DIGITAL TRANSFORMATION
ACROSS EVERY DEPARTMENT

CREATE SAVINGS • BOOST PRODUCTIVITY • INCREASE SECURITY • REDUCE HELPDESK TICKETS • UNLEASH INNOVATION • GAIN EFFICIENCIES

nitro

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INTRODUCTION

Digital transformation is a buzzword that has made it to the top of the priority list for CIOs in 2016 with analyst houses including Gartner, Forrester, and IDC recognizing it as being of strategic importance. Furthermore IDC predict there will be an emergence of the "DX (digital transformation) economy" stating that 67% of Global 2000 enterprises will put digital transformation at the center of their corporate strategy by 2018. Simply put, digital is the future.

So how does an organization, like yours implement digital transformation, and ensure that it's making a difference to the whole organization, not just one function? While there is no doubt that systems including CRM, marketing automation, and ERP make a significant impact on businesses, they may not have a transformative effect on the day-to-day practices of the entire business.

Taking a Simple Step Towards True Digital Transformation

More and more businesses today are exploring complex initiatives to achieve digital transformation, but they may not be starting with the basics, from the bottom up. At Nitro, we believe that digital transformation should mean a positive change for every person across the organization. So how is this achievable? Consider for a moment the day-to-day processes and tools that workers regardless of role, level or function interact with and one thing everyone has in common comes to mind—documents. By changing the way people work with documents, and improving document workflows you can have a game-changing effect on the whole organization leading to real competitive advantage.

Dealing With Digital Document Sprawl

Content and data management has become a key priority for IT professionals, based on research Nitro recently conducted in conjunction with Spiceworks on IT trends for 2016. This comes as no surprise in the digital age where we're constantly creating new content, and with this we are seeing greater content sprawl than ever before.

Hand in hand with this endless content sprawl comes a significant increase in the number of digital documents being created and distributed within the workplace. IDC predicts that the volume of data businesses receive will have increased six-fold over the past five years to 2015 and is set to continue at a similar rate. What's more, PDF documents account for over 80% of non-HTML documents online and it's estimated that 2.5 trillion PDF documents are created each year. However only 5% of knowledge workers have PDF editing and transformation capabilities. Therefore, the importance of having a robust enterprise-grade PDF solution has become a case of not if, but when.

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Managers and decision-makers like you need to be prepared to reevaluate IT strategies and make changes where needed.

To best address digital transformation and the ensuing explosion of digital documents and content, a key objective for enterprises should be to facilitate a way to work with documents that increases productivity, ensures security, and encourages sustainability for the entire organization.

Equipping All Teams to Be More Productive with Documents

Accelerating staff productivity is of the utmost importance to every business. Yet a recent report by IDC states that workers are losing 20% of their productivity due to document challenges. The cost per employee can be substantial, and can equate financially to increasing headcount up to 50%.

A huge loss in knowledge worker productivity is due to common barriers to effective document collaboration, with traditional and inefficient approaches being utilized. Email attachments are also a big culprit.

According to IDC, 48% of workers have emailed the wrong version of a file to a colleague or client, while 81% found themselves working on the wrong version by mistake. Furthermore, 6.9 hours a week—nearly a full working day—are spent collecting, consolidating, and deciphering feedback. Plus, changes made in separate versions lead to a pile up of documents that inevitably cause great confusion among team members.

So why is this happening? In a nutshell, users are not being equipped with the right tools. Our research with the PDF Association found that 74% of workers in organizations with over 100 employees aren't equipped with a PDF editor; with the same group defining PDF editing to be their biggest document related challenge. By not enabling workers to edit, sign, annotate, and share documents easily, they revert to the "old way" of printing, scanning, and copying – in fact, 83% of respondents said they did this over 10 times a day – thereby losing a huge amount of productivity.

On a positive note, improving document efficiency has a tremendous upside beyond user productivity. IDC found that document productivity gains also lead to a 36% increase in revenue and a 30% reduction in cost.

Along with the rise of digital transformation, the importance of productivity has escalated within the office of the CIO and has put knowledge worker productivity firmly in the hands of the IT department. Organizations simply need to find a cost-efficient, effective solution to eliminate the paper dependency and standardize processes and practices for better collaboration, all the while giving them insight into how documents are used, accessed, and changed.

Improving Document Security Across the Organization

Without a doubt, security is a key priority for CIOs. Our recent study with Spiceworks saw security top the list of considerations for senior IT professionals in 2016 with 47% citing it as their number one priority. However, it's not just external attacks that businesses need to be cognizant of – internal risks are something to be mindful of and should be at the forefront of long-term security objectives.

A recent IDC study revealed that 54% of workers discovered that their organization is exposed to significant risk due to stored company content that's not correctly tagged and identified. Furthermore, security breaches related to paper are an issue that cannot be overlooked, with 61% of small security breaches and 23% of major breaches (affecting more than 500 individuals) involving paper records.

