



Adobe Acrobat X:

5 razones para estar a la vanguardia en gestión documental y colaboración

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jiap

Changing the world through digital experiences

La nueva estrategia de ADOBE

DIGITAL MARKETING

Rock solid WCM + Digital
Business Analytics and
Optimization+ Dynamic
Image Platfor



SCENE7



OMNITURE



CQ

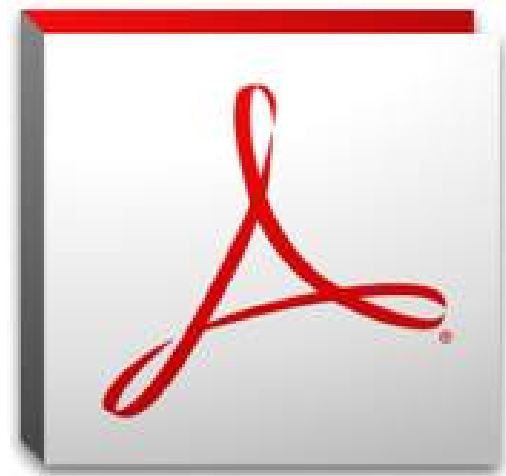
DIGITAL MEDIA

Best Creative Tools on the Cloud
and the Desktop



Cuales son las 5 razones?

1. Tendencias de Trabajo con Documentos Electronicos
2. PDF es norma ISO
3. PDF y la Seguridad (Redaction, DigSig, DRM)
4. Integracion con MSFT Office y SharePoint
5. Colaboracion / Ubicuidad





TENDENCIAS de TRABAJO con DOCUMENTOS ELECTRONICOS



Top trends impacting the way we work



- PDF usage continues to explode
- Need to work across multiple devices
- Greater freedom to work from remote location with dispersed team

EQUIPOS DE TRABAJO DISTRIBUIDOS



EQUIPOS INTERNOS

A

EQUIPOS VIRTUALES

Information workers spend an average of 17.6 hours per week creating content and collaborating with others inside and outside of the organization.

*IDC, Hidden Costs of Information Work:
A Progress Report, Doc # 217936,
May 2009*

70% of knowledge workers collaborate at least monthly via email with people in other companies, but just over half regularly use software controls and PDF.

*Building the Future of Collaboration, a
commissioned study conducted by
Forrester Consulting on behalf of
Adobe, September 2009*



EXPECTATIVAS SOBRE LOS DOCUMENTOS



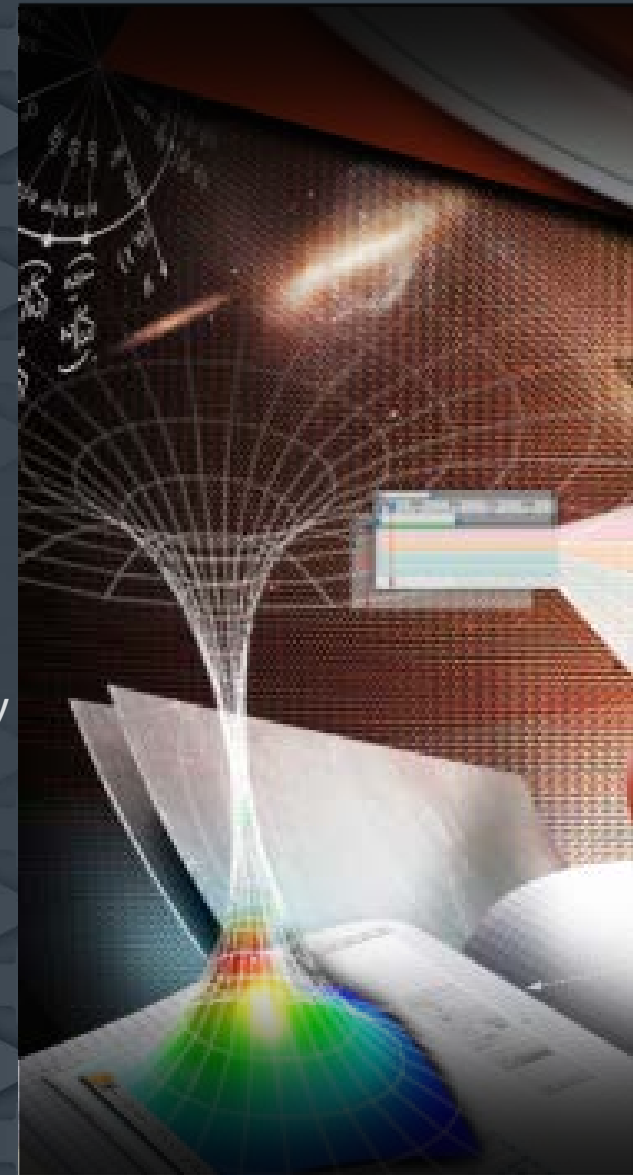
DOCUMENTOS
ESTATICOS

A

DOCUMENTOS
DINAMICOS

By 2013, more than 25% of the content that workers see in a day will be dominated by pictures, video or audio.

*Gartner,
Video Killed the Document Czar,
November 2008*



MEJORA DE LA EFICIENCIA Y REDUCCION DE COSTOS

TRABAJAR
COMO
SIEMPRE

A

CAMBIO
CONSTANTE

Improving business processes and reducing enterprise costs were ranked as the #1 and #2 priorities in Gartner's global CIO Survey.

