Unlocking the Value of GenAI in Content Creation and Document Management
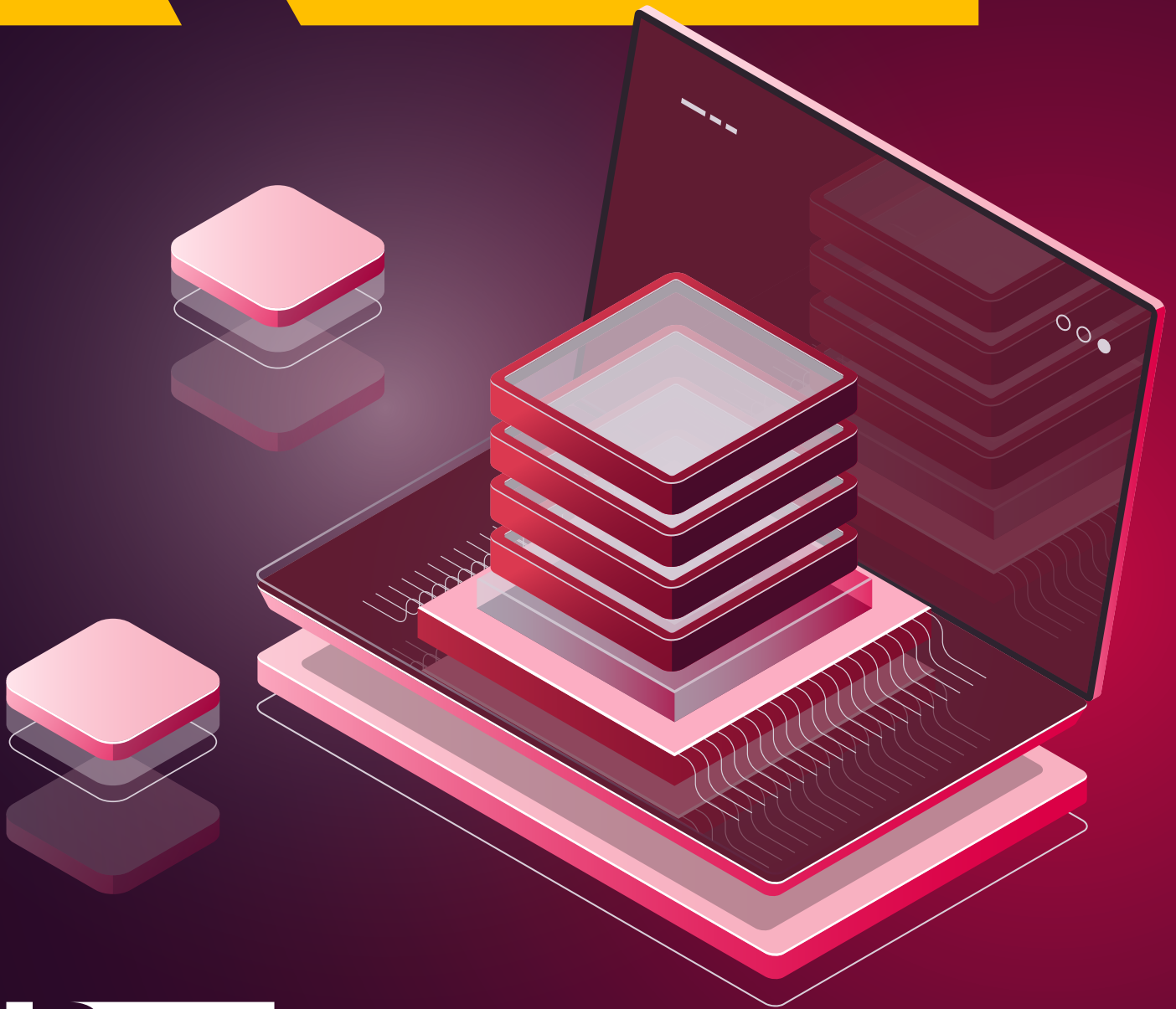
The opportunity for Asia-Pacific businesses

LONDON RESEARCH

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Contents

Executive summary

Generative AI has become a key area of focus for business leaders across the world seeking to unlock value from their technology by increasing employee productivity.

Adobe commissioned London Research to carry out an Asia-Pacific business survey to better understand perceptions around the benefits and challenges associated with GenAI when deployed for content creation and document management within the workforce.

We found that APAC organisations are approaching AI adoption with caution, but business leaders working in both technology and other business functions are overwhelmingly excited about its potential to drive productivity, at both an individual and organisational level.

This whitepaper explores the perspectives of both IT and non-IT respondents about the role of AI for creative professionals, communicators and knowledge workers. Significantly fewer non-IT respondents say that the use of GenAI is business as usual, reflecting a gap between the digital vision and the actual uptake across business functions.

More than four out of five (85%) said their organisations were cautious about embracing AI, but almost all (92%) said they themselves were either very or somewhat positive.

The research also found that:

- Increased productivity (74%) is the most widely recognised benefit of AI for content-related tasks. Two-thirds (65%) see the ability to focus on more value-adding tasks as a benefit, while more than half (55%) recognise the ability to scale production of content and assets. Reduced costs are seen as a benefit by 56% of respondents.

- Around a third (31%) of APAC business leaders say that AI has been operationalised into their companies' day-to-day activities, and a further 34% say that it's business-as-usual.

- Just over a third of respondents (36%) estimate that the average creative team member spends between five and eight hours per week on manual, routine tasks to support bulk production. The same proportion say the average creative employee spends a day or more per week on these activities.

- Around two-thirds of respondents (65%) say that at least five hours a week is spent by the average employee on creating, reviewing and gathering insights from documents.

- More than two-thirds (69%) of APAC business leaders believe AI can save them at least an hour a day over the course of a five-day week.

- Barriers preventing greater uptake of AI-powered technology for content-related activities include fears around the security of documents and cloud technology. Many companies also have concerns around the ethics and legality of AI.

- More than half of APAC leaders (57%) strongly agree that their organisations are committed to ensuring that AI is used in a way which is ethical, and a further third (36%) somewhat agree that this is the case.

Methodology
This report explores attitudes and opinions relating to the use of GenAI for content creation and document management within organisations. The survey is based on a survey of 200 C-level executives, heads of department and senior managers, carried out in December 2024. All respondents were based in Australia, New Zealand or India. The respondents were split evenly between those within the IT function, and those working across other functions within the business, including sales, marketing, creative, human resources and legal.

