




The Accelerated Workplace.

Removing obstacles and accelerating processes to help you keep pace with the modern workplace.

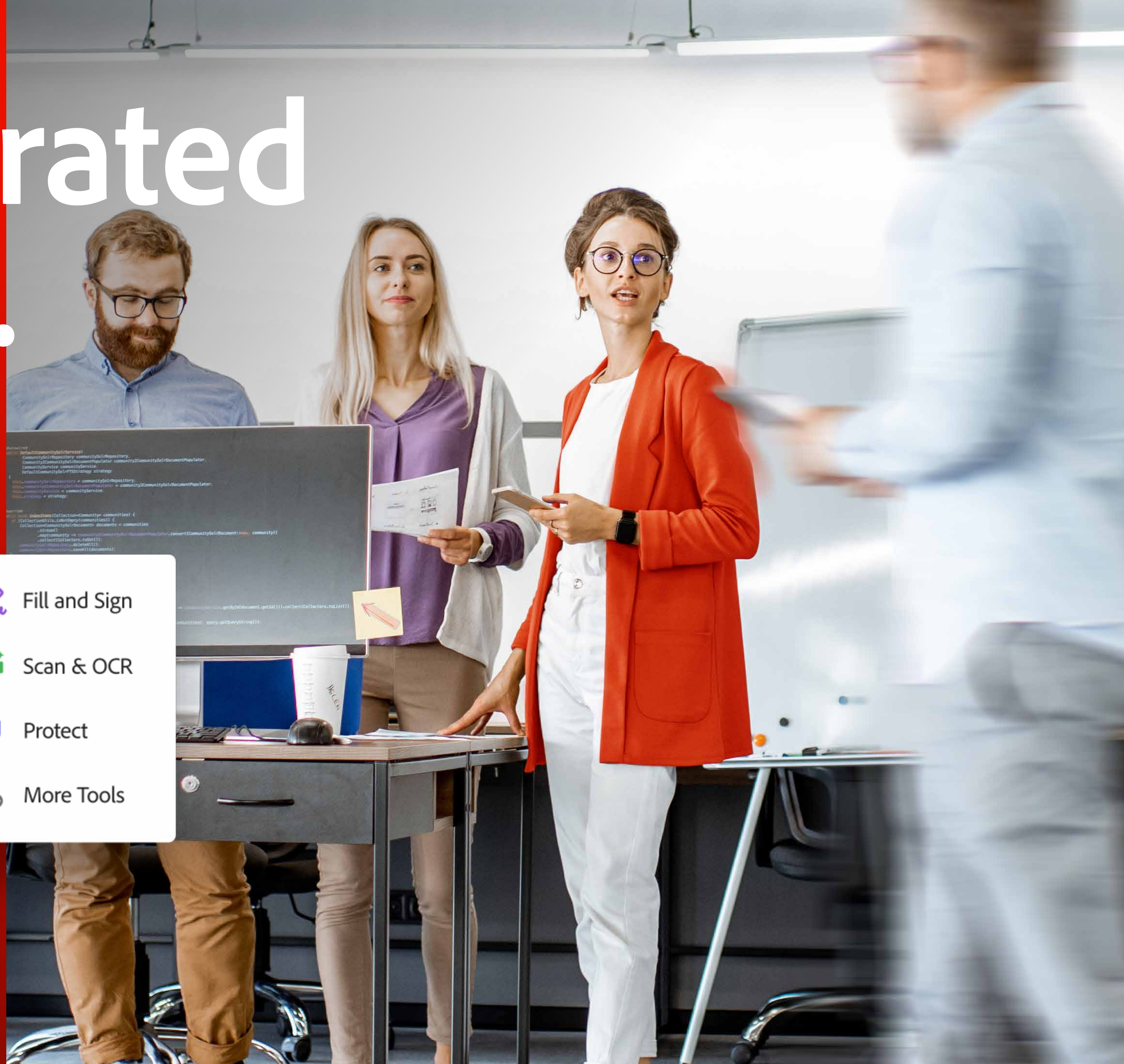
 Fill and Sign

 Scan & OCR

 Protect

 More Tools

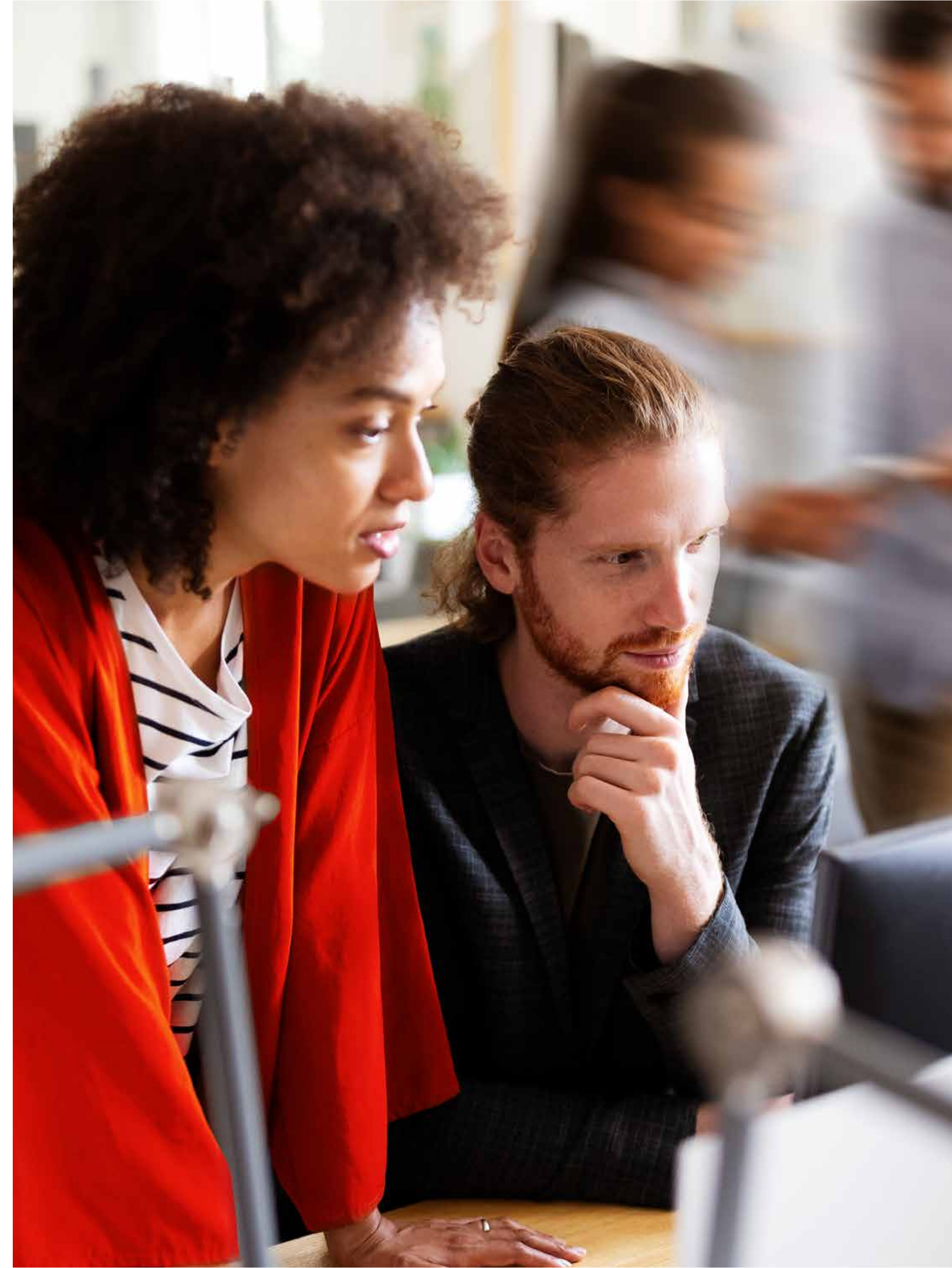
Adobe Document Cloud



The Changing Work Landscape.

The modern workplace presents an array of exciting opportunities. Every day, decisions are made quicker than ever, and teams are able to collaborate wherever they happen to be. However, it can also often feel overwhelming. The pace can be a little too fast and hybrid working comes with its own challenges. Add to that the constantly evolving landscape of security threats, it's no surprise that some businesses could find it hard to keep up.

