Adobe Acrobat X:

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

Carlos Nascimbene – Sr. Solution Consultant DM - SLAM - ADOBE SYSTEMS

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

La nueva estrategia de ADOBE

DIGITAL MARKETING

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

SCENE7

OMNITURE

CQ

DIGITAL MEDIA

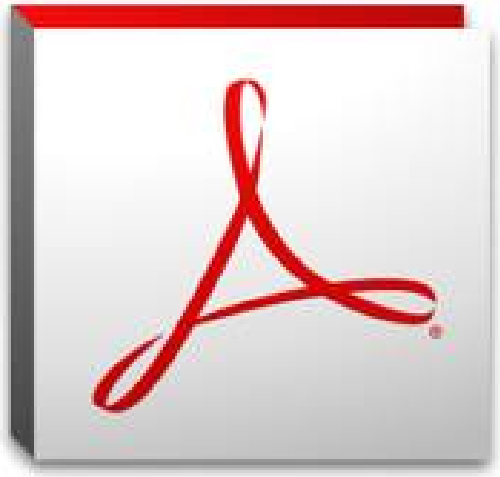
Best Creative Tools on the Cloud and the Desktop

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Adobe

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



© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

TENDENCIAS de TRABAJO con DOCUMENTOS ELECTRONICOS

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

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

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

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

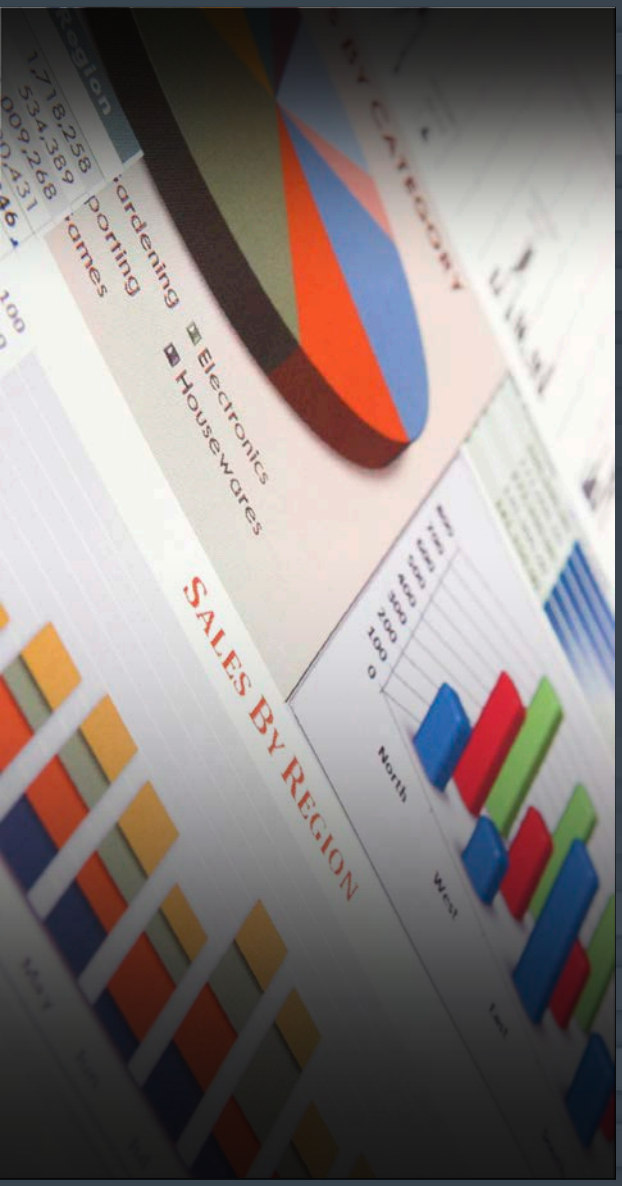
70% of knowledge workers collaborate at least monthly via email with people in other companies, but just over half regularly use software controls and PDF.

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

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Adobe

EXPECTATIVAS SOBRE LOS DOCUMENTOS



DOCUMENTOS ESTATICOS

A

DOCUMENTOS DINAMICOS

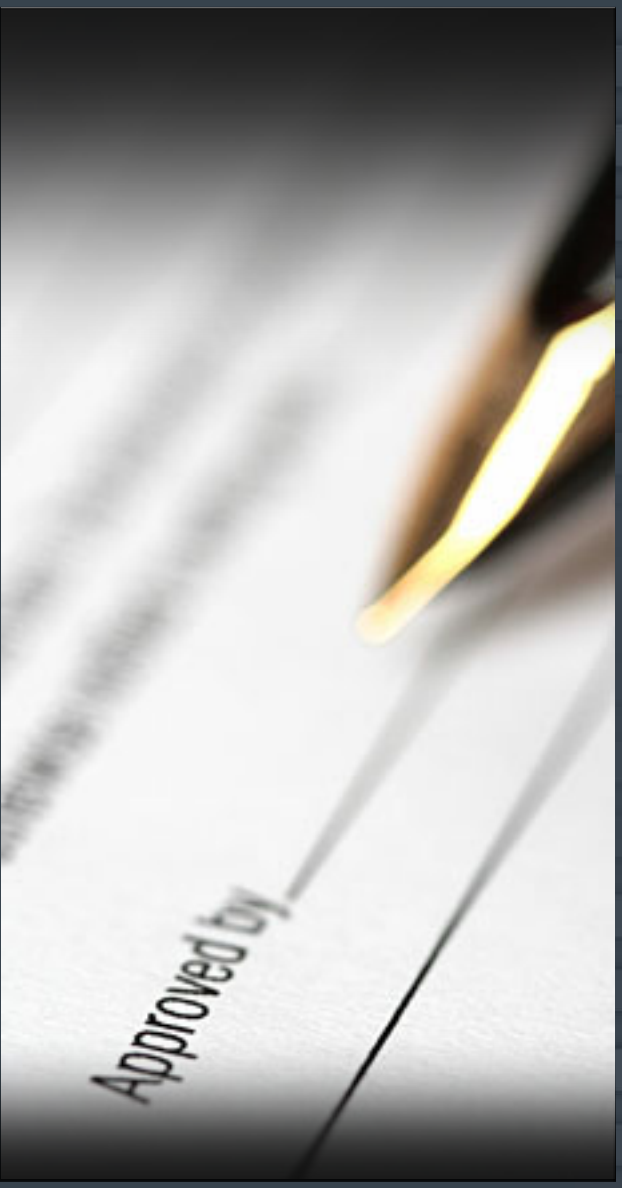
By 2013, more than 25% of the content that workers see in a day will be dominated by pictures, video or audio.