Section 1

Introduction – why organisations are adopting GenAI

"Many leaders are bracing for a rough economic ride. In addition to geopolitical instability, volatile commodity markets, and rising inflation, they anticipate continued waves of global health crises, more frequent and severe climate hazards, and major shifts in consumer and industrial demand. These developments, they feel, could put long-term pressure on their business models — thus heightening the need for resilience."
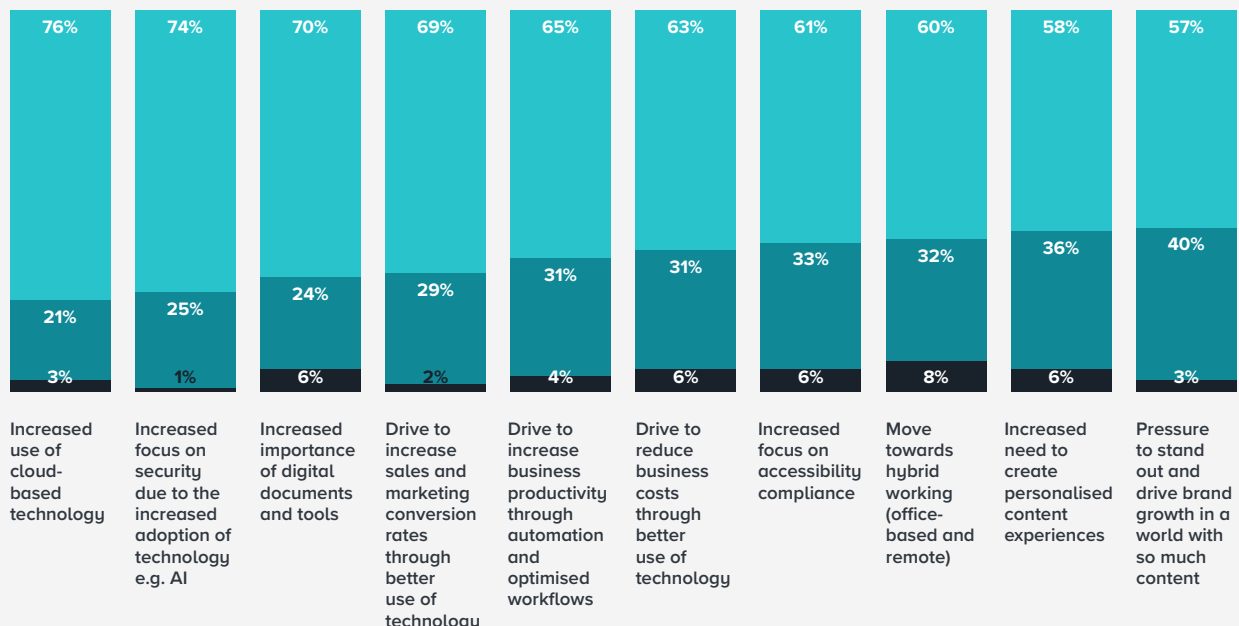
This was the warning issued in an article by consultants McKinsey & Company at the end of 2022. The events since have only affirmed this view. But what impact will these developments have on companies as they strive to become more resilient to any shockwaves to the economy? And what is the role of digital technology and artificial intelligence?

Figure 1 shows the impact a range of trends will have on businesses through the lens of senior APAC business leaders. It shows that the backdrop for increased use of GenAI for content creation and document management is the rise of cloud-based technology, along with an accompanying and growing focus on security.

FIGURE 1

How would you describe the impact of the following business trends on your organisation?

● Major impact
● Minor impact
● No impact

	Increased use of cloud-based technology	Increased focus on security due to the increased adoption of technology e.g. AI	Increased importance of digital documents and tools	Drive to increase sales and marketing conversion rates through better use of technology	Drive to increase business productivity through automation and optimised workflows	Drive to reduce business costs through better use of technology	Increased focus on accessibility compliance	Move towards hybrid working (office-based and remote)	Increased need to create personalised content experiences	Pressure to stand out and drive brand growth in a world with so much content
Major impact	76%	74%	70%	69%	65%	63%	61%	60%	58%	57%
Minor impact	21%	25%	24%	29%	31%	31%	33%	32%	36%	40%
No impact	3%	1%	6%	2%	4%	6%	6%	8%	6%	3%

Around three-quarters of respondents said that each of these trends was having a major impact, and only slightly fewer (70%) said the same for increased importance of digital documents and tools.

The next most impactful trends relate to overtly financial imperatives, namely increasing sales and productivity while also reducing costs. More than two-thirds of respondents (69%) say the drive to increase sales and conversion rates through better use of technology is having a major impact. This compares to 65% who say the same for increasing business productivity through automation and optimised workflows, and 63% for the drive to harness technology to reduce business costs.

Advocates and influencers

The main decision-makers leading the adoption of AI technology are the heads of AI and data (67%), CIOs/CTOs (65%) and CEOs (61%) within the business, as can be seen in *Figure 2*. Qualitative research prior to the survey suggested the main business priorities of people in 'digital vision leader' roles included:
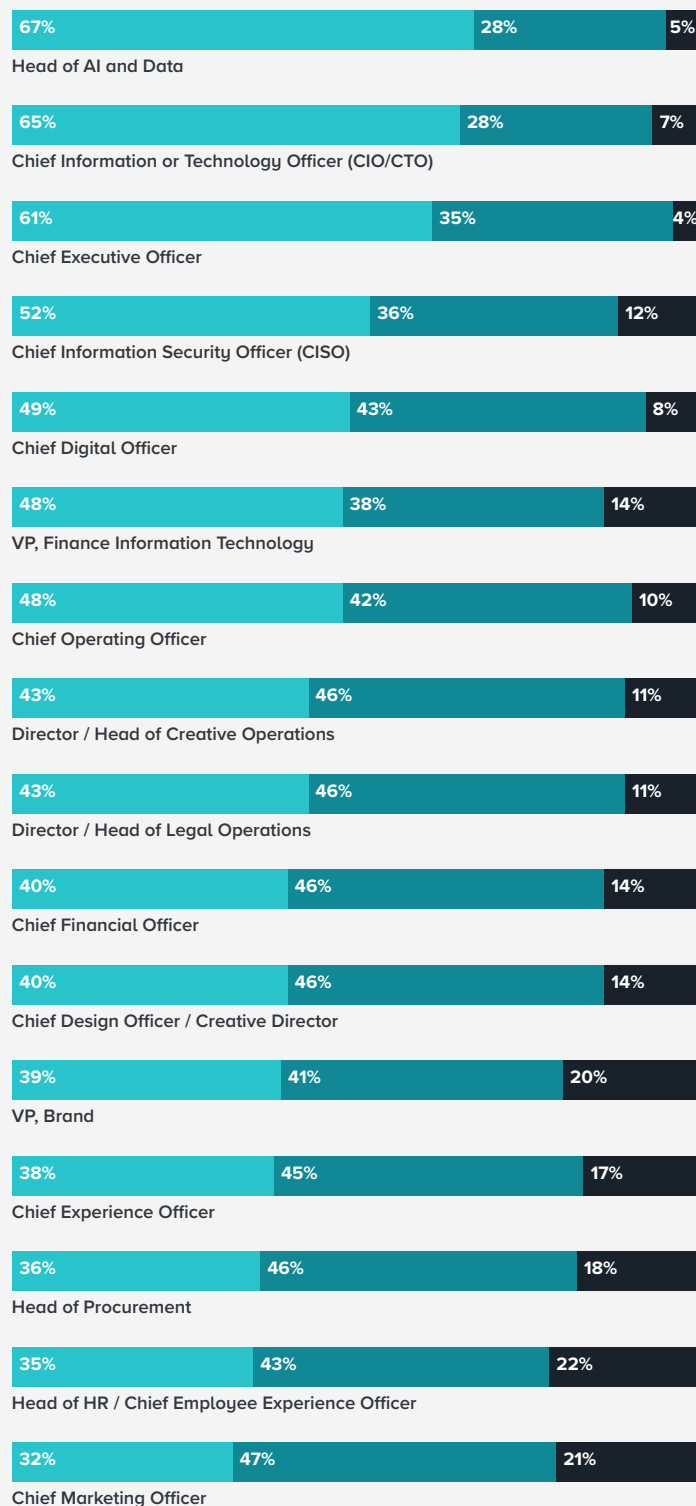
- Maximising long-term investments while minimising time to ROI across departments;
- Improving the customer experience;
- Improving the employee experience;
- Embracing new technology (in particular AI) with clear purpose/business case.