*Gartner, The Business Unit CIO's
2010 Agenda, February 2010*





PDF es ISO



- La especificación PDF 1.7 fue propuesta a principios del 2007 por Adobe a la AIIM para ser norma ISO. Ya fue aprobada como la ISO 32000-1
- Formato standard para documentos:
 - PDF/A: para archivo de largo plazo - ISO 19005
 - PDF/X: para pre-press y digital press - ISO 15930
 - PDF/E: para documentación de ingeniería – Aprobación 2007
- Muy utilizado por gobierno y agencias internacionales
- Especificación oficial de la NARA (U.S. National Archives and Records Administration) para documentos digitales.
- En amplio proceso de adopción en América Latina.



Establishing the ISO PDF Umbrella



PDF 1.7 (ISO-32000)

PDF/A
archive

PDF/X
graphic arts

PDF/E
engineering

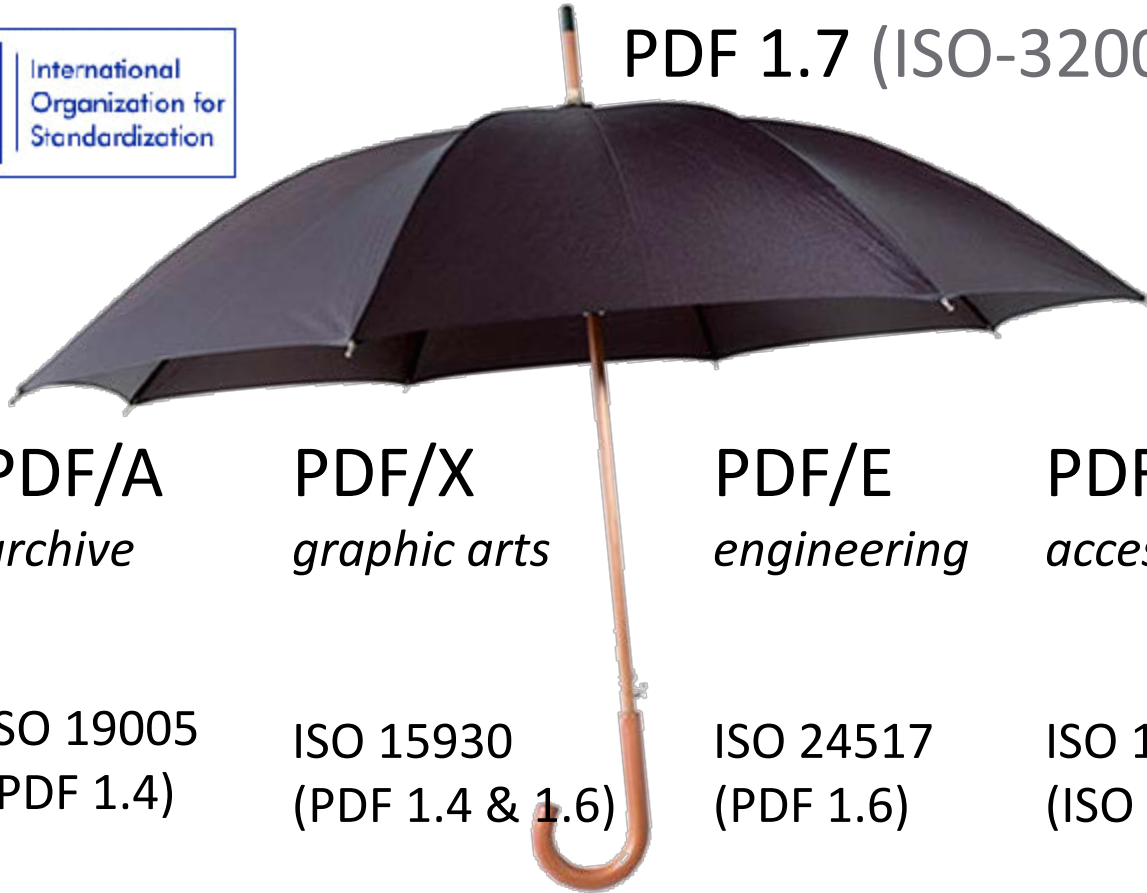
PDF/UA
accessibility

ISO 19005
(PDF 1.4)

ISO 15930
(PDF 1.4 & 1.6)

ISO 24517
(PDF 1.6)

ISO 14289
(ISO 32000)



Standards Benefit Business and Government

- Facilitate interoperability
- Streamline regulatory compliance
- Align software development with industry need
- Raise quality, reliability, efficiency levels
- Help provide access to all



PDF – the “Digital Envelope” for all your content

- A comprehensive format for representing documents and forms
- Solid Core Features
 - High fidelity, high precision text layout with embeddable fonts
 - High-end device independent, color managed graphics features
 - Layered content model with associated rich semantic s
 - Security & digital signatures
 - Platform independent definition
- Features for Interactive Documents
 - Document and Collection navigation elements
 - Framework for commenting, markup and collaboration
 - Interactive forms with integrated business logic
 - Multimedia
 - 3D



The Flexibility of PDF

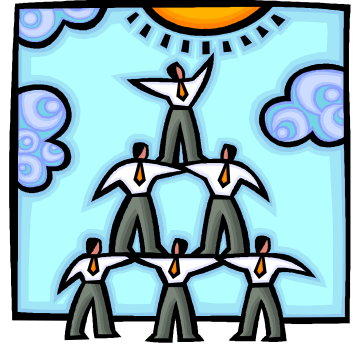
- Gone beyond “electronic paper” to become the “digital envelope”
- PDF can represent more types of data than other formats
- Standards work: create a focused subset of PDF for a specific “use case” or industry requirement
 - PDF/X - Print Publishing
 - PDF/A - Long Term Archiving
 - PDF/E - Engineering (AEC + Building, Manufacturing, and Geospatial)
- Provide guidelines for correct viewer behavior to ensure that files are viewed the same whenever & wherever



