

Introducing

Adobe Acrobat Studio

The bold next chapter of Acrobat

Unlock the knowledge hidden in your documents, and
move faster on what matters

2025 Kickoff | Launchpad

Let's **win** together.



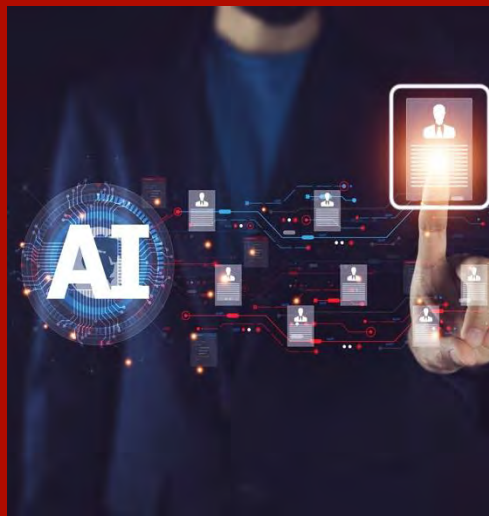
Business Needs are Shifting

And without the right tools, business pays for it

Organizational knowledge is locked in static documents



AI investments are accelerating but ROI aren't clear and security is a concern



Collaboration is becoming more complex in today's hybrid environment



Budgets are under heightened scrutiny across IT and procurement



The document problem is not a file problem, it's a business problem.

Across every team, critical knowledge is buried in PDFs, AI adoption lacks ROI, and collaboration is scattered.

Adobe



Introducing

Adobe Acrobat Studio

**Built to unlock knowledge, simplify collaboration, and
power faster decisions across teams**

Acrobat Studio brings AI, multi-document Spaces, and brand-safe content creation into one trusted platform. Built on the PDF foundation teams already rely on, Acrobat Studio helps organizations unlock insights, align faster, and deliver results with clarity and confidence.

How Acrobat Studio Drives Efficiency, Clarity, and ROI

Each capability is designed to address a core pain point—so you can improve team output, reduce tool sprawl, and deliver measurable business value

Built on the PDF platform your teams already trust

Acrobat Studio brings powerful AI into the **trusted Acrobat** environment, so it's secure, scalable, and familiar. It gives IT full control and makes enterprise-wide adoption easy.

Unlock knowledge inside documents with trusted AI

AI Assistant helps teams find answers fast, with citations that point directly to the source. This builds trust in AI for high-stakes workflows where accuracy and validation are essential.

Accelerate decisions with project-based collaboration

PDF Spaces organize documents, context, and feedback in one AI powered workspace. Teams stay aligned and move from insight to decision, without switching tools.

Create standout content across every team

With **Adobe Express** and **Firefly built in**, anyone can create polished, on-brand content, from slides to visuals without needing extra design help.

Achieve real ROI through time savings & tool consolidation

Organizations using **Acrobat AI Assistant** report up to **45% -time savings** and **415% ROI**. Studio builds on that impact by combining AI, collaboration, and creation in one platform.

Everything You Need, All in One Powerful Acrobat Experience

What You Know & Trust

Acrobat Pro Full-featured PDF tools to edit, organize, sign, redact, compare, and protect documents.

Enterprise-Grade Security & Admin Controls Encryption, watermarking, audit trails, sandboxed environments, and centralized admin oversight ensure compliance, data protection, and governance at scale.