While digital vision leaders (including the Chief Digital Officer in some organisations) are very much responsible for the broader business technology strategies, the individual business functions will have their own use cases and goals which will typically ladder up to the main organisational objectives. The heads of department in charge of different business functions such as creative, legal, finance and marketing are also AI decision-makers for many organisations, but they are more likely to be influencers in the process, as *Figure 2* also shows.

FIGURE 2

Who are the key decision-makers in your organisation when it comes to making decisions about use of AI technology for a more effective workforce?

- 🔵 Decision maker
- 🔵 Influencer
- ⚫ Not involved

Role	Decision maker	Influencer	Not involved
Head of AI and Data	67%	28%	5%
Chief Information or Technology Officer (CIO/CTO)	65%	28%	7%
Chief Executive Officer	61%	35%	4%
Chief Information Security Officer (CISO)	52%	36%	12%
Chief Digital Officer	49%	43%	8%
VP, Finance Information Technology	48%	38%	14%
Chief Operating Officer	48%	42%	10%
Director / Head of Creative Operations	43%	46%	11%
Director / Head of Legal Operations	43%	46%	11%
Chief Financial Officer	40%	46%	14%
Chief Design Officer / Creative Director	40%	46%	14%
VP, Brand	39%	41%	20%
Chief Experience Officer	38%	45%	17%
Head of Procurement	36%	46%	18%
Head of HR / Chief Employee Experience Officer	35%	43%	22%
Chief Marketing Officer	32%	47%	21%

GenAI for content creation and document management in the here and now

As part of this introductory chapter, it is important to acknowledge that GenAI is already providing assistance for a range of content-related activities across the organisation, from content and document creation, to intelligent summaries and proof-reading (*Figure 3*).
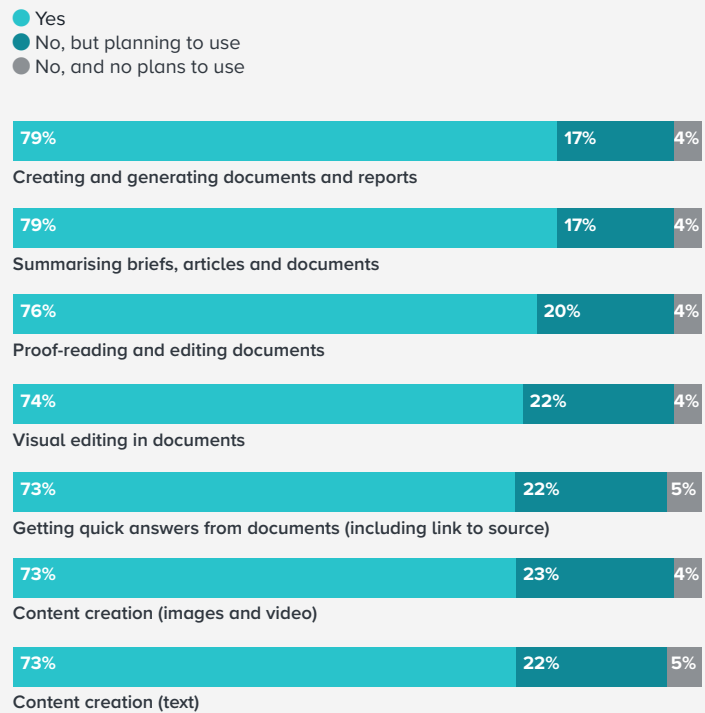
Between 73% and 79% of respondents say that either they or their colleagues are already utilising AI for this range of use cases which also include visual editing and getting quick answers from documents.

The all-pervasive role of AI within many organisations is also evidenced by *Figure 4*. Most senior APAC business leaders say that it's either been 'operationalised' within their companies or is business-as-usual. The chart shows a major difference between IT leaders and other business leaders in terms of the extent to which it's seen as BAU.

Significantly fewer non-IT respondents say that the use of GenAI is business as usual, reflecting a gap between the digital vision and the actual uptake across business functions. Respondents working outside IT are correspondingly more likely to say that they haven't used AI capabilities (21% vs. 15% for IT respondents) or are only at the experimental stage (20% vs. 14).

FIGURE 3

As part of your day-to-day work are you or colleagues in your team using AI for any of the following content-related activities?
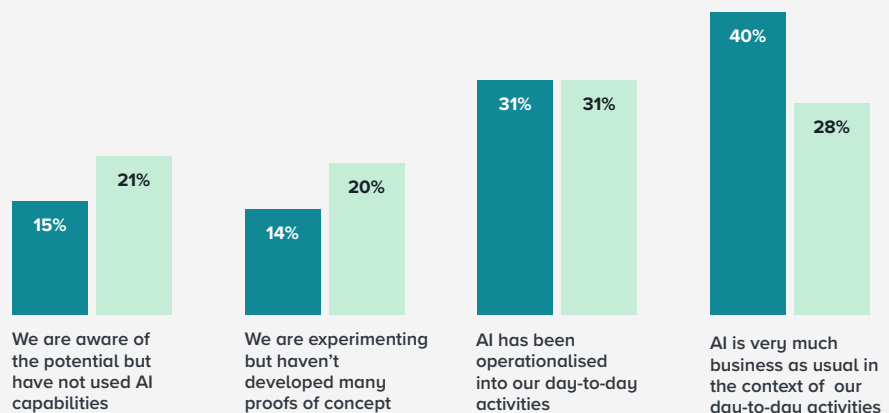
- Yes
- No, but planning to use
- No, and no plans to use

	Yes	No, but planning to use	No, and no plans to use
Creating and generating documents and reports	79%	17%	4%
Summarising briefs, articles and documents	79%	17%	4%
Proof-reading and editing documents	76%	20%	4%
Visual editing in documents	74%	22%	4%
Getting quick answers from documents (including link to source)	73%	22%	5%
Content creation (images and video)	73%	23%	4%
Content creation (text)	73%	22%	5%

79%

Proportion of respondents saying AI is already being used both for report or document creation, and for information summaries.