The simple fact remains that paper is too easy to destroy and can be impossible to track, version, or protect, thereby creating risk for companies. Yet employees are still using a lot of it. Our recent study found that 58% of workers still default to printing and signing a document via email with a further 27% printing PDF documents in order to review them.

To make matters worse, the majority of organizations aren't doing anything to help themselves. Seventy-seven percent fail to provide a secure document sharing solution and a large portion of businesses rely on archaic document management practices such as email attachments and USB drives to handle documents. These methods of sharing are scarcely more secure than the paper they replace, easily falling into potential wrong hands and with no built-in security mechanisms.

Ask yourself, are your document workflows creating a security risk?

With digital documents, there are various steps users can take to secure their files, be it through password protection and PDF certificate security, or simply using a smart documents platform to track when a document has been viewed, downloaded, modified, or signed.

The biggest obstacle to providing document security in the enterprise market is ensuring ease of use: workers won't bother using solutions they find difficult to understand, arduous to switch to, or unpleasant to use. With this in mind companies should focus on finding the right solutions for their needs, solutions that will combine security along with ease of use.

Businesses like yours should invest in tools that allow workers to collaborate on documents with ease while also ensuring military-grade security, like Nitro Pro.

90% of US companies have experienced data leakage or loss of sensitive or confidential documents in the past.

Enhancing Sustainability Practices with Digital Documents

The concept of "sustainability" is not a new one, however it's only just emerging as an integral part of new business strategies and has become a firm part of the CEO's agenda. Therefore, anyone in a management position should become familiar with practices to improve sustainability. In the competitive global marketplace, a strong reputation for sustainability will help distinguish a company from its competitors and also contribute to the company's overall value to investors.

Corporate sustainability is driven by two core initiatives – reducing energy and reducing waste, both of which are directly impacted by how documents are managed.

The fact that a third of workers are still using a printer, scanner, or copier 10 or more times a day, coupled with the fact that 45% of paper printed each day ends up in the bin, paints quite a picture of modern business' lack of commitment to sustainability.

At Nitro, we've identified several trends in IT professionals' priorities for 2016: an equal portion of IT professionals rated remote accessibility and sustainability as of equal importance to their content management processes next year. The key thing to note here is that both these priorities involve reduced paper usage. It's an efficiency that's sorely needed and will benefit not only the environment but also an organization's bottom line.
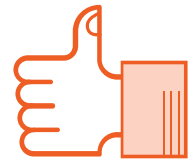
So why should companies go paperless?

First, the energy requirements to support paper-based document processes are tremendous. Photocopiers and printers top the list of energy usage in an office, consuming energy when printing, on standby and even in sleep mode. It takes approximately 11,134 kWhs to produce a ton of paper – the same amount of electricity used in an average household over 10 months.

Second, paper-based documents consume an eye-popping amount of natural resources. In addition to the electricity required above, every ton of paper consumes 24 trees, 25 m3 of water and 680 gallons of oil.

Third, the use of paper increases bottom-line costs for the business. It costs $1.12 to print a piece of paper, $20 to file a document, and $120 to search for a misfiled document. That's not even including the cost to store a document. When manufacturing company Owens Corning went paperless they saved $30 million in filing cabinet lease costs alone; maybe it's time to ditch the filing cabinets and go digital?

A recent McKinsey survey found that **36% of CEOs see sustainability as a top three priority** with 13% saying it's their number one goal
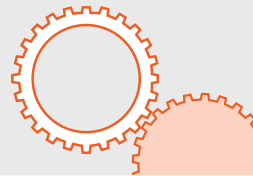
70% of office waste is paper

Finally, there's also the need to consider security and business continuity. It's estimated that 70% of today's businesses would fail within three weeks if they suffered a catastrophic loss of paper-based records due to fire or flood. That's not even taking into account documents being lost on a train home or somehow falling into the wrong hands.

More often than not many companies believe it's too arduous a task to become a "paperless office", that it's nearly impossible to have a workspace completely void of all forms of paper, without any printers or file folders in sight. However, going paperless isn't about removing every single piece of paper from your office – it's about not creating more paper than is necessary and developing processes providing workers with the tools that allow them to be more efficient with time and money while being more sustainable and relying less on paper.

Starting Your Digital Transformation Journey

While the digital age is not new businesses are now facing the challenge of having multiple digital tools invade the working environment provoking changes in how we do things. CIOs, IT managers, and decision-makers, like you, need to be prepared to reevaluate strategies and make changes where they're needed to ensure that any transformation is having a positive effect on the entire business.

Across your entire organization and within every department, documents, paper, email, and printers are used on a daily basis. More often than not, these practices are often overlooked when it comes to digital and workplace transformation. The upshot remains that, unless knowledge workers are given easy-to-use, enterprise-grade tools to deal with the ever-increasing volume of documents, productivity, security, and corporate sustainability are unlikely to improve.

By equipping your whole organization with a smarter PDF solution like Nitro Pro, you can have an immediate, positive impact on the way teams work with documents, and achieve a quick start on your journey to drive competitive advantage for your business.