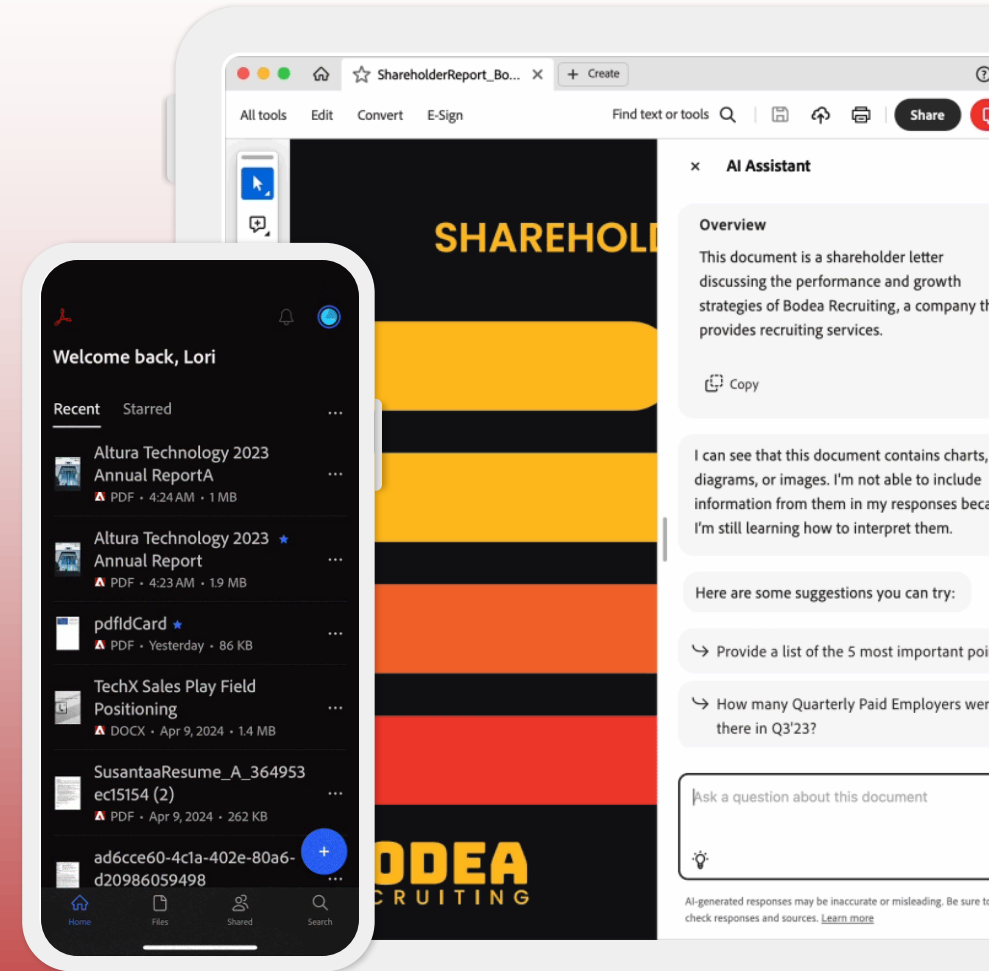
What's New In Studio

AI Assistant Built into Acrobat to answer questions, summarize content, and extract insights directly from documents.

Specialized Assistant Teams can deploy specialist & custom assistants tuned to specific functions like legal, finance to guide users with confidence and transparency.

PDF Spaces AI-powered workspaces to group files, links, and notes, so teams can collaborate on Spaces to achieve shared goals.

Adobe Express branded visuals, reports, and decks using fast-start templates - right inside the workflow.



Acrobat Pro

Acrobat AI Assistant

PDF Spaces

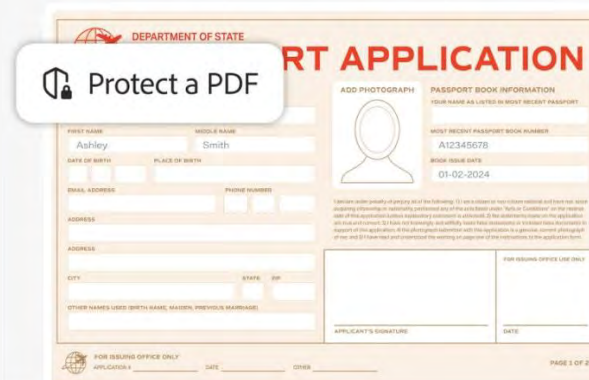
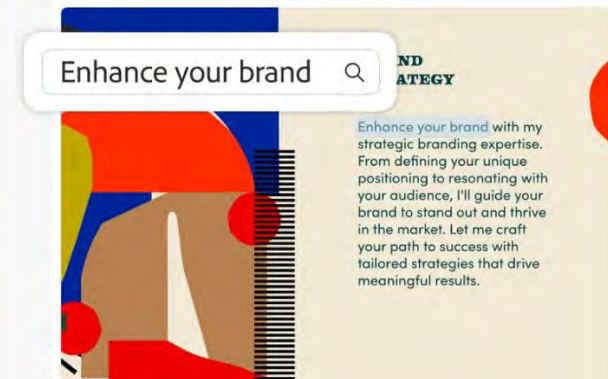
Adobe Express Premium

Acrobat Pro

Meet the master multitasker for business documents.

- **Perfect your PDFs:** Take full creative control of your PDF. Fix typos, change fonts, swap and crop images, and more.
- **Quickly find and reuse text in your scans:** With Optical Character Recognition, it's easy to turn scans into fully searchable and editable PDFs.
- **Keep your docs on lock:** Add passwords and permissions to PDFs so only the people you want to view your file can see it.
- **Show only what you need to:** Permanently redact sensitive data from a PDF to keep yourself and your customers safe.
- **Work Anywhere:** Utilize Acrobat on desktop, web, and mobile.

Use Cases: Document review & annotation, conversion, merge & split, extraction, edit text or image, and more.



