



Luminar Logistics Adobe Sign Kick-Off

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Agenda

- Background & Objectives
- Implementation Methodology
- Key Roles
- Solution Architecture
- Project Risks
- Ensuring Success
- Next Steps

Luminar Logistics: Background & Objectives

- UK-based supply chain, transport, and logistics business
- Currently using Adobe Experience Manager for marketing
- Introducing Adobe Sign to replace paper-based signature processes
- Integrate with in-house contract management system & Salesforce
- Focus on sales contracts
- Seeking increased speed of execution, error reduction, improved conversion rates, and save costs

Implementation Methodology



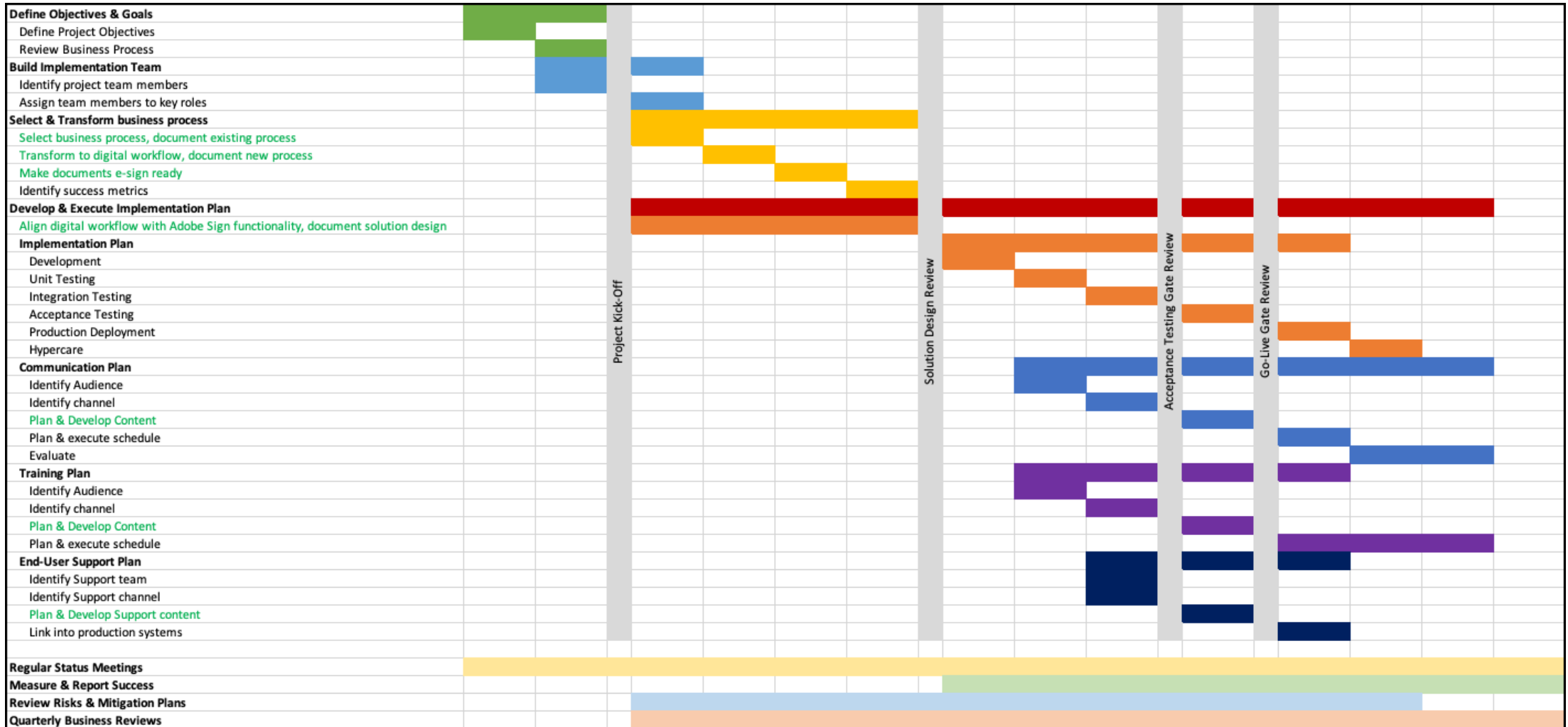
Implementation Methodology

1. Define objectives and business goals
2. Build implementation team
3. Select, prioritize, and transform business processes
4. Develop implementation plan
5. Implement project

