Stock Development Reduces Paper Workflows & Delivers Better Customer Experience with Nitro

About the Company

With more than seven decades of building experience, the family name has long been synonymous with quality real estate in Southwest Florida. Today, Stock Development is a premier residential real estate development company which has grown to include a range of related businesses and services.
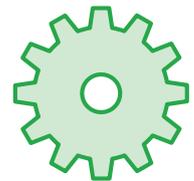
Stock has over 400 employees across multiple divisions, including Stock Signature Homes, Stock Realty, and Stock Financial. Since its establishment more than 14 years ago, Stock has been honored with over 500 awards for its outstanding communities, product design, amenities, marketing, and overall quality.

> "In our industry, **digitalization has become a competitive advantage**, and Nitro has helped us keep everything digital as much as possible"

The Challenge

As a real estate development and construction firm with hundreds of properties in progress at any given time, Stock's primary challenge has been to enable faster and easier ways to work with their customers, especially when it comes to documents. Stock's needs are similar to those of many of Nitro's customers in the construction industry. **Nearly every process of construction depends on the production, use and storage of documents as tools to communicate ideas, plans, agreements, budgets, and beyond. The volume of documents needed to create, share, edit, approve, and archive is massive.**
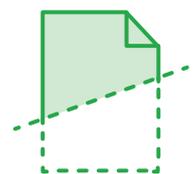
PROVEN
Results

Increased Productivity 50+%

Better Customer Experience

Reduced Paper Usage

With the industry moving rapidly towards digital documents in every aspect of their business, Stock Development needed to make PDF the standard file format in their organization to accelerate collaboration internally and externally. Along the way, they also needed to reduce the amount of paper-based processes involved. However, when John Plecki, IT & Business Project Manager at Stock, started there in 2011, he quickly realized that their teams were not well-equipped to make the digital leap.

"Before I came into the office people were printing documents, marking up those documents with a pen, then scanning those documents back to themselves," Plicki said. "Only a few had Adobe Reader, but that just wasn't enough since end-users needed the ability to edit and work more intricately with the files directly." He realized that their document processes needed a major overhaul, which included selecting and deploying a standardized PDF editing solution for all their teams.

After trying Adobe Acrobat, Plecki decided it was too costly and many of his users found the user interface to be challenging. He wanted to find a complete solution that would be more lightweight to install and that anyone, including Stock's construction teams in the field, could use easily.
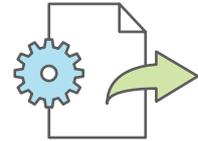
Convert & Export

Revise content using your favorite programs. Convert PDF files into Word, Excel, and PowerPoint files, or create PDFs directly from Office.

> "
> Before Nitro, we were using different versions of PDF readers and it was sometimes an issue. We haven't had any compatibility issues with Nitro, and **it's been great to have everyone standardized on that to ensure PDF compatibility"**

The Nitro Solution

Stock Development chose Nitro because it offered the best combination of features, usability, and value for their widely-distributed organization. **"We were impressed with Nitro's markup, editing, and reviewing features. And personally, the Nitro PDF conversion feature to Excel has saved me a number of times," Plecki noted.**

Because of Nitro's easy-to-use interface and affordability, Stock rolled out Nitro Pro to users across various departments to overwhelming success.

> "
> Some people have been reluctant to change, but once they tried it they embraced it...**they started using Nitro and fell in love with it"**

Key Benefits

According to Plecki, the transition to Nitro as the standard PDF editing software has helped all areas of their organization tackle their document challenges, including:

Construction & Design

- Construction and Design teams need to review, annotate, and edit PDFs often, sometimes multiple times a day.

- Nitro saved Stock significant time with every user being able to review and markup PDF documents as needed, including getting measurements with Nitro's Measure tool, without having to rely on someone else or even outside vendors.

Legal & Title

- Land and Title departments deal mostly with legal contracts and documents, which include extracting and combining pages from multiple source files into integrated PDF documents.

- Nitro's powerful conversion and editing features enable the Stock team to unlock the content in the source files to prepare consistent, high-quality PDF documents for their clients.

Project Management

- Project Managers work directly with Stock's customers and vendors, and they often need to edit PDFs and turn around documents quickly to meet aggressive timelines.

- Nitro saves time and money for the entire Stock team, and ultimately helps deliver a better customer experience. With Nitro, every user can make changes directly to PDF documents in a matter of minutes, compared to multiple days when they previously needed to be sent back out to vendors, such as architects making changes to CAD files.

"

We can't imagine a world without Nitro in our business— we wouldn't be able to do the things we need to get done with PDF documents"

Collaborate & Review

Nitro Pro offers a range of easy-to-use collaboration tools that ensure accurate version control.

Results

By deploying Nitro as their preferred PDF solution, Stock Development was able to achieve a significant positive impact on their business:

- **50 to 75% increased user productivity with Nitro – Includes the most common PDF tasks: editing text and images, combining multiple documents, and converting documents.**

- **Ability to standardize on tools/processes – Eliminated compatibility issues with having users on different versions of Adobe Reader/Acrobat.**

- **Reduction in printer and paper use**

- **Better experience for their customers – Significant time savings from every user having the ability to convert, edit, and share PDF documents without having to rely on others/vendors.**

Source: TechValidate. https://www.techvalidate.com/tvid/23D-814-8B8

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About Nitro

Nitro is a document productivity company. We make it simple for business teams to convert, share, sign and analyse documents anywhere on any device. Founded in 2005 in Melbourne, Australia to disrupt the PDF