Pfeiffer
Consulting
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Adobe Document Cloud:
Using Acrobat DC
to increase productivity and ROI

Executive summary

▶ This research combines **detailed technology analysis of Acrobat DC apps and services** and **productivity benchmarks,** covering seven distinct application areas.
Over 360 individual benchmarks were executed.

▶ Adobe has developed **Acrobat DC into a fully-fledged, PDF-driven document interaction system**.

▶ Technology analysis covered key aspects of Acrobat DC apps and services, **in particular how named user licensing can significantly reduce IT workload**, as well as other technologies and services provided by Acrobat DC.

▶ **The considerable cumulative effect of small productivity gains in everyday operations in organizations is frequently overlooked:** Data from the benchmarks were used to establish ROI projections, which clearly show that **small productivity gains can result in thousands of dollars of ROI per year and per user.**

Key benchmark results: Average of 22 workflow scenarios

With Adobe Acrobat DC (35,50%)

Without Adobe Acrobat DC (100 %)

Chart based on the average of 22 different workflow scenarios per solution.
A total of 367 individual benchmark measures were taken.
Reference value: Average time when working with conventional methods. **Shorter is better.**

About this research

About this report

This report presents the findings of a research project conducted by Pfeiffer Consulting for Adobe, focusing on Acrobat DC usage in the enterprise. The main aim of the research was two-fold: **to conduct technology analysis of key Acrobat DC services and technologies,** and **to measure the productivity gains in a variety of tasks of PDF-related document creation, editing, and sharing**. A total of 22 different workflow scenarios were benchmarked. Over 360 individual benchmark measures were taken.

Benchmarks were executed using *Pfeiffer Consulting's Methodology for Productivity Benchmarking*, which has been fine-tuned over more than a decade, and measures the time experienced operators take to execute specific tasks. Please refer to the Methodology section on the last page of this document for more information.

About Acrobat DC apps and services

Acrobat DC apps and services **combine PDF creation and editing with advanced tools, forms creation, redacting as well as document security**. Combined, they allow users to access and work on documents on a variety of devices and platforms, **including signing and tracking of documents**, as well as **automated document capture and processing** using mobile devices or through integrations with commonly used applications, such as Microsoft Office.

Structure of the report

This report is structured in three distinct sections: **"Changing the paradigm: The value of named user licensing"** on page 3 focuses on software deployment **"Acrobat DC apps and services: A new perspective on document interactions"** on page 5 takes a closer look at key Acrobat DC technologies; **"Key results of the productivity benchmarks"** on page 7 presents key results of the productivity benchmarks conducted for this research and how Acrobat DC apps and services can impact return on investment (ROI).

Major points

▷ This research combines **detailed technology analysis of Acrobat DC apps and services** and **productivity benchmarks,** covering seven distinct application areas and 22 workflow scenarios. **Over 360 individual benchmarks were executed**.

▷ Data from the benchmarks were used **to establish ROI projections based on productivity gains,** documenting the fact that small individual productivity gains **can result in thousands of dollars of ROI per year and per user.**

▷ Technology analysis covered key aspects of Acrobat DC apps and services, **in particular named user licensing**, as well as other technologies and services provided by Acrobat DC.

About Pfeiffer Consulting

▷ Pfeiffer Consulting is an independent technology research and benchmarking operation focused on digital tools and workflows, digital content production, and new media.

For more information, please contact **research@pfeifferreport.com**

Changing the paradigm: The value of named user licensing

Major points

▷ **Named user licensing significantly reduces the workload of the IT department**, since licenses are not tied to physical workstations, simplifying tracking user compliance, security, and entitlements.

▷ Creating and testing software packages is **one of the key bottlenecks in enterprise software deployment**.

▷ Named user licensing and deployment makes it possible **to keep apps current without having to create new packages** and deploy them.

Software deployment and licensing

Deployment of software is one of the most essential aspects of enterprise computing. In a way, it is the functional backbone that allows end-users to operate in and create for the digital office. It is also one of the most complex and multi-layered set of processes in IT management.

Today, software deployment is facing an increasingly complex and volatile technology landscape. Long gone are the days where operating system and application software updates and bug-fixes were the only things to worry about: **Increasingly, the value of new releases of software is linked to cloud services which require more frequent updates.**

And that's where the situation begins to get complicated, since in many cases, what IT needs to do a good job may be challenged by the strategic requirements of the company. Common procedure in software deployment is to extensively test new solutions, then to package them, and roll them out

NUL and AUSST: Efficiently managing self-service deployment

Do you need to control releases?

