



# 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



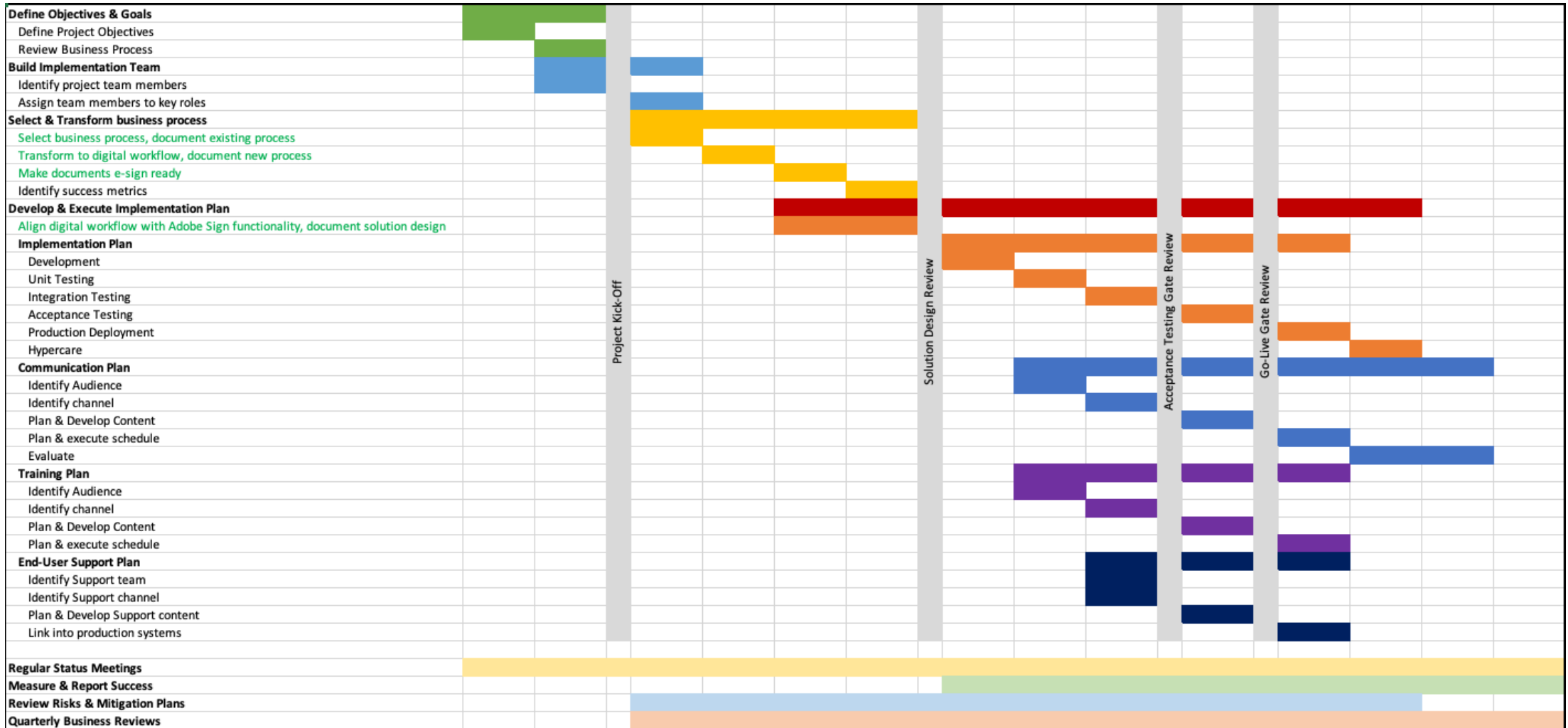
# Implementation Methodology

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

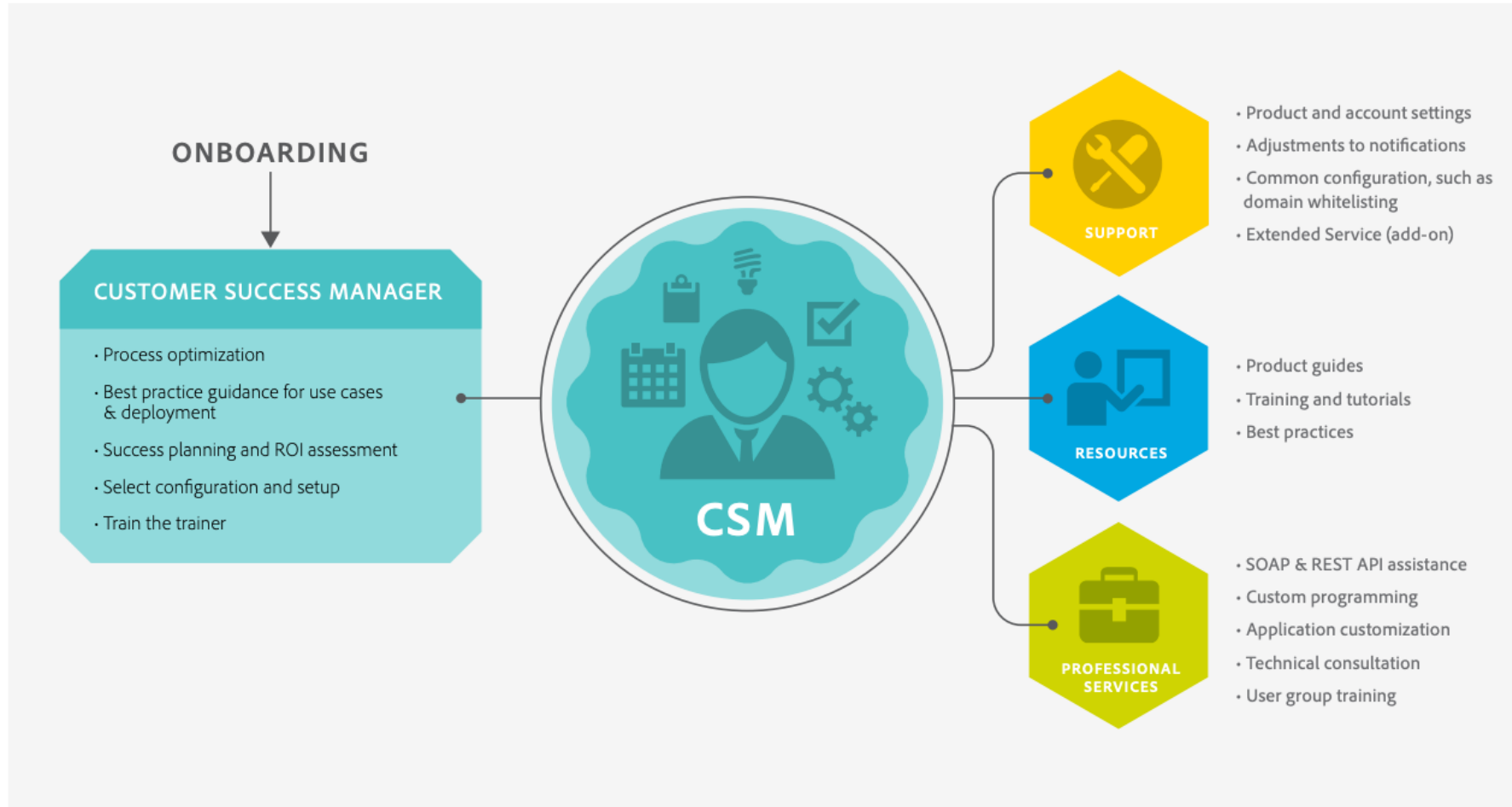
# Implementation Focus Areas

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<br>Attends quarterly business review<br>Ultimate point of escalation   | Adobe Executive Sponsor            |
| Business Manager      | Ensures team has resources & support<br>Ensures success metrics defined & tracked  | Adobe CSM                          |
| Project Manager       | Defines business objectives (with stakeholders)<br>Understands key business processes<br>Develops implementation plan<br>Drives day-to-day management of project | Adobe CSM<br>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<br>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<br>Provides perspective on wider vision & strategy  | Adobe Executive Sponsor          |
| Customer Success Manager | Primary point of contact at Adobe:<br><ul style="list-style-type: none"> <li>- Assess priorities &amp; goals regarding adoption</li> <li>- Develops success plans</li> <li>- Presents product road map</li> <li>- Champions feature enhancements</li> <li>- Demonstrates new releases</li> </ul>                | Business / Project Manager       |
| Onboarding Team          | Resource during start-up phase:<br><ul style="list-style-type: none"> <li>- Ensures resources &amp; training in place</li> <li>- Provides support during initial implementation</li> <li>- Holds regular “office hours” to answer queries</li> <li>- Provides access to best practices &amp; support</li> </ul> | 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**