

Creating an Effective Deployment Strategy for Adobe Sign

By Susan Underwood

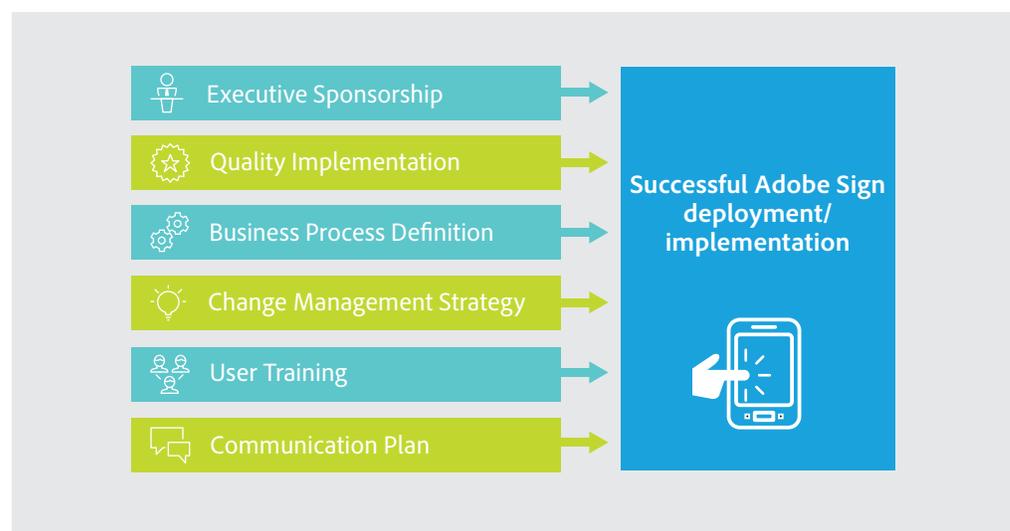


"Adobe Sign works in line with our culture of innovation. We didn't expect such a rapid rollout and adoption rate. The implementation was an immediate success, and it exposed the easy-to-use solution across the organization, leading to new ideas to further streamline other contracting processes."

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

You know that launching *Adobe Sign*, an *Adobe Document Cloud* solution, will save time, cut costs and have a positive "green" impact on your company. The question is how to deploy it quickly to reap immediate benefits and then replicate the approach across different business units and geographies.

The most successful organizations include the following key elements in their implementations:



Keep these elements in mind as you go through the following steps.

Step 1: Plan and prepare

- **Identify the overall objectives**
Regardless of whether the deployment is for a specific business unit, for a region or across the organization, identify the objectives of the deployment on a broader level, designate the administrator(s) and confirm the participation of stakeholders.
- **Understand your company's business needs and pick a starting point**
Where will Adobe Sign have the biggest impact in your business? Choose a "quick win" that will create excitement and enthusiasm. Pinpoint a use case to rapidly demonstrate the benefits *electronic signatures* can provide.
- **Develop and provide training on new processes and procedures and be sure to include business logic to encourage buy-in.**

Step 2: Implement

- **Define the goals, short-term and long-term**

Whether you are using Adobe Sign for all *e-signature* processes across a given business unit or region or establishing a single use case in a number of areas, define specific goals and objectives for the immediate future and beyond.

- **Optimize and standardize global, regional or business unit approaches**

Due to differing laws and regulations, standardization across the globe can be difficult. Knowing which processes are global, internal to your organization, regional or unique to a specific business unit will allow you to standardize the approach, in whole or in part, wherever possible.

Step 3: Roll out and deploy

- **Create a deployment approach**

Once you've launched your pilot(s), develop a standardized approach for subsequent business units or regions based on key learnings. This approach allows rapid new deployments without reinventing the wheel.

- **Review region/business unit-specific goals**

Prior to each deployment, work with the team to establish their goals and objectives. Develop a plan that will help ensure a quick, realistic adoption, leveraging the previously successful approach. Tailor it by using their goals and objectives as milestones and measurements of success.