Gartner,
Video Killed the Document Czar,
November 2008

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Adobe

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

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Adobe

PDF es ISO

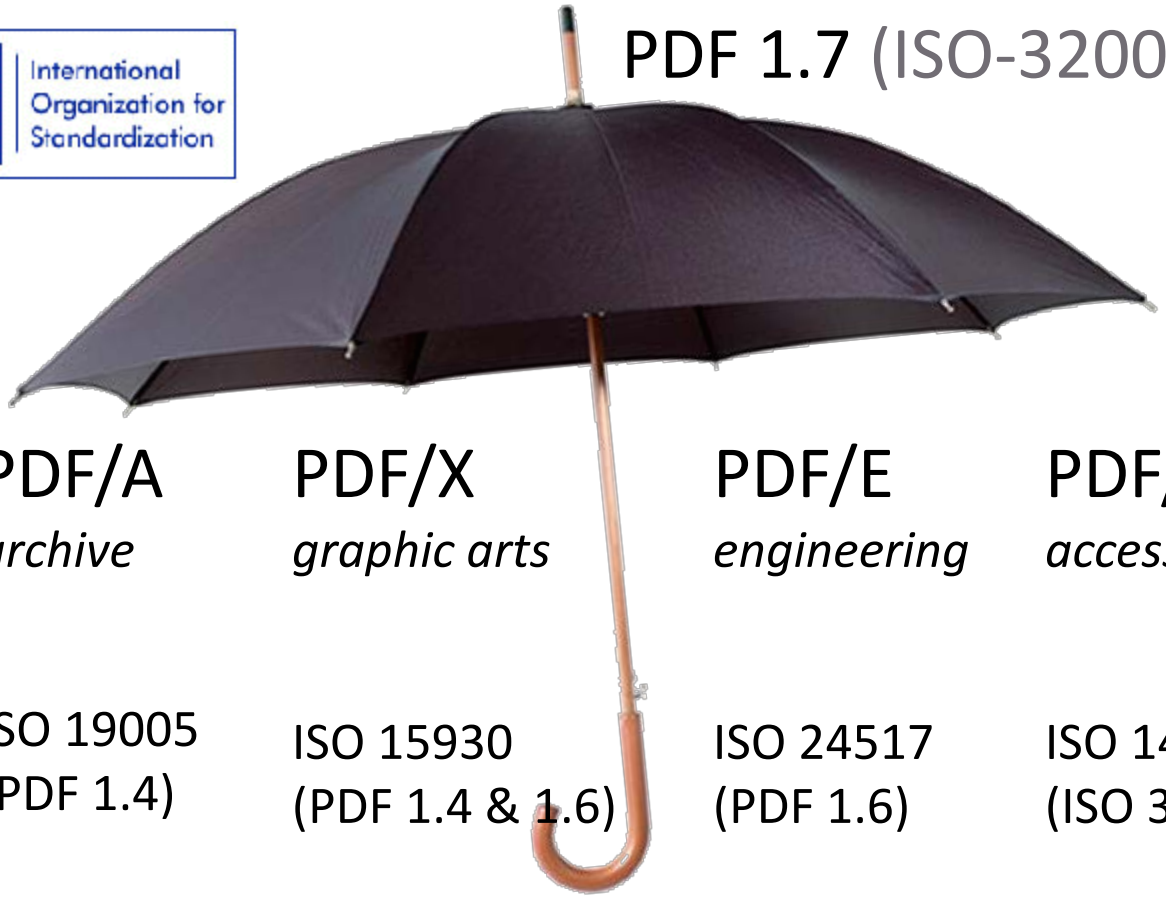
© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

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.