NO → **Self-service deployment**

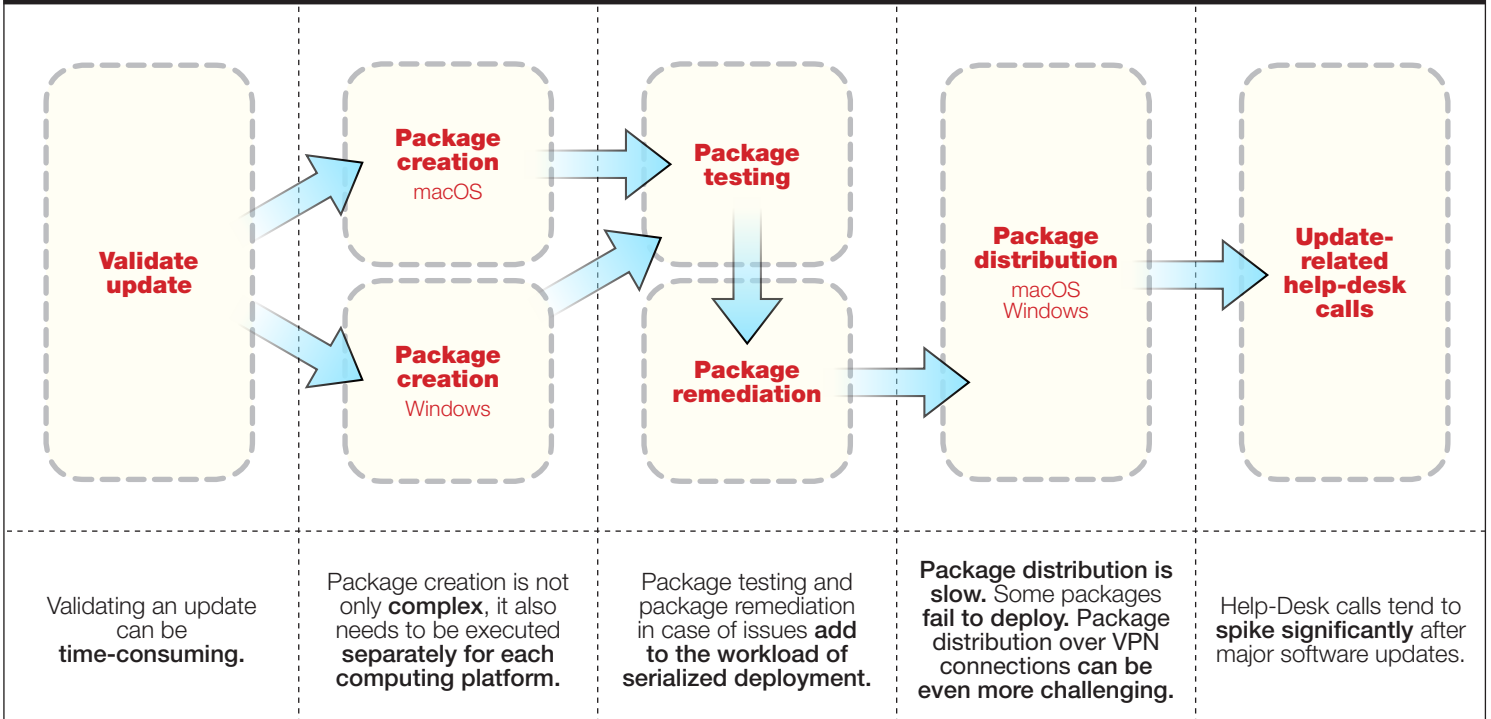YES → **Use AUSST** → **Managed self-service deployment**
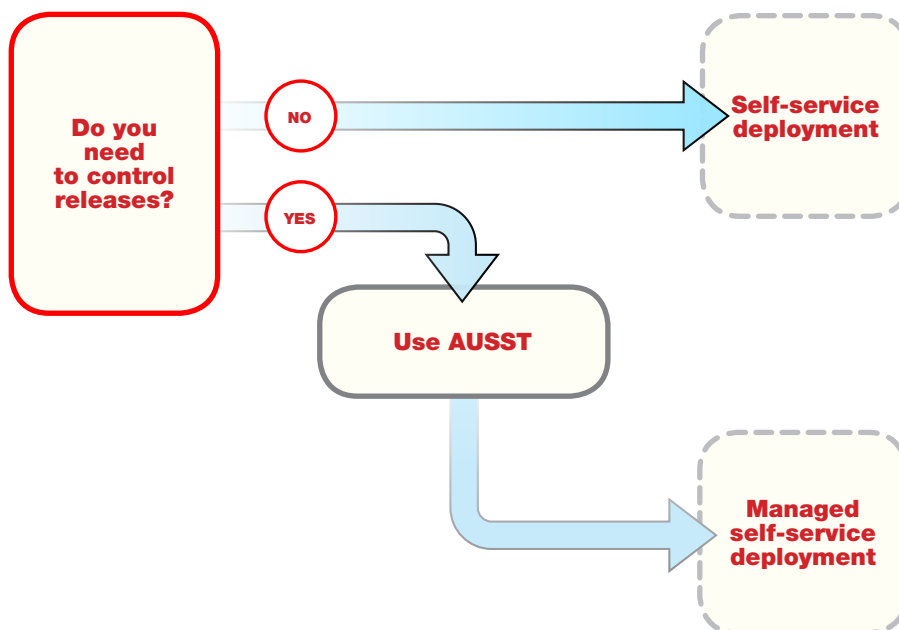
Using NUL (named user licensing) allows IT departments to reduce time spent managing deployments of Acrobat and ensures that the app and services are current without having create packages for each new version, test or deploy them.

