marketing to contract. Adobe Document Cloud, with Adobe Sign, is mission-critical to great brands everywhere and core to their digital transformation, helping them drive business faster by delivering stand-out digital experiences.

Sales battlecard: Adobe vs. DocuSign

Top Differentiators

Leadership	Over 20 years of innovation in secure digital document technology. Adobe led development and adoption of the first open standards for digital signatures, and it's advancing standards again with cloud-based digital signatures. Adobe holds approximately 1,000 patents related to digital documents and AI-powered applications such as Adobe Scan.
Trusted partner	Adobe is a world-class, Fortune 500 company committed to your success with extensive cloud management experience, worldwide presence, best- in-class support, and vast partner ecosystem. Adobe was named by Fortune Magazine as one of "Fortune's Future 50" and #2 for "World's Most Admired Software Companies". It has a long history as a profitable company with stable management and leadership, while DocuSign's executive leadership has continued to turnover, including going through 6 CEOs in 15 years.
End-to-end digital document workflows	DocuSign's focus is agreements, but the world doesn't run only on agreements. Adobe Document Cloud makes it easy to build end-to-end digital document workflows that take the work out of paperwork. By connecting the entire document flow, these workflows can be defined by the user to be ad-hoc, driven from a template with fixed routing, or intelligent workflows that initiate the right steps automatically. All Adobe Document Cloud digital document workflows have world-class security, compliance, mobile and analytics built in.
Branding customization	Adobe Sign is the most customizable and doesn't brand the signing experience like DocuSign. With full HTML control over signature request and confirmation emails, customers can fully tailor the signing experience with company logo, tagline, and messages.
Document retention	DocuSign must hold documents in its cloud for two weeks. Adobe Sign lets customers reduce the length of the retention period to suit their use cases.
Pricing	Adobe provides clear, transparent pricing, with no added charges for support or integrations and treats customers with respect compared to DocuSign, which tends to overcharge and have a Sales team that only cares about closing. For example, DocuSign charges every time users load a PowerForms page compared to Adobe that only charges when forms are filled and submitted by recipients. This is because Adobe's approach is to invest in customers' long-term success rather than focus on short-term gains.
Any type of form	Adobe Sign can automate and simplify any kind of form. Starting with any document, auto-form field detection helps build and send forms fast. AEM's HTML forms automatically adjust to any size screen and can drive conditional workflows based on the information gathered. Adobe Sign's form handling delivers the right documents to the right people at the right time and the latest integration between Web Forms and SharePoint allows data collection at scale internally and externally.
Prebuilt Integrations	Adobe Sign for enterprise also includes over 70 easy-to-configure prebuilt integrations that allow you to work inside leading applications, including Microsoft Teams, Box, Dropbox, SharePoint, Salesforce, Dynamics, Workday, and many more. Rapidly add e-signatures into your systems of record with richly featured, pre-integrated and custom applications.

Key Differentiators Within Microsoft Applications

Office 365	PDF Services. Create PDF from Office 365 online applications, Word, Excel and PowerPoint.
SharePoint	PDF Services. Create, Combine, Organize, Export, View PDF Integration with SharePoint. Lists, Workflows, and Web Forms, which provide a data capture solution that maps data back into SharePoint and collects e-signatures at the same time.
Dynamics 365	Native integration, send page and contacts list, check contract status in Outlook, for both online and on-prem. Unique cross-cloud integration with AEM Forms.
Teams	Built-in integration with Teams. DocuSign does not have one so users must build it through Power Automate.
PowerApps	We have more triggers, actions, and more comprehensive integrations. We provide the ability to view the signing experiences directly in PowerApps without having to write any code.
Power Automate	The Adobe Sign connector can essentially provide an integration to any solution.

