

## Top IT considerations for PDF solutions



When selecting an enterprise PDF solution, there are many factors to consider. While perceived license savings are attractive, a sound decision weighs price against hidden costs and potential compromises to your business.

### Comprehensive approach to security

While reducing costs is always an IT priority, security is not the place to compromise. Adobe invests heavily in providing comprehensive and proven security measures, including participating in the Microsoft Active Protections Program (MAPP).

Adobe delivers software developed using industry best practices for application security. The Acrobat Family grants granular JavaScript execution control and tighter integration in both Windows® and Mac OS X environments. Today, Adobe Reader® X and Acrobat X, Version 10.1 are the only PDF desktop solutions that use the sandboxing security technique to protect systems and data.

Risk of data breach is also present at a document level. Because geographically dispersed teams are commonplace and include members from outside the firewall IT must support collaboration while simultaneously mitigating risk to sensitive information. Acrobat X includes a full spectrum of document security options, from basic password security to sophisticated document access control via Adobe LiveCycle® Rights Management ES2.

### Ease of deployment and management

Adobe supports the widest range of deployment strategies, including Microsoft System Center Configuration Manager (SCCM), System Center Updates Publisher (SCUP), Group Policy Objects with Active Directory, SMS, Apple Package Installer, and Remote Desktop. Because the Windows installer is based on standard Microsoft technology, Adobe installers are likely to work with most other Microsoft compatible deployment tools. In addition, support is available for common hosting environments such as Citrix Presentation Server, XenApp, and Windows Terminal Services.

Adobe provides detailed documentation of best practices for enterprise deployment of Acrobat X. Only Adobe offers free tools, such as the Customization Wizard X and the Adobe Administrator's Information Manager (AIM), to quickly configure the installer and application features prior to an enterprise-wide deployment.

### Standards conformance and reliable performance

Conforming to ISO document standards is more than a nice-to-have. Not meeting regulatory requirements for document submissions can cost organizations millions of dollars. For example, valuable information can be permanently lost without reliable retrieval. Only Acrobat allows employees to create documents that conform to ISO specifications, such as PDF/A and ISO 32000, as well as verify conformance and potentially correct compliance errors.

Adobe actively contributes to the evolution of the ISO standard so that the PDF format will continue to expand and meet future needs. Unlike Acrobat and Adobe Reader®, non-Adobe PDF tools often take years to implement the entire ISO PDF specification. In most cases, alternatives do not alert the user that the document is not being displayed properly.

Acrobat customers worldwide benefit from the most dependable PDF experience. Further, Adobe consistently provides backward compatibility. Kendall Whitehouse, senior director of advanced technology at the Wharton School, converted the school's documents to Adobe PDF files in the early 1990s. "Most native application files are incompatible from version to version. But remarkably, Adobe PDF files created in 1993 look just as good today when opened with the current version of Acrobat or free Adobe Reader software" reports Mr. Whitehouse.

Standardizing on Acrobat avoids interoperability issues and formatting integrity problems that arise when consuming and working with cheaper alternatives to Adobe PDF files. The benefit of avoiding these issues translates into fewer helpdesk costs and less risk of productivity stalls.

## Innovation, savings, productivity

Reliability goes beyond dependable software and support. Addressing the key concerns and needs of knowledge workers drives innovation at Adobe. For example, only Acrobat allows you to extend workflows to those outside of your organization, without any additional cost to you or them, by extending functionality in the free Adobe Reader, software installed on 90% of Internet-connected computers.

Victor Company of Japan, Limited (JVC) used Acrobat software to automate and accelerate its document delivery processes. Adopting a workflow based on PDF, JVC and four of its suppliers eliminated all paper-related costs and reduced the document exchange cycle by 75% to 95%. A process that previously took from 4 to 20 days now takes just 1 day.

## Flexible solutions and extensive support ecosystem

There may be times when your organization has specific needs or challenges that desktop software cannot deliver out of the box. Only Acrobat has a freely available and extensive software development kit (SDK) that allows you to integrate the software into existing systems to create even more powerful solutions. Further, many commercially available plug-ins for the Acrobat Family provide additional capabilities. Finally, a network of Adobe authorized trainers, developers, consultants, and online learning resources can help ensure your success quickly.

## SharePoint success

Maximize your Microsoft SharePoint investment by extending it as a secure and managed platform. Not only can users check in and check out PDF files from SharePoint—with no user configuration required—but they can leverage SharePoint to enhance document review and data collection workflows.

## Accessible electronic content

Do not assume all PDF files are the same. This is especially true in regards to accessibility for users who have difficulty hearing, seeing, or making precise movements. Acrobat and Adobe Reader provide strong accessibility support for consuming and working with PDF documents and forms. Only Acrobat empowers users to create, optimize, and validate document conformance to established specifications prior to distribution.

## Why compromise?

Adobe products are renowned for their performance and reliability, offering quality delivered out of the box that millions of customers around the world have come to trust and rely on. License fees are actually only a fraction of the total cost of software ownership. Although they initially appear to be a significant portion of the cost, additional outlays for procuring and managing software can negate any up-front savings. How much quality is enough for your organization in terms of the level of protection for data and systems and realizing a return on your investment? By choosing Adobe, IT can support the way enterprise works today—and the way business will work in the future.



Adobe

Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)

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