NUL allows for is fully self-updating and runs in a "versionless" state using industry standard, incremental updates that also have a much–reduced impact on the user.

Alternatively, companies can choose to use AUSST (Adobe Update Server Setup Tool) which, in a nutshell, helps the IT department to configure its own update server and download products and updates from the Adobe Update Server to it. This means that client machines can be redirect to the server where Adobe apps are installed, rather than having to go the Adobe Update Server. The client machines check for products and updates on the company's update server, and when instructed, download the products and updates.

Package creation
macOS

Package testing

Validate update

Package creation
Windows

Package remediation

Package distribution
macOS
Windows

Update-related help-desk calls

Validating an update can be **time-consuming.**	Package creation is not only **complex**, it also needs to be executed **separately for each computing platform.**	Package testing and package remediation in case of issues **add to the workload of serialized deployment.**	**Package distribution is slow.** Some packages **fail to deploy.** Package distribution over VPN connections **can be even more challenging.**	Help-Desk calls tend to **spike significantly** after major software updates.

Serialized vs. named user licensing

One of the major changes that Adobe brings for enterprises is the move from **serialized** to **named user licensing.** In the first case, a serial number gets embedded when software is packaged for end-users; this package is then distributed to individual users, but it's the serial number that activates the software.

Named user deployment, by contrast, allows the IT department to **give users direct access to the software and services they require.** Software is activated by the user log-in and is immediately accessible. This method also makes it easier to manage licenses and to maintain compliance.

to every user in an orderly, automated fashion. While IT desires a long-term stable platform to reduce costs, **that approach is increasingly challenged by the rapid evolution of information technology.**

For larger enterprises, software license compliance adds a further complication to license management. Many compliance issues are linked to problems with serialized deployment, since the license of the software that is installed is linked to physical hardware, and not to the user. Even when deployment of software packages is rigorously managed, it is quite easy to lose track of the number of applications installed and used, and it is crucial to make sure a software package is immediately removed when it is not required any more.

Named user licensing not only changes the basic paradigm of software management, it also reduces the organizational overhead and challenges associated with serialized licensing. (See sidebar and charts.)

Benchmarking user administration: Benefits of named user deployment

	Without NUL (Minimum number of necessary steps)	With NUL (Admin Console)	ROI Impact
Install Acrobat DC app	**1** Download Packager **2** Open Firewall and Proxy ports if necessary to allow for packaging and license checking **3** Choose applications to package **4** Build package and download apps (can take a long time) **5** Create package script, test in deployment environment **6** Script must log off user to avoid conflicts	**1** Administrator inputs named users and assigns app entitlements.	NUL: Only minimal package creation required for elevated privileges **Impact:** Significantly decreased workload for IT staff
Install an additional app for a user	**1** Download Packager **2** Open Firewall and Proxy ports if necessary to allow for packaging and license checking **3** Build package and download apps (can take a long time) **4** Create package script, test in deployment environment **5** Script must log off user to avoid conflicts	**No work.** User installs needed software.	NUL: It is usually sufficient to add the app to the user profile **Impact:** Significantly decreased workload for IT staff, reduced support tickets

