

# Go 100% digital with electronic forms and signatures

Include legal e-signatures in Adobe Experience Manager Forms processes with Adobe Sign, an Adobe Document Cloud solution



*“Our average turnaround time for signed contracts with Adobe Sign is 1.3 hours. Considering that it used to take at least 2 weeks, and sometimes even months with paper contracts, this is a huge improvement.”*

Nikki Brennan,  
Contract coordinator, WALGA

Governments, financial organizations, healthcare and other regulated industries use Adobe Experience Manager Forms to streamline benefit or account enrollment, recruitment and onboarding, employee self-service and field worker data collection. By automating forms processing—and the communications that go with them—organizations can engage users across channels and devices, improve customer experiences and increase operational efficiency.

Many documents and forms require legally-enforceable signatures. Without an *electronic signature (e-signature)* solution, the convenience of sending documents electronically or completing a form online can be diminished if the next step requires a signature. Printing, scanning, faxing and re-keying adds frustration and delays to the entire process. As a result, customers may revert to more expensive service lines or in-person visits—or abandon the process entirely.

*Adobe Sign* is a cloud-based e-signature service that integrates seamlessly with Experience Manager Forms. Using Adobe Sign, signing becomes part of a continuous, convenient digital experience that is secure and legally compliant.

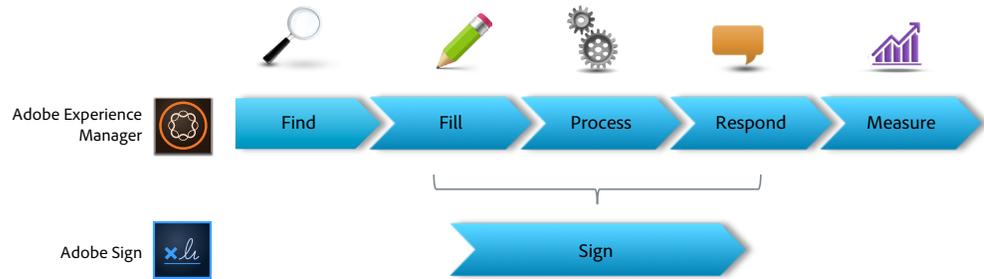
## Why Adobe Sign

Adobe Sign lets you replace paper-based signing processes with a simple online signing experience that is secure and legal. With Adobe Sign, you can gather signatures from virtually anyone in any location. Adobe Sign helps you:

- Do business the way customers and constituents want it—with instant *e-signatures*
- Let mobile workers sign documents—and get signatures from others—while they’re on the go
- Verify signer identities using single or multi-factor authentication such as email, social ID, phone verification, corporate ID and certificate-based digital ID
- Keep a detailed audit trail the logs all events and actions taken by participants
- Automatically deliver signed documents that include a tamper-evident seal to confirm integrity
- Comply with electronic signature laws and regulations, including the U.S. *ESIGN* Act and European Union eIDAS Regulation
- Comply with security, availability and privacy regulations including ISO 27001, SOC 2 Type 2, HIPAA and PCI DSS v3.0

## Integration with Adobe Experience Manager Forms

Working together, Adobe Sign and Experience Manager Forms let you automate complex transactions and include secure, legal e-signatures as part of a seamless digital experience. Using Experience Manager forms, applicants can easily find the right form online, then fill it out using a responsive experience that adapts to the size of their screen—across desktop, tablets and mobile devices. After completing the form, they sign electronically using Adobe Sign. Inside your company, Experience Manager Forms automates processing steps and response communications. Adobe Sign is used again if there are more documents to be signed in order to complete the process. Additional Experience Manager solutions—target and analytics—can also be used to analyze and optimize user experiences over time.



Adobe Sign lets you add legal e-signatures to any form or document included in an Experience Manager forms business process

Adobe Sign customers include:

- State of Hawaii
- San Antonio Housing Authority
- Tulare County Sheriff's Office
- Franklin County
- Western Australia Local Government Association (WALGA)
- NetApp
- Groupon
- KLM
- Telefónica
- Unum
- Ceridian
- TiVo
- The Global Fund
- Pepperdine University

## Typical enrollment process with Experience Manager Forms and Adobe Sign

- **Find:** *Applicant discovers digital form on your website or links to it from a marketing campaign.*
- **Fill:** *Applicant completes the appropriate form from a desktop, tablet or smartphone.*  
Adaptive forms simplify the form-filling process by presenting an engaging interface with the right experience for each device, while reducing keystrokes and providing context-sensitive help. Applicants can attach files easily. They can also start filling out a form on one device and finish on another.
- **Sign:** *The completed form is verified and presented to the applicant for signature.*  
The applicant reviews the information in the completed form. If they're satisfied that everything is correct, integrated Adobe Sign lets them click on an e-signature box and sign by typing or drawing their name. If your organization needs further proof of signer identity, extra authentication steps can be added using methods like phone verification, social ID or knowledge-based authentication.
- **Process:** *Automated workflow and tracking helps employees evaluate the application.*  
Using streamlined digital workflows that include people, systems, content, and business rules, Experience Manager forms routes the application through approvals. Employees work with a personalized dashboard that lets them take action quickly while ensuring compliance with departmental policies and regulatory requirements. Field workers can collect further information using a mobile app, even while offline. And, if documents need to be signed or approved during the evaluation process, Adobe Sign collects signatures or click-through approvals, tracks the signing process and produces an audit trail.
- **Respond:** *Applicants receive regular communications about their application.*  
Experience Manager Forms lets your organization communicate personalized information in engaging ways. Statements, letters and other correspondence can be delivered through personal web portals or other channels. If offers or contracts need signing, Adobe Sign lets your customers sign from any device, even a smartphone.
- **Measure:** *Your organization optimizes customer experiences over time.*  
Experience Manager Forms works with Adobe Analytics to deliver deep insight, letting you know how customers interact with your forms and documents. With that insight, you can use A/B testing and experience targeting in Adobe Target to optimize and further personalize form and document experiences.

### For more information

<https://acrobat.adobe.com/us/en/sign.html>

<https://adobe.com/go/aemforms>

## Resources

To learn more about Adobe Sign, consult these additional resources:

- *Adobe Sign solution brief*
- *Adobe Document Cloud security overview*
- *Global guide to electronic signature law: country-by-country*

Adobe is pleased to provide information that can help businesses understand the legal framework of electronic signatures. However, Adobe cannot provide legal advice. Any information in this paper is not intended as legal advice and should not serve as a substitute for professional advice. You should consult an attorney regarding your specific legal questions.

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