Digital transformation is undeniably the way forward, driving innovation and efficiency through the use of technology. However, it's important to recognise the factors that can slow this progress. This report will provide a deeper understanding of the four major obstacles affecting today's businesses - "The Digital Decelerators" - as well as the ways in which businesses can overcome these problems and enable continuous growth and success.



Succeeding in the Accelerated Workplace.

Power past the decelerators to expedite your digital transformation.

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The ideal workplace vs the reality.

The ideal modern workplace is often thought of as a place of seamless digital transformation, where productivity soars, efficiency is the norm, and everyone collaborates effectively. It's a place where not just work, but life itself, becomes smoother for both businesses and clients.

Yet, for many businesses, this is not the case. The accelerated pace of work can sometimes feel unmanageable, leading to frustration with processes, where obstacles seem to outnumber advancements.

“ The world of modern work is changing fast, operating at greater distances and facing an onslaught of cyber threats. People in all kinds of roles find it hard to keep on top of the accelerated pace of work. ”

Alex Haywood – Senior Director, International Product Marketing

88%

of businesses globally are investing more in technologies like AI¹

39%

of knowledge workers globally are forecasted to be working hybrid²

20%

increase in data breaches globally, 2022 - 2023³

Why this can be challenging.

It's not unusual – the frustration of sifting through a mountain of information in search of that crucial piece of data, and of connecting with a remote colleague, only to find that schedules rarely match up.

Meanwhile, workloads are growing, and deadlines are always approaching. As the world of work moves faster, staying productive and ensuring security can be challenging, so businesses must continually seek ways to stay ahead and adapt effectively.



80%

of workers experience information overload⁴

77%

of workers say that being able to automate routine tasks would greatly improve their productivity⁵

44%

of employees have accidentally leaked data⁶



“ There are bodies of content that we know are valuable to our job and if we could get insights from those quickly, we know we could do our jobs better, but we never have the luxury of time to be able to get it.”

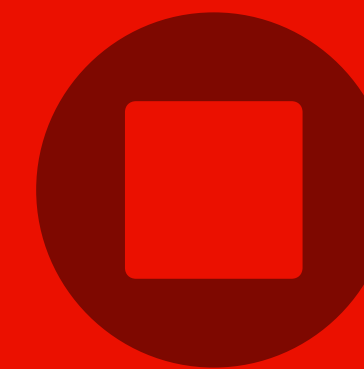
Alex Gay – Sr Director Product Marketing,
Adobe Document Cloud

Meet The Digital Decelerators.

The modern workplace comes with a unique set of challenges. Information overload is commonplace and can slow down important decision making. Misplacing documents can be frustrating, taking up valuable time to find or recreate them. And while hybrid working offers flexibility, it can also come with its own set of difficulties. What unites all of these is the impact they have on business. It's that feeling of being slowed down on the road to digital transformation. As though the handbrake is being applied to progress.

We refer to these obstacles as The Digital Decelerators, as they can hinder a company's ability to keep pace with the modern working world and move forward.

So, let's meet the four main obstacles:



**Hybrid
Holdups**



**Slow
Knows**



**Paper
Waits**



**Cyber
Speed Bumps**

To come up with the right solutions, we first must get to know the problems, so let's unpack each of these obstacles in terms of what they are and what they mean for businesses.