"
After seeing **increased productivity, reduced paper waste company-wide**, and a significant increase in user collaboration, Nitro Pro is now Swiss Re's first choice PDF product"

Heinz Urech,
VP for Information Technology, Swiss Re

Why Nitro?

Nitro is the global leader in document productivity solutions, on the desktop and in the cloud. From PDF creation, conversion, editing and reviewing capabilities, to cloud-enabled workflows for secure sharing, collaboration and electronic signatures, Nitro offers best-in-class solutions that every knowledge worker in an organization should use to improve productivity, document security, and corporate sustainability.

"Nitro Pro is absolutely hands down the **best PDF software in the market**"

Michael Meadows,
IT Manager, Knisley Law Office
TVID: 085-365-03D

Since 2005, over 575,000 customers have trusted Nitro to work smarter every day with their documents.

"We've started using Nitro within our organisation and have been blown away by how much faster, more functional and cost-effective it is compared to what we used before. From a business perspective, this move was a complete no-brainer because Nitro is twice as fast at a fraction of the cost, with savings in excess of a hundred thousand euro."

Enda Quain,
Head of Technology Integration and Assurance at AIB

Here are five key reasons why businesses should make the switch to Nitro:

1. Performance Driven. Enterprise Grade.

Since 2005, Nitro has been focused on delivering the best document productivity software for over 575,000 customers—from local governments and organizations to the world's largest enterprises. We develop all of our own technology and therefore we control the product completely and aren't reliant on third-party partners or developers unlike other PDF solution providers who license their software from unknown and potentially risky sources

Nitro's own intellectual property allows for agile, high-velocity product development to meet customer needs, with quarterly engineering release cycles and a major release for Nitro Pro every year.

2. Simple Licensing and Flexible Deployment

Nitro offers the simplest licensing model in the industry. We provide flexible licensing options based on your company's size, internal business infrastructure, and organizational requirements.

Nitro is also easy to deploy at scale and within a range of desktop and server environments. At under 400mb per unit, Nitro Pro is incredibly lightweight and takes up 80% less space than the leading alternative, which takes up a whopping 2,200mb.

> Implementation and deployment of Nitro was easier than any other software I have dealt with. They've created a really nice deployment MST based customization tool."

Sys Admin,
Fortune 500 Computer Services Company

TVID: 5D9-BC3-295

> The interaction between Weightmans and Nitro to enhance the capability around the redaction and compare functionality has convinced us we've made the right choice."

Kevin Browne,
Head of Information Systems, Weightmans LLP

3. We've got you covered

As an IT professional, you probably support an office full of users and need to lower the amount of helpdesk tickets every day. In fact, with Nitro's easy-to-use interface, our customers see faster user adoption and lower helpdesk requests as a result of implementing Nitro.

> With Nitro, I do not have to worry about any user issues with PDFs and can focus on other important tasks"

Andrew Elkin,
Chief Operating Officer, CMG Capital Management Group

We tailor every Customer Success program to fit the way you and your teams work with documents—and with each other. From onboarding and deployment to training and adoption, our team of productivity experts will customize tools and resources to design a program to meet each customer's unique needs and requirements.

4. Zero Risk

When you choose Nitro, you're choosing a proven product with zero risk. We've been in business for over 10 years and we know the industry inside out! Approximately four million documents are processed via Nitro Pro every day, equating to more than 120 million documents processed in a single month.

What's more, we're trusted by more than 575,000 businesses worldwide, including half of the Fortune 500. So you can rest assured that you're in good company.

> "The implementation and deployment of Nitro was both easy and quick"

Clinton Summers,
Chief Information Officer, Missoula Federal Credit Union

TVID: 971-F8F-6AC

> I would have to say that **Nitro support isn't just good, it's excellent**"

Gerard Korda,
Head of IT Support, ZFV-Unternehmungen

> Nitro is now a fundamental part of our toolkit - it's not going to go away. **We need this product**"

Jacek Murcha,
National Operations Manager at Land Surveys

5. No Surprise Audits

Only 10% of companies feel that they're "extremely prepared" for a software audit, which is unfortunate as when audited 81% of companies are accidental software pirates. It's even more unfortunate if you're an Adobe customer as they're the third most likely company to do an audit of their customers.

At Nitro, we don't believe in surprise audits; we trust our customers and work with them to make sure that they get the most from Nitro.

If you're worried that an Adobe Audit might occur, prepare yourself and emerge unscathed with our great **guide**.

> Nitro gave us the ability to **put document management tools in the hands of all of our employees** for the very first time"

IT Vice President,
Small Business Wholesale company

TVID: 019-643-375

Nitro is changing the way the world works with documents. From small businesses to large, global enterprises, Nitro gives teams of all sizes the power to create, edit, share, sign and collaborate with ease. Nitro is committed to giving knowledge workers a smarter way to PDF while dramatically accelerating productivity, efficiency, and sustainability across the organization. Over 575,000 businesses trust Nitro every day, including over 50% of the Fortune 500. Discover how to work smarter and do more with your documents at gonitro.com.

Ready to hear more? Contact us today

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