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Establishing the ISO PDF Umbrella



PDF/A	PDF/X	PDF/E	PDF/UA
archive	*graphic arts*	*engineering*	*accessibility*
ISO 19005 (PDF 1.4)	ISO 15930 (PDF 1.4 & 1.6)	ISO 24517 (PDF 1.6)	ISO 14289 (ISO 32000)

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Adobe

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

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Adobe

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

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Adobe

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

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

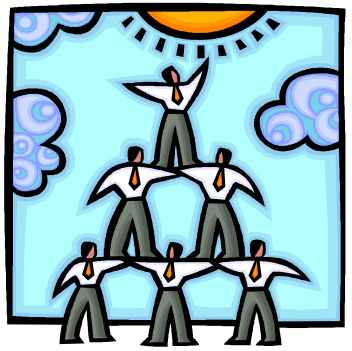
Adobe

PDF/A
ISO 19005

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Adobe

PDF/A-2



- 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

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

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

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Adobe

PDF/A-3

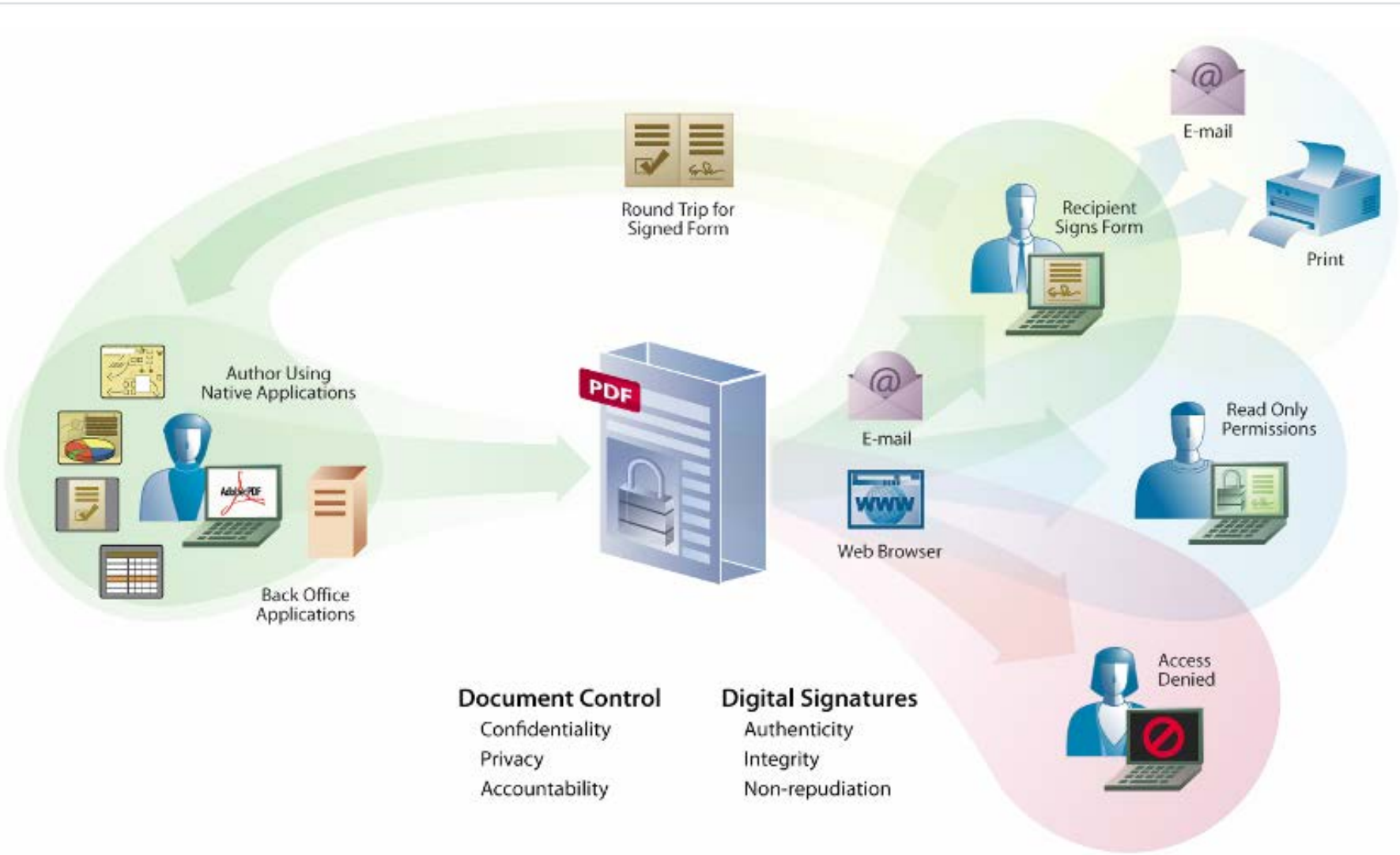
- Attachments & Embedded Files

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

PDF es un formato ideal para SEGURIDAD

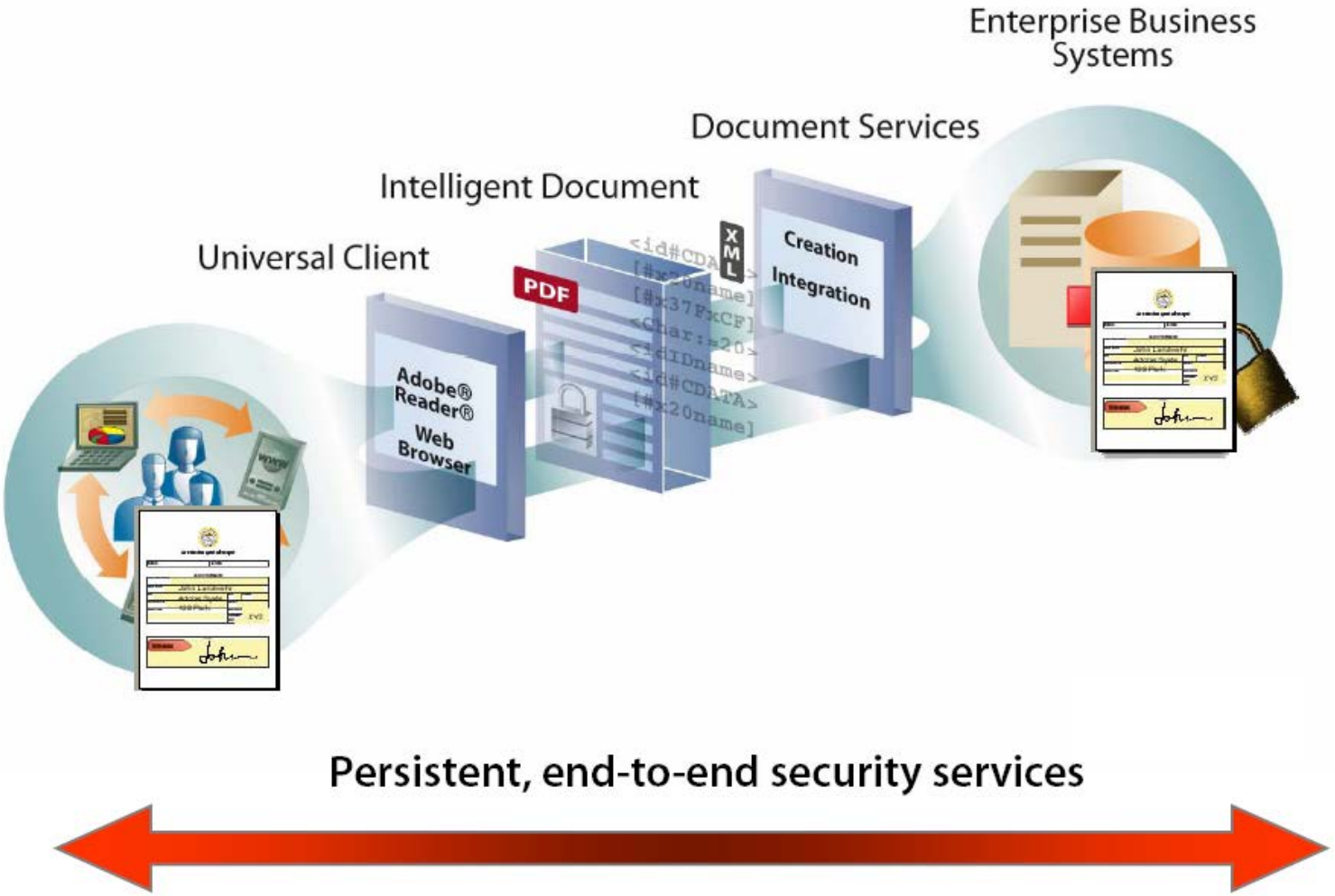
© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Seguridad Avanzada



© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Plataforma de Servicios



© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

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

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Adobe

Digital Rights Management

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

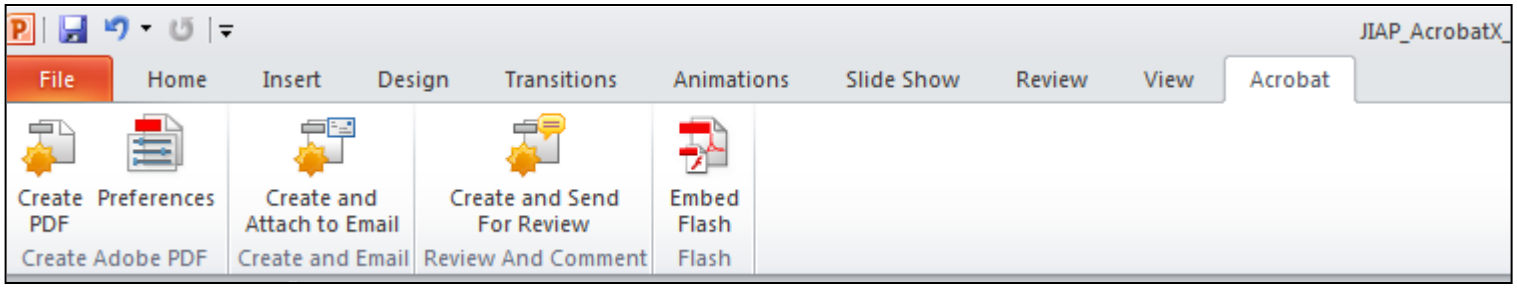
© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