FIGURE 4

How would you describe your organisation's approach to the use of AI in the context of content-related activities?
(IT vs. non-IT)

- IT
- Non-IT

	IT	Non-IT
We are aware of the potential but have not used AI capabilities	15%	21%
We are experimenting but haven't developed many proofs of concept	14%	20%
AI has been operationalised into our day-to-day activities	31%	31%
AI is very much business as usual in the context of our day-to-day activities	40%	28%

Section 2

Attitudes and emotions

One of the biggest barriers to greater efficiency among knowledge workers is information overload. Four out of five knowledge workers globally report this as a problem. In addition, the average knowledge worker spends 8.2 hours each week looking for information and expertise, and recreating and resharing information.

Almost half (45%) of respondents strongly agree their workers are increasingly experiencing information overload in their day-to-day jobs, while another 35% somewhat agree. Even more business leaders strongly agree (48%) that they are struggling with the same problem themselves.

Where *Figure 5* identifies the problem, *Figure 6* underscores a widespread belief that AI is a major part of the solution. Almost all (92%) agree their organisation is committed to harnessing AI to make its employees more productive, and more than half (58%) strongly agree that better use of AI is already making them individually more productive.

There are high levels of positivity around the use of AI, with most respondents also agreeing that AI will make them more productive in the future. This positivity is also apparent in *Figure 7* where two-thirds (64%) of business leaders surveyed are 'very positive' about the impact of AI on their work life (*Figure 7*).

Most APAC organisations are taking a strategic approach to AI, with a clear purpose and business case. Nine in 10 (89%) of survey respondents agree that this is the case.

FIGURE 5

To what extent do you agree or disagree with the following statements in relation to your own organisation?

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

I am personally increasingly experiencing information overload in my job: Strongly agree 48%, Somewhat agree 32%, Neither agree nor disagree 11%, Somewhat disagree 4%, Strongly disagree 5%

Our workers are increasingly experiencing information overload in their day-to-day jobs: Strongly agree 45%, Somewhat agree 35%, Neither agree nor disagree 10%, Somewhat disagree 5%, Strongly disagree 5%

80%

Percentage of respondents personally experiencing information overload in their jobs.

Caution at board level tempers optimistic outlook

Business leaders are also mindful of the importance of choosing the right technology for their organisations in a world where so many vendors are marketing their AI solutions as a fix for every imaginable challenge. More than half of respondents (53%) strongly agree that they have applied significant resources and efforts to evaluating GenAI solutions over the last year.

While business leaders are individually bullish about the positive impact of AI on their working lives, it is entirely appropriate that organisations at a governance level are treading very carefully. *Figure 8* shows that four in 10 respondents (41%) describe their organisational culture in the context of embracing AI for content-related activities as 'very cautious' and 44% say it is 'somewhat cautious'.

58%

More than half of respondents strongly agree that better use of AI is already making them more productive.

FIGURE 6

To what extent do you agree or disagree with the following statements in relation to your own organisation?
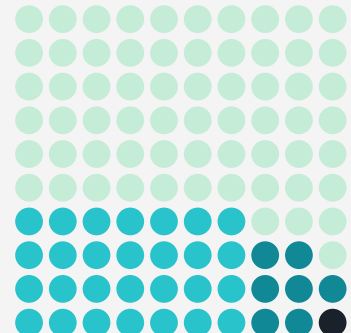
- ● Strongly agree
- ● Somewhat agree
- ● Neither agree nor disagree
- ● Somewhat disagree
- ● Strongly disagree

| 62% | 32% | 4% 1% 1% |

Better use of AI will make me more productive in the future

| 58% | 31% | 9% 1% 1% |

Better use of AI is already making me more productive

| 56% | 36% | 6% 1% 1% |

Our organisation is committed to harnessing AI to make employees more productive

| 56% | 33% | 9% 2% |

Our organisation is embracing AI with a clear purpose and business case

| 53% | 33% | 9% 4% 1% |

Our organisation has spent resources and effort evaluating GenAI solutions in the past 12 months

| 52% | 37% | 7% 3% 1% |

Our team is increasingly harnessing AI to help us bring creative ideas to life

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FIGURE 7

How would you describe your own feelings about the impact of AI on your work life?

● Very positive	64%
● Somewhat positive	28%
● Neutral	7%
● Somewhat negative	1%
● Very negative	0%

This cautious approach is in no small part due to the importance attached to security which was evident from *Figure 1*. According to IBM, the global average cost of a data breach rose 10% year-on-year to USD4.88m in 2024. This includes the costs of detection, post-breach response, and notification of customers and regulators. It also includes lost business costs, from business disruptions and revenue losses to the cost of lost customers and of acquiring new ones, as well as damaged reputation and diminished goodwill. Organisations are also treading carefully because of concerns around the ethics and legalities of AI usage, a topic which will be explored in more detail in *Section 4* of this report.

Figure 9 shows some revealing differences in the emotions felt by IT leaders and functional business leaders. IT respondents are significantly more likely than their colleagues to feel excitement (84% vs. 71%) and happiness (75% vs. 62%) about greater use of AI in their job role.

Conversely, those outside the technology business functions are far more likely than IT respondents to say they feel contentment (48% vs. 29%). This is likely because those in technology-related roles are more likely to be cognisant of the transformative opportunities afforded by GenAI, while those in other functions are typically not as immersed in this world on a day-to-day basis.

41%

Around four in 10 respondents describe their company culture as 'very cautious' in the context of embracing AI for content-related activities.

FIGURE 8

How would you describe your organisational culture in the context of embracing AI for content-related activities?