Acrobat DC apps and services: A new perspective on document interactions

It's all about expediting document workflows — both enterprise and individual

As far as general office data are concerned, the necessity of document interactions and the optimization of related processes has been apparent for many years. **PDF files, on the other hand, have long been perceived as the de facto standard for document exchange for most organizations globally**, yet the role they play in the enterprise has evolved significantly, and for a good reason. Not only are PDF files a unique and trusted way of displaying the same document on any platform or device, including typography and designs; **much more important is the fact that they can be secured in a way that makes tampering with the content difficult and traceable**.

Since its first release twenty-five years ago, Adobe Acrobat has evolved much more than a casual observer might suspect and it's safe to say that **the PDF format has profoundly changed the way we interact with documents**. What is less obvious is the way in which the underlying concepts have grown into a fully-fledged ecosystem of document-related technologies by

Managing users: Key benefits of named user licensing

	Serialized Licensing	Named User Licensing (NUL)
Specificity of license	Serial number, linked to **workstation**	Software is **deployed without a license**, and the **user brings the license to the machine** when they log in.
Software deployment	Software is deployed **with a serial number** and **locked to a single workstation**	Software is deployed **without a serial number**. The user brings the license by logging in.
User access to software license	Limited to the **user's PC** License **needs to be removed and redeployed** upon workstation change	User can **access software on any available workstation** by logging into his/her user account
Home use of software	**Not supported**	**Supported**
Compliance efforts and audits	Regular **audits are required** to ensure license compliance	**No audits or other compliance efforts are required** when using NUL
Document Cloud services	**Not supported** with serialized licensing	NUL log-in **activates Document Cloud services**

Named user licensing (NUL) is a key change to the licensing schemes used before. While serialized licensing associates an individual serial-number with an individual workstation, NUL is based on user profiles that are managed from a console.

This has significant benefits for the IT department, since it significantly reduces deployment and redeployment of software, helps streamline control for security, privacy, and user entitlements and also makes additional compliance processes and audits unnecessary.

For the user as well, NUL makes life easier, since it is possible to access the license attributed to him on any workstation where the software is installed—all that is needed is to log in. NUL. This also allows for the option to legally use software at home or traveling within the terms of the licensing agreement.

Acrobat DC apps and services: Key features

Technology/Service	Key Aspects	ROI Benefits
Named user licensing	• Software license **securely linked to user** • Software **not locked to workstation** • **No additional compliance efforts** required • Provides access to **DC services**	NUL can **significantly reduce the cost** of software deployment/redeployment **and the support/helpdesk calls** linked to software installation. Security and privacy controls are centrally managed.
Document access from all major platforms	• Files stored in Document Cloud **can be accessed and worked with** from **all major platforms, devices** and **web browsers,** as well as **managed if user is removed** from the licensing management console.	Platform-agnostic file access can **significantly reduce the time users spend accessing and working with documents.** (See benchmarks.)
Forms creation and document redaction	• Acrobat DC can **automatically create forms from scanned documents** and **search and edit text in scans** • Document redaction tools **permanently remove sensitive information** as well as **hidden information**	**Editing scanned documents** and **automatic forms creation speed up work.** (See benchmarks.) Redaction tools **reduce the risk of accidentally exposing sensitive information** and help ensure compliance with privacy regulations.
Document security	• PDF security options include **encryption, access control** and **certificate signatures** (among others) • Supports **256-bit AES encryption** and **ETSI standards**	PDF document security **considerably exceeds** document security available for standard office documents. (See sidebar.)
Adobe Scan	• Mobile app allows users **to capture and automatically process documents** • File produced are **processed with OCR** and **are searchable**	Automatic capture and processing **provide significant productivity gains** over other methods, and **can speed up the collaborative workflow.**

PDF and document security

Document security has become one of the biggest challenges in modern document management. While it is of course possible to protect many documents to some extent, the security they offer is insufficient in many cases. It is not surprising, therefore, that PDF files have long been leading the way if a document needs to be distributed widely and securely.