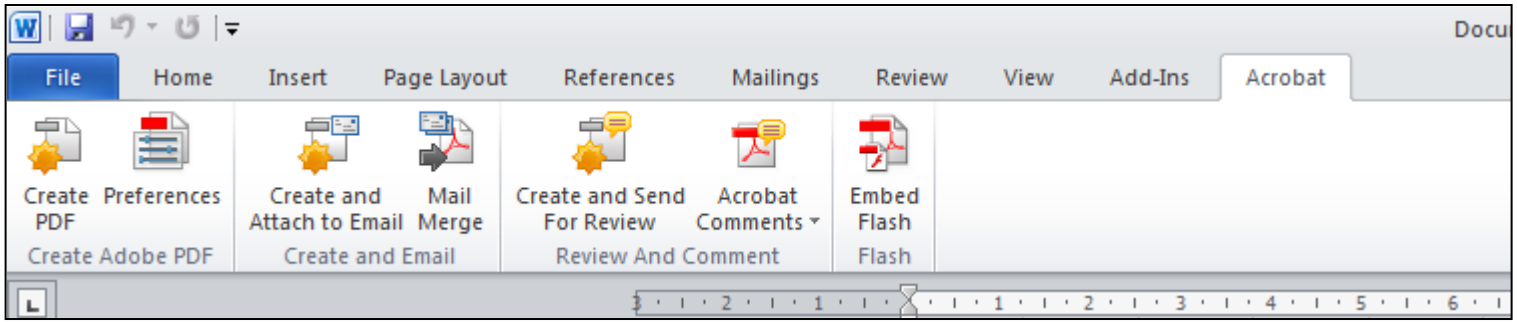
Adobe

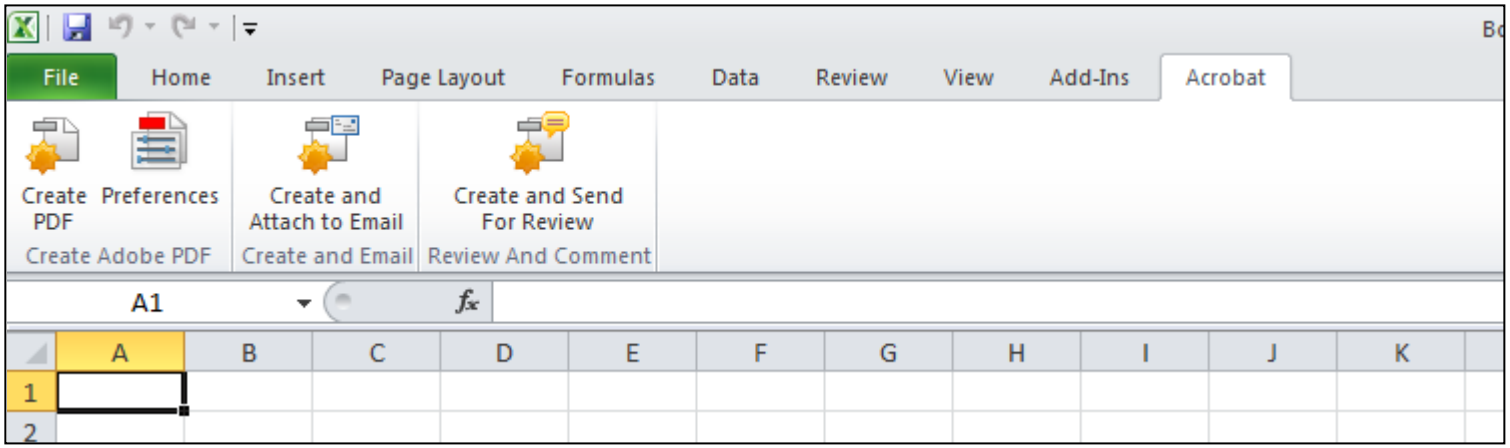
Integracion con MSFT Office y Sharepoint

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

MSFT Office



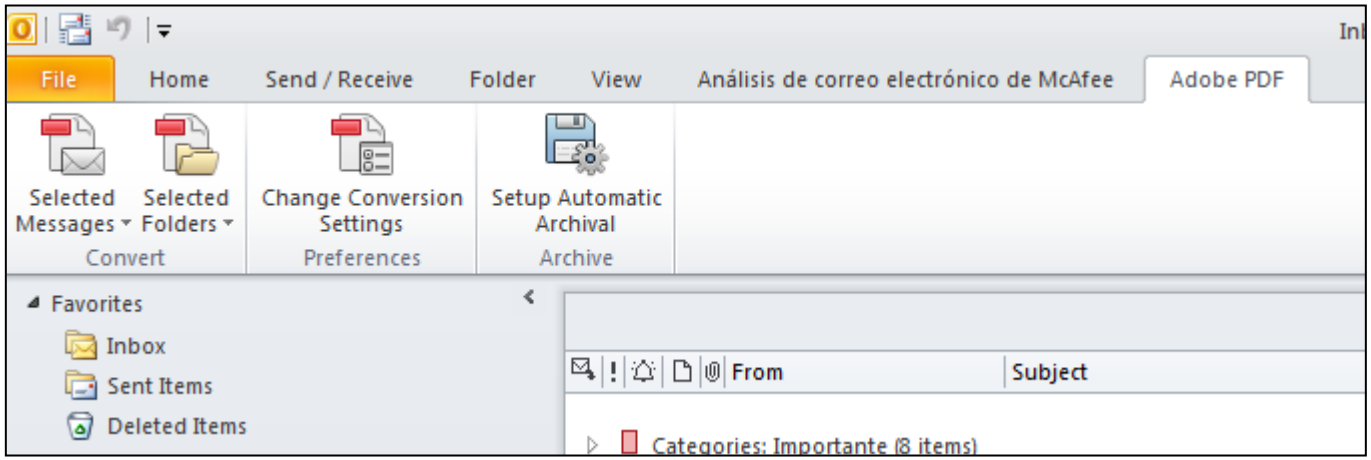


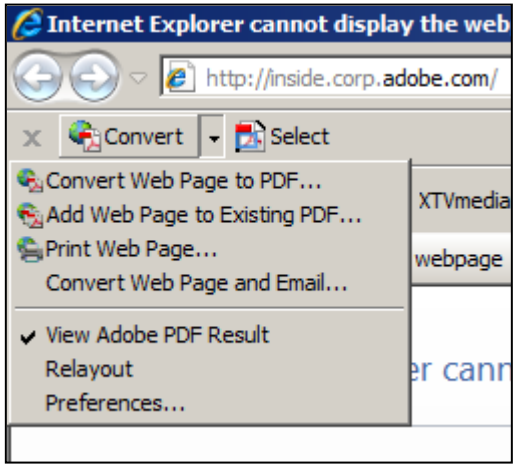


Source: NPD December 2005

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

MSFT Outlook / IE





Source: NPD December 2005

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Ubicuidad y Colaboracion

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Ubicuidad Tecnologia Cliente de ADOBE

