

Acrobat Studio Market Positioning

Acrobat B2B Product Marketing Team

October 2025

Adobe

How to use this document

This document contains landscape positioning designed to enable clear, strategic customer conversations. It may be shared on-screen with customer in meetings under NDA. Do not email or post it online.

USE THIS DOCUMENT TO

- **Prepare for customer meetings**
Understand how we differentiate and when to position specific strengths.
- **Guide discovery & qualification**
Use competitive context to uncover buyer needs and pain points.
- **Frame business value**
Tailor our value story to customer priorities and competitive pressures.
- **Enable strategic follow-up**
Uncover competitive questions and objections.

RECOMMENDED APPROACH

- **Lead with value** → Tie to business outcomes
- **Be consultative** → Educate, don't attack competitors
- **Stay fact-based** → Reference customer proof, not assumptions

If you have any questions, check with your Enablement lead.

Guidelines for Fair and Effective Comparisons

Our Approach: Outline the landscape objectively, then spotlight what makes our solution distinct

DO's

- Be factual & objective** Describe competitive solutions at a high level, factually and without opinion
- Facilitate independent evaluation** Present information objectively, allowing customers to draw their own conclusions
- Focus on our differentiation** Point to strengths & unique capabilities, e.g. "Acrobat Studio includes PDF Spaces, which allows teams to centralize and collaborate on large document sets"
- Use tangible examples** Support customer benefits with concrete features, e.g. "Our solutions takes a different approach by embedding AI into PDF-native workflows"
- Keep it professional** Use neutral language, e.g. "provides" or "supports", instead of negative or judgmental phrasing

DON'Ts

- Don't make unverified or implied claims** Avoid assumptions, rumors, or internal comparisons not backed by evidence
- Don't over-generalize** Avoid sweeping statements, e.g. "They don't have AI"
- Don't make predictions** Avoid speculating on other companies' future moves, strategy, or pricing
- Don't ignore tone & language** Avoid using language that sounds defensive, aggressive, or disparaging
- Don't use other company logos without permission** Avoid using trademarks, logos, or proprietary visuals that could imply endorsement or violate IP rights

Microsoft Copilot & Acrobat Studio

Microsoft Copilot

Focused on general productivity. Embedded across Microsoft 365. Great for AI-powered knowledge work across a wide variety of use cases.

Acrobat Studio

Focused on PDFs, where important business information resides. Embedded in Acrobat. Great for unlocking insights, AI and team collaboration, and transforming insights into powerful content.

Specialized intelligence in your workflows

AI embedded in Acrobat, with special intelligence for PDFs like contracts, reports, and research

Insights grounded in your documents

Focuses on documents you select, with in-context citations to quickly validate answers

Remix insights into stand-out content

Easily transform insights into powerful on-brand content. Move between GenAI, templates, and easy editing tools

Work from the same insights in a shared space

PDF Spaces keep insights, context, and outputs aligned in one place

Acrobat Studio unlocks the full value of PDFs, turning static files into smart, shareable outcomes

ChatGPT & Acrobat Studio

ChatGPT Enterprise

Focused on general knowledge. Available via ChatGPT web app, API, or custom integrations for AI-powered knowledge work across a wide variety of use cases.

Acrobat Studio

Focused on PDFs, where important business information resides. Embedded in Acrobat. Great for unlocking insights, AI and team collaboration, and transforming insights into powerful content.

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Glean & Acrobat Studio

Glean

Focused on enterprise knowledge retrieval. Connects to a company's systems and licensed LLMs via integrations to surface information across a variety of tools.

Acrobat Studio

Focused on PDFs, where important business information resides. Embedded in Acrobat to unlock AI-powered insights, collaboration, and transforms insights into powerful content.

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Gemini & Acrobat Studio

Gemini Plus / Ent

(includes NotebookLM)

Focused on general knowledge tasks. Embedded in Google Workspace apps like Docs, Sheets, and Gmail. Built for AI-powered knowledge work and collaboration across a wide variety of use cases.