Acrobat Pro

Acrobat
AI Assistant

PDF Spaces

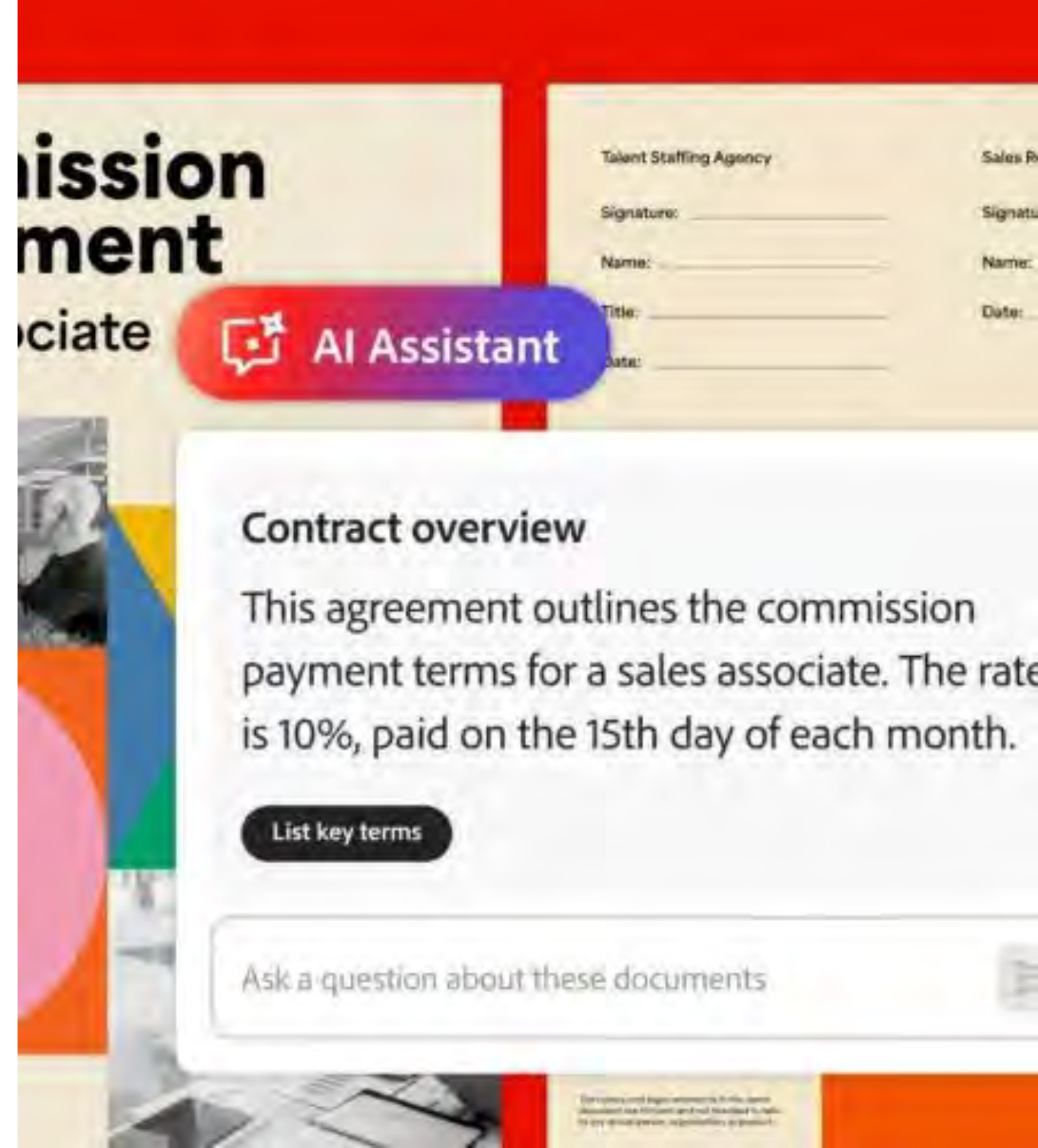
Adobe Express
Premium

Acrobat AI Assistant

Save time and effort around complex, lengthy docs – right in your document workflow.

- **Specialized Document AI:** Unlock contracts, scans, transcripts, multiple docs, various formats, and up to 600 pages.
- **Trusted, Verifiable Insights:** Get high quality responses with clickable attributions that show the precise point in the document right in the Acrobat viewer.
- **Get One-click Summaries:** Generate summaries in one click and share with colleagues and customers.
- **Work Anywhere:** Utilize AI on desktop, web, and mobile.
- **Simple Data Governance:** AI only looks at docs you choose.

Use Cases: Contract Review, Proposal Comparison, Reports Summary, Policy Info Extraction, Sentiment Analysis.



Acrobat Pro

Acrobat AI Assistant

PDF Spaces

Adobe Express Premium

PDF Spaces

Achieve your goals faster with less effort with an all-in-one AI-powered workspace.