Singtel

Adobe Sign vs. DocuSign Terminology Sheet

Adobe Terminology	DocuSign Terminology	Interpretation	Other commentary
E-signatures	DocuSign	People use DocuSign as a verb or generic term to mean e-signing	
Transactions	Envelopes	Our transactions would be the equivalent of DS envelopes.	
Webforms	Powerforms	80% of Powerforms use is purely webforms, but it does do more, beyond what Adobe Sign offers out of the box with Webforms. DocuSign charges every time users load a PowerForms page compared to Adobe only charges when forms are filled and submitted by recipients.	
Templates/Workflows	Templates	Not a 1:1 comparable. Adobe Sign has a template feature allowing you to preset form fields in a document and share them with other senders in your account. Additionally, Adobe Sign has Workflows which allows for preset routing, participant place holders, form filling (on the send page) and template assignment. Adobe Workflows are more robust than a DS Template. But Adobe Templates fall short of DS Templates, as DS templates include routing.	
	Transaction Rooms	Used in real estate primarily as document/contract management. We would rely on industry standard integrations.	
Access code	Access code	Alphanumeric code generated to allow a signer to access an envelope without email	Available through the manage tab on transactions out for signa-ture section.
	E-notary	Process for authenticating the signer that offers the same legal backing as an in-person notary.	Currently, eNotary is not 50 state legal in the US. See eNotary wiki for list of 13 states that accept it. Typically, notary is a policy choice at a company, rather than legal requirement. Through discovery, you can determine the policy was set to raise the level of assurance on the signer's identity. This can often be overcome through use of Adobe Sign Signer Authen-tication options, such as KBA or phone authentication.
CSC - Cloud Signature Consortium	xDTM	An attempted "standard" by DocuSign related to digital transaction manage-ment	When it first started appearing in RFPs, it was a "standard" (more a policy) that DocuSign claimed to have written and complied with. In fact, they had not published it, and therefore no other vendor could comply. Eventually, they did publish, and it turns out, even DS didn't comply with their own standard. DS has since joined the CSC. A governing body created by Adobe but operated independently.
Audit Trail	Certificate of Completion	A document showing all steps an agree-ment took to get signed. Including the method of authenticating the signer.	DocuSign provides the Certificate of Completion to the account holder ONLY. Adobe supplies it to anyone with access to the document.
Cancel agreement	Void Documents	Method of canceling an agreement currently out for signature.	Available in the manage tab in Adobe Sign.
	Clone Documents	Recreate a past sent agreement exactly	
Digital Signature, yes with AATL or CSC	Digital Signature	NIST standards based digital signature	Customers often do not know, nor care that there's a difference between digital and electronic signature. Most of the time, they mean electronic, NOT digital, depending on region.

7. Price Comparison: Adobe Sign vs DocuSign

Price Comparison: Adobe Sign vs DocuSign

User Subscriptions

Adobe

User Subscription (Price/User)		
Number of Seat/Year	Business	Enterprise
1-9 Users	$619.34	$805.15
10-49 Users	$588.38	$764.89

VS

DocuSign

Seats Subscription (Price/Seat)			
Number of Seat/ Year	Standard Edition	Business Pro Edition	Enterprise Pro Edition
5 - 9 (List Price)	$ 483.00	$ 772.80	$ 1,255.80

Transaction Subscriptions

Adobe

Transactions Subscription (Price/Transaction)		
Number of Seat/Year	Adobe Sign for Business	Adobe Sign for Enterprise
1 to 999 Transactions	$4.50	$5.90
1000 to 2499 Transactions	$3.16	$4.11
2500 to 4999 Transactions	$2.70	$3.53

Adobe Sign starts from a minimum of 5 transactions.
DocuSign starts from 500.

VS

DocuSign

Envelopes Subscription (Price/Envelope)			
Number of Envelopes/Year	Standard Edition	Business Pro Edition	Enterprise Pro Edition
500 - 1000 Envelopes (List Price)	$ 4.83	$ 7.73	$ 12.56

Product Policies

Product Policies

- **User License:**
  - Named user
  - 150 transactions per user per year
  - Transactions can be pooled among users from same account
  - Incremental by 1 user unit in excess of > 1 transaction
- **Transaction License:**
  - Unlimited users
  - Incremental by 1 transaction unit
- Upgrade or Downgrade of plans is not allowed.
- There will be no refunds for Cancellation of license plans
- Licenses are applicable for a year from CRD date. Customer needs to renew their subscription in the second year should they wish to continue using Adobe SIgn.