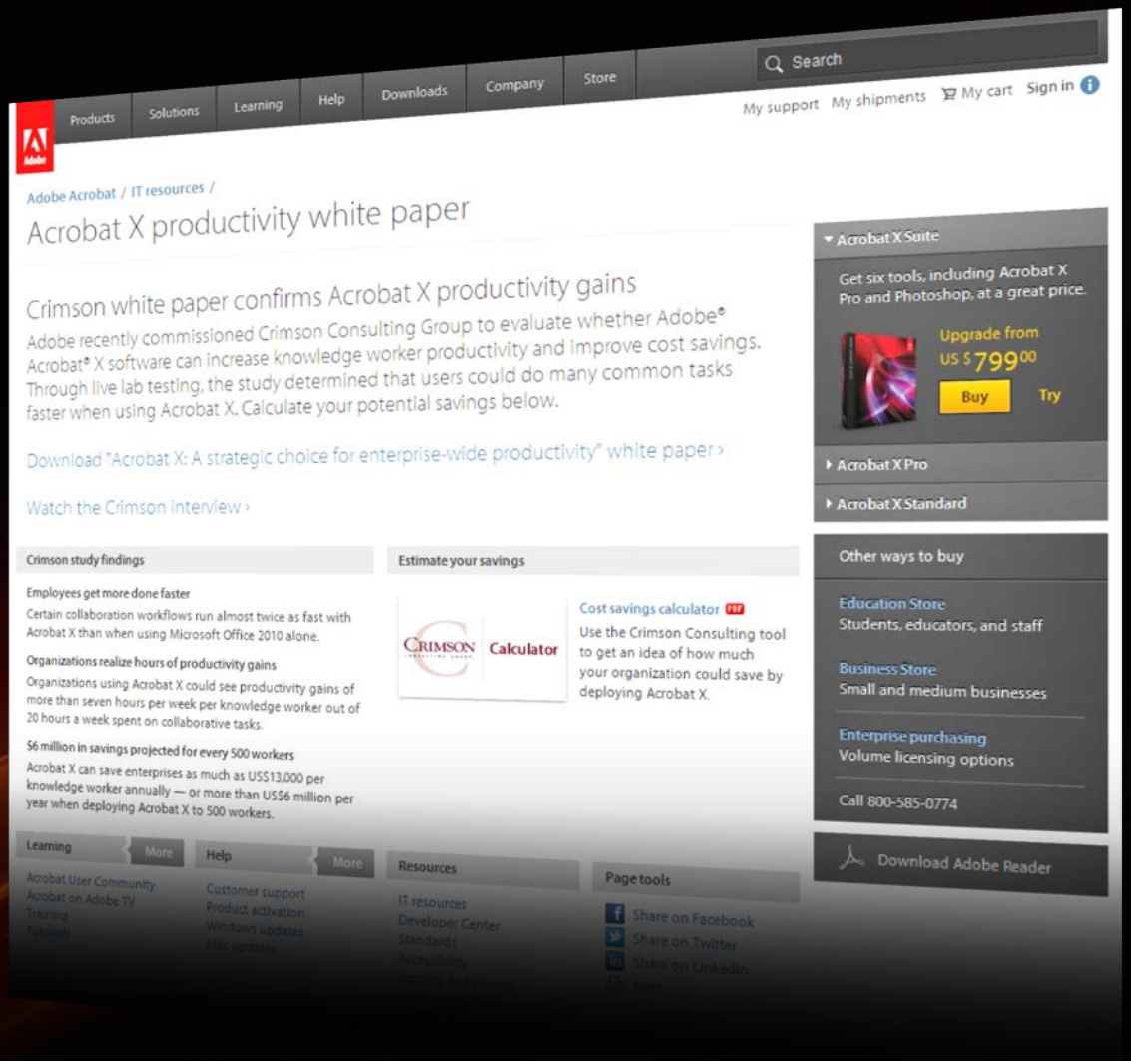
Source: NPD December 2005

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Only Adobe Acrobat X

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

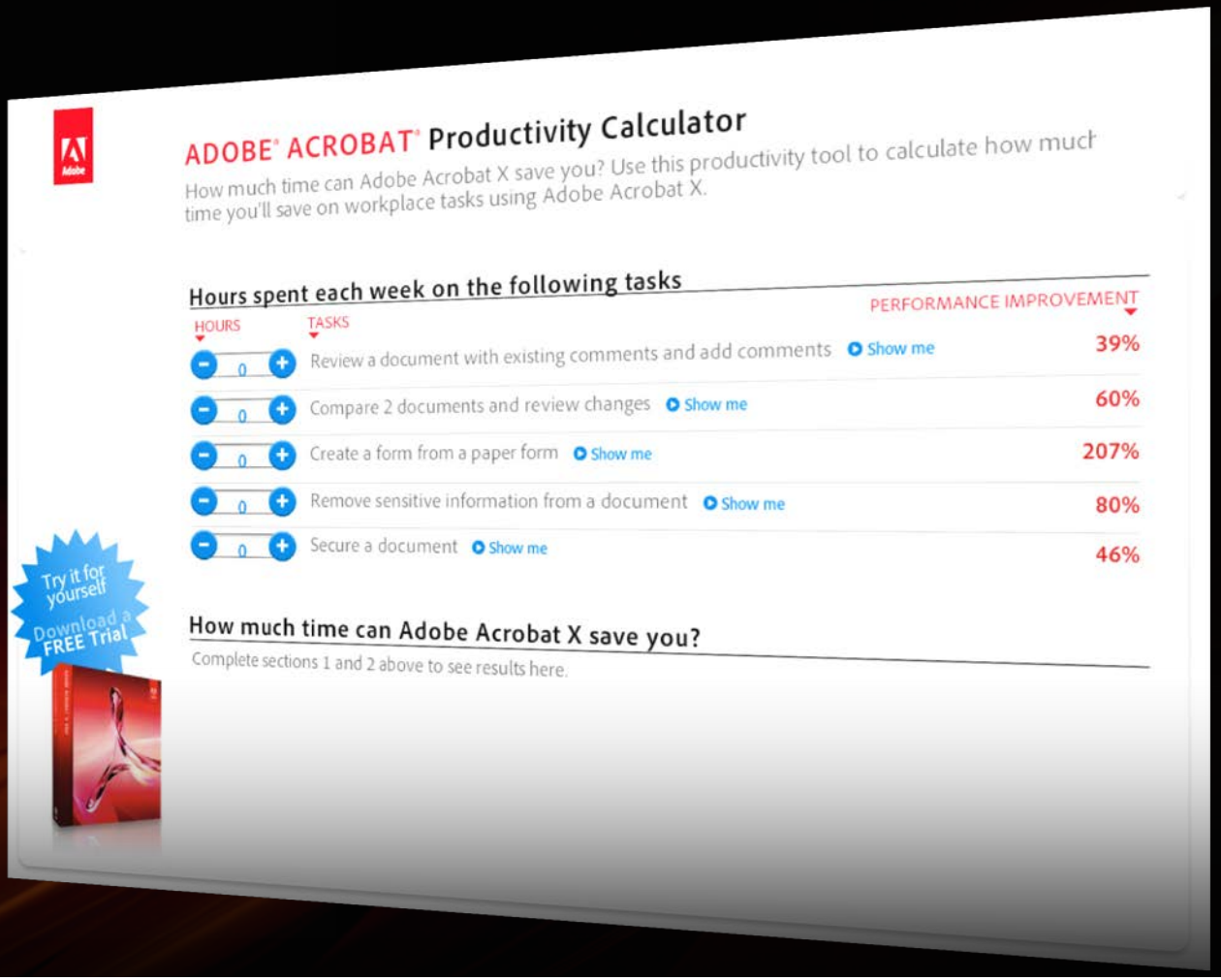
Download the white paper



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

