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# How Adobe Acrobat Studio Helps Resellers Bring Trusted AI Productivity to SMB Customers

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# Introduction

Generative AI has moved beyond experimentation. Across the channel, we're seeing SMBs and midmarket organizations actively looking for practical ways to use AI to improve productivity, create content faster and unlock value from the information sitting inside their documents and business data.

At the same time, many businesses are asking the same questions: How do we use AI safely? How do we trust the outputs? And how do we achieve genuine productivity gains without adding complexity or cost?

That's where Adobe Acrobat Studio comes in. Bringing together capabilities including AI Assistant with PDF Spaces, and Adobe Express, Acrobat Studio is designed to help users quickly find information, summarize content, generate outputs and turn documents into action.

And from a channel perspective, that's particularly interesting. CRN's reporting over the past 12 months has consistently shown that customers are moving beyond the AI hype cycle and looking for practical use cases that deliver measurable business value. Partners tell us they're under increasing pressure to help customers deploy AI tools that are easy to adopt, deliver quick wins and, crucially, can be trusted with business-critical information.

This whitepaper explores how resellers can use Acrobat Studio to help SMB and midmarket customers embrace AI-powered productivity without enterprise-level cost or complexity. Featuring bespoke CRN research from around 80 technology leaders, partners, and decision makers, it also examines what partners and customers are saying about AI adoption and document intelligence, before outlining how the channel can turn those priorities into practical services and growth opportunities.

# From AI experimentation to document intelligence



CRN research among 81 technology leaders, partners, and decision-makers found that 89 percent said their customers have at least some form of formal AI strategy. Most are running pilots or deploying AI, while roughly a third are still evaluating use cases. The focus has shifted from discussing AI broadly to identifying where it can deliver practical value and produce measurable results.

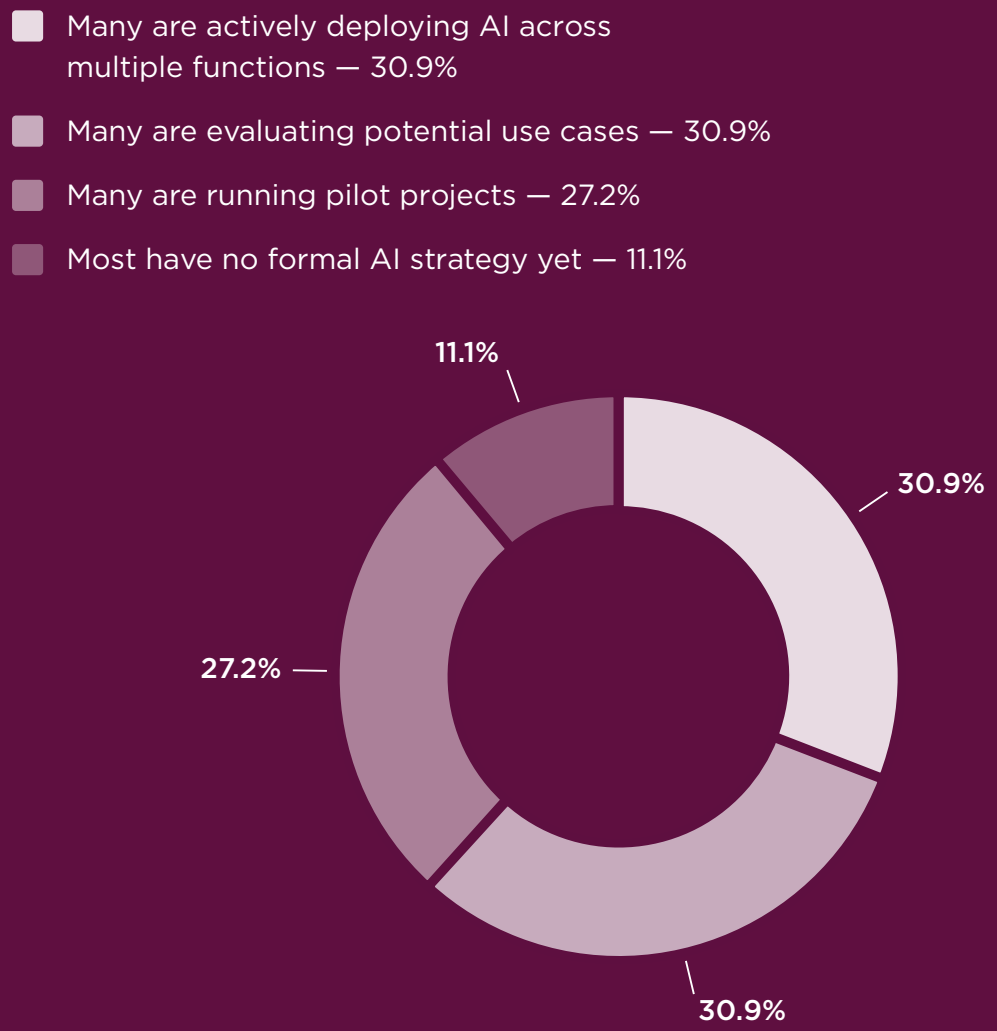
Document workflows are becoming an important part of that shift. One in five respondents said their customers already have an AI-powered document workflow solution, while more than two-thirds said customers are planning further investment, most within the next year.