Acrobat Studio

(includes Acrobat Pro, AI Assistant, PDF Spaces, and Adobe Express Premium with Adobe Firefly)

Focused on PDFs, where important business information resides. Embedded in Acrobat to unlock insights, AI and team collaboration, and transforming insights into powerful content.

Specialized intelligence in your workflows

AI embedded in Acrobat, with special intelligence for PDFs like contracts, reports, and research

Insights grounded in your documents

Focuses on documents you select, with in-context citations to quickly validate answers

Remix insights into stand-out content

Easily transform insights into powerful on-brand content. Move between GenAI, templates, and intuitive editing tools

Comprehensive PDF capabilities & workflows

Edit scanned documents, protect and redact sensitive information, collect form data, and more

Acrobat Studio unlocks the full value of PDFs, turning static files into smart, shareable outcomes

Nitro & Acrobat Studio

Nitro

Focused on PDF workflows. Provides tools for creating, editing, signing, and managing PDFs.

Acrobat Studio

(includes Acrobat Pro, AI Assistant, PDF Spaces, and Adobe Express Premium with Adobe Firefly)

Focused on PDF workflows, knowledge, and content creation. Embedded in Acrobat to unlock insights, enable collaboration, and transform information into powerful content.

Extensive controls, security, & compliance

PDF capabilities with enterprise-grade features built to help keep your data safe and in your control

Specialized intelligence in your workflows

AI embedded in Acrobat, with special intelligence for PDFs like contracts, reports, and research

Insights grounded in your documents

Focuses on documents you select, with in-context citations to quickly validate answers

Remix insights into stand-out content

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Acrobat Studio securely transforms PDFs into knowledge and smart outcomes

Foxit & Acrobat Studio

Foxit

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Acrobat Studio

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Extensive controls, security, & compliance

PDF capabilities with enterprise-grade features built to help keep your data safe and in your control.

Specialized intelligence in your workflows

AI embedded in Acrobat, with special intelligence for PDFs like contracts, reports, and research

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Acrobat Studio securely transforms PDFs into knowledge and smart outcomes

Tungsten Automation & Acrobat Studio

Tungsten Automation PowerPDF

Focused on PDF workflows. Provides tools for creating, editing, signing, and managing PDFs.

Acrobat Studio

(includes Acrobat Pro, AI Assistant, PDF Spaces, and Adobe Express Premium with Adobe Firefly)

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Extensive controls, security, & compliance

PDF capabilities with enterprise-grade features built to help keep your data safe and in your control.

Specialized intelligence in your workflows

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Insights grounded in your documents

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Remix insights into stand-out content

Easily transform insights into powerful on-brand content. Move between GenAI, templates, and easy editing tools

Acrobat Studio securely transforms PDFs into knowledge and smart outcomes

Canva & Acrobat Studio

Canva

Focused on content creation. Provides templates, design tools, brand features, and AI for marketing and creative use cases.

Acrobat Studio

(includes Acrobat Pro, AI Assistant, PDF Spaces, and Adobe Express Premium with Adobe Firefly)

Focused on content creation, business documents, and PDF workflows. Integrates Adobe Express, Acrobat, and AI to unlock insights, collaboration, and transform insights into stunning on-brand content.

Remix insights into stand-out content

Easily transform insights into powerful on-brand content. Move between GenAI, templates, and intuitive editing tools

Comprehensive PDF capabilities & workflows

Edit scanned documents, protect and redact sensitive information, get e-signatures, collect form data, and more

Insights grounded in your documents

Get actionable insights from PDFs like contracts, reports, and research, with in-context citations to quickly validate answers

Work from the same insights in a shared space

PDF Spaces keep insights, context, and outputs aligned in one place

Acrobat Studio unites content creation, PDF intelligence, and workflows to accelerate business outcomes