



Jaguar Land Rover is driving efficiency.

United Kingdom's largest automotive manufacturer streamlines engineering, product development, and other processes with Adobe Sign.



Adobe Sign helps Jaguar Land Rover shape a strategic vision for increased efficiency, global expansion, and faster time to market.

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RESPONSIBLE BUSINESS

Operating responsibly is key for sustainable business

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JAGUAR LAND ROVER CORPORATE WEBSITE

Jaguar Land Rover is the UK's largest automotive manufacturing business, built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-wheel drive vehicles and Jaguar, one of the world's premier luxury sports saloon and sports car marques.

SOLUTION

Adobe Document Cloud
• Adobe Sign

RESULTS



FAST SIGNATURES

Shaved sign-off on a specific engineering document from a few weeks to just a few days



AUTOMATED PROCESSES

Plans to automate 80 paper-based processes



RELIABLE COMPLIANCE

Facilitated completion of agreements with dealers and suppliers



ON-THE-GO ACCESS

Enabled traveling executives to sign documents on the go using mobile devices while improving accountability

Jaguar Land Rover

Established in 2008

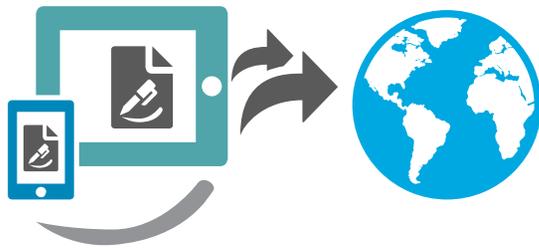
Employees: 30,000

Whitley, Coventry, United Kingdom

www.jaguarlandrover.com

CHALLENGES

- Automate diverse business processes—from engineering documentation to HR forms—spanning multiple systems and global geographies
- Accelerate product development and help ensure compliance with legally mandated documentation
- Eliminate paper waste while handling huge volumes of documents



Electronic signatures on digital documents support rapid growth worldwide

Attention to detail amid global growth

Building exemplary automobiles and all-wheel drive vehicles requires significant attention to detail—especially at Jaguar Land Rover where style and elegance are hallmarks of the brand and its vehicles. Jaguar Land Rover is the United Kingdom's largest automotive manufacturing business, built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-wheel drive vehicles and Jaguar, one of the world's premier luxury sports car marques.

Engineering and product development are the heart of the business at Jaguar Land Rover. Although crucial, these processes tended to be complex and time-consuming, requiring sign-off of multiple agreements with suppliers and dealers all over the world. There were around 40 processes in product development alone that required paper forms, from specifications and blueprints to parts validation for compliance purposes, and legally enforced engineering sign-offs.

After Tata Motors acquired Jaguar and Land Rover from Ford in 2008, it merged the two brands into a single company and its success has flourished, with memorable vehicles and innovative technologies that add to a long-lasting legacy. Additionally, the company had legacy, paper-based processes. With the company's growing global presence, obtaining hassle-free, timely sign-offs from the senior executives is vital.

A three-year vision made real

After conducting an internal survey, employees agreed that they needed an auditable, traceable, and legally compliant electronic sign-off solution that would also eliminate the need for paper storage. They needed to implement a solution for transforming forms into digital documents with electronic signature capabilities. In addition, with the company's global expansion and growth, there was a need for a streamlined e-signature process that could scale and support ongoing supplier and dealer contracts.

After an extensive evaluation process that included strategy brainstorming among several teams Jaguar Land Rover selected Adobe Sign, an Adobe Document Cloud solution, to automate its manual, paper-based processes. The Adobe solution is completely cloud-based including storage for documents and digital signatures, helping the company avoid on-site hardware or hardware-related liability.

The strength of the Adobe brand and Jaguar Land Rover's familiarity with products like Adobe Acrobat made Adobe Sign the right choice for the company's document workflow strategy.



SOLUTION AT A GLANCE

- Adobe Document Cloud
- Adobe Sign

The company started with a pilot in the product development and engineering area with four existing document workflows to see how Adobe Sign could streamline processes. The results were evident right away. Executives traveling and using mobile devices could easily sign off on the go. This eliminated lost paper forms and lag time with faxing or mailing—making the sign-off process fast and easy.

A custom solution with impressive returns

During the product development pilot, the Adobe client success and services team assisted the team by making enhancements to the application to meet Jaguar Land Rover's specific needs. For example, one engineering form required review and signature by 16 people.

Adobe tailored a solution to Jaguar Land Rover's unique needs, including the capability to support a large number of concurrent signatures. From a security standpoint, Adobe Sign encryption policies allowed Jaguar Land Rover the flexibility to help ensure that only those authorized could sign off on select documents.

These updates and features have had a positive impact on the business. With Adobe Sign, the process was accelerated from weeks to days. In one instance, a document requiring 16 different signatures was completed in two days.

A viral success

After the rollout in engineering and product development, other departments were eager to implement the technology. Adobe Sign is now established in 25 groups, with more than 3,000 users automating 80 separate processes.

For Jaguar Land Rover, Adobe Sign is also enhancing traceability and accountability of important materials. Especially with the sheer volume of documents the business relies on, Adobe Sign has made a positive impact on business agility and the ability to respond quickly.

For more information

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