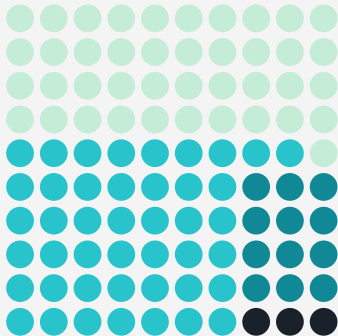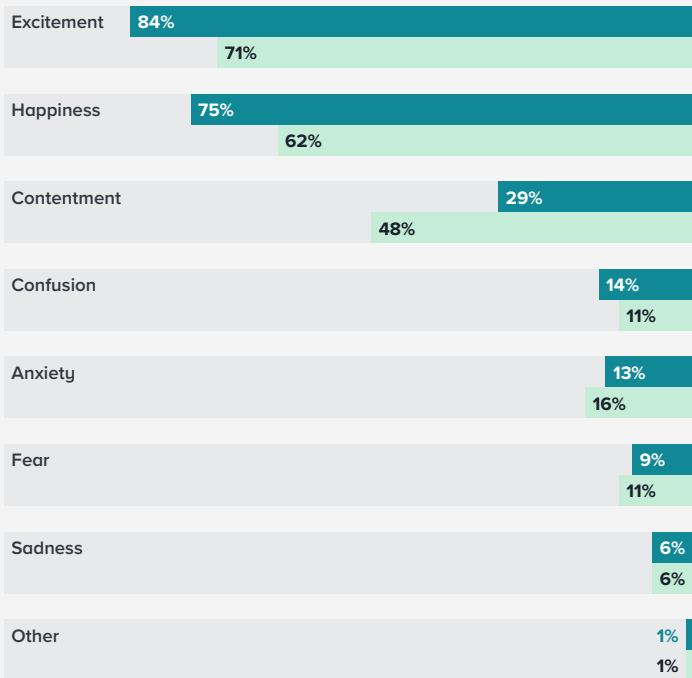|	
Very cautious	41%
Somewhat cautious	44%
Not very cautious	12%
Not at all cautious	3%

FIGURE 9

Which emotions best describe your feelings about greater use of AI in your job role?
(IT vs. non-IT)

● IT ● Non-IT

	IT	Non-IT
Excitement	84%	71%
Happiness	75%	62%
Contentment	29%	48%
Confusion	14%	11%
Anxiety	13%	16%
Fear	9%	11%
Sadness	6%	6%
Other	1%	1%

Section 3

Benefits

Why are our business leaders so bullish about AI in their workplaces? A big part of the reason is the improvement in productivity they expect it to deliver, both for their teams and themselves. Almost two-thirds (63%) expect AI to save their average employee at least five hours a week (*Figure 10*).

A quarter (25%) are looking for even bigger time savings, a day a week or more. While this at first glance might seem unlikely, it chimes with the figure of 8.2 hours a week the average knowledge worker spends looking for information and expertise, and recreating and resharing information, discussed in *Section 2*.

And our respondents are even more likely to think AI will improve their own efficiency, with more than two-thirds (69%) of respondents believing it will save them at least five hours a week, or an hour a day for those working a five-day week (*Figure 11*).

69%

More than two-thirds of those surveyed expect AI to save them at least five hours a week.

FIGURE 10

How many hours per week do you estimate the average employee in your department could save through better use of AI technology?

- Less than 1 hour a week
- 1 hour a week
- 2-4 hours a week
- 5-8 hours a week
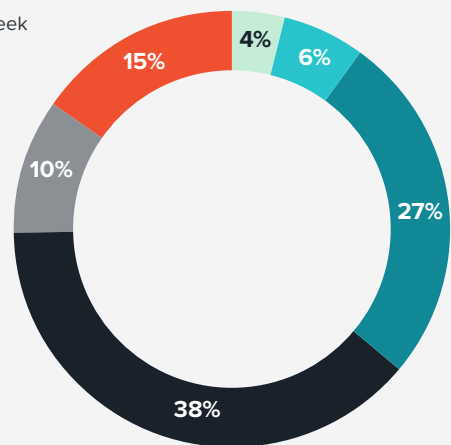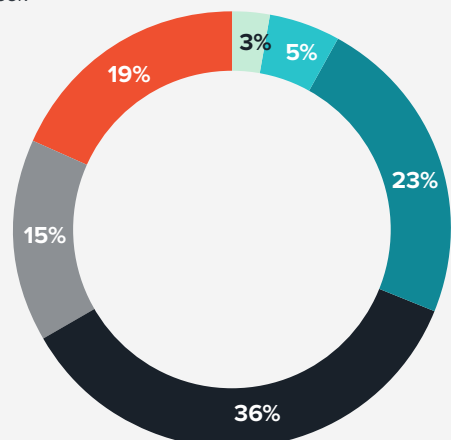- One day a week
- More than one day a week

FIGURE 11

How many hours per week do you estimate that you could personally save through better use of AI technology?

- Less than 1 hour a week
- 1 hour a week
- 2-4 hours a week
- 5-8 hours a week
- One day a week
- More than one day a week

Increased productivity is the big reward

Looking at the impact of AI in the context of content-related tasks (*Figure 12*), increased productivity comes top of the list of expected benefits (cited by 74%). Two other aspects of overall productivity also figure prominently.

Two-thirds (65%) see the ability of staff to focus on more value-adding tasks to be a benefit, while more than half (55%) cite the ability to scale production of content and assets. The flip side of increased efficiency is reduced costs, and that is also seen as a benefit by more than half of our respondents (56%).

Costing this out, consider a company with 30,000 employees. If even 1% (300 people) saved two hours' work a week, that would be the equivalent of 15 full-time employees.

Intriguingly, less than half of respondents (45%) see increased staff morale as a benefit, suggesting an understanding that more junior employees may be less enthusiastic about the impact of the efficiency gains offered by AI than their bosses are.

There may be a concern that some within the business will see AI as a threat to their jobs, and not be convinced of their ability to add value beyond the tasks that may not be automated.

F*igure 13* shows that the benefits of AI are more widely understood by IT leaders than by those within different lines of business. It is important that the functional business leaders heading up departments fully understand the potential of AI so they can make the case for investment.

