

# Achieve mission success one stage at a time.

Your guide to a three-staged approach to  
digital document processes in government.



# Digital workflow transformation

In 2018, the 21st Century Integrated Digital Experience Act (IDEA) began a shift in the way people engage with government agencies. The law requires federal agencies to replace paper-based processes with digital applications and services to enhance citizen interactions with the government through initiatives such as forms standardization, signature modernization, and Section 508 Compliance.

Although the law itself is straightforward, the actual process of modernizing can be a daunting task. For this reason, Adobe created a staged modernization approach to help agencies achieve digital transformation that is both compliant and quick to implement.

Though agencies have been on course to modernization, COVID-19 propelled it. The global pandemic amplified how essential government services are to people and communities. It also demonstrated the need for digitized services such as forms, electronic signatures, and modern websites with built-in capabilities.



The Colorado Department of  
Transportation (CDOT) saved over

**\$1 million**

by closing their print shop and switching  
to paperless workflows.

## Ideal digitized government service capabilities



### **Accessibility**

to individuals with disabilities per GSA Section 508



### **Self-service**

digital web forms



### **Streamline**

processes with e-signatures and automated workflows



### **Searchability**

and ease of use



### **Secure**

connections for service delivery



### **User-centric**

applications supported by data-driven analysis



### **Customizable**

options for a more personalized digital experience



### **Mobile-responsive**

and functional on all devices

Adobe, the inventor of PDF, is reimagining the paper document experience to unlock an even greater modern impact. Now, Adobe Document Cloud is helping agencies innovate for the future and transforming how government delivers on its mission in three simple stages.

Adobe's three-stage approach to modernization provides a roadmap of solutions that help agencies transform their operations. Agencies can build on existing foundations to achieve digital transformation rapidly and within budget. Tackling modernization in stages allows agencies to achieve two missions simultaneously: create easy, modern digital document processes and deliver remarkable human experiences.

#### **Adobe's modernization approach includes:**

- 1. Digitizing paper document processes**
- 2. Efficient, integrated digital document workflows**
- 3. Multichannel, intelligent digital document workflows**

# STAGE 1

## Digitizing paper document processes

Why focus on digitization first? Because digitized document processes are a building block for digital government. It supports an array of administration objectives for better and more sustainable citizen and employee experiences. An [October 2021 Adobe-commissioned Forrester Consulting study](#) found that a strong digital foundation with a sustained acceleration of digital transformation is essential for the future.

Digitizing paper documents with Adobe solutions is simple, and it benefits both citizens and employees. As easy as it is to use Adobe tools for editing, preparing, and sharing PDFs that maximize workforce efficiency, it's just as effortless to manage document reviews using modern collaboration tools in Adobe Acrobat, Microsoft Teams, or other tools users already know and use regularly.

PDF services in Adobe Acrobat enable agencies to deliver a better experience for more citizens. Streamlined, human-driven, automated tools dramatically reduce the time it takes to make PDFs accessible for citizens with visual or physical disabilities.

**Adobe Acrobat offers agencies the confidence of industry-leading PDF security for in-office and remote workers with:**

- App security
- Sandboxing
- Content controls (encryption, certification, redaction, watermarking, and digital rights management)

### FACT:

Agencies can use PDF services to embed PDF tasks into any application or web experience with comprehensive APIs, such as create, combine, compress, edit, organize, protect, extract, or scan/OCR.

# 66%

of respondents stated digital document processes have enabled a virtual working environment.

Source: "Building From A Strong Foundation: It's Time For Digital Government," a commissioned study conducted by Forrester Consulting on behalf of Adobe, October 2021.

## STAGE

# 2

## Efficient, integrated digital document workflows

Once document processes are digitized, agencies can enhance the citizen experience (CX), the overall experience citizens have with government agencies, and employee experience (EX), the overall experience employees have throughout their journey with an agency, by digitizing their document workflows in the next stage. By modernizing their tools and technology, government agencies can boost EX and make it easier for their teams to achieve what they set out to do. This higher satisfaction level motivates employees toward better service, which, along with enabling digital document processes for citizens, improves CX.