FAQs and Resources

OVERVIEWS

Electronic vs Digital Signatures: https://www.youtube.com/watch?v=j8qYJcRcsYg

Overview of Adobe Sign
How to send a document for e-signature: https://www.youtube.com/watch?v=1iV9KU40vwM

Short introduction video for Adobe Acrobat DC
https://www.youtube.com/watch?v=uUfcVznZndY

FAQs – Basics

1. What is Adobe Sign?

Adobe Sign, an Adobe Document Cloud solution is a cloud-based, enterprise-class e-signature service that lets you replace paper and ink signature processes with fully automated electronic signature workflows. With it, you can easily send, sign, track, and manage signature processes using a browser or mobile device. And you can use turnkey integrations and APIs to include e-signature workflows in your enterprise apps and systems of record.

2. What business problem does Adobe Sign solve?

Eighty percent of businesses still struggle with paper-based processes that are slow, error-prone, and fragmented. Workers spend countless hours hunting down approvals and ink signatures—and then print, scan, fax or mail documents to get the job done. The resulting delays frustrate customers, business partners and employees alike—and ultimately reflect poorly on the company's brand. Adobe Sign helps business transform paper processes, making 100% digital workflows a reality with trusted and legal e-signatures. With Adobe Sign, workers and organizations can:

- **Get signatures in minutes, not days** – Workers can easily request signatures from others, sign documents, and track and manage the entire process electronically.
- **Work anywhere, on any device** – Signers click a link to sign documents from any location, at any time of day, using a browser or mobile device. No account sign-ups or downloads are required.
- **Add to your systems and processes** – Integrate Adobe Sign into the systems and applications you're already using today. Nothing changes except the speed of your workflows, and ease of gathering signatures.
- **Ensure legal and security compliance** – Adobe Sign delivers the highest levels of security, availability, and legal compliance. We are the world's trusted leader in secure digital documents and standout digital experiences.

3. How do I work with Adobe Sign?

Because Adobe Sign is a cloud-based service, there are many ways to work with it. All Adobe Sign purchase plans let you work in a web browser or mobile app to send, sign, track, and manage signature processes. Adobe Sign can also be used inside other applications. Individual users can send documents for signature and perform other tasks while working in popular business productivity apps like Microsoft Office 365 Word and PowerPoint, as well as Box, Dropbox, and Google Drive. And, Adobe Sign lets businesses use turnkey integrations and APIs to add e-signature workflows to your enterprise apps and systems of record, such as Microsoft SharePoint and Dynamics 365, Salesforce, Workday, Ariba, Appttus, and many more.

4. What is an electronic signature?

An electronic signature, or e-signature, is a legal way to get consent or approval on electronic documents or forms. One of the most relied upon definitions of an electronic signature defines an electronic signature as: "…an electronic sound, symbol, or process attached to or logically associated with a record …adopted by a person with the intent to sign the record."

Electronic signatures are:

- **Legal** – Electronic signatures are legally binding in nearly every industrialized nation, and even less developed countries are beginning to enact e-signature laws. In 2000, the United States passed the Electronic Signatures in Global and National Commerce (ESIGN) Act, making e-signatures legal for virtually all uses. In the European Union, the Electronic Identification and Trust Services Regulation (eIDAS) took effect in July 2016. Other countries have enacted similar laws as well.
- **Tested** – Adobe Sign has been the highest-rated e-signature app in the Salesforce AppExchange since 2006. Many Fortune 500 companies and government agencies, and tens of thousands of small to medium businesses rely on Adobe Sign to process tens of millions of agreements every year.
- **Secure** – Electronic signatures are more secure than written and fax signatures. Adobe Sign manages the complete process, including routing documents, guiding signatures or approvals, generating notifications, and storing signed documents in a secure environment. In addition, the final document is certified with a tamper-evident seal.
- **Auditable** – The process of gathering electronic signatures from multiple parties is completely tracked to ensure compliance. Adobe Sign maintains a detailed audit trail that logs all events and actions taken by the people who participated in the transaction.
- **Verifiable –** Electronic signature processes can use a variety of methods to authenticate the identity of signers. Typical "e-signature" processes send the document to be signed to a specified email address and use the recipient's access to that email account as a basic form of authentication. To increase security, many businesses rely on additional authentication steps (multi-factor authentication) to guarantee the identity of people signing important documents. Examples include phone authentication, one-time passwords, social network identities (for example, Google), Government-ID verification, and Knowledge-Based Authentication, which
requires signers to prove their identity by answering questions unique to them. Another form of authentication is commonly known as a "digital signature" and requires people to sign with a certificate-based digital ID. Each signature is encrypted and bound to the document. Both the signer's identity and the integrity of the signed document can be validated through a trusted third-party certificate authority.