- **Centralize files and the work with it:** Bring together files, web links, text, and documents, as well as goals, insights, and next steps in a single workspace so clients, partners, and teams can quickly align, contribute, and move work forward.
- **Speed Up Insights:** Discover new ideas and themes from a proactive AI-generated dashboard.
- **Smart Assistance:** Get insights and suggested next steps via an AI thought partner.
- **Collaborate easily:** Share your PDF Spaces and specialized AI Assistant with team members or clients to move work forward without added meetings or rework.

Use Cases: Market Research, Sales Discovery, Onboarding Materials, Campaign Ideation, Learn a New Product.



* Features coming soon

Altura Technology Annual Report

Ask AI Assistant a question or explore key insights from your report.

Information in 2023, focusing on highlights include: sales growth and a 25% adjusted billion acquisition of AB, zero greenhouse gas emissions by Go' initiative and achieved a 78%

Financial Highlights

Metric	2023 Value
Net Sales	\$15.2B
Adjusted EBITA Margin	25.0%
Free Cash Flow	\$2.4B
Gross Profit Margin	49.0%

Altura Technology demonstrated strong financial performance, strategic portfolio moves and operational excellence.

Save to notes

Summarize key themes from the 2023 Annual Report

Generate innovative solutions based on Altura's automation portfolio

Ask a question or describe what you'd like to work on

Choose an assistant

Acrobat Pro

Acrobat
AI Assistant

PDF Spaces

Adobe Express
Premium

Adobe Express

Quickly and easily create on-brand content.

- **Make standout content with ease:** Create professional-looking presentations, reports, content for social, and more using templates and millions of commercially-safe stock assets.
- **Keep everything you make on brand:** Approved templates with locked elements and brand kits ensure teams always have the right assets, fonts, and colors at their fingertips.
- **Collaborate better together across teams:** Work together in real time with live co-editing and commenting. Manage reviews and approvals in one place.
- **Speed up your content creation:** Resize content for different formats in a click. Translate text in seconds. Quickly insert or remove images. Leverage high-quality PDF imports.

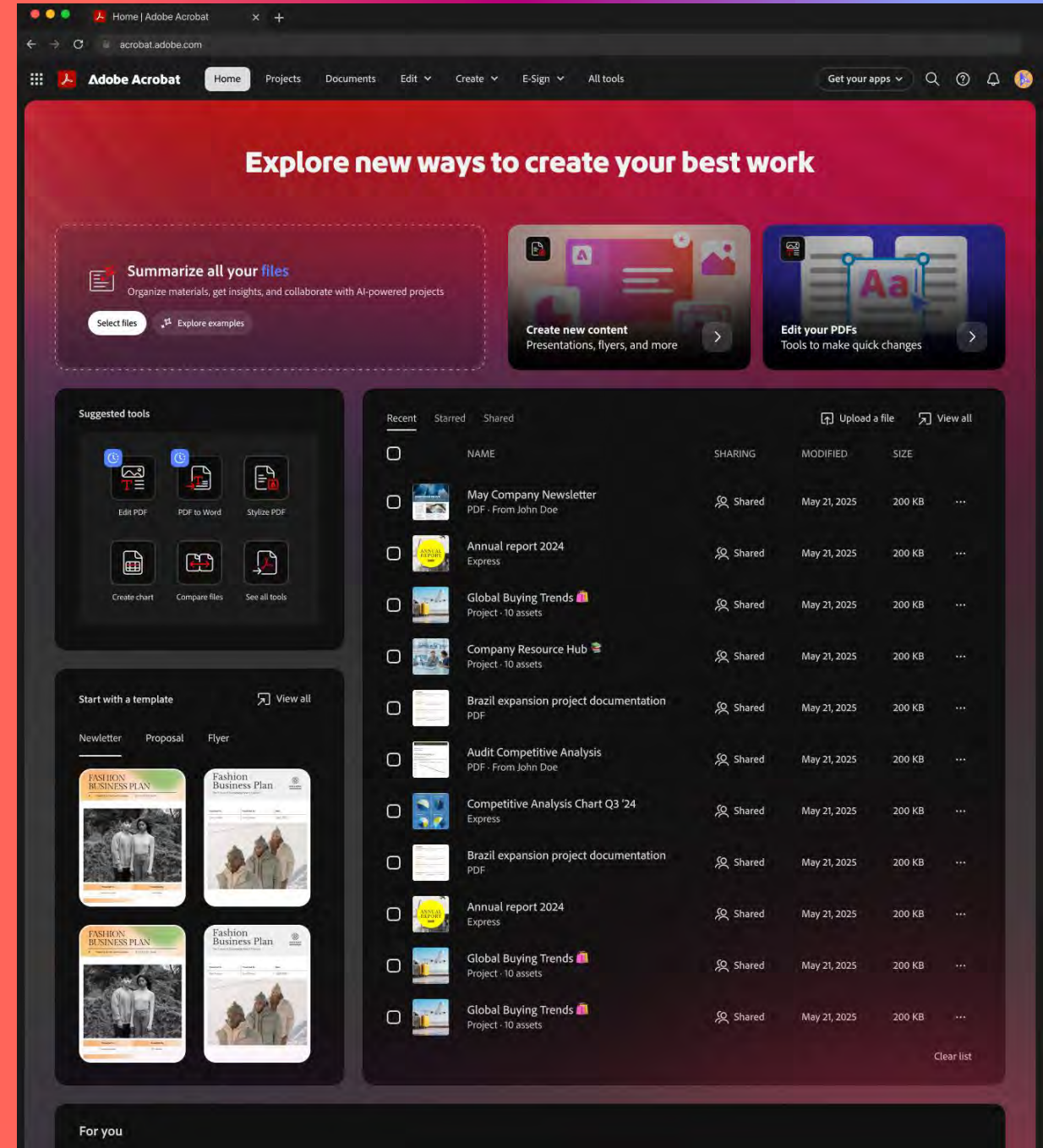
Use Cases: Create presentations, reports, infographics, and more.