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

How much time can Acrobat X save you?

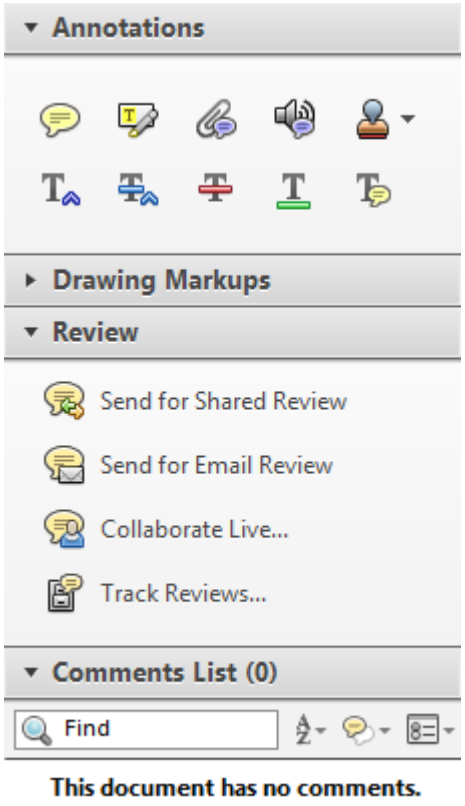


http://www.acrobatusers.com/productivity-calculator

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Circuitos de Revision de Documentos