In addition, 95 percent believe document-centric AI capabilities will be valuable to customers' AI strategies over the next 12 to 24 months.

The demand is being shaped by practical business priorities rather than AI for its own sake. Employee productivity and cost reduction emerged as the leading outcomes expected to drive investment, with sales, operations and marketing viewed as the departments most likely to benefit.

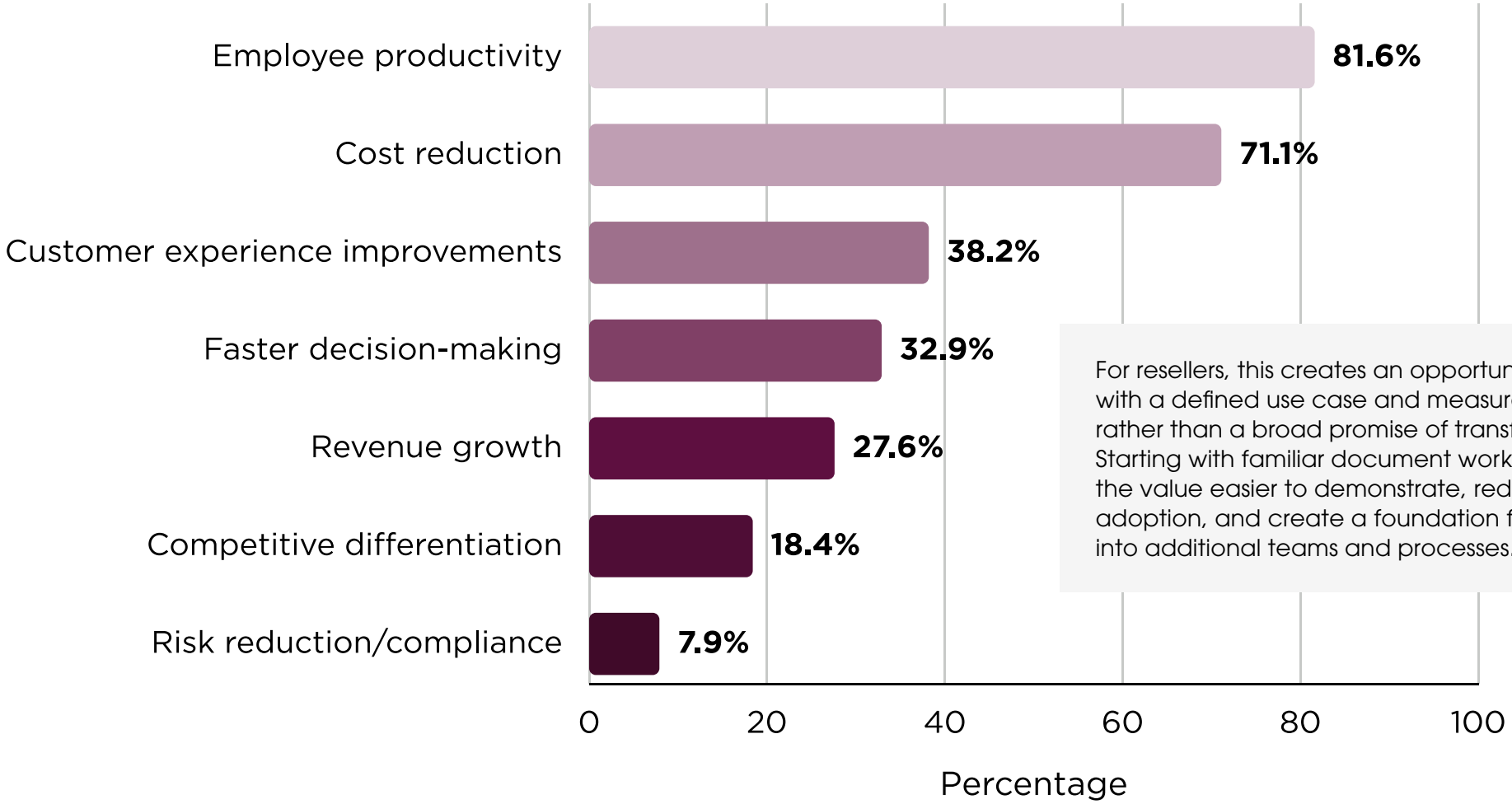
These findings point partners toward document-heavy processes where employees spend time searching, reviewing, summarizing, or repackaging information—and where AI can shorten those journeys.