PDF files can be encrypted **using 256-bit, AES standards-based encryption and are compliant with security standards such as ISO 27001**.

PDF files also support **digital and electronic signatures**, and can be **securely redacted if needed.**

Equally important is access control: PDF files can be completely **password-protected**, of course, but its also possible to allow simply viewing a file, but **disabling the possibility to print or copy content.**

far exceeding the simple fact that today encoding a variety of data-types into a secure completely platform-agnostic format is seamless. **This trend has been heightened by the increasingly important role mobile devices play in our lives**, which in turn has had a lasting impact on the needs and requirements of enterprises working with documents. **Acrobat DC reflects this trend towards ever more complex document workflows**. Clearly, Adobe realized several years ago that modern PDF management goes well beyond a single application. **It requires a robust, cloud-based document workflow and management infrastructure**, as well as **additional technologies, services** and, increasingly important, **mobile apps**. By creating Acrobat apps and services, Adobe made it possible to securely work with PDF files not only from within the Acrobat DC application, but also from mobile platforms, web-browsers as well as from within the navigation panes of standard enterprise productivity applications such as Microsoft Office 365.

Key aspects of Acrobat DC

Named user licensing: Unlike licensing based on serial numbers, **named user licensing (NUL) does not tie a license to a specific workstation, but to a user,** who can log-in to access the software on any machine where it is installed, thus **significantly reducing IT workload.**

Acrobat DC apps and services: Accessible on multiple devices and web-browsers, they include **filling out and signing documents**, as well as **creating, reorganizing and exporting PDF files**. Acrobat DC adds advanced PDF editing features such as **automatic forms creation** and **document redaction**, as well as **commenting, document comparison** and **document protection**, to name just a few.

Mobile apps: Extend the Acrobat DC ecosystem to mobile devices for iOS and Android: Acrobat Reader, and companion apps streamline certain processes then **automatically make them available on Document Cloud**.

Key results of the productivity benchmarks

Major points

▶ Benchmarks conducted for this research analyzed **a wide variety of common tasks in document processing**, covering seven distinct areas and 22 workflow scenarios. A total of 367 individual benchmarks were executed.

▶ Acrobat DC apps and services show **a clear productivity advantage in these benchmarks with average productivity gains of over 280%.**

▶ Even seemingly minor productivity gains on frequently repeated operations influences the return on investment. ROI projections derived from the cumulative effect of these productivity gains showed the impact can easily reach thousands of dollars per user.

Measuring ROI potential with benchmarks

While in some sectors of activity, the exact meaning of the return on investment (ROI) can be very clearly understood and easily defined, this is far from being the case in enterprise technology in general and, in particular, when the investment in enabling technologies is concerned.

Thus, the main aim of the benchmarks conducted for this research was to ana¬lyze **common document processing tasks**, and to compare how long the same operations took either using conventional methods, or working with Acrobat DC apps and services. For example, a decision maker in a bottling plant may have a clear idea of the return of a specific technology investment may bring, **the considerable cumulative effect of small productivity gains in everyday operations** that a software platform such as Acrobat DC apps and services can provide is almost universally underestimated when analyzing ROI.

About the benchmarks

To create the benchmarks, we looked at seven specific areas, and conducted a variety of common workflow scenarios with both methods. Specifically, we analyzed **basic document management, document editing** and **forms creation**, as well as **document redaction**, working with files on a **mobile device**, and **acquiring and processing documents with a smartphone**.

Then, for each one of these areas, and for each workflow situation benchmarked, **we researched and established real-world, step-by-step scenarios based on best practices**; when different methods could be used to achieve the same result, we benchmarked and compared either method, to make sure that we would produce coherent results. (For details on the way we design and execute benchmarks, please refer to the Methodology section at the end of this report.)

Document redaction

Document redaction is a complex and sensitive field, for a number of reasons. Erasing content from a text document is easy enough; permanently and irretrievably redacting the information, and deleting hidden information stored in the metadata of a file is another matter.

A common method of document redaction consists in blacking out sensitive information, a simple task in any word-processor—yet the information is not removed, only hidden, even if one transforms the resulting document into a PDF file. Permanently removing blacked-out text from a word-processing document would require either to print and scan it—or to transform the file into an image format.

Document redaction functionality in Acrobat DC will not only permanently remove redacted text, it also looks for hidden information and metadata that could go unnoticed. Unredacted content, however, remains editable if required, which is not the case when a text document is scanned or transformed into image files.