PDF/A ISO 19005



- Remain focused on “static paper” metaphor
 - No interactivity, 3D, multimedia, etc.
- Update to latest PDF standard & current document usage
 - Updated to reference ISO 32000-1
 - Will be the first of the subsets to be based on “ISO PDF”
- Ensure as close to 100% forward compatibility as possible
 - A PDF/A-1 document SHOULD be also a valid PDF/A-2 document
 - However, valid technical changes to ensure long term reliability were preferred over compatibility.
 - Predominantly in the areas of fonts & metadata
 - If your documents don't use the new features of PDF – you keep using PDF/A-1!
- Continue to maintain compatibility with other ISO standards
 - PDF/X-4
 - PDF/E-1



New PDF Features in PDF/A-2

- Improved compression technology/Smaller files
 - JPEG2000
 - Compressed XRefs & Streams (aka "Full Compression")
- Transparency
- PDF Layers (aka Optional Content)
 - Many views may be stored, but only one at a time can be seen
 - And whatever you view on screen, must print!
- PDF Packages/Collections
 - May only contain other PDF/A documents
- Digital signature enhancements
 - Certified Documents (aka DocMDP Signatures)
 - Improved revocation checking
 - Use of ETSI TS 102778 (aka PAdES) as normative requirement
- Improved tagging/accessibility
 - Including rich support for table-like structures



