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Adobe: Australia lags behind in e-signature adoption

New research from Adobe has found Australia is lagging behind the United States and the United Kingdom in the adoption of electronic signature solutions and missing out on cost efficiency and environmental benefits.

In January 2014 Adobe surveyed over 100 customers in Australia to understand adoption levels of electronic signatures and how business and governments can extend usage. Key indicators include:

- 100% of respondents agree that e-signature solutions increase business efficiency
- 76% of respondents believe governments should do more to promote the use of electronic signatures

Jon Perera, Adobe's Vice President, Adobe EchoSign, said the majority of respondents believe more needs to be done to drive awareness of the legality of e-signatures in Australia.

"Many people are unaware that e-signatures are legal in Australia and are a safer solution than wet signatures, which are prone to de-facing.

"The United States is the leading adopter of e-signatures with approximately 11% adoption by business. He expects e-signature adoption in the US to grow 30% to 40% by 2016.

"The United Kingdom is in second place with approximately 3.5% adoption by business, while Australia has approximately 2% adoption rates," Mr Perera said.

"While adoption rates in Australia are lower we are seeing very high growth rates and I expect e-signatures to become more prevalent over the next three years."

Mr Perera said there are many reasons for business and governments to adopt electronic signatures.

"The number one reason companies are moving to electronic signatures is to save money," Mr Perera said.

"Along with cost savings, electronic signatures can also help business and governments to streamline workflows and increase efficiency as contracts can be signed on any device, at any time. There are also significant environmental benefits from paper reduction."

Companies adopting e-signatures at scale include Aetna, Time Warner Cable, British Telecom, Facebook and Google.

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