Adobe Document Cloud and 21st Century IDEA.

Rapidly expand your existing document and form processes to eliminate paper handling and accelerate the use of electronic signatures.

The 21st Century Integrated Digital Experience Act (IDEA) – H.R. 5759, which was signed into law on December 20, 2018, prompts government to take its technology modernization to the next level, with a strong focus on digitizing the delivery of citizen services and improving the customer experience.

Citizens expect more

Today, many government services are slow, complex, and paper based, leaving citizens wishful for an experience that mimics the private sector—fast, efficient, digital, and mobile friendly. Six years ago, the U.S. government set out to better meet their constituents' needs with the Digital Government Strategy. In many cases, however, this strategy didn't go far enough, resulting only in cloud adoption, a focus on data center consolidation, and increased cybersecurity awareness. No doubt these were important goals, but they were only part of the equation. They didn't address the service delivery and customer experience problem.

What's the big IDEA?

So, what should the government do? To begin filling the gaps, the U.S. government had to take a page out of the private sector's book and prioritize customer experience across their digital platforms. The newly enacted 21st Century IDEA provides a renewed emphasis on improving constituent experiences:

- Sets data-driven, secure, personalized, and mobile-friendly federal website standards
- Requires digitization of paper-based services and forms with prioritization of online, mobile-friendly experiences
- Encourages federal agencies to digitize manual processes and accelerate the use of e-signatures

IDEA outlines bold goals for improving digital experiences. With convenience, speed, and efficiency as key objectives, it specifically calls out several areas of focus for web experiences, which can also be applied to the document, form, and signature processes that support them:

- Accessible to disabled individuals
- Secure
- Mobile friendly
- Personalized for efficient transactions
- Searchable content
- Consistent appearance
- Data-driven user experience design and optimization
- Nonredundant

Unfortunately, federal agencies face multiple obstacles in attempting to meet these goals. While many have started their transformation, nascent digital processes are often interrupted by legacy paper-based or manual steps—for example, posting a simple PDF form online that then requires printing, signing, and mailing, scanning, or waiting in line at a government office to resubmit. These disruptions to the digital workflow are costly in terms of time, manpower, and potential security risks.

Even worse, time-consuming paper-based processes are at the root of many dissatisfied constituents' experience. Consumers get frustrated and drop out of the process altogether, choosing to pick up the phone instead—a much costlier and more labor-intensive option.

Making the IDEA easy with Adobe Document Cloud

With Adobe Document Cloud, your agency can easily enhance existing Adobe Acrobat licenses to immediately address the digital experience goals in IDEA by extending current PDF document and form processes with automated workflows and e-signatures. And you can work with Adobe experts to build plans, meet critical deadlines, and further improve citizen services in stages, as your budget and timelines allow. Adobe Document Cloud includes the world's best PDF solution; delivers simple-yet-powerful workflow and automation with forms and signatures; and integrates with the business, enterprise, and web apps you use every day—including Microsoft tools.

Rapidly deliver the digital experiences constituents expect:

- Let constituents complete self-serve forms anywhere, on any device
- Quickly turn paper or static PDF forms into fillable forms using artificial intelligence
- Automate processing for lightning-fast, precisely-accurate approvals and completions
- Avoid data errors that stall processing by adding built-in rules and validation
- Speed form filling by prefilling with known information
- Eliminate retyping delays by sending completed form data directly to back-end systems

Skip the paper printouts with legally-compliant e-signatures:

- Automate employee-driven digital signature processes that use PIV or CAC cards—or mobile credentials
- Let citizens sign with ESIGN Act—compliant e-signatures anywhere, on any device

- Automatically verify citizen identities with single or multifactor authentication, such as driver's license and passport image authentication
- Combine e-signatures and digital signatures in a single document or form while controlling who signs where, and in what order
- Automate and tailor multistep approval workflows to meet your unique requirements

Measure internal processing time in hours, not days:

- Add automated workflows and e-signatures to popular business and enterprise apps—including Microsoft Office 365—with no coding or extra fees
- Eliminate manual routing and tracking with 100% digital review and approval processes
- Send, track, and manage form and signature requests with easy-to-use tools
- Get instant notifications when people take action and send reminders with ease
- Automatically archive completed documents and forms, complete with audit trails
- Deliver final documents to all parties automatically

**Ensure process consistency, security, and compliance:**

- Create repeatable, error-free review and approval workflows using simple-but-powerful visual design tools
- Precisely control workflow routing and participant actions to enforce policies correctly every time
- Protect sensitive agency and constituent information in compliance with FedRAMP
- Ensure accessibility for people with disabilities
- Use a standardized library of templates to ensure form and workflow consistency and eliminate redundancy

"Switching from paper forms to electronic documents allows us to improve public accessibility to government documents and increase transparency for our citizens by making it easier to store and retrieve documents."

— David Ige, Governor of Hawaii

Adobe Document Cloud is an intelligent, extensible platform that delivers exceptional experiences while driving process efficiency—across any surface, at any scale. Document Cloud includes Acrobat DC, Adobe Sign, prebuilt integrations, automated workflows, and mobile apps such as Adobe Scan. It allows you to modernize your agency and meet your constituents' needs faster, safer, and with huge cost savings.

Adobe Document Cloud: Delight constituents with 100% digital experiences

Desktop Apps

Integrations

E-signatures

Cloud PDF services

Workflows

Mobile Apps
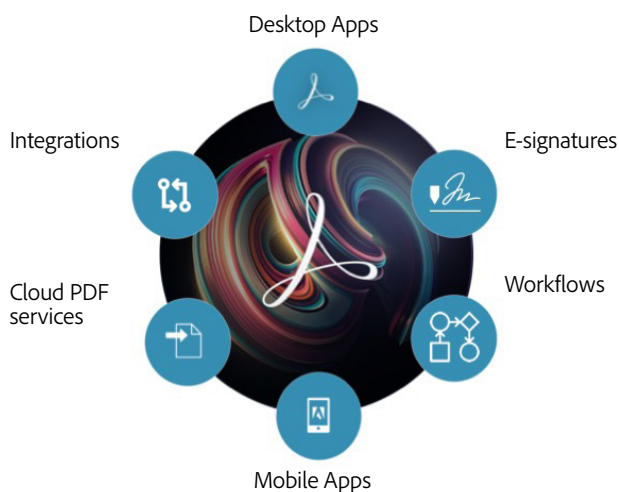
"With more than three million county residents and limited budgets, we must continually improve customer satisfaction while reducing costs and enhancing efficiency. To modernize our infrastructure for citizen communications and service delivery and streamline many of our internal processes, we adopted Adobe solutions."

— Susan Green, Assistant Chief Information Officer for the County of San Diego, California

Partnering with Adobe

With almost four million Acrobat users in U.S. government agencies and many more in other industries that handle highly sensitive information—including financial services, pharmaceutical, and healthcare—Adobe is the world's leader in digital documents. Adobe products opened 250 billion PDFs and processed 250 million e-signature transactions in the last year alone. Adobe is a profitable, stable company with revenues of over $9 billion, a research and development budget of $1.5 billion, and more than 1,000 patents related to digital documents.

Partnering with Adobe on your digital transformation journey is a smart choice now and into the future. Adobe can help you take advantage of existing Acrobat licenses to immediately advance document, form, and signature digitization efforts and can work side by side with you to meet long-term deadlines. With Adobe's industry-leading teams, you can eliminate paper-based workflows; enhance your public websites and digital services; and delight constituents with the fast, efficient, mobile-friendly experiences they expect. Optimize your workflows and update your public-facing websites and digital services with Adobe's industry-leading team behind you every step of the way.