## **Fig. 1:** How would you describe your customers' current approach to generative AI?



# **Fig. 2:** Which customer outcomes are most likely to drive demand for AI-powered productivity solutions?

(Select up to three)




For resellers, this creates an opportunity to lead with a defined use case and measurable outcome rather than a broad promise of transformation. Starting with familiar document workflows can make the value easier to demonstrate, reduce barriers to adoption, and create a foundation for expansion into additional teams and processes.

# Building trust into AI-powered workflows



In our research, data security and privacy led concerns about AI-generated outputs, followed by accuracy. Respondents also valued source citations, access to original content, security controls, governance, human approval workflows, and more accurate responses.

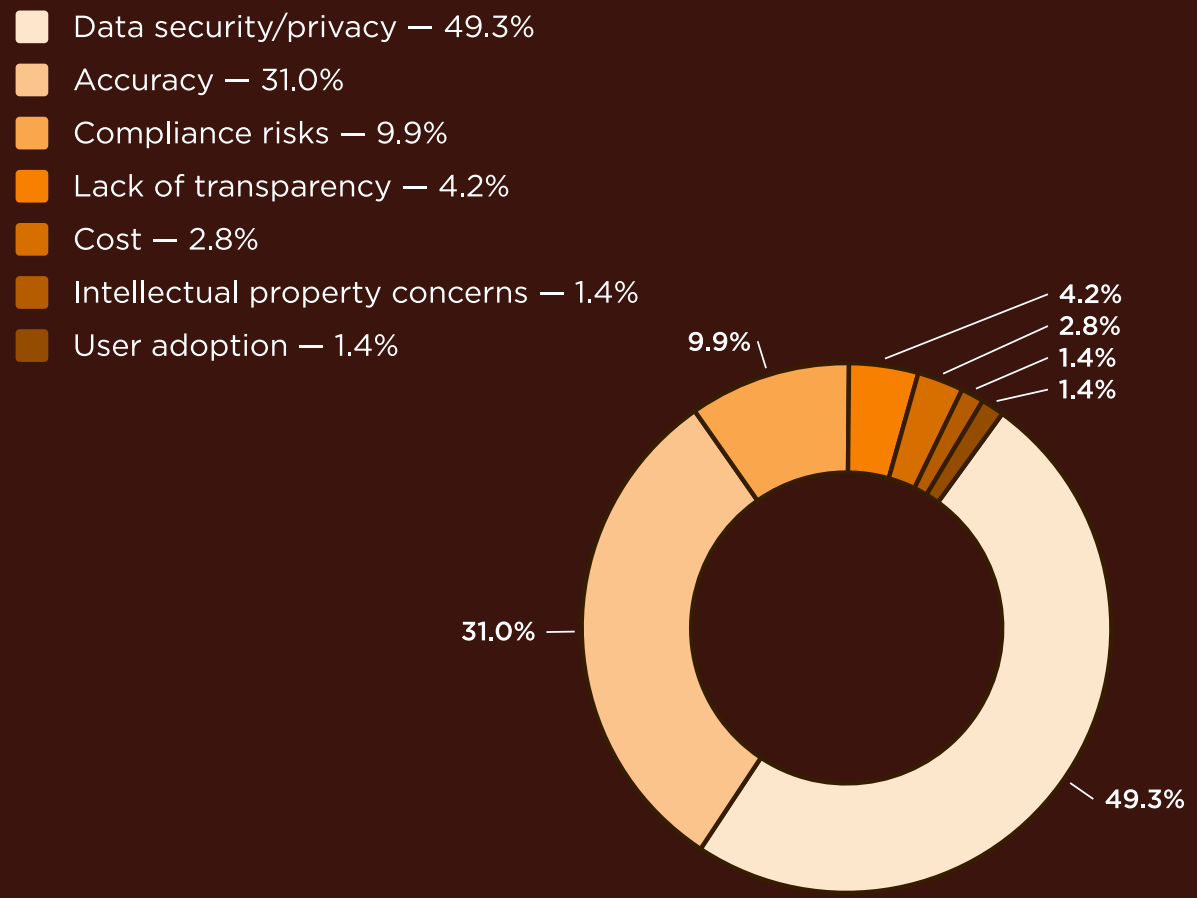
This is particularly important for document intelligence. Business documents often contain commercially sensitive information, and an answer that cannot be checked against its source can create more work rather than less.