FAQs - Basics

5. How are electronic signatures better than paper or fax signatures?

Electronic signatures are more secure — and get the job done faster and cheaper — than paper-based signatures. Electronic signatures:

- **Apply to the entire document** – If a paper contract has two or more pages and the signature is applied only to a single page, unsigned pages could be changed without anyone's knowledge. With Adobe Sign, a cryptographic binding is applied to the entire document before delivering a PDF of the final, signed document to all parties, creating a certified document with a tamper-evident seal. If any information changes on any page, Adobe Acrobat and Acrobat Reader software display a notification that the document's certification is no longer valid.
- **Can be tracked and managed efficiently** – Electronic signature processes driven by Adobe Sign provide complete visibility into the signature process, letting you keep track of document status in real time, get notified when your documents are signed, and send reminders as needed.
- **Can't be duplicated with a copier or scanner** – It's too easy to forge a paper signature by copying it, scanning it, or tracing it with a pen. With Adobe Sign, a signature is bound to a specific instance of the document and tracked as part of a multi-step signature process.
- **Can't be backdated** – With paper signatures, signers are free to enter any date or time they choose, making it possible for one of the parties to change the "active" date of the signing without notifying other parties. With Adobe Sign, the time is centrally managed by the hosted service and backdating is not allowed.
- **Are much easier to authenticate** – Authenticating a paper signature requires another handwritten signature from the same signer for forensic comparison. If additional signature samples aren't available, authenticity can't be proven. With Adobe Sign, multiple authentication methods can be applied to guarantee the identity of people signing documents.
- **Are similar to using a notary, but without the hassle** – Paper signatures can be made more secure if you work with a trusted third party like a notary, but the in-person signing ceremony adds costs and delays to the signing process.
- **Reduce the costs and hassles of long-term storage** – Electronic document storage is less expensive than renting floor space for paper filing cabinets. If documents need to be retrieved, the task can be done with simple search commands. And documents can be sent to the requesting party in moments, instead of by fax or overnight mail.
- **Prevent documents from being defaced** – Paper documents can be defaced when signers cross out text in the document. Electronic signature processes driven by Adobe Sign protects the integrity of the original document so information cannot be hidden or removed.

6. Is there a difference between electronic and digital signatures?

While the terms may seem similar, electronic and digital signatures actually describe two different approaches to signing documents — and those differences are linked with signature laws and regulatory requirements. Digital signatures are a subset of the larger category called "electronic signatures." Where typical electronic signatures can use a variety of methods for authenticating signers — such as email, corporate IDs, or phone verification — digital signatures use one specific method. With digital signatures, signers authenticate their identity using a certificate-based digital ID, which is typically issued by a trusted third-party certificate authority.

Another key difference between typical e-signatures and digital signatures is the evidence used to prove that a document was signed. Adobe Sign manages the entire process securely, tracking every step in the signing process and capturing that information in an audit trail. Both the audit trail and the signed document are certified to provide a tamper-evident seal, and the audit trail can be used to produce evidence of each party's signature. Digital signatures add one more level of proof. With digital signatures, each signature is encrypted and bound to the document. Both the signer's identity and the integrity of the signed document can be validated through a trusted third-party certificate authority. Adobe Sign supports both methods of signing in a single, scalable signature solution.

7. What makes up 1 transaction for Adobe Sign?

A transaction is counted with any number of documents with a combined size of less than 10 mb and is sent out from the adobe account to not more than 25 recipients.