NEW Acrobat Home

Brings together all the existing trusted and new AI-powered capabilities for your document work:

- Easily access your documents
- Analyze PDFs, Office files, transcripts, web URLs, and more in a workspace
- Create new professional-quality content like presentations, reports, infographics, and more
- Edit, combine, or secure documents you have



At Adobe, Trust Starts Here

Document Cloud: Commitment to Security & AI Ethics.



Adobe Security

Secure-by-design and secure-by-default development practices

Testing from an adversary-aware perspective

Proactive monitoring and swift remediation

Strategic governance, risk management, and security compliance initiatives

AI Ethics

Adherence to Adobe's AI Ethics Principles: Accountability, Responsibility, Transparency



Document Cloud Security

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Secure file share and review

Dedicated key encryption

Microsoft Purview Information Protection

AI Assistant only looks at the document(s) that you tell it to

Customer data not used for LLM training



Designed for Enterprise

Centralized management & access control from Admin console

Enterprise controls for AI Assistant

Integration with Microsoft 365/SharePoint/OneDrive

Ability to use AI Assistant without Adobe Cloud storage (ACP)

Enterprise Compliance Certifications

"One of the key benefits of AI Assistant is that data isn't stored or used to train the model. It is private to our company and private to my identity within the company. The information is not retained once it's used for the process. So, that's a key benefit for me. It follows under our data security and privacy policies."

- Global Technical Lead, Professional Services company

Demo

Let's show you how it works

The Next Era of Acrobat

Developing a Sales Proposal

Adobe Acrobat

Adobe



Link to video: <https://f.io/6eyMSsKO>

Persona: Sales

Use case: Develop a sales proposal

The Next Era of Acrobat

Market My Report

Adobe Acrobat

Adobe



Link to video: <https://f.io/luOIIAhW>

Persona: Marketing Research

Use case: Market my content

Acrobat Studio connects teams across the organization to work smarter and move faster. It brings AI and content tools into everyday workflows so departments like legal, finance, sales, and HR can stay aligned, reduce rework, and deliver results with confidence.

Sales

- Sales proposals/client pitches
- RFP and deal response

Marketing

- Collate & summarize customer feedback
- Develop product launch

HR

- Employee onboarding
- Benefits guides

Supply Chain

- SOPs and compliance manual
- Performance reports



Legal

- Contract review & comparison
- Legal policy and guides

Finance

- Budget proposal
- Business health report

IT

- Vendor evaluation
- Employee comms

Procurement

- Vendor onboarding
- Vendor contracts

What Customers say



“Acrobat AI Assistant helps us stay competitive in the job market, making sure we’re positioned to attract the right people at the right time. The AI capabilities probably saved us months of researching and refining the job description. We found a great grant coordinator quickly to help us start delivering more services for our citizens.”

Eugene Meija,
Chief AI Strategy and Digital
Transformation Officer



“We were dealing with a massive amount of content for POSSIBLE. We’re talking 260 pages, 143,000 words, and more than 30 hours of audio. There’s no way we could have analyzed talks, looked for patterns, and pulled out insights without Acrobat AI Assistant.”

Ranganathan Sundaram,
Global Head of Marketing, Ecosystem
and Strategic Initiatives



“Getting different people in different places to coordinate can be difficult. Adobe Express is very easy to use and gives us a collaborative space where our FCB New York creative teams can share ideas and edits with our Ad Council contacts [hundreds of partners including non-creative professionals] in real time. That’s invaluable.”