74%

Increased productivity is the most widely recognised benefit of utilising AI for content-related tasks.
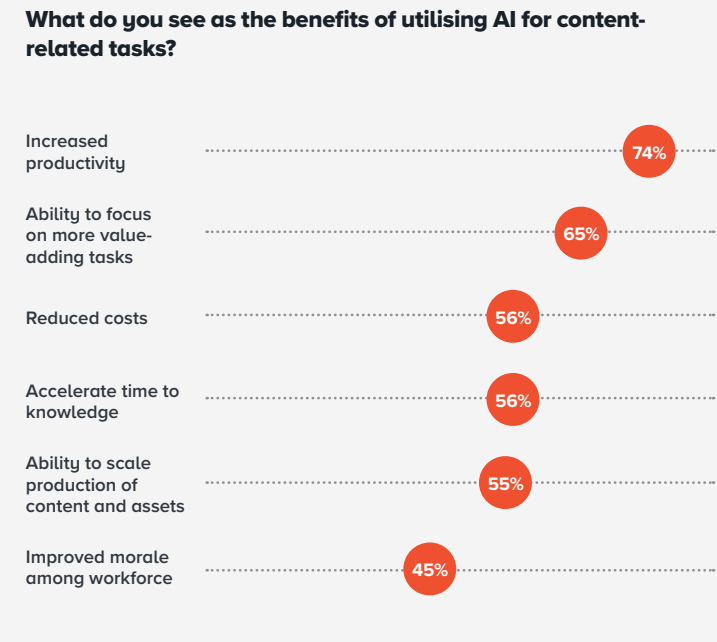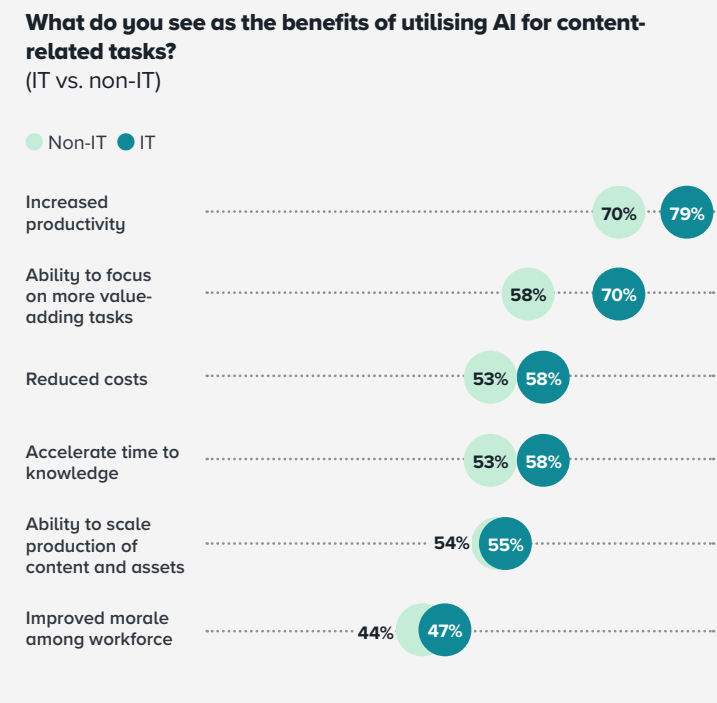
FIGURE 12

What do you see as the benefits of utilising AI for content-related tasks?

Benefit	%
Increased productivity	74%
Ability to focus on more value-adding tasks	65%
Reduced costs	56%
Accelerate time to knowledge	56%
Ability to scale production of content and assets	55%
Improved morale among workforce	45%

FIGURE 13

What do you see as the benefits of utilising AI for content-related tasks?
(IT vs. non-IT)

● Non-IT ● IT

Benefit	Non-IT	IT
Increased productivity	70%	79%
Ability to focus on more value-adding tasks	58%	70%
Reduced costs	53%	58%
Accelerate time to knowledge	53%	58%
Ability to scale production of content and assets	54%	55%
Improved morale among workforce	44%	47%

Time savings for creatives and information workers

Figure 14 and *Figure 15* show the time that can be saved by creatives and information workers within the business, respectively. We've already seen in *Figure 12* and *Figure 13* the wide understanding within the business around AI's potential for scaling production of content and assets.

Inefficient and insecure document experiences and processes are slowing businesses down. *Document Creation* is usually an ad hoc, unstructured process; *Document Review & Revision* is the most complex part of the document lifecycle and may involve internal or external participants; *Document Approval* tools and e-signing have become more commonplace with more remote working.

Just over a third of APAC respondents (36%) estimate that the average creative team member spends between five and eight hours per week on manual, routine tasks to support bulk production. And the same proportion say they spend a day or more per week doing this. This is unnecessary time being wasted in service of the content supply chain by creative professionals on non-creative activities.

Figure 15 shows the estimated hours spent by the average employee on creating, reviewing and gathering insights from documents every week.

A similar picture emerges, with around two-thirds of respondents (65%) saying that at least five hours a week is spent by the average employee on these activities.

What does this look like in practice? As an example, in an R&D department, a senior scientist might spend more than 20 hours a week reading research reports and white papers, then writing evaluations that synthesise the information into actionable insights for the rest of their team. Similarly, a risk analyst in a compliance department can spend more than 15 hours a week monitoring policy-related forums and websites for details of regulatory changes and producing proposed plans of action for the relevant departments.

Generative AI, which can comprehend and summarise information, can significantly cut the time involved in these activities, and is already being used extensively.

FIGURE 14

How many hours per week do you estimate the average creative team member in your organisation spends on manual, routine tasks to support bulk production every week?

- Less than 1 hour a week
- 1 hour a week
- 2-4 hours a week
- 5-8 hours a week
- One day a week
- More than one day a week
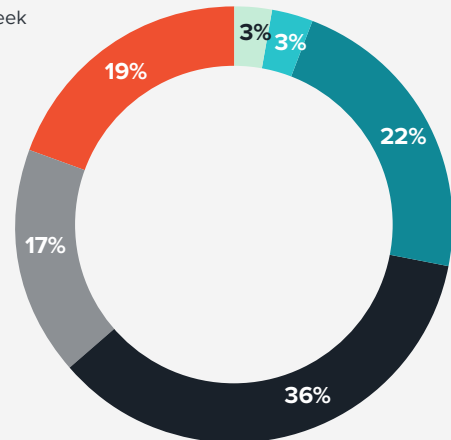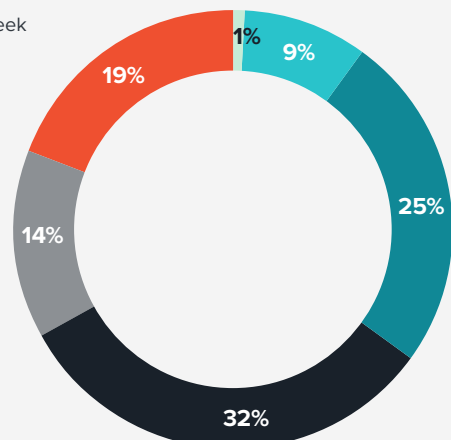
3% 3% 22% 36% 17% 19%

FIGURE 15

How many hours per week do you estimate the average employee in your department spends on creating, reviewing and gathering insights from documents every week?

- Less than 1 hour a week
- 1 hour a week
- 2-4 hours a week
- 5-8 hours a week
- One day a week
- More than one day a week

1% 9% 25% 32% 14% 19%

Section 4

Challenges

The main barriers preventing greater uptake of AI-driven technology are shown in *Figure 16*, from the perspective of senior IT leaders and those heading up other business functions.

Top of mind for both groups are fears around the security of content and documents, and this has become even more of a priority for organisations in an era of increased remote working.

It is noteworthy that these fears are even more pervasive within the non-IT business functions than they are within actual technology departments. Within IT departments there is likely to be more understanding around how risks can be mitigated with password protection, encryption and the appropriate permission settings.