- Attachments & Embedded Files

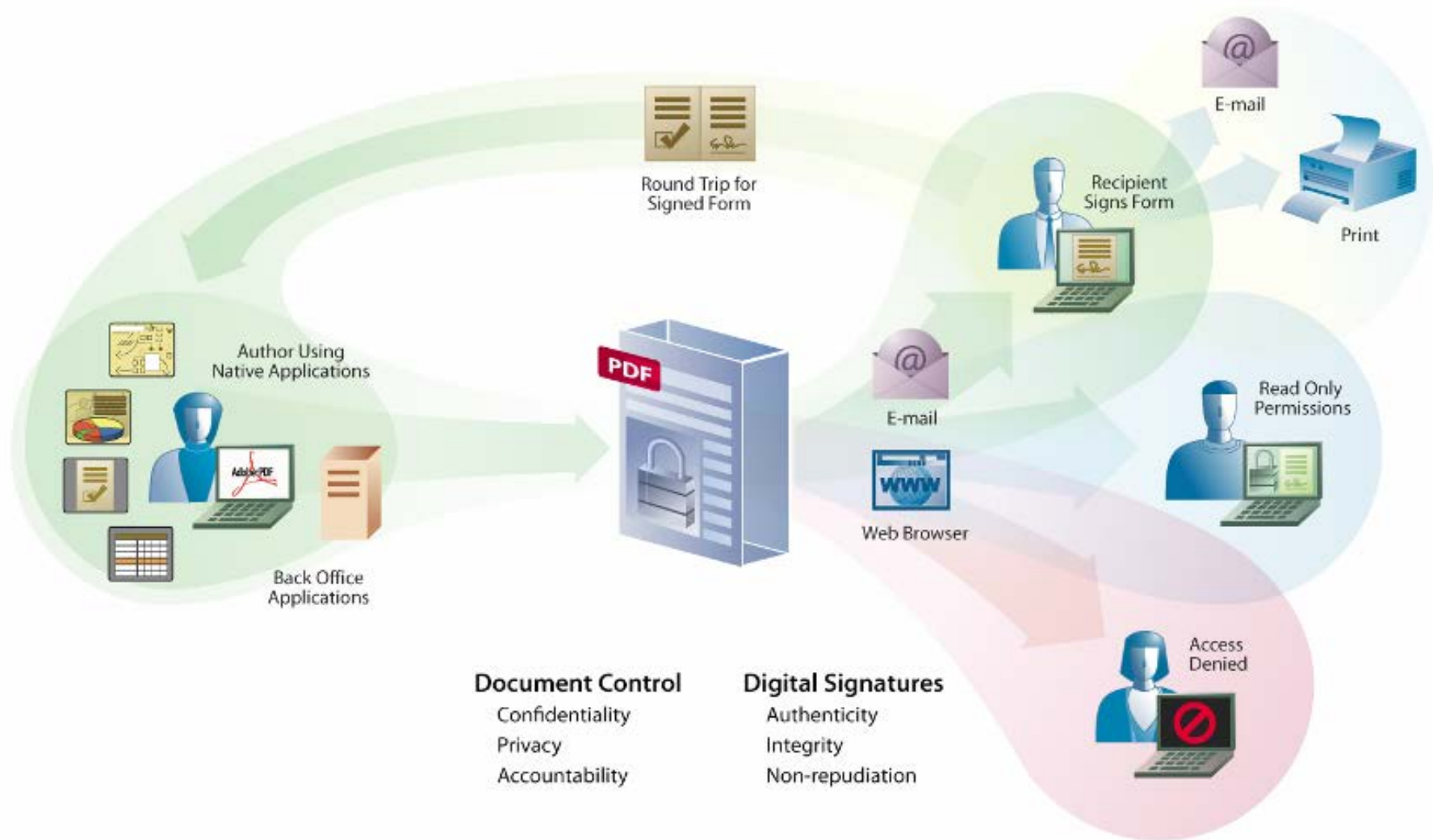




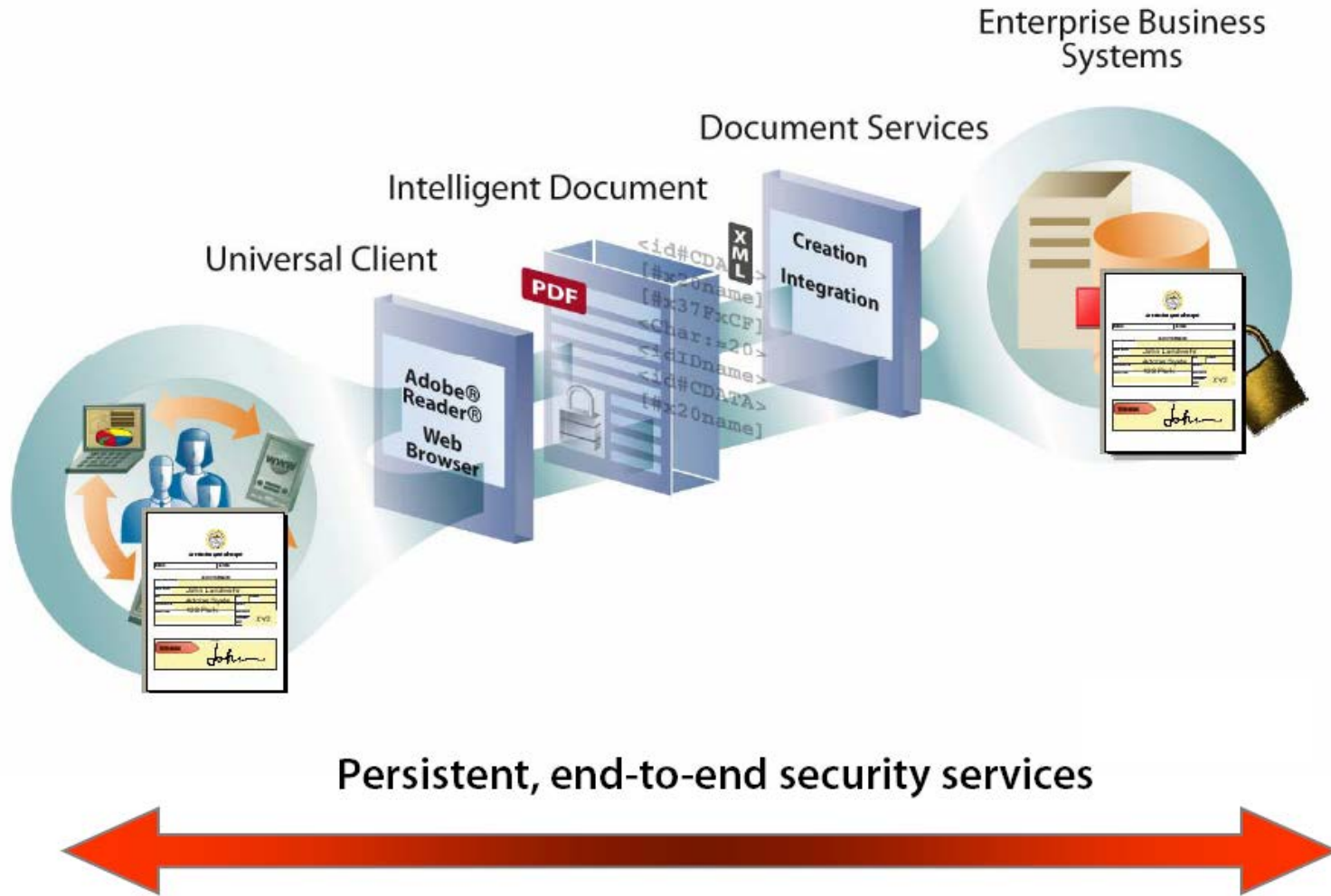
PDF es un formato ideal para SEGURIDAD



Seguridad Avanzada



Plataforma de Servicios



Firma Digital

Confidencialidad:

Quien puede acceder al documento?

Autorización:

Que puede hacer con el documento?

Control:

Que se hizo con el documento?

Digital Rights
Management

Autenticidad:

De donde viene el documento?

Integridad:

El documento fue modificado?

Firma
Digital



To support regulation, IP protection, customer privacy, and generally make electronic transactions more secure than paper

Digital Rights Management

Confidencialidad:

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Firma
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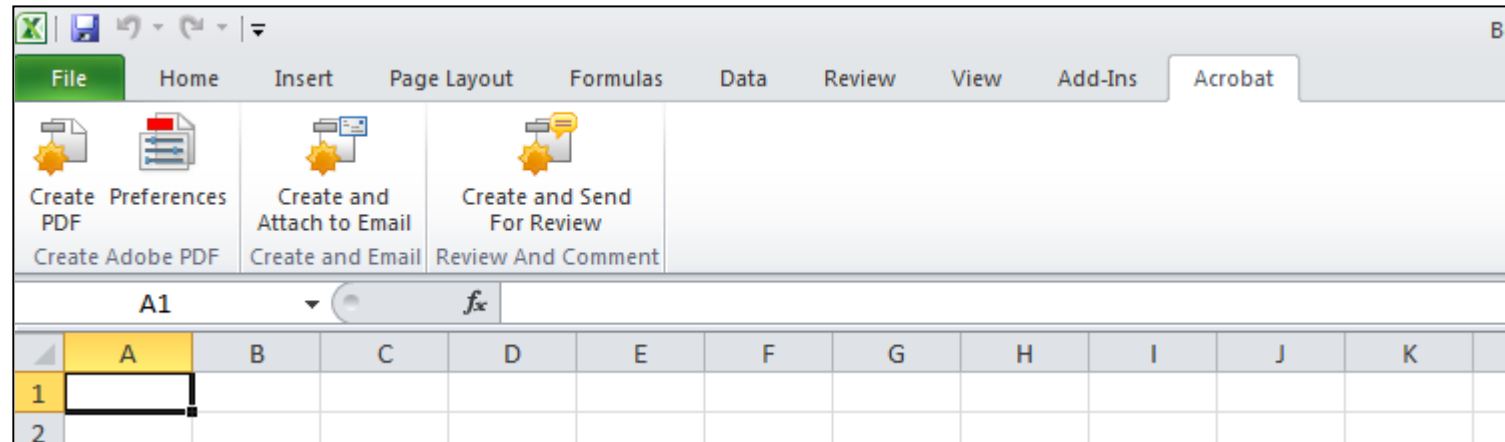
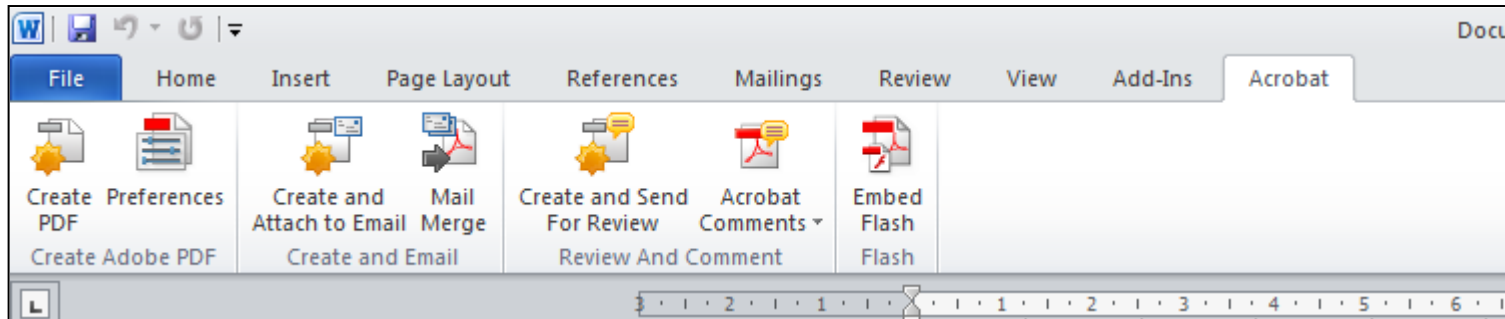
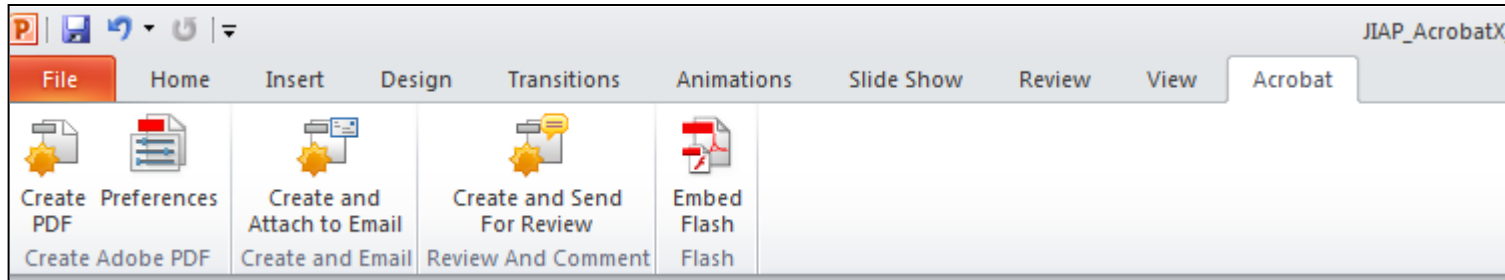
To support regulation, IP protection, customer privacy, and generally make electronic transactions more secure than paper



Integracion con MSFT Office y Sharepoint

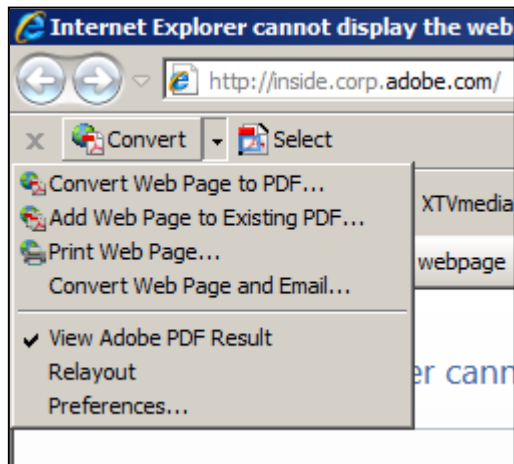
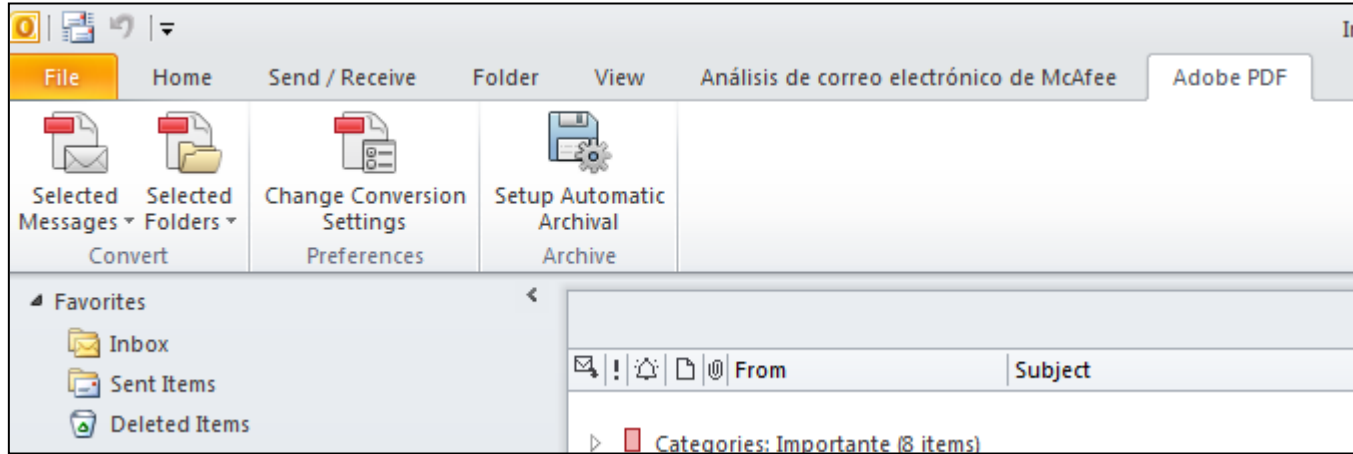