Adobe Acrobat and Adobe Document Cloud automate workflows across departments, reduce silos, create better user experiences, and more. These solutions help start the digitization process by rapidly replacing manual and paper processes with automated means for sending, tracking, and archiving signed documents and forms with audit reports.

For example, build e-signature workflows with Adobe Sign into other apps through prebuilt integrations at no extra cost. Drive deeper innovation among team members using integrated Microsoft experiences with Microsoft 365, SharePoint, Teams, Power Automate, and Dynamics 365. And take advantage of quick, low-code integrations with ServiceNow, Workday, Salesforce, Google Workspace, and more.



Agencies understand the importance of CX with

# 75%

focused on improving the experience of citizens over the next 12 months.

Source: "Building From A Strong Foundation: It's Time For Digital Government," a commissioned study conducted by Forrester Consulting on behalf of Adobe, October 2021.



## STAGE

# 3

## Multichannel, intelligent digital document workflows

Many agencies have made significant progress toward digital transformation. According to the Forrester study, it's now time to focus on high impact wins and longer-term transformation items. In Stage 3, the aim is to create modern, cloud-based document experiences and web experiences that are accessible anywhere, with any device.

Multichannel digital document processes and e-signatures can be enabled quickly and with high impact to ensure business continuity. They also improve employee collaboration, reduce physical forms and paperwork, and increase process automation.

By this stage, agencies are ready to take on larger strategic initiatives and longer-term transformation items, such as modernizing web communications with citizens.

Intelligent digital document workflows allow agencies to modernize online application forms with end-to-end automation and mobile-optimized experiences. With Adobe Sign, agencies can turn existing forms into fillable, signable forms online in as little as a few days. Then, agencies can use Adobe Experience Manager plus Adobe Sign to reinvent the way citizens experience forms with guided, mobile-first experiences and analytics. Also, using Adobe Experience Manager with Adobe Sign makes documents more accessible to more citizens by having documents available for signature on the agency's website or by adding a signing queue to personalized portal experiences.

In this stage, agencies can breathe new life into PDF experiences—no reauthoring required. Delivering the exceptional, reflowable PDF reading experiences citizens expect is possible on mobile devices. Plus, it's possible to achieve richer engagement by embedding PDFs into

applications and then using analytics to gauge document interaction. Agencies are also able to automatically extract content structure and add metadata and tagging to agency content to keep information searchable and bring PDF libraries to life online.



# Changing the world through digital experiences

With the only enterprise end-to-end digital document productivity solution, Adobe helps government agencies build and optimize great experiences. From the first stages of creative design to the full customer journey, Adobe helps customers make, manage, mobilize, and measure content and customer experience at scale.

Adobe Acrobat, Adobe Sign, and Adobe Experience Manager Forms support compliance with the move from paper to digital processes and help government agencies efficiently and cost-effectively modernize. Adobe solutions address challenges each step of the way.

Adobe Document Cloud features help government agencies through the first two stages. First, the team moves from paper to simple digital documents and then to a fully digital process. Once an agency is ready for the last stage, Adobe Experience Manager features advance the team with a responsive experience, advanced automation, and personalization. With Adobe Document Cloud, Adobe Experience Cloud, and Adobe Creative Cloud, government agencies can achieve ideal digital government capabilities.

# 46%

of government decision-makers stated they were not prepared to enable government e-services when COVID-19 hit.

# Achievable stages to accomplish mission success

Federal, state, and local agencies deserve praise for fast-tracking their digital transformation initiatives to move to remote environments quickly. However, huge expanses along the road to digital transformation remain and, with them, opportunities to serve communities more effectively.

Adobe has been setting the industry standard for digital experiences for decades. This has been true for the US government since 1992 when Adobe helped the IRS produce the first printable PDF tax forms. A global market leader in creative content and document content creation, management, and customer experience, Adobe's government footprint is broad, deep, and international across Adobe Document Cloud, Adobe Experience Cloud, and Adobe Creative Cloud.

The Adobe approach to modernization opens an easy, flexible path to digital-document processes based on agency priorities, funding/budgets, and timelines. By completing each stage with Adobe, agencies can be more responsive to community needs and refine their processes to be more efficient and cost-effective. Together, we can accomplish agency missions across the board.

Contact us to learn why agencies turn to Adobe to find creative solutions to everyday government challenges.

Let's talk.



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