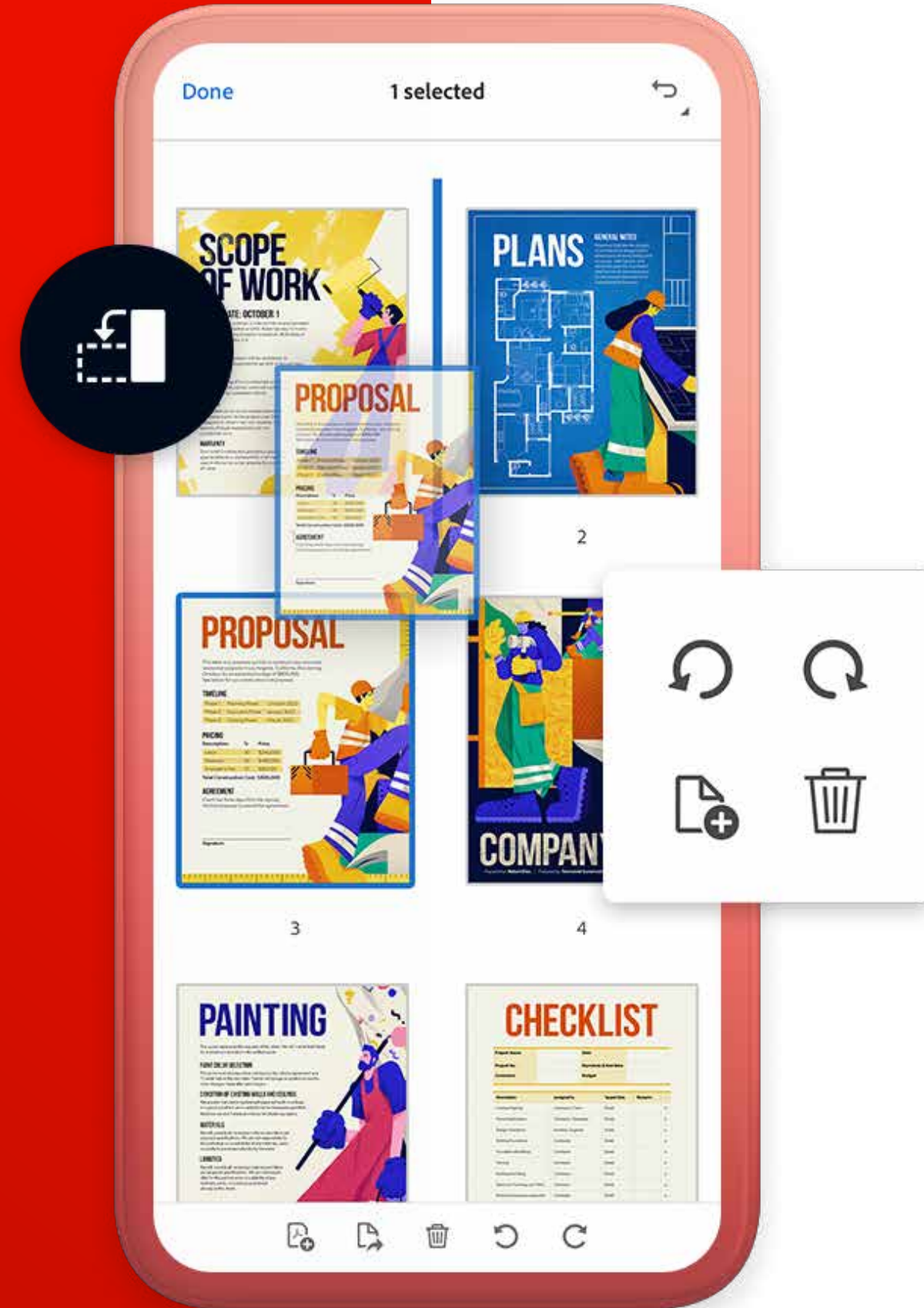
Hybrid Holdups.

Embracing hybrid work in the modern workplace offers enticing benefits: a better work–life balance, a greater ability to focus with fewer distractions, reduced rental costs for businesses, plus saved commuting time and costs. Most people would appreciate the flexibility of working from home, a cafe or even the tranquillity of their garden.

“ Collaborating to get work done is key, and working in a hybrid environment shouldn’t change our ability to do that. ”

Alex Haywood – Senior Director, International Product Marketing

Yet, this newfound flexibility doesn’t come without its challenges. Previously, having everyone together in the same place at the same time made it easy to collaborate on both small and big tasks. Now, workers are faced with the delay of waiting for colleagues to come online, which can add up to hours of accumulated delays each year, especially in larger enterprises.



But the challenges of hybrid working can be mitigated by integrating systems that streamline document management and automate workflows. Adobe Document Cloud can connect to your organisation’s existing applications to enhance collaboration across teams, allowing businesses to maintain momentum and productivity.

25%

less time spent on collaboration with remote working⁸

27%

increase in company sales can be achieved by teamwork and collaboration efforts⁹

Slow Knows.

These days, knowledge is everywhere. We're inundated with articles, videos and presentations. But locating that truly useful piece of information can be more difficult than ever, whether it's finding an insight for a blog post or checking details on a financial document. In fact, the time spent looking for it could well outweigh the benefit of finding it.