MSFT Office



Source: NPD December 2005

MSFT Outlook / IE



Source: NPD December 2005



Ubicuidad y Colaboracion



Ubicuidad Tecnologia Cliente de ADOBE



Source: NPD December 2005

Only Adobe Acrobat X



Download the white paper

The screenshot shows the Adobe website page for the Acrobat X productivity white paper. The page features a navigation bar with links for Products, Solutions, Learning, Help, Downloads, Company, and Store. A search bar is located in the top right corner. The main content area is titled "Acrobat X productivity white paper" and includes a sub-header "Crimson white paper confirms Acrobat X productivity gains". Below this, there is a paragraph of text describing the study conducted by Crimson Consulting Group. A link is provided to download the white paper. To the right, there is a sidebar with a "Crimson white paper confirms Acrobat X productivity gains" section, a "Cost savings calculator" section, and a "Download Adobe Reader" section. The footer contains navigation links for Learning, Help, Resources, and Page tools.

Adobe Acrobat / IT resources / Acrobat X productivity white paper

Crimson white paper confirms Acrobat X productivity gains

Adobe recently commissioned Crimson Consulting Group to evaluate whether Adobe® Acrobat® X software can increase knowledge worker productivity and improve cost savings. Through live lab testing, the study determined that users could do many common tasks faster when using Acrobat X. Calculate your potential savings below.

[Download "Acrobat X: A strategic choice for enterprise-wide productivity" white paper >](#)

[Watch the Crimson interview >](#)

Crimson study findings

Employees get more done faster
Certain collaboration workflows run almost twice as fast with Acrobat X than when using Microsoft Office 2010 alone.

Organizations realize hours of productivity gains
Organizations using Acrobat X could see productivity gains of more than seven hours per week per knowledge worker out of 20 hours a week spent on collaborative tasks.

\$6 million in savings projected for every 500 workers
Acrobat X can save enterprises as much as US\$13,000 per knowledge worker annually — or more than US\$6 million per year when deploying Acrobat X to 500 workers.

Estimate your savings

Cost savings calculator

Use the Crimson Consulting tool to get an idea of how much your organization could save by deploying Acrobat X.

Other ways to buy

- [Education Store](#)
Students, educators, and staff
- [Business Store](#)
Small and medium businesses
- [Enterprise purchasing](#)
Volume licensing options

Call 800-585-0774

[Download Adobe Reader](#)

Learning

- [Acrobat User Community](#)
- [Acrobat on Adobe TV](#)
- [Training](#)
- [Tutorials](#)

Help

- [Customer support](#)
- [Product activation](#)
- [Windows updates](#)
- [Mac updates](#)

Resources

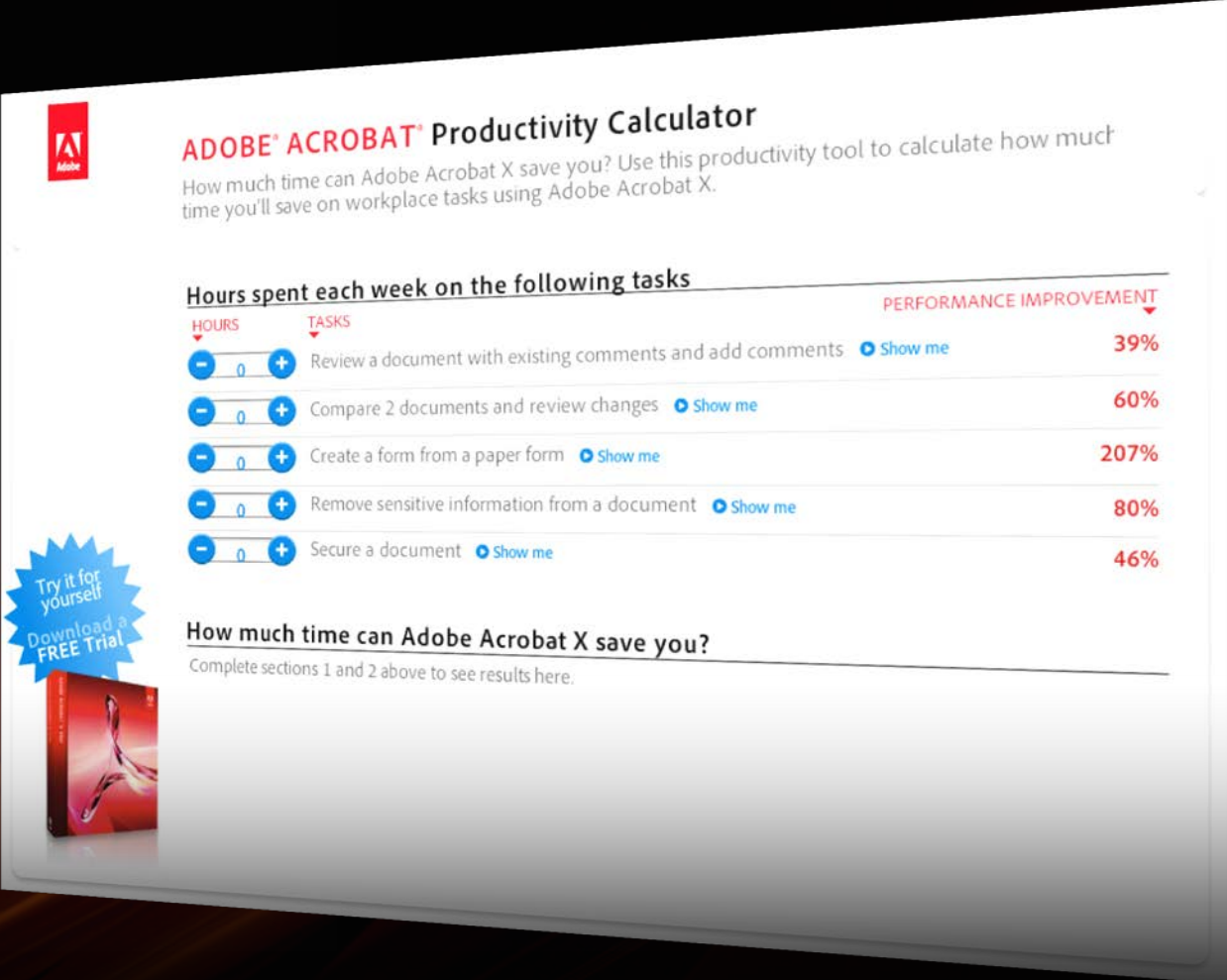
- [IT resources](#)
- [Developer Center](#)
- [Standards](#)
- [Accessibility](#)
- [Privacy and security](#)