FAQs - Mobile

1. What is the Adobe Sign mobile app?

Adobe Sign mobile app is a free app for Android or iOS devices that works as a mobile companion to Adobe Sign solutions. The app lets you conduct complete business transactions on the go. With it, you can send, sign, track, and manage signed documents from your iOS or Android device. It's also the ideal tool for collecting e-signatures in person from a client or customer. On iOS devices, you can even sign documents offline. The app syncs automatically when you're back online.

2. How do I download the free Adobe Sign mobile app?

To download the latest version of this app, visit Google Play or the iTunes App Store.

3. Can I use Adobe Sign mobile app to get handwritten signatures in person?

Yes. You can use the app to do in-person signing from anywhere.

4. Can I use my own signature when signing?

Yes. In addition to drawing your signature on your mobile device, Adobe Sign mobile app lets you use your device camera to take a photo of your handwritten signature, then use it to sign a document. Your signature is automatically synchronized across web and mobile so you can access your signature image any time.

5. Can I use Adobe Sign to get signatures when my mobile device is offline?

Yes. With the Adobe Sign iOS app, a document can be signed offline even when there is no Internet connection. The document will synchronize with the cloud automatically when a network is available again.

6. Does Adobe Sign mobile app support enterprise mobility management (EMM)?

Yes. Adobe is committed to helping enterprise customers meet demand for mobile business productivity solutions while safeguarding enterprise security and compliance. Adobe Sign mobile app supports the Android for Work EMM platform today.

7. Can I e-sign documents with other Adobe mobile apps?

Yes. You can perform some signing functions using free Adobe Acrobat Reader DC or Adobe Fill & Sign mobile apps, but neither of these matches the comprehensive functionality of Adobe Sign Mobile app. With the app, you can fill and sign documents, request signatures from others, track the entire process, and manage signed documents from anywhere — all while meeting enterprise-class security and compliance requirements.

FAQs – Legality and Compliance / Security

Legality and compliance

1. Is e-signing legal?

Yes. Electronic signatures are legally binding in nearly every industrialized nation, and even less-developed countries are beginning to enact e-signature laws. In 2000, the United States passed the ESIGN Act, making e-signatures legal for virtually all uses. In 1999, the European Union passed an electronic signature directive that member states used as the foundation for country-specific laws. In 2016, the European Union's eIDAS set of regulations took effect in all 28 member states, creating a single, standardized regulation. Other countries have enacted similar laws as well.

2. What security and legal regulations does Adobe Sign comply with?

Adobe Sign meets or exceeds stringent security and legal compliance standards. Adobe Sign is certified compliant with ISO 27001, SSAE SOC 2 Type 2, FedRAMP Tailored, and PCI DSS. Additionally, Adobe Sign can be configured or used in a manner to allow organizations to meet industry-specific compliance requirements such as HIPAA, FERPA, GLBA, and FDA 21 CFR Part 11. Please note that customers are ultimately responsible to ensure that Adobe Sign is configured and secured in a manner that allows the organization to comply with industry-specific legal obligations.

3. Does Adobe Sign comply with accessibility regulations such as U.S. Section 508?

Adobe is committed to accessibility and strives to address it in its products and services. U.S. Section 508 was enacted to eliminate barriers in information technology, to make available new opportunities for people with disabilities, and to encourage development of technologies that will help achieve these goals.

4. How does Adobe support customers in case of a legal challenge to e-signatures?

Adobe's global expertise, rigorous security practices, as well as continuous monitoring of the legal landscape helps our customers confidently maintain compliance with government and industry regulations around the world. Although Adobe Sign has never been successfully challenged or ruled against in a court of law, in case of a legal challenge Adobe is available to assist customers and defend the legality of its electronic signatures (e-signatures). At the discretion of Adobe, assistance may include:

- Information about the solution and/or access to signed document audit trails
- Explaining the Adobe Sign solution, such as at conferences
- Providing sworn affidavits of Adobe experts
- Making personnel available for a person most knowledgeable (PMK) deposition

Security and infrastructure

1. Is Adobe Sign secure?

Yes. At Adobe, the security of your digital experiences is our priority. Industry standard security practices are deeply ingrained into our internal