Michael Aimette,
Chief Creative Officer, FCB New York



Sources: [add link] | [add link] | [Ad Council and creative agency FCB work together to spread mental health awareness with Adobe Express](#)

Let's Get Started

1

See how Acrobat Studio can add value to your company

Receive an in-depth demo or workshop and see how Acrobat Studio can assist across your organization.

2

Let's talk how Acrobat Studio keeps your documents safe

Find out how Adobe is protecting your documents and data.

3

Discuss partnership and roadmap for success

Discover what Adobe has on the roadmap to realize value for your business.



APPENDIX

Adobe

Acrobat Studio Landscape

What's our differentiation

Adobe

Microsoft Copilot & Acrobat AI Assistant



Microsoft Copilot:

Focused on general productivity tools. Embedded across Microsoft 365, good for knowledge work across a wide variety of use cases

Acrobat AI Assistant:

Focused on PDFs where most the important information resides. Embedded in Acrobat, great for insights within complex documents, scans, contracts, agreements, and proposals

Save time with smart attributions and precision that takes you straight to the source - no scrolling or searching.

Specialized intelligence for content that lives in PDFs - contracts and agreements.

Built into PDF workflows. Get insights, edit, redact comment, collaborate

Paper is part of business, files get scanned. Acrobat's industry-leading OCR makes them searchable and editable instantly.

Acrobat AI Assistant is built for PDFs, where your most important data lives

Why Adobe Acrobat

PDFs carry your organization's most important information and Adobe, the inventor of PDF, keeps them secure

Unrivaled Depth and Breadth

From precision redaction to industry-leading accessibility and smart citations—Adobe offers the most complete PDF experience

Stop Attacks Proactively

Only Adobe includes Protected Mode, stopping harmful code before it can impact your system

Enterprise-grade IT Controls

Easily manage user access with the most comprehensive controls—configurable to fit your organization's needs

Trusted by Microsoft

Trusted by Microsoft to power Edge's PDF engine. Seamless integration into Office workflows

Consistently rated #1 for both performance and security — engineered to protect what matters most



Security ISV 2023

The logo for PCWorld, with the text "PCWorld" in white on a red rectangular background.

Best PDF Editor 2025



Best Innovation in AI 2024

The logo for BES1, with the text "BES1" in a red, bold, sans-serif font.

AI Assistant adoption translates to significant time savings and ROI

Based on real-world customer pilots, Forrester's Projected Total Economic Impact (TEI) estimated that AI Assistant has the **following 3-year impact**:



25% to 45%

Time savings for PDF summarization and analysis



20% to 30%

Time savings for content development



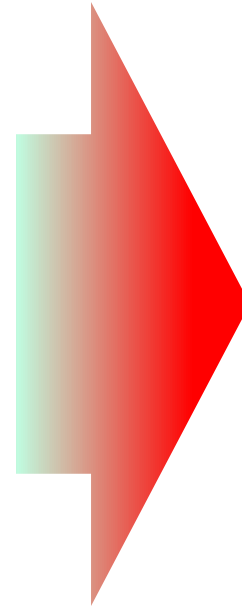
Frees users to focus on higher-value work



Leads to better business outcomes (e.g. more successful sales proposals due to faster time to customer insight)



Ease of deployment drives faster time to value



ROI
**176%
to 415%**



NET PRESENT VALUE
**\$930K
to \$2.2M**

Estimate your ROI

Read the Full Study

Acrobat Studio Use Cases

Workflow and benefits

Adobe

High-Stakes Sales Pitch: How Sales Works Smarter with Acrobat Studio



Accelerate Discovery and Insights

Use PDF Spaces to organize research, discovery notes, past proposals, and client materials in one place. With the AI Assistant, they can summarize long documents, highlight key customer priorities, and quickly surface differentiators—saving time and helping refine pitch strategy

Features used: PDF Spaces, AI Assistant (summaries, Q&A)



Shape Messaging and Drive Alignment

Sales can use goal setting and AI prompts within the workspace to clarify pitch objectives and ensure content stays focused. With all stakeholders reviewing in the same space, teams stay aligned and can quickly iterate on content, messaging, and supporting materials.

Features used: Goal setting, AI prompts, Share & Track, Core PDF tools (comment, edit)



Deliver a Polished, On-Brand Proposal

Using Adobe Express templates and Brand Kits, the Sales team creates a professional, visually compelling proposal—no design help needed. The final version can be exported to PDF, securely shared with the client, and tracked for engagement.