Page tools

- [Share on Facebook](#)
- [Share on Twitter](#)
- [Share on LinkedIn](#)

<http://www.adobe.com/products/acrobat/productivity-whitepaper.html>

How much time can Acrobat X save you?



ADOBE® ACROBAT® Productivity Calculator


How much time can Adobe Acrobat X save you? Use this productivity tool to calculate how much time you'll save on workplace tasks using Adobe Acrobat X.

Hours spent each week on the following tasks

HOURS	TASKS	PERFORMANCE IMPROVEMENT
<input type="text" value="0"/>	Review a document with existing comments and add comments Show me	39%
<input type="text" value="0"/>	Compare 2 documents and review changes Show me	60%
<input type="text" value="0"/>	Create a form from a paper form Show me	207%
<input type="text" value="0"/>	Remove sensitive information from a document Show me	80%
<input type="text" value="0"/>	Secure a document Show me	46%

How much time can Adobe Acrobat X save you?
Complete sections 1 and 2 above to see results here.

Try it for yourself
Download a **FREE Trial**

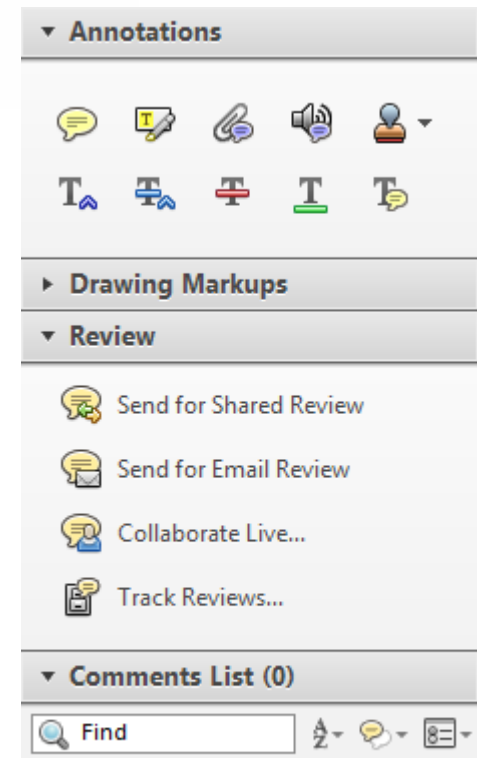


<http://www.acrobatusers.com/productivity-calculator>

Circuitos de Revision de Documentos



- Revisión de Documentos Compartida (ACROBAT.COM / Sharepoint)
- Revisión por email
- Colaboración en vivo



This document has no comments.

Circuitos de Revision de Documentos: tracker

The screenshot shows the Tracker application window. The left sidebar contains a tree view with categories: Latest Updates, Reviews, Sent, Joined, Forms, Received, and Server Status. Under 'Forms', the 'Distributed' folder is expanded, showing several document entries, with 'Encuesta 13 de marzo_responses' selected. The main pane displays the details for this document, including a 'View Responses' link, the response file location, the distribution date, and a 'Responses' summary table.

Tracker

Forms > Distributed > Encuesta 13 de marzo_responses

[View Responses](#)

Response File Location: C:\Users\cnascimb\Desktop\Encuesta 13 de marzo_responses.pdf [\(Edit file location\)](#)

Distributed On: 13/03/2012 10:44:16 a.m. using email attachment

[Open Original Form](#)

Responses

Recipients Responded (New): 0

Recipients Not Responded: 1

Total Recipients: 1

[Email All Recipients](#) [Add Recipients](#)

[Email Recipients Who Haven't Responded](#)

Email	Recipient Name	Responded	Last Response Date/Time
cnascimb@adobe.com		No	

[Expand All](#) [Collapse All](#)

