

SALES BATTLECARD

Adobe Document Cloud and Microsoft SharePoint

Target Audience:

Department managers, IT, and purchasing decision makers

Elevator Pitch

With Adobe Document Cloud and Microsoft SharePoint, you can simplify content management and automate document approvals across your existing business processes. Document Cloud—which includes Adobe Acrobat DC and Adobe Sign—integrates with SharePoint to make it easy to store all your PDFs in one accessible place, collaborate on them with team members. Use Adobe Sign, the preferred e-signature solution for Microsoft customers with native SharePoint workflows that use built-in logic to accelerate e-signatures inside and outside your organization.

Use Cases

Share

Give everyone in your organization central access to final and historical versions of:

- HR documents
- Sales tools
- Marketing assets
- Agreements
- Messaging
- Presentations
- Templates
- NDAs

Collaborate

Share feedback and iterate on:

- Marketing documents
- Offer letters
- Sales contracts
- Quotes
- Agreements
- Proposals

Sign

Set up workflows to route documents for approval with legal e-signatures:

- Quotes
- Sales contracts
- NDAs
- Tax forms
- Purchase orders
- Proposals
- Loan applications
- Change orders
- Agreements
- Onboarding forms

Adobe Document Cloud integrates with:

- Office 365
- OneDrive
- Dynamics 365
- SharePoint

Discovery Questions

Customer Challenge: Paper and manual processes

Where do you have manual or paper-based steps in your document workflows?

Customer Challenge: Sharing data

How do you share information inside and outside your organization? Do you manage documents in SharePoint? Can you easily open, edit, and share documents through SharePoint?

Customer Challenge: Collaboration

How does your team collaborate on projects? Share feedback? See each other's comments? Iterate on ideas?

Customer Challenge: Approvals

How do you route documents such as purchase orders for approval internally and externally? Do approvers sign manually or digitally? Can you programmatically automate the approver list based on the type or value of the document being signed?

Customer Challenge: Security

How do you store confidential documents? How do you protect sensitive information when sharing, collaborating, and routing documents for approval?

Why It Matters

- **More profit:** Companies that embrace digital transformation are already 26% more profitable than their peers.
- **Simpler sharing:** By converting documents to PDF and storing them in SharePoint, you can easily manage, track, and distribute all your content while ensuring everyone in your organization has access to the most up-to-date version.
- **Easier collaboration:** Enable teams to work together more efficiently. Acrobat DC lets you set up shared reviews that are hosted on SharePoint, so everyone you invite can provide feedback and see each other's comments in real time.
- **Faster approvals:** Automate approval workflows for common tasks. With Adobe Sign and SharePoint, you can automatically send documents like purchase orders to customized lists of approvers based on the dollar amount of the PO.
- **Trusted security:** Adobe Document Cloud and SharePoint offer best-in-class enterprise security to protect your company's information.

Competitive Messaging: DocuSign

Their Key Messages	Traps They Set	Adobe Response
"DocuSign is the global standard for e-signature."	"Adobe is at best 2nd or 3rd in the market."	DocuSign isn't as global, or as standard, as Adobe. Adobe pioneered global industry standards with PDF and digital signatures, has four global data centers, has more security certificates than any other provider, and partners with 250+ certification authorities globally compared to DocuSign's 20.
DocuSign has a strategic partnership with Microsoft.	DocuSign has a close relationship with Microsoft so their e-signature solution must work better with Microsoft products.	DocuSign does not have a strategic partnership with Microsoft anymore. Starting Sep 7, 2017 Adobe Sign is the preferred e-signature solution for Microsoft customers. We have a joint co-sell, co-market and technology development partnership with Microsoft
"We have the easiest to use e-signature solution on the market."	"DocuSign provides the best e-signing experience."	The Adobe Sign platform uses Adobe technology to deliver clean, simple interfaces and a highly optimized signing experience. Adobe Sign is 30% faster than DocuSign—with fewer clicks to sign. Adobe Sign allows signing in any order, or a predefined order, and the flexible mixing of electronic and digital signature types. And Adobe Sign has full signing consent built into the e-signing process.
"Our solution is more secure and passes the highest and broadest set of certifications."	"DocuSign is the most secure, compliant, and available."	DocuSign's claim of being the global standard for e-signatures is based on DTM, their own proprietary standard that hasn't been adopted by any other e-signature vendor. Adobe is compliant with the same security standards as DocuSign and supports the same authentication methods.

Objection Handling

Concern	Response
The status quo is fine.	You may not be sharing, collaborating on, and signing documents electronically, but your competition is. And leading companies are using e-signatures to win 17% more deals, cut sales cycle time from weeks to hours, and improve customer retention by 6%.
How secure will my data and documents be?	Adobe is one of the most trusted SaaS providers. More than 5.5 million organizations and 60 million users in 140 countries rely on Adobe Sign. Adobe meets rigorous world-class security and compliance standards and stores all customer data in geographically dispersed data centers with state-of-the-art access controls. And all data and documents are encrypted both in motion and at rest. Learn more at the Adobe Trust Center .
Are e-signatures legal?	Yes. E-signatures are legally valid and enforceable in nearly every industrialized country around the world. In the U.S., Adobe Sign is fully compliant with the E-SIGN Act of 2000, and Adobe Sign complies with e-signature laws around the globe. For more information on country-specific e-signature laws, refer to the Global Guide to eSignature Law handbook .
What's the difference between Adobe Sign and DocuSign?	Adobe Sign is a complete digital document solution that offers more turnkey integrations, better customization, and an easier, faster signing experience than DocuSign. It's backed by a profitable, stable company with demonstrated leadership, a robust R&D budget, and 1,000 patents in digital documents. It's also a preferred e-signature solution for Microsoft customers, thanks to our strategic partnership with Microsoft.

Additional Adobe Sign and SharePoint Resources

- Solution brief
- Customer presentation
- Adobe Sign click-through demo