Customers therefore need more than fast generation: they need to understand where an output came from, confirm it against the underlying material and retain human oversight where a decision carries risk.

Respondents identified time-consuming manual processes as the biggest challenge in extracting information from business documents. Searching lengthy files, comparing versions, extracting details, and turning source material into summaries or presentations collectively consume significant time.

Resellers can connect governance with productivity by choosing suitable workflows, defining review processes, and showing users how to verify information before sharing or acting on it.

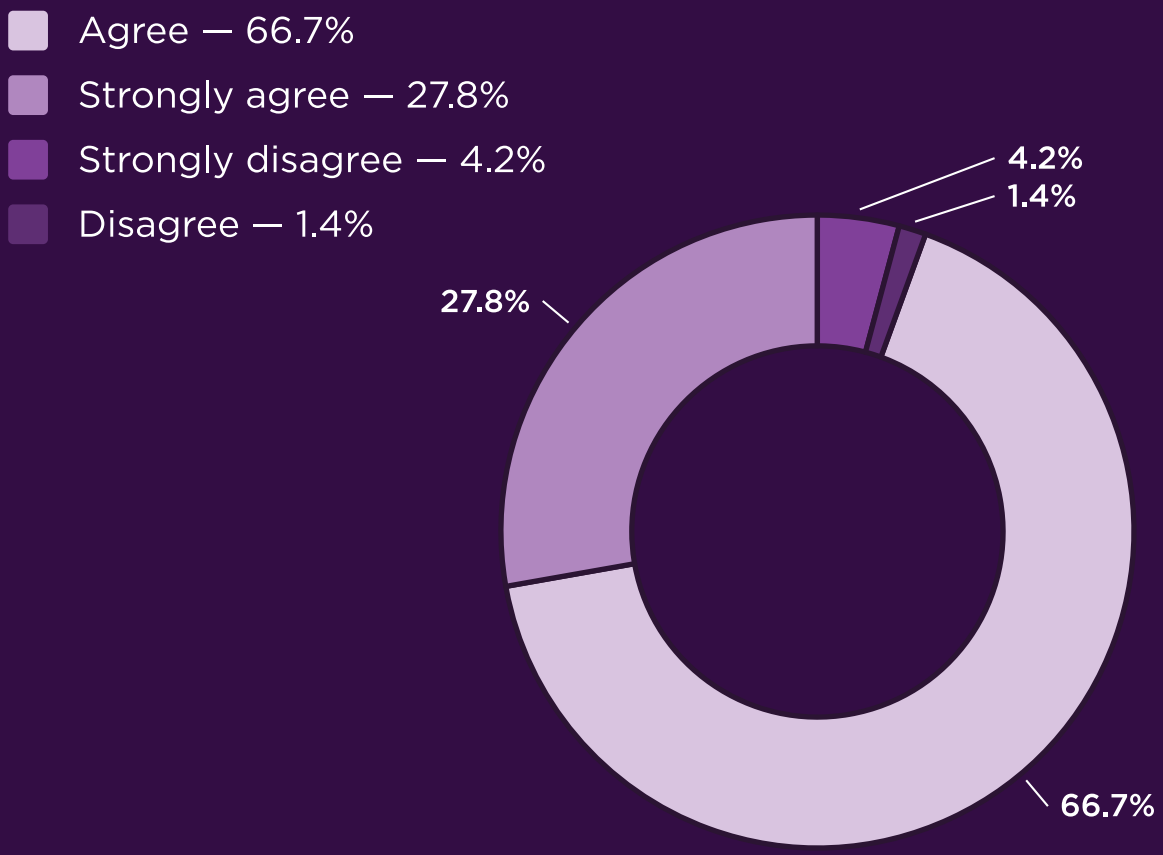
## **Fig. 3:** What are your customers' biggest concern when using AI-generated outputs?