Features used: Adobe Express templates, Brand Kits, Export to PDF, Secure sharing

From Spreadsheets to Strategy: How Finance Works Smarter with Acrobat Studio **Finance – Use Case**

The Finance team is preparing its next strategic budget presentation for senior leadership and the board. To do this, they need to gather materials from across the organization—past plans, performance reports, compliance documentation—and extract key metrics to inform decisions. The process requires collaboration, oversight, and creating polished reports that are board-ready, secure, and easy to update and reference in the future.



Streamline Data Collection and Prep

Use PDF Spaces to gather historical data, past budgets, and compliance documents into one organized workspace. With the AI Assistant, they quickly surface relevant files, summarize long reports, and extract financial KPIs—cutting hours from manual review cycles and ensuring nothing is overlooked.

Features used
PDF Spaces, AI Assistants, summaries



Accelerate Collaboration and Internal Review

With all materials housed in PDF Spaces, teams can annotate findings, share workspaces with department leads, and manage feedback in one place. The Share & Track and Acrobat PDF editing tools make it easy to review, comment, and finalize reports while staying in sync—helping Finance collaborate with Legal, Compliance, and senior stakeholders without endless email chains.

Features used
Sharing, collaboration, Core PDF editing tools



Create and Deliver Board-Ready Reports

Using Adobe Express and branded templates, teams can turn extracted data and insights into clear, compelling visuals and presentations. The final reports can be exported to PDF, securely shared, and tracked—making it easy to present confidently to executives and maintain a clean audit trail for future reference.

Features used
Adobe Express templates, export PDF, secure sharing

Streamlined HR Communication & Operations: How HR Works Smarter with Acrobat Studio **HR—Use Case**

An HR team is managing a growing set of responsibilities—from hiring and onboarding to employee development and internal communications. They need to move quickly, ensure consistency, and engage employees with clear, on-brand materials. With Acrobat Studio, the team centralizes contracts, training resources, and policy docs in one place—then uses AI and Express tools to create polished, compliant, and engaging communications that support every stage of the employee journey.



Make hiring and onboarding smoother

Use **PDF Spaces** to organize offer letters, onboarding packets, policy manuals, and training documents in one shared workspace. The **AI Assistant** helps surface key sections, summarize documents, and ensure each file is accurate and up to date

Features used:

PDF Spaces, AI Assistant (summarize, search), Core PDF editing tools)



Collaborate confidently, without the chaos

HR and Comms teams can collaborate directly within Acrobat Studio—reviewing resumes, annotating interview notes, or finalizing newsletters—all in one space. **Share & Track** and in-document commenting ensure feedback is captured clearly and teams stay aligned.

Features used:

Sharing, comment & review tools, Share & Track



Create internal comms that actually land

Using Adobe Express templates and Brand Kits, the team creates consistent, visually engaging internal comms—like newsletters, benefit updates, or training overviews. Materials are exported to PDF, personalized, and tracked across teams.

Features used:

Adobe Express templates, Brand Kits, Export to PDF, Secure sharing

When the stakes are high, clarity matters: How Legal Works Smarter with Acrobat Studio **Legal— Use Case**

A legal team is preparing to roll out updated company policies in response to new regulatory requirements. They need to consolidate guidance from multiple sources, collaborate with compliance leads, and finalize documents for review by senior leadership—all while ensuring everything is auditable, secure, and delivered on time. With Acrobat Studio, they organize relevant memos, regulatory updates, and policy drafts in one place. The team uses AI to quickly surface key changes, collaborate on revisions, and securely share final policies with internal stakeholders—all from one centralized workspace



Speed Up Policy Review and Updates

Use **PDF Spaces** to collect legal guidance, internal memos, and draft policies into a single, structured workspace. The **AI Assistant** helps legal teams extract key updates, summarize complex regulations, and highlight what's changed—cutting down review cycles.

Features used: PDF Spaces, AI Assistant, summaries, citations



Keep Collaboration Secure and Streamlined

Policy owners, legal counsel, and compliance leads can annotate documents, leave comments, and review in real time. **Share & Track** tools provide visibility into edits and approvals—keeping collaboration organized, secure, and auditable.

Features used: Secure sharing, commenting, PDF editing, version tracking



Distribute Final Policies with Confidence

Once approved, policies are finalized and branded using **Express templates**—then delivered securely as PDFs to relevant departments. Engagement can be tracked, so Legal knows the right people received and reviewed the update.

Features used: Adobe Express, PDF export, secure sharing, tracking

Vendor review made smarter: How Procurement Works Smarter with Acrobat Studio **Procurement— Use Case**

The procurement team is leading a high-impact sourcing initiative—evaluating vendors for a critical new logistics contract. They're juggling proposals, risk assessments, and policy requirements while keeping key stakeholders aligned. With tight timelines and cross-functional input, they need to move quickly without missing a detail.