This not only creates a bad experience for employees but can also create a poorer experience for customers who consequently receive less face time.

However, information overload can be effectively managed with AI. By swiftly analysing and summarising data, AI tools such as Acrobat AI Assistant enable quicker knowledge consumption, accelerating decision-making and boosting productivity, so businesses can stay ahead.



“ The true measure of success lies not just in accessing information, but in the speed at which we uncover that crucial insight. ”

Alex Haywood – Senior Director,
International Product Marketing



47%

of workers struggle to find the information they need¹⁰

62%

of knowledge workers acknowledge a shortage of time to access the essential information required for their jobs¹¹

360 hrs

each year are wasted by employees searching for information¹²

Cyber Speed Bumps.

In today's workplace, cyberattacks are an important consideration. The effects of these attacks can be multifaceted, impacting both time and resources. Addressing a cyber-security incident often takes up significant time, diverting focus from core business activities. Additionally, the financial cost of resolving breaches can be substantial.

Beyond the immediate costs, cyberattacks can also affect a company's reputation. Partners, customers and potential customers may become wary, potentially impacting future business opportunities.

Yet these cyberattacks can be mitigated by prioritising robust data protection strategies, like those built into Adobe Acrobat. Implementing stringent security measures like this can safeguard sensitive information, ensuring compliance and fostering trust among customers and stakeholders.

\$4.45m was the global average cost of a data breach in 2023¹³



“ The landscape of threats confronting businesses grows every day. As new risks come to light, businesses must be proactive in securing their sensitive documents. ”

Alex Haywood – Senior Director,
International Product Marketing

Paper Waits.

In the fast-moving, modern workplace, the goal is to keep up with the rapid pace. However, paper-based procedures can sometimes slow down productivity. Manual workflows, while sometimes necessary, can be labour-intensive and less secure, potentially having a negative effect on customer experiences.

Misplacing documents can be a minor setback on an individual level. Yet when multiplied across a workforce of thousands of employees, it can significantly impact a business in terms of productivity, motivation, and overall satisfaction.

“ We want our employees to be focused on where they can add most value, not slow them down with mundane admin tasks. ”

Alex Haywood – Senior Director, International Product Marketing

However, the challenges associated with paper and manual workflows can be overcome through automation, using tools like Acrobat Services and Acrobat Sign APIs which automatically generate documents at scale by merging data from any application. By digitising documents and streamlining processes, efficiency and accuracy improve, enabling teams to accomplish more in less time.



60%

of workers say they spend more time searching for documents than sending emails¹⁴

81%

of workers have a hard time finding documents in urgent situations¹⁵

5.6hrs

per week could be saved with improved processes, estimate those in global Director+ roles¹⁶

How Adobe Document Cloud can help you stay ahead.

Ways of working have changed for good while the pace of transformation has been rapid. At the same time, these four ever-increasing, ever-accelerating new hurdles have appeared to slow business down.

Adobe works with thousands of enterprise clients, which has given us a unique perspective on these problems and has, in turn, helped inform our solutions.

Our integrations with Microsoft 365 and other enterprise systems simplifies PDF handling across all devices. By connecting applications to the systems in which you already work, we enable faster and more seamless working. This integrated document workflow tackles Hybrid Holdups and enables anywhere productivity.

To counteract Slow Knows caused by information overload, our AI Assistant Add-on in Acrobat transforms how people consume, understand and work with documents. Its generative summary feature produces key insights while it can also answer specific questions based on the document, cutting the time spent on common tasks from hours to minutes.



Our robust data protection safeguards against Cyber Speed Bumps, ensuring your documents are secure and compliant every step of the way. And helping to keep intact your business's good reputation. We bring your data closer with European data centres that leverage the infrastructure of leading cloud service providers, and both Acrobat and Acrobat Sign are C5 compliant, which ensures they've met the key criteria and requirements for secure cloud computing.

Meanwhile, we remove the friction of Paper Waits by building seamless document experiences across the enterprise with Acrobat Services and Acrobat Sign APIs. In this way, automation can be used across the whole document lifecycle, from creation all the way to a signature, leading to a more efficient working environment.

**Find out more about how we can help you beat
The Digital Decelerators today.**



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