

# Ideal Acrobat customer profile

TARGET CRITERIA	DESCRIPTION
<b>Org culture</b> is tech forward	Organization values digital transformation, considers digital document productivity important for org efficiency, security and compliance
<b>Need</b> identified	There's use of Acrobat in many departments and Acrobat/AIA use cases align to solving key pain points
<b>Access</b> to decision-maker	IT, Admin/Staff/faculty leader(s) with decision-making authority has been identified
<b>Budget</b> and timeline set	Investment has been cost justified against primary use cases and budget is approved
<b>Technical</b> requirements met	Security and IT integration concerns have been addressed and implementation requirements outlined

# Acrobat customer discovery guidance

## TARGET CRITERIA

## RESEARCH STRATEGY

**Org culture** is tech forward

- Review the institutions' strategic plan, search online for press releases or leadership statements for proof of **investment in digital transformation** and new tech like **AI**.

**Need** identified

- Probe contacts regarding existing Acrobat (or competitor) **use cases**.
- Research departments that have a **high volume of published research** (e.g., Medical School).
- Explore external-facing admin sites (e.g., Student Affairs) for **extensive use of PDFs on web and mobile**.

**Access** to decision-maker

- Review **account history** and check the institution's website and social media to verify contacts and roles.
- Understand **role of IT** in decision-making (e.g., strategic or transactional).
- Leverage contacts, orgs website, and social to **identify leaders in admin departments** where use cases are relevant.

# Acrobat customer discovery guidance

TARGET CRITERIA	RESEARCH STRATEGY
Budget and timeline set	<ul style="list-style-type: none"><li>• Is there <b>budget allocated</b> towards upgrading their Acrobat licenses and what's the timeline. If not, why not?</li><li>• Determine if they are using <b>paid competitive solutions</b> (e.g., Foxit, Kofax, Nitro) alongside Acrobat. If yes, then Acrobat can replace, allowing the budget to be reinvested in Adobe.</li></ul>
Technical requirements met	<ul style="list-style-type: none"><li>• Find out from account intelligence or procurement if <b>purchasing is centralized vs departmental</b> and how they are managing deployment today to identify efficiency gains from Acrobat Pro for enterprise .</li><li>• Discuss <b>security breaches</b> with IT, <b>protecting intellectual property</b> with researchers and <b>accessibility compliance</b> (WCAG 2.1 AA) with HR/ Student Affairs to learn if they are addressing adequately today.</li></ul>

# Customer conversation starters

## QUESTION

## LISTENING FOR

→ Which departments currently use Acrobat?	Use cases, Lines of Business, and listen for departments that aren't named
What AI tools are you currently evaluating?	Probe for use cases, departments and problems driving evaluation, what key criteria they use to evaluate AI tool buying decisions
→ How is your organization currently using PDF, e-signature and generative AI solutions?	Current solutions used, identify any gaps in solutions or Line of Business coverage, opportunities to consolidate investments in one product
How do you, your team and your organization collaborate on documents?	Ensuring secure collaboration, drags on productivity due to app/context switching
→ What measures do you currently take to help ensure document security and accessibility? How critical is this to your institution?	Probe for security concerns and current processes/tools to mitigate risk; their effectiveness
What would the benefit be to your institution if you could reduce time-consuming document tasks?	Seek to uncover business value, and individual value
What type of solutions have been explored to save time/increase productivity?	Uncover what they've been shopping for, to understand what has or has not been evaluated

# Target personas

START HERE

IT



→ Gatekeeper & Decision-maker  
CIO, CTO, VP/Director Technology,  
IT Manager/Admin

- Save time and money
- Single, all-inclusive contract
- Less admin work
- Lower organization risk

FACULTY

Design | Business | Comms | Journalism



→ Influencers & Decision-Makers  
Provost, Dean,  
Department Chair, Professor

- Enhanced productivity and collaboration on any device from anywhere
- Accessibility compliance, protected data and intellectual property
- Seamless integration with Microsoft and Google
- Quick insights from large files

ADMIN STAFF

HR | Legal | Facilities | Financial Aid | Student & Academic Affairs



Dean of Student/Academic Affairs, VP/Director HR &  
Financial Aid, General Counsel/Chief Legal Officer