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Adobe Study: Organisations in India Expect 25% Increase Investment in Digital Document Solutions by 2023

- Digitizing document workflows will help Indian organizations improve collaboration, strengthen data security and compliance, and maintain and increase revenue
- Organizations with digital document processes in place are 10X less susceptible to risk losing customers and 2X less prone to risk revenue
- To build customer trust, Indian organizations must adopt foundational technologies and practices, such as digitizing document workflows

New Delhi, India- Sep 30, 2022: Adobe announced today the findings of the commissioned study conducted by Forrester Consulting on behalf of Adobe, titled – 'The Trust Imperative: How Indian Organizations Should Build a Secure Foundation with Digital Document Processes'. The Indian digital document solutions market is on the rise and the study observes that Indian organisations intend to increase their investment in these capabilities by 25% over the next 12 months. The survey saw participation of 150 business decision makers across Australia-New Zealand, Singapore, and India. Businesses are increasing dependencies and are opting for digitized document workflows. According to the respondents this can help organizations in improving collaboration (68%), strengthening data security and compliance (60%), and increasing revenue (58%). While digital document processes are supporting government agencies and businesses in enabling the Future of Work, it also highlights that digital document processes result in improvement in sales revenue, employee collaboration, and data security.

Girish Balachandran, Head of Digital Media Business, Adobe India said, "As we move towards the seemingly end-tail of the pandemic, it has become critical for organisations to reinvent themselves keeping in mind the consumer's evolving needs. The transition to the hybrid workplace will have to find foundation on solid digital transformation strategies involving – digital documentation, cloud-based solutions for document management and automation at work for streamlined collaboration. We believe this research shows that organizations with digital document processes in place are better equipped to operate in a hybrid environment and are 10X less susceptible to risk losing customers.

Digital Document Processes to further the Cause of India's Digital Transformation

Business leaders have identified that digital document processes are a business necessity today. Indian organizations will continue to increase their investments in these capabilities to innovate, improve document access and mobility, increase data security, and deliver superior experience.

Poor e-signature user experience on small mobile devices, and inability to better access to e-signature applications on mobile devices are the pain points organisations want to solve. Thereby, investments in digital document processes to rise by 25% over the next 12 months. Similarly, decision-makers are taking a holistic approach to document processes to deliver superior customer experience. 7 in every 10 business decision makers are planning to expand their use of customer-facing technologies and interfaces, while 5 in every 10 are planning to do the same for digital document and tools such as e-signatures. Given the proven track record to

digital documents in enhancing innovation, security, and collaboration; a greater number of organisations to accelerate the process to ensure enterprise-grade security compliance.

Underutilizing Digital Document Processes is putting Indian organisations at risk

Adobe commissioned Forrester Consulting to find the challenges facing Indian organizations, factors to accelerate successful digital transformation, and explore the importance of digital document processes in doing so.

Organizations in India even today continue to rely on a mix of paper-based and digital processes. Only 2 out of 10 Indian business leaders have their organisations fully digitized and are reaping the benefits of an end-to-end digital document process. The use of e-signatures in Indian organizations prior to the pandemic was only 18% which has now more than doubled. This is particularly true for the back-end functions of an organization such as legal and procurement departments – which heavily rely on paper-based document processes with only 16% and 18% respectively digitized.

Prioritising 'Trust' with Digitizing Document Processes

Indian organisations have observed that while adopting new digital services, the preservation of customer trust is a priority. The respondents in the survey believed digitizing document workflows helped ensure data security and compliance (60%); improved data information, and documents tracking and traceability (66%); and reduced fraud risks with a better audit trail (60%). This has impacted both internal and external stakeholders especially the employees and customers. Digitizing document workflows enabled a hybrid working environment (66%) and improved collaboration (68%) at their organizations. On the other hand, with an aim to deliver unparalleled customer experience digitizing document processes helped organizations to maintain and/or increase revenue (58%) and pursue opportunities and gain new customers (48%) in their organization

"It is interesting to note that 62% of the decision-makers reported that organizations have difficulties maintaining data security and confidentiality when using paper-based processes while 22% reported having difficulties achieving compliance with retention policies. The need of the hour is for Indian organizations to adapt to new ways of accessing and consuming content and leveraging the available tools and solutions at hand- such as the digital document workflows," says **Balachandran.**

You can download the full Forrester Consulting Thought Leadership Spotlight Commissioned By Adobe 2022, here.

About the research

Adobe commissioned this study to explore how digital document processes technologies, such as e-signatures, are supporting APAC government agencies and businesses by providing them with the level of security and certification required by local legislations and by enabling the Future of Work. To achieve these objectives, Forrester conducted an online survey with 150 senior business and technology decision makers based in Australia, Singapore, and India, with responsibilities for digital document processing at their organization or government agency.

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