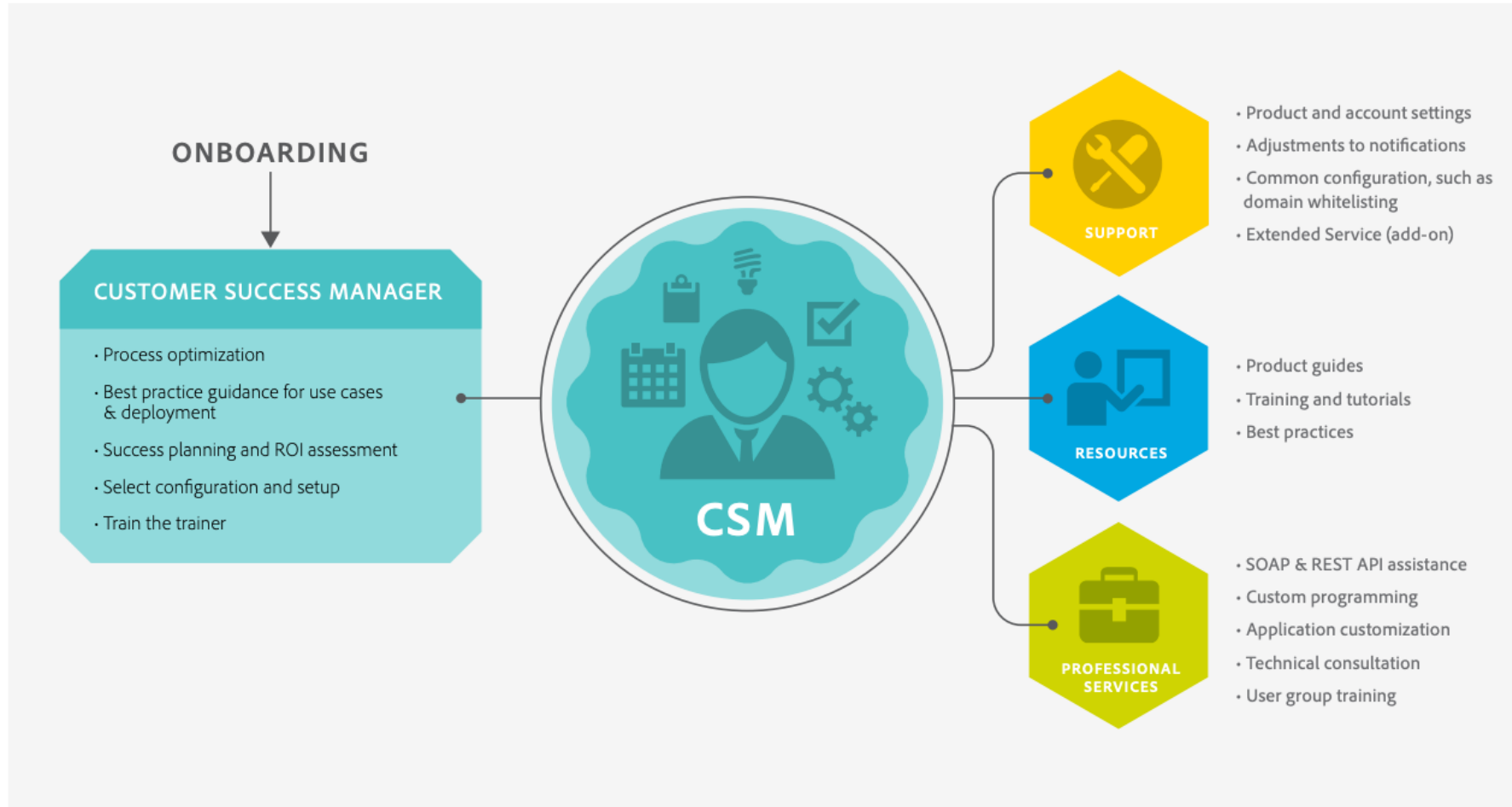
Implementation Focus Areas

1. Transform business processes
 - Opportunity to streamline
2. Ensure that planning incorporates
 - Implementation plan
 - Communication plan
 - Training plan
 - End-User support plan