Get the right vendor info, faster

Instead of chasing down RFPs and digging through folders, the team pulls all proposals, certifications, and past vendor data into one **PDF Spaces** workspace. With the **AI Assistant**, they can instantly summarize qualifications, compare proposals side-by-side, and spot compliance gaps—saving hours of manual review.

Features used: PDF Spaces, AI Assistant, summaries, risk flagging



Keep everyone aligned during review

Legal, Finance, and Procurement are all part of the decision. Instead of emailing back and forth, they work together in a shared workspace. Comments are tracked, versions are managed, and the whole team stays in sync—even when reviewing complex contracts.

Features used: PDF Spaces share & comment, audit trail, real-time collaboration



Deliver a clear, on-brand recommendation

Once the team has made their pick, they pull everything into a polished vendor summary. Using **Adobe Express** templates and brand kits, they create a clean report with visuals and key points—and share it securely with leadership for final sign-off.

Features used: Adobe Express templates, secure PDF export

Research Mode: Activated — How Marketing Turns Insight into Action with Acrobat Studio – Marketing Research Use Case

The Marketing Research team is preparing insights for a high-stakes brand repositioning initiative. Leadership is looking for fresh direction based on real customer feedback, but the data is scattered across focus groups, surveys, and third-party reports. With **Acrobat Studio**, the team brings everything into one place, uses AI to identify patterns and customer sentiment, and crafts a polished, data-backed narrative for the strategy workshop—all without chasing down files or switching between tools.



Make Sense of info

Instead of combing through slide decks and long transcripts, the team uses **AI Assistant** to summarize interviews, compare research findings, and pinpoint recurring patterns—accelerating strategic alignment and reducing time spent on manual review.

Features used: AI Assistant (summarize, cite), PDF Spaces (group files), Multi-file analysis



Keep Everyone on the Same Page

Everything from qualitative feedback to survey results is organized within a **PDF Spaces**, so stakeholders across teams can reference materials, share notes, and provide feedback in one central space.

Features used: PDF Spaces, share & track, commenting tools



Bring the Story to Life

Once insights are finalized, the team uses **Express** templates to transform raw findings into a compelling presentation—complete with data visualizations, charts, and brand-aligned messaging.

Features used: Adobe Express Premium, branded templates, visual content creation tools

Acrobat Studio Security

How we protect your data and brand

Adobe

You are in control of your data

01 Customer data is not used to train language models.

02 AI Assistant and PDF Spaces only look at the documents you tell it to.

03 Customer has controls and discretion to enable and disable storing chat history & documents in the cloud.*

04 Responses with verifiable attributions to the source document.

05 Enterprise controls to manage who has AI access in the company.**

06 Easy to deploy across the enterprise.**

*- [Content usage and handling practices](#)

** [Administer Adobe Acrobat AI Assistant for enterprises](#)

At Adobe, Trust Starts Here

Document Cloud: Commitment to Security & AI Ethics.



Adobe Security

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Testing from an adversary-aware perspective

Proactive monitoring and swift remediation

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AI Assistant only looks at the document(s) that you tell it to

Customer data not used for LLM training



Designed for Enterprise

Centralized management & access control from Admin console

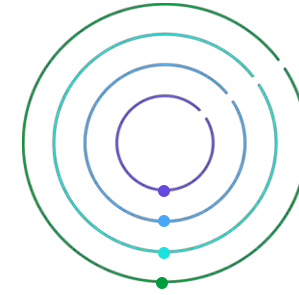
Enterprise controls for AI Assistant

Integration with Microsoft 365/SharePoint/OneDrive

Ability to use AI Assistant without Adobe Cloud storage (ACP)

Enterprise Compliance Certifications

Adobe Document Cloud: Organization-wide protection and central management for your documents & data



- Application Security
- Information Protection
- AI Services/LLMs
- Centralized Management



Application security

Protected Mode & Protected View with Sandbox

JavaScript Security

Allowlists

FIPS Mode



Information protection

Share & review secure cloud files & cloud links

Encryption

Document certification

Redaction

Microsoft Purview Information Protection



AI services / LLMs

AI Assistant is only looking at the document(s) that you tell it to

Customer data is not used to train generative AI models

LLM-agnostic and committed to delivering the right technologies for our customers' needs

Don't process anything until you use a GenAI feature and only, cache content for 12 hours

Robust testing for harm and bias



Centralized management

Centralized management for Acrobat Premium and Reader Premium

NO user driven installs

Enterprise Mobile Management

SSO Enforced Authentication

Trust and Identity verification

Admins controls for AI Assistant

Dedicated Key Encryption

Comprehensive Adobe Security

Secure design and development | Prompt incident response | Predictable security updates | Transparent communications | Proactive monitoring and Threat Intelligence