Source: NPD December 2005

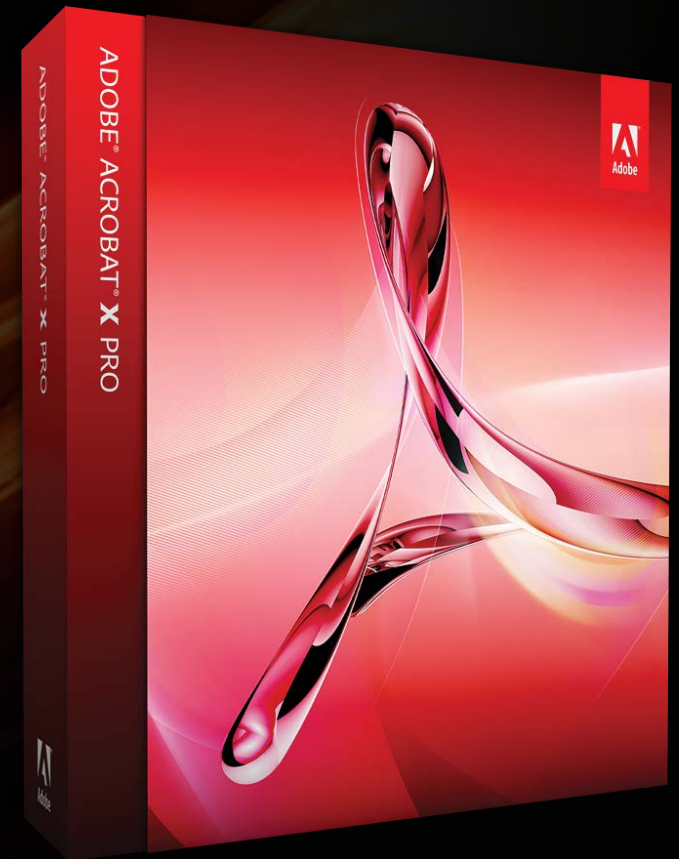


Acrobat X and Reader X



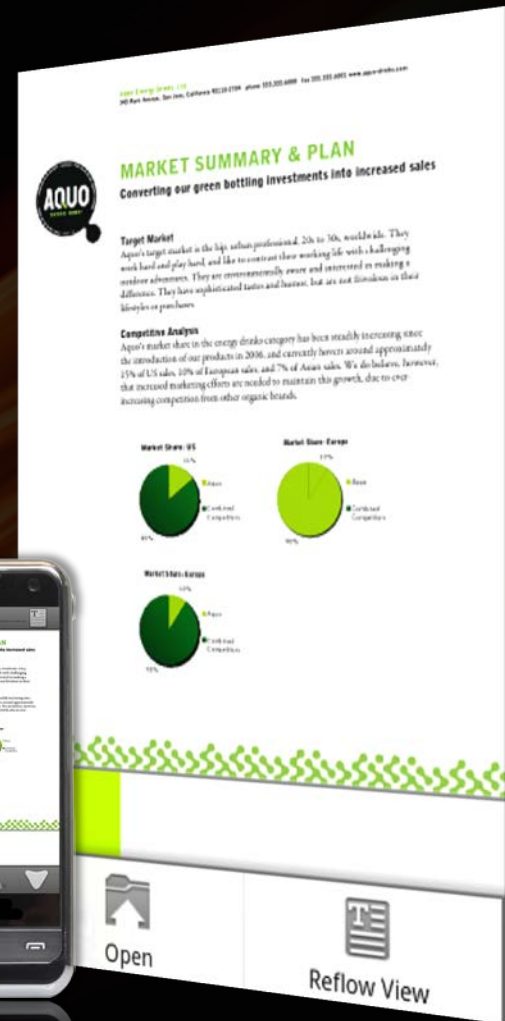
Acrobat X: Highlights

- Integración con Microsoft SharePoint
- Listo para Microsoft Office 2010
- Nuevas Actions
- PDF Portfolios totalmente customizables
- Nueva UI con Paneles
- Exportación a Word y Excel
- Mejoras en OCR
- Enterprise deployment automation
- Nueva Acrobat X Suite



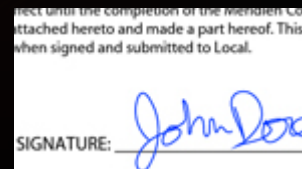
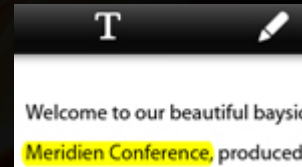
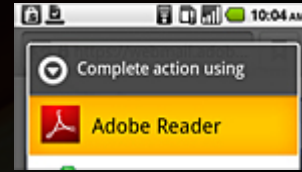
Reader X: Highlights

- Modo de Seguridad Protegida
- Nuevas herramientas de notes y highlighter
- Integración con el navegador mejorada
- UI simplificada
- Enterprise deployment automation
- Nuevo Adobe Reader for Android®



Reader X: Highlights for Mobile

- **Acceso a archivos PDF desde dispositivos móviles:** Abra rápidamente archivos PDF en su dispositivo móvil. Visualice e interactúe con contenidos PDF variados, incluidas Portfolios PDF, documentos protegidos por contraseña y archivos PDF con derechos gestionados por Adobe LiveCycle®.
- **Anotación de archivos PDF:** Incluya comentarios fácilmente marcando el contenido de archivos PDF con las herramientas de anotación de marcador fluorescente, subrayado y tachado, así como con una herramienta de dibujo a mano alzada.
- **Cumplimentación de formularios:** Rellene fácilmente formularios PDF escribiendo texto y números en campos interactivos. Guarde, firme y reenvíe a otros según sea necesario.
- **Firma de archivos PDF:** Firme cualquier documento utilizando el dedo. La nueva función Enviar para firma también le permite conectarse a Adobe EchoSign para pedir a otros que firmen documentos electrónicamente, haciendo un seguimiento del estado de los documentos online.



Porque Acrobat X?

- Aceleración de la revisión y aprobación de documentos
- Protección de Información Sensible
- Permite mejora de la productividad a toda la organización
- Ayuda a los empleados a generar comunicación mas efectiva en menor tiempo

Preguntas?





Adobe