



# Adobe Document Cloud for sales acceleration

## Close deals five times faster and track documents in real time



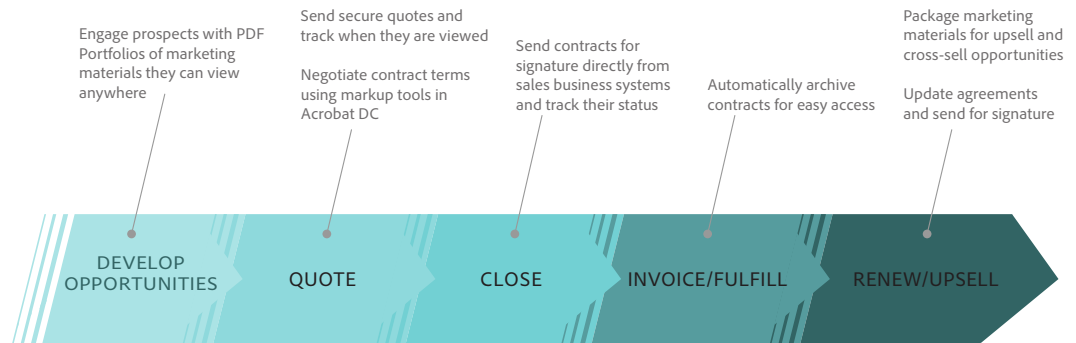
In today's fast-paced business environment, speed equals competitive advantage. But for sales teams that still rely on paper marketing materials, quotes, and contracts, it can take weeks or even months to get from quote to close.

### Accelerate the sales process with Adobe Document Cloud

Make slow, manual sales tasks a thing of the past. *Adobe Document Cloud* provides the complete power of Adobe Sign for automating signing and approvals, plus Adobe Acrobat for organizing, protecting, and collaborating on high value business documents. Reduce the time spent getting sales documents out the door and gain visibility into the status of contracts out for approval. Create timely, accurate, and polished sales materials that impress customers and reduce the sales cycle. Adobe Document Cloud enables sales reps to create, edit, protect, send, track, store, and get digital documents electronically signed, while integrating with the business applications they use every day.

*"Adobe provides us with an innovative, new option for e-signing to reach customers by removing physical barriers that might inhibit business."*

Ray Young  
Business development director,  
Ricoh UK



By adding Adobe Document Cloud to existing sales processes, organizations have accelerated time to close by 500% or more. Your company can achieve similar results.

### Free your sales teams to focus on selling

Streamline the process of creating and sending marketing materials, quotes, and invoices. With just a few minutes of training, your sales reps will be able to edit and finalize digital documents, apply protection if necessary, and send them for review and signature. No need to print, fax, overnight, or locate paper documents. They don't even need to be in the office—with Adobe Document Cloud, reps can work on, send, and track quotes and agreements from the road via their smartphone or tablet. Real-time tracking shows when customers view, approve, and sign contracts. Removing time-consuming administrative burdens frees your sales staff to concentrate on getting new business, nurturing current customer relationships, and growing revenue.

### Increase forecasting accuracy

Managing sales contracts manually makes forecasting complicated, as it's difficult to tell when deals will close—or if they're stalled. Gain visibility into the sales contract cycle with Adobe Document Cloud. Reports updated in real time confirm document delivery and show when customers view, approve, and sign contracts, so you know exactly where you are in the sales cycle. And turnkey integrations with popular business systems help you track every deal, so you can deliver accurate forecasts easily.

#### Adobe Document Cloud integrations

Document Cloud supports turnkey integrations with top-tier business systems, including:

- Salesforce
- Microsoft Dynamics CRM
- NetSuite
- SugarCRM
- Apttus
- Selectica
- IBM Emptoris
- Oracle CPQ
- And other systems via flexible APIs

*"Our previous manual processes involved a lot of scanning and emailing documents for signatures, reviews and approvals. Sales representatives now use automated workflows to draft and manage quotes and contracts directly through Salesforce using Adobe Sign."—Amy Roy, Ceridian*

*"We can complete contracts in minutes and meet deadlines that would have been impossible without this type of technology."*

Connie Brenton, director of operations and chief of staff in the legal department, NetApp

## Improve customer experiences and close deals faster

Impress customers with timely, professional, and secure sales documents they can access anywhere and on any device. Make it easy to do business with your organization with documents clients can approve and sign with legal *e-signatures* from their desktops, tablets, or smartphones. Internal approvals are also a snap, as you can send a document to multiple recipients, track who has viewed it, and send automatic reminders to make sure no steps are missed. The result—sales contracts close faster and your company makes a positive impression, helping drive long-term customer loyalty.

## Eliminate costly errors in sales documents

Contract errors can lead to lost deals or even legal action. With Adobe Document Cloud, sales teams can dramatically reduce errors by consulting a centralized library of document templates and audit trails of all changes. No re-keying is required, as data from forms and contracts is automatically merged into systems of record. And Document Cloud works the way you do, so it's easy to create, edit, send, track, sign, and store documents while working in a familiar business application. Document Cloud is optimized to work with leading productivity applications such as Office 365, Microsoft SharePoint, and Dropbox. Plus, it integrates easily with business systems—including Salesforce, Apttus, Microsoft Dynamics CRM, NetSuite, SugarCRM, and more. You can store documents in your existing CRM system, or online, and retrieve them quickly when needed.

*"By integrating Apttus with Adobe Sign, we can manage customers, create contracts and send them for signature from a single interface, making it much easier to provide a seamless customer journey."—Amy Roy, Ceridian*

## Choose a leader in digital documents to drive business faster

Join the ranks of industry leaders including Groupon, NetApp, and Ricoh UK. Add Adobe Document Cloud to your existing sales processes and slash the time it takes to prepare, send out, and manage contracts. Reduce the paperwork and accelerate time to revenue with timely, professional, and accurate digital documents your customers can easily view, sign, and return. And rest easy knowing your solution is backed by Adobe, the company that created PDF and a leader in digital documents for over 20 years.

### For more information

[www.adobe.com/go/dc-enterprise](http://www.adobe.com/go/dc-enterprise)



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