Benchmark details

Document management: We benchmarked the time to **convert different type of common office document formats to PDF**. Acrobat DC allows the user to access common document and image formats directly.

Editing: Editing benchmarks included **making last-minute changes** in a distribution-ready PDF file; **combining several text documents into a single PDF** as well as **finding** and **replacing text** in a scanned document.

Forms creation: For the forms creation benchmarks we compared three different workflow scenarios: **recreating a simple contact form** from a scanned original, recreating a **quarterly expense report and a complete order form** (including the necessary calculated fields), based on an editable template downloaded from the web.

Document redaction: We tested two scenarios for document redaction: **simple document redaction**, erasing contact information from a contract, including erasing personal metadata in the file, and **complex document redaction** of a list of employees, definitively redacting social security information and phone-numbers. (When not using Acrobat DC, the redacted file was converted from PDF to JPEG, to insure that the confidential information was irretrievably erased.)
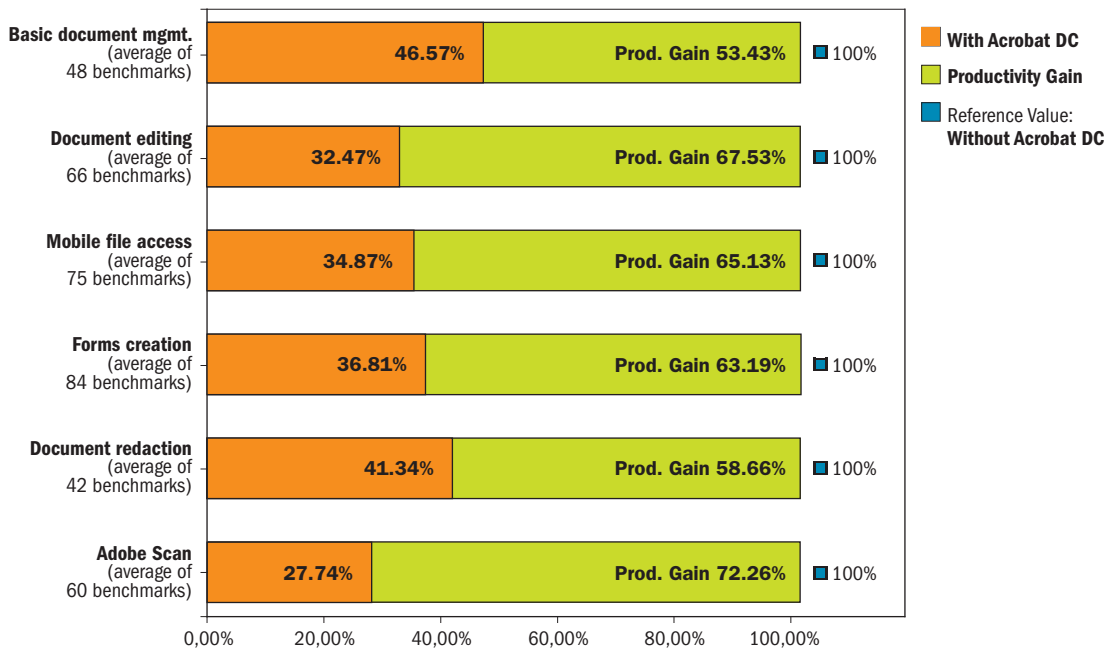
The document redaction functionality in Acrobat DC will not only permanently remove redacted text, **it also looks for hidden information and metadata that could go unnoticed.**

Working with mobile devices: We tested the time it takes **to make a document available and access it on one or several mobile devices.** (When not using Document Cloud, we looked both at the time necessary to copy and access the updated file(s) from a cloud storage service, and the time it would take to copy the file(s) to each device.

Acquiring documents with a smartphone: We compared the time necessary **to photograph, crop and optimize several documents** with a smartphone. For Acrobat DC we used **Adobe Scan, which automates the process and applies OCR to the captured documents.**

We also measured the time necessary **to isolate, crop, optimize and share 10 documents in a large batch of photographs**, a process that is also automated by Adobe Scan.