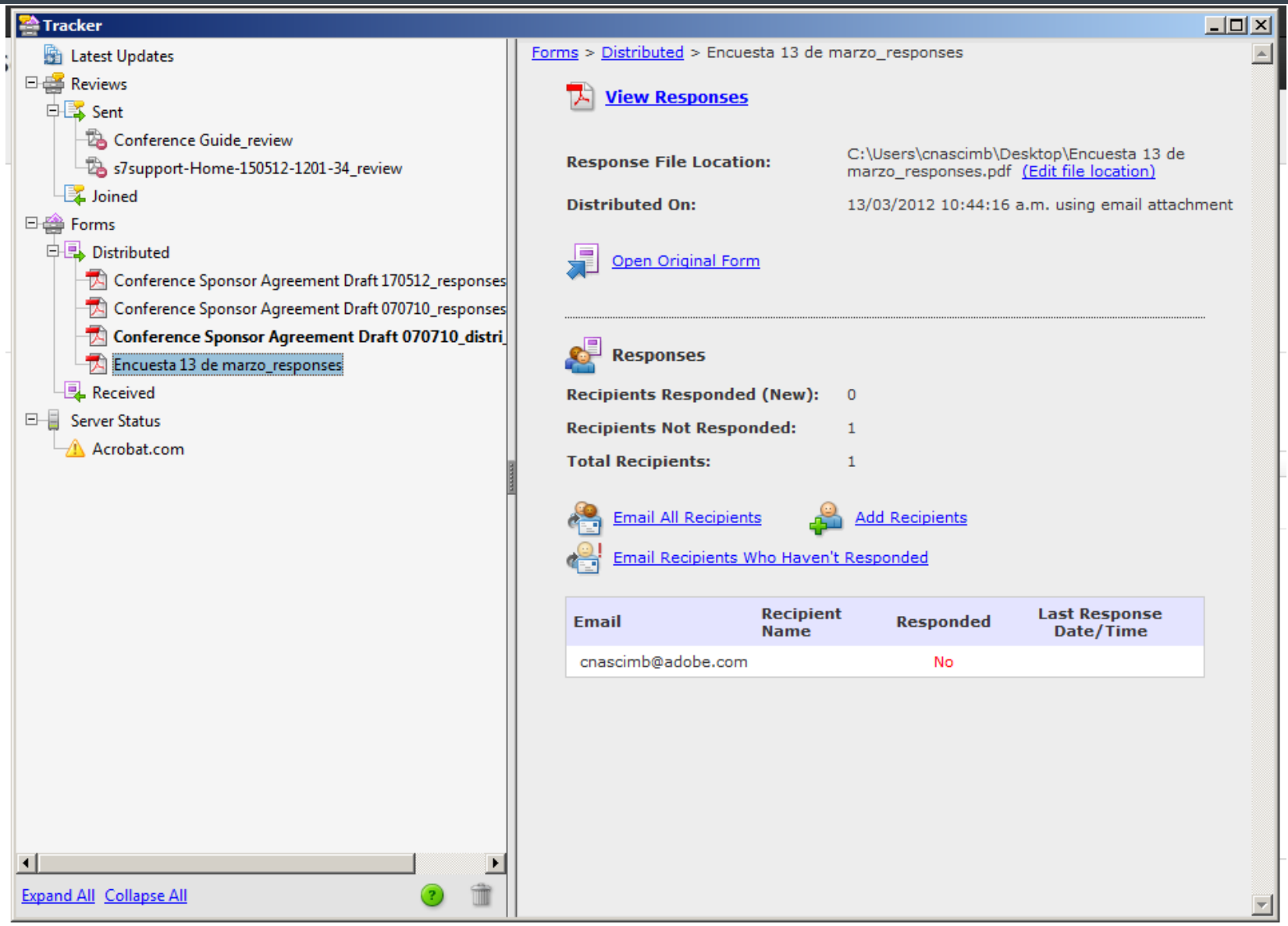
- Revisión de Documentos Compartida (ACROBAT.COM / Sharepoint)
- Revisión por email
- Colaboración en vivo



Source: NPD December 2005

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Circuitos de Revision de Documentos: tracker



Source: NPD December 2005

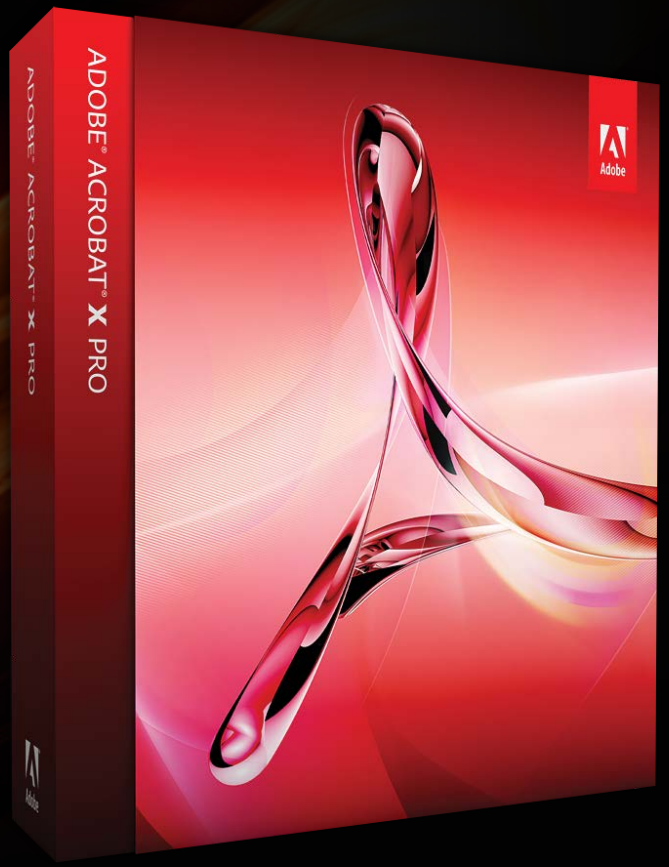
© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Acrobat X and Reader X

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Acrobat X: Highlights

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



© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

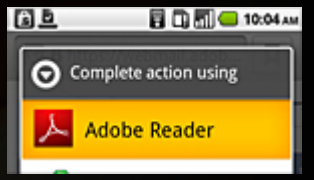
Reader X: Highlights

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

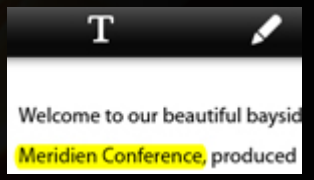
© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Reader X: Highlights for Mobile

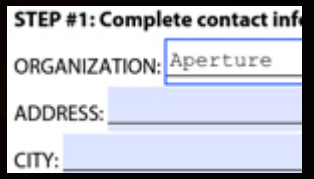
- **Acceso a archivos PDF desde dispositivos móviles:** Abra rápidamente archivos PDF en su dispositivo móvil. Visualice e interactúe con contenidos PDF variados, incluidas Portfolios PDF, documentos protegidos por contraseña y archivos PDF con derechos gestionados por Adobe LiveCycle®.



- **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.

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

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

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Preguntas?

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Adobe

Adobe