Non-IT respondents are also significantly more likely to regard fears and concerns around the ethics and legalities of AI as a barrier to its uptake.

Ethical and transparent use of AI
Figure 17 shows that companies are typically doing their utmost to ensure that AI is used ethically and transparently. More than half of APAC leaders (57%) strongly agree that their organisations are committed to ensuring that AI is used in a way which is ethical, and a further third (36%) somewhat agree that this is the case. Similar percentages strongly or somewhat agree that they have a framework or policies to support this aim.
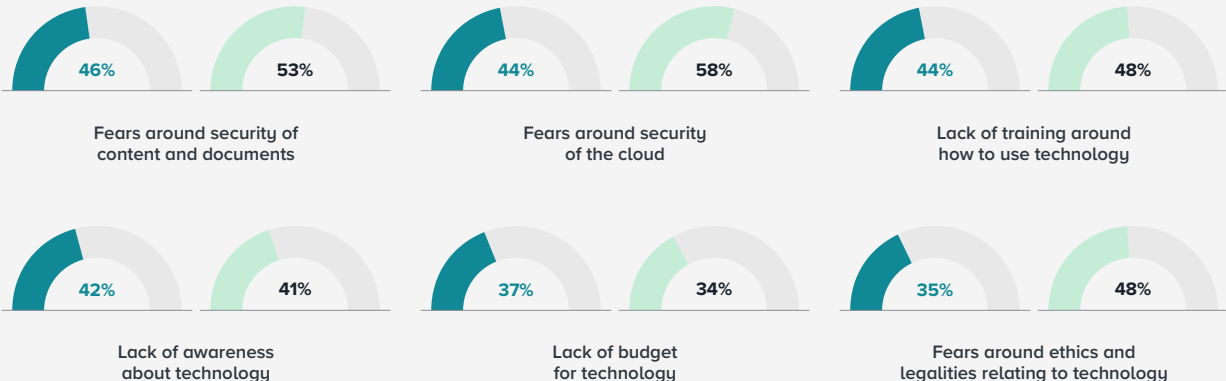
The same chart also shows that survey respondents generally agree that their tech vendors are supportive, accountable and transparent about the use of AI. Business leaders should ensure that their tech vendors are supporting their customers in the following ways:

Explainability. Vendors need to make AI understandable. This means providing tools that visualise how AI models work, document their decision-making processes, and explain complex behaviours in simple terms. Clear documentation about the model's architecture, training data, and intended use cases is also crucial.

FIGURE 16

Proportion of respondents saying these are 'major barriers' preventing greater uptake of AI-driven technology for content-related tasks and processes (IT vs. non-IT)

● IT ● Non-IT

46% / 53%	44% / 58%	44% / 48%
Fears around security of content and documents	Fears around security of the cloud	Lack of training around how to use technology
42% / 41%	37% / 34%	35% / 48%
Lack of awareness about technology	Lack of budget for technology	Fears around ethics and legalities relating to technology

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Bias mitigation. Vendors should be able to demonstrate their commitment to developing comprehensive evaluation methodology and tools to detect the bias of large language model (LLM) output.

Data privacy and security. Protecting sensitive information is paramount. Vendors should prioritise building AI solutions with privacy-preserving techniques as a priority. Robust data security measures and transparent data usage policies are also essential.

Responsible AI governance. Vendors should have corporate-level governance for AI development and actively promote responsible AI deployment. This involves providing ethical AI frameworks and guidelines, offering training and education programmes on ethical considerations, and fostering collaboration and knowledge sharing on responsible AI practices.

Transparency and accountability. Open communication about AI's capabilities and limitations is vital. Vendors should be transparent about potential risks, provide mechanisms for user feedback and redress, and encourage organisations to take responsibility for the outcomes of their AI systems.

Figure 18 shows some of the more practical challenges relating to the gathering of insights from documents, including the unstructured and complex nature of content, and delays caused by long evaluation and slow implementation. APAC companies must ensure they work with the vendors best able to mitigate these challenges.

57%

The proportion of senior business leaders who 'strongly agree' their organisations are committed to ensuring that AI is used ethically.

FIGURE 17

To what extent do you agree with the following statements relating to ethical, responsible and transparent use of AI?

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
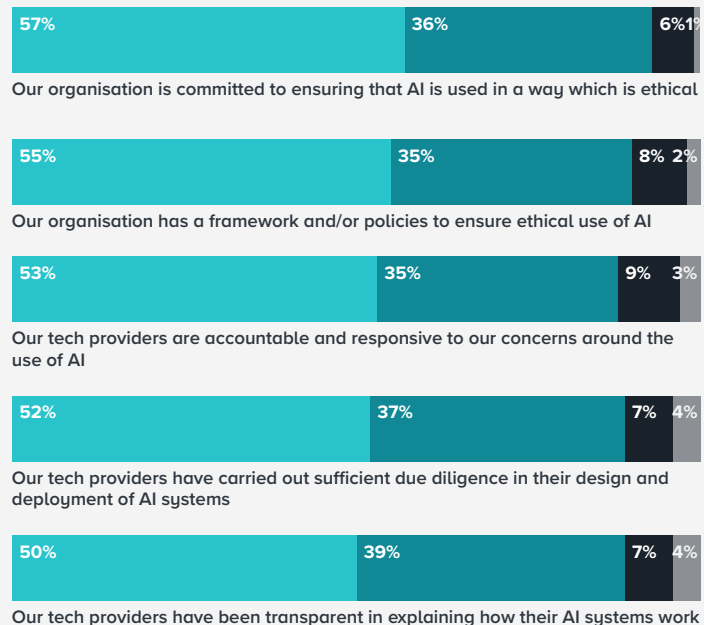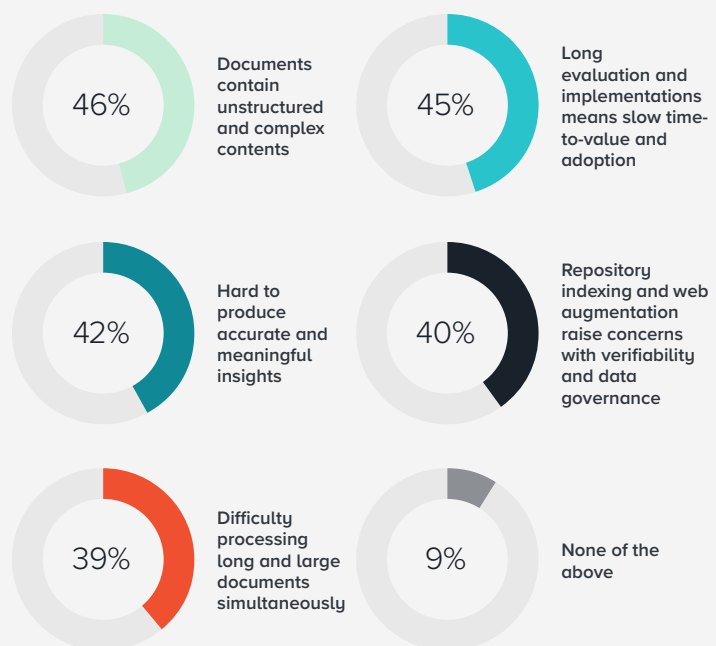- Somewhat disagree
- Strongly disagree