Analyzing benchmark results: Average productivity gains by type of activity

Activity	With Acrobat DC	Productivity Gain	Reference
Basic document mgmt. (average of 48 benchmarks)	46.57%	Prod. Gain 53.43%	100%
Document editing (average of 66 benchmarks)	32.47%	Prod. Gain 67.53%	100%
Mobile file access (average of 75 benchmarks)	34.87%	Prod. Gain 65.13%	100%
Forms creation (average of 84 benchmarks)	36.81%	Prod. Gain 63.19%	100%
Document redaction (average of 42 benchmarks)	41.34%	Prod. Gain 58.66%	100%
Adobe Scan (average of 60 benchmarks)	27.74%	Prod. Gain 72.26%	100%

Legend:
- ■ **With Acrobat DC**
- ■ **Productivity Gain**
- ■ **Reference Value: Without Acrobat DC**

In order to better visualize the overall impact on productivity, we calculated the average productivity gains (green bar) for each segment of the benchmarks, using the results for conventional methods as the reference values.

About the ROI projections

The ROI projections at the end of this document have been calculated using a simple methodology: The top half of the table presents the features taken in account, and calculates **the number of seconds saved by one individual operation** over using different methods. In addition, these time savings are mapped to the overall hourly cost of an employee.

The lower half of the table uses the same features and time savings, **applies a reasonable weekly frequency of use for each feature, and calculates the cost savings based on hourly rates.**

Finally, the bottom of the table presents **the cumulated cost savings of all features included in the table over a month and a year** (based on 20 workdays per month and 220 workdays per year).

Every click counts

It is a widely accepted fact in productivity research and ergonomics that every click counts, and **every unnecessary step slows the user down**. Once one starts adding up the individual productivity gains provided by a variety of efficiency enhancements and features included in Acrobat DC apps and services, **the returns on investment can be very significant**, particularly when scaled to the size of a team, where some specialized features such as forms creation or document redaction will be used by some team members extensively, and can save considerable time.

Let's take a simple example: Our benchmarks show that on average, each time, Acrobat DC is used to open an office document (transforming it into a PDF file in the process) and saving it to Document Cloud rather than exporting it from an office application to the local file system, one saves 34 seconds. **Repeated just three times a day, this can save a worker almost 35 minutes per month**. And we are only considering a small, isolated (and seemingly minor) feature group.

Another good example: the common task of capturing documents and receipts with a smartphone and sharing them, which usually requires some manual adjustments, **tasks which are automated to a large extent by the Adobe Scan app**. Just for a single document, the user saves **almost 46 seconds—which can add up very rapidly** over the course of a month or longer.

The bottom line

Pfeiffer Consulting has analyzed the data from the productivity benchmarks to establish the impact of productivity gains on return on investment. **Acrobat DC apps and services increase the productivity of average users and teams by providing efficiency gains in a considerable number of everyday operations. The resulting ROI can very easily reach thousands of dollars per workstation per year.**

The cumulative effect of productivity gains: How Acrobat DC can impact ROI

Over **360 individual benchmarks** have been conducted for this project. The figures presented in this table are **average values of groups of several benchmarks**.

	Prod. measures without Acrobat DC (Time in seconds)	Prod. measures with Acrobat DC (Time in seconds)	Individual time savings (seconds)	Productivity gain (%)	ROI generated (1 hour @ $100)
Incremental productivity gains (Return on Investment generated by individual operation)					
Document management and editing					
▶ **Conversion of office documents** (Average of 48 benchmarks)	64,18	29,89	**34,29**	**53,43%**	$0,95
▶ **Find text in scanned document** (Average of 6 benchmarks)	123,21	16,32	**106,89**	**86,75%**	$2,97
▶ **Find and replace text in scanned document** (Average of 13 benchmarks)	221,32	63,12	**158,20**	**71,48%**	$4,39
▶ **Last-minute changes in distribution-ready PDF** (Average of 21 benchmarks)	176,75	82,15	**94,60**	**53,52%**	$2,63
▶ **Combine 5 text documents into a single PDF** (Average of 12 benchmarks)	139,75	53,06	**86,69**	**62,03%**	$2,41
Forms creation					
▶ **Create simple form from scanned original** (Average of 15 benchmarks)	330,09	34,12	**295,97**	**89,66%**	$8,22
▶ **Create expense report with calculations from scanned original** (Average of 30 benchmarks)	788,23	264,26	**523,97**	**66,47%**	$14,55
▶ **Create order form with calculations from Word template** (Average of 39 benchmarks)	1014,02	486,56	**527,46**	**52,02%**	$14,65
Document redaction					
▶ **Simple document redaction** (Average of 18 benchmarks)	99,74	66,92	**32,83**	**32,91%**	$0,91
▶ **Complex document redaction** (Average of 24 benchmarks)	236,27	72,01	**164,27**	**69,52%**	$4,56
Working with mobile devices					
▶ **Make single file available on mobile devise** (copy to device) (Average of 12 benchmarks)	81,75	42,71	**39,04**	**47,76%**	$1,08
▶ **Update file, access from 3 mobile devices** (using cloud service) (Average of 27 benchmarks)	121,90	54,25	**67,66**	**55,50%**	$1,88
Document capture and processing with smartphone					
▶ **Capture single document, crop and optimize** (Average of 12 benchmarks)	66,22	20,64	**45,58**	**68,84%**	$1,27
▶ **Find specific receipt in batch** (Average of 6 benchmarks)	26,86	6,72	**20,14**	**74,99%**	$0,56
▶ **Find and process documents in large batch of photos** (Average of 24 benchmarks)	443,99	63,01	**380,98**	**85,81%**	$10,58

	Time saved (seconds)	Occurrences (Per week/ user)	ROI/person	ROI (5 person team)
ROI projections (based on incremental productivity gains)				
Document management and editing				
▶ **Conversion of office documents** (Average of 48 benchmarks)	34,29	10	$9,53	**$47,63**
▶ **Find text in scanned document** (Average of 6 benchmarks)	106,89	1	$2,97	**$14,85**
▶ **Find and replace text in scanned document** (Average of 13 benchmarks)	158,20	0,5	$2,20	**$10,99**
▶ **Last-minute changes in distribution-ready PDF** (Average of 21 benchmarks)	94,60	1	$2,63	**$13,14**
▶ **Combine 5 text documents into a single PDF** (Average of 12 benchmarks)	86,69	2	$4,82	**$24,08**
Forms creation				
▶ **Create simple form from scanned original** (Average of 15 benchmarks)	295,97	1	$8,22	**$41,11**
▶ **Create expense report with calculations from scanned original** (Average of 30 benchmarks)	523,97	0,5	$7,28	**$36,39**
▶ **Create order form with calculations from Word template** (Average of 39 benchmarks)	527,46	0,5	$7,33	**$36,63**
Document redaction				
▶ **Simple document redaction** (Average of 18 benchmarks)	32,83	1	$0,91	**$4,56**
▶ **Complex document redaction** (Average of 24 benchmarks)	164,27	1	$4,56	**$22,81**
Working with mobile devices				
▶ **Make single file available on mobile devise** (copy to device) (Average of 12 benchmarks)	39,04	3	$3,25	**$16,27**
▶ **Update file, access from 3 mobile devices** (using cloud service) (Average of 27 benchmarks)	67,66	4	$7,52	**$37,59**
Document capture and processing with smartphone				
▶ **Capture single document, crop and optimize** (Average of 12 benchmarks)	45,58	4	$5,06	**$25,32**
▶ **Find specific receipt in batch** (Average of 6 benchmarks)	20,14	2	$1,12	**$5,59**
▶ **Find and process documents in large batch of photos** (Average of 24 benchmarks)	380,98	1	$10,58	**$52,91**
	Total ROI generated/week		**$67,39**	**$336,95**
	Total ROI generated/month		**$269,56**	**$1 347,82**
	Total ROI generated/year		**$2 965,19**	**$14 825,97**

Methodology

This research project was commissioned by Adobe and independently executed by Pfeiffer Consulting.

All the productivity measures presented in this document are based on real-world workflow examples, designed and executed by professionals with many years of experience with the programs and workflows involved.

▷ **How we design the benchmarks**

The basic approach is simple: in order to assess productivity gains that a program or solution may (or may not) bring, we start by analyzing the minimum number of steps necessary to achieve a given result in each of the applications or workflows that have to be compared.

Once this list of actions has been clearly established, we start to execute the operation or workflow in each solution, with the help of seasoned professionals who have long-standing experience in the field and with the solutions that are tested.

Every set of steps is executed three times, the average of the three measures is used.

▷ **About Pfeiffer Consulting**

Pfeiffer Consulting is an independent technology research institute and benchmarking operation focused on the needs of publishing, digital content production, and new media professionals.

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