Implementation Planning



Key Roles



Key Roles: Responsibilities & Alignment

Luminar Logistics	Luminar Logistics Responsibilities	Adobe
Executive Sponsor	Drives vision Attends quarterly business review Ultimate point of escalation	Adobe Executive Sponsor
Business Manager	Ensures team has resources & support Ensures success metrics defined & tracked	Adobe CSM
Project Manager	Defines business objectives (with stakeholders) Understands key business processes Develops implementation plan Drives day-to-day management of project	Adobe CSM Adobe Onboarding Team
Technical Lead	Manages any API or integration effort required to deploy Adobe Sign	Adobe Solutions Consulting Team
Support Team	Administers Adobe Sign, managing users/settings Triage any issues, and respond to internal queries	Adobe Support Team
Communication Manager	Communicates with internal stakeholders	Adobe CSM

Key Roles: Responsibilities & Alignment

Adobe	Adobe Responsibilities	Luminar Logistics
Executive Sponsor	Maintains engagement with executive sponsor Provides perspective on wider vision & strategy	Adobe Executive Sponsor
Customer Success Manager	Primary point of contact at Adobe: <ul style="list-style-type: none"> - Assess priorities & goals regarding adoption - Develops success plans - Presents product road map - Champions feature enhancements - Demonstrates new releases 	Business / Project Manager
Onboarding Team	Resource during start-up phase: <ul style="list-style-type: none"> - Ensures resources & training in place - Provides support during initial implementation - Holds regular “office hours” to answer queries - Provides access to best practices & support 	Project Manager / Technical Lead
Solutions Consulting	Architects to help create, develop, deploy, customize, optimize your implementation	Technical Lead

Key Roles: Supporting people

- Owners of the workflow for the targeted processes
- Owners of documents that are targeted for e-signing and approvals
- Document processors involved in post-signing or approval
- Coordinators who interact with parties who will need to sign the documents

Solution Architecture



Solution Architecture

Adobe Sign is hosted on Amazon Web Services (AWS) and Microsoft Azure in continuously active Availability Zone (AZ) data center configurations.

All data centers are highly resilient, designed to deliver high availability, and tolerate system or hardware failures with minimal impact.

<https://helpx.adobe.com/sign/using/adobesign-data-centers.html>

Solution Architecture

Adobe Acrobat Sign supports 3 common usage patterns:

1. Out-of-the-Box web interface
2. Pre-built integrations with common systems, including Salesforce
3. Rich REST API to support other systems
 - SDKs available on [GitHub](#)
 - OAuth 2.0 authentication protocol used to authorize requests for all API endpoints
 - API Throttling, need to cater for HTTP-429
 - Webhooks provide notification to calling systems

Project Risks

- Team resourcing
 - Clear path for Project Manager to escalate where necessary
- Lack of success metrics
 - Engagement of Business Manager
- Clarity of digital workflow
 - Map current business process into digital workflow
- Completeness of implementation plan
 - Ensure clear plan for communication, training, support, in addition to technology

Project Risks – Best Practices

- Start with a quick-win to allow you to work with a small team with focused goals
- Identify an important process that is valuable to the business and straightforward to implement

Ensuring Success

- Regularly measure and record progress
- Review lessons learned
- Celebrate success

Next Steps: future

Continue to build your rollout plan to ensure continued adoption and success of e-signatures within Luminar Logistics.

- Create an e-signature system architecture
- Create an Adobe Sign center of excellence
- Create an effective e-signature policy
- Define a data retention policy

Thank You