| 57% | 36% | 6% 1% |

Our organisation is committed to ensuring that AI is used in a way which is ethical

| 55% | 35% | 8% 2% |

Our organisation has a framework and/or policies to ensure ethical use of AI

| 53% | 35% | 9% 3% |

Our tech providers are accountable and responsive to our concerns around the use of AI

| 52% | 37% | 7% 4% |

Our tech providers have carried out sufficient due diligence in their design and deployment of AI systems

| 50% | 39% | 7% 4% |

Our tech providers have been transparent in explaining how their AI systems work

FIGURE 18

What are the challenges with gaining insights across documents even with GenAI?

- 46% Documents contain unstructured and complex contents
- 45% Long evaluation and implementations means slow time-to-value and adoption
- 42% Hard to produce accurate and meaningful insights
- 40% Repository indexing and web augmentation raise concerns with verifiability and data governance
- 39% Difficulty processing long and large documents simultaneously
- 9% None of the above

Section 5

Conclusion

The results showcased in this report show that generative AI has transformative potential for businesses. And while many of the previous waves of innovation have also increased employee productivity and reduced cost, GenAI stands to be more radical than anything since the birth of the original internet.

The senior APAC business leaders who responded to our survey understand the efficiencies that GenAI can deliver for their content supply chains as they seek to scale up their content production to meet the demands of marketing teams and other business functions.

They also understand how GenAI can deliver quicker, deeper insights while reducing time-to-value and time-to-knowledge. And across the organisation they anticipate AI further improving their ability to respond quickly to changes in market conditions, customer demand, and competitor behaviour.

While enthusiasm and understanding of GenAI is strongest among those business leaders working in technology departments, it is crucial that those working across a range of other business functions understand and make the business case for investment. They will then be in a better position to influence the decision-making process to ensure investment in the right technology.

There is still a significant number of organisations (35%) that haven't operationalised AI into their day-to-day activities, or who don't regard it as business-as-usual. While many businesses have understandable concerns about security, ethics and legality, all organisations must ensure they are allocating sufficient resources to adopting and embedding AI for more efficient content creation and document management.

The pace of AI development will only grow, so all business leaders should strive to capitalise on whatever further benefits it may bring in the future. Those that have yet to embrace AI face the unenviable choice between slipping further behind their more progressive peers, or having to pay a premium to catch up with them.

Think Adobe – Generative AI for Communicators and Knowledge Workers

Acrobat AI Assistant features are now available through an add-on subscription to all Reader and Acrobat enterprise and individual customers across desktop, web and mobile. Deeply integrated into Acrobat workflows, Acrobat AI Assistant is a generative AI-powered conversational engine that can be easily deployed in minutes, instantly unlocking new levels of document productivity for every knowledge worker across the enterprise. With Acrobat AI Assistant, employees can generate high-quality insights they can verify with intelligent citations and quickly create emails, reports, presentations and more from the information in their documents. The features are governed by data security protocols, and no customer document content is used to train the LLM Acrobat AI Assistant leverages.

Acrobat's new generative AI capabilities are already helping millions of users work faster and smarter with their documents. Features include:

AI Assistant: Chat with PDFs and other types of documents, including Word, PowerPoint and more. Acrobat AI Assistant recommends questions and provides answers based on a document's content through an intuitive, conversational interface.

Generative Summary: Get a quick understanding of the content inside long documents with short overviews in easy-to-read formats.

Intelligent Citations: Adobe's custom attribution engine and proprietary AI generate citations so employees can easily verify the source of AI Assistant's answers.

Easy Navigation: Clickable links help employees quickly locate the information they need in long documents so they can focus their time exploring and actioning the most essential information.

Compelling Content: Consolidate and format information into top takeaways and text for emails, presentations, blogs, reports and more. A 'copy' button makes creating and sharing compelling business content with colleagues and stakeholders quick and simple.

Think Adobe — Generative AI for Creative Teams

Demand for content is skyrocketing in the battle for customer attention. To stand out, brand and creative matter more than ever.

How can creative teams keep up? Instantly boost creativity and capacity with Firefly generative AI and collaboration tools integrated into Creative Cloud.

With Adobe Firefly generative AI and Adobe Stock built into many Creative Cloud apps like Adobe Photoshop, Adobe Illustrator, and Adobe Express, creative teams can generate more ideas faster and increase speed to market while maintaining creative control.

Jumpstart Creative Ideation and Concepting: Rapidly create, shape and refine concepts for ideation, mood-boarding and storyboarding.

Boost Creative and Design Capacity: Increase creative capacity with the world's best creative design tools, powered by Firefly.

Elevate Video Production: Empower creative teams to ideate and create differentiated, cost-effective video at scale.

Scale On-Brand Content Production: Ensure brand consistency and generate customised content tailored to your brand.

Do even more with powerful add-ons.

Frame.io	**Firefly Services**	**Custom Models**	**Substance 3D**
Streamline collaboration with one central hub to organise, review, and manage assets.	Automate production of high-quality asset variations for different audiences and channels with APIs.	Train Firefly with your unique brand style to generate on-brand content.	An ecosystem of apps that empower you to design 3D.

About us

London Research produces insight-driven content for B2B professionals, helping them make better, more informed decisions. Our clients are typically market-leading international technology businesses and global agencies. We help them tell compelling stories based on robust research and insightful data points. As part of Demand Exchange, not only do we create valuable content, we're able to syndicate it so that it informs buyers and aids their decision making at every stage of the customer journey.

Business still runs on documents, and today's teams expect to work seamlessly on them from anywhere using trusted, well-integrated software. Made by the inventor of PDF, Adobe Acrobat is the single PDF and e-signature tool made for today's hybrid organisations. With an all-in-one solution from a trusted brand like Adobe Acrobat, your organisation can operate with confidence in the flow of work.

Keep up with the skyrocketing demand for content and campaigns that wow customers and drive business results.

Adobe Creative Cloud apps and Adobe Firefly generative AI transform content creation across your organisation by empowering your teams to unleash creativity, produce more in less time and maintain brand consistency across teams and channels.

About the authors

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Linus is Co-Founder of London Research and a renowned tech industry analyst who has spent more than 20 years producing content for industry giants such as Adobe, Microsoft, Oracle and Salesforce. He has overseen the publication of hundreds of research-based reports, and is a sought-after speaker for webinars and events internationally.

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