# Making AI adoption practical for SMB customers

**Fig. 4:** To what extent would you agree with the following statement: "Document-centric AI capabilities will be valuable to your customers' AI strategies over the next 12–24 months."




For many SMB and midmarket customers, the question is where AI can deliver an early, credible result. Smaller organizations often lack the time, specialist resources, or appetite for a large transformation program.

They need a manageable entry point: a familiar task, a visible problem, and a solution employees can use without rebuilding the wider technology environment. Document workflows fit because every business relies on contracts, proposals, reports, policies, research, presentations, and customer communications.

Much of that work still depends on manual reading, copying and reformatting. Partners can uncover the strongest opportunities by asking where staff lose time, which documents are consulted repeatedly, what information is hardest to locate and where delays affect customers or revenue.

Partners can turn those findings into focused use cases. A sales team might compare source documents and prepare a customer briefing; operations could surface policy or project details; marketing could convert approved material into campaign assets with fewer handoffs. The starting point is a repeatable task whose cost, speed, or complexity can be measured.

A phased approach also lowers perceived risk. Partners can start with a defined user group and document set, agree how outputs will be checked, and establish simple success measures.

Measures might include time saved, fewer steps, faster turnaround, or greater reuse of existing content. Early results can guide training and wider deployment, creating a clearer business case than trying to prove AI's value across the organization at once.



# Turning customer demand into partner growth

Ninety-one percent of respondents said customers are likely or very likely to increase investment in AI-powered productivity and document intelligence over the next 12 months. But two-thirds identified economic uncertainty or reduced budgets as the biggest constraint on growth.

Partners can bridge that gap by turning early workflow gains into a commercial case. Reduced turnaround time, fewer manual steps, or greater reuse of approved content can justify expansion to other teams and broader services in workflow modernization, governance, training, and optimization.

With the right support, smaller resellers can combine local knowledge, customer relationships, and hands-on guidance. Acrobat Studio can open broader conversations about workflow modernization, governance, training, and ongoing optimization.

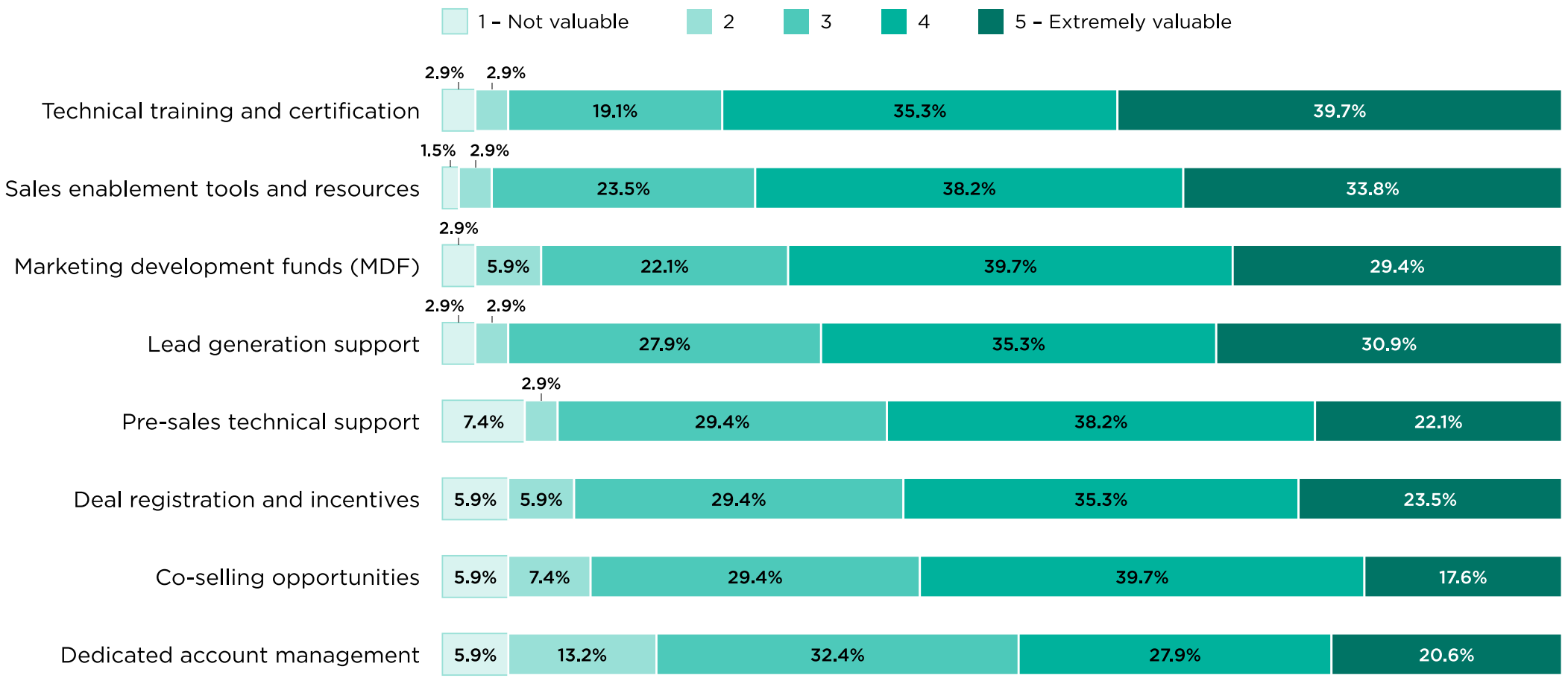
For the channel, the opportunity is to create a repeatable path from first use case to wider adoption. By identifying high-friction document workflows, grounding deployments in trusted information, and demonstrating measurable outcomes, partners can help SMB customers move confidently from experimentation to adoption.

Adobe Acrobat Studio provides a familiar, connected platform for these conversations—helping customers turn documents into action while enabling partners to extend productivity gains into advice, services, and long-term value.

> “NINETY-ONE PERCENT OF RESPONDENTS SAID THEIR CUSTOMERS ARE LIKELY OR VERY LIKELY TO INCREASE INVESTMENT IN AI-POWERED PRODUCTIVITY AND DOCUMENT INTELLIGENCE SOLUTIONS OVER THE NEXT 12 MONTHS

# **Fig. 5:** How valuable would the following partner program benefits be to your business?

## (Rate each on a scale of 1–5, where 1 = Not Valuable and 5 = Extremely Valuable)




n = 68 responses per benefit.

# About the sponsor

Adobe Acrobat provides a familiar foundation for creating, editing, sharing, signing, and protecting PDFs. Acrobat Studio extends that foundation into document intelligence by combining AI Assistant, PDF Spaces, and Adobe Express. Users can question source material, identify key points, summarize content, organize project documents, and turn insights into reports, presentations, and customer-facing assets.

Adobe's document portfolio lets resellers, MSPs, and solution providers build on technology customers already know. Partners can identify high-friction workflows, introduce focused document-intelligence use cases, and support adoption with training, governance, and change management.

Adobe's partner ecosystem helps the channel position, sell, and deliver these solutions to organizations of different sizes. Combining established document capabilities with AI-powered productivity and content creation creates opportunities beyond software licensing. The broader opportunity is to modernize how information moves through customers' businesses while establishing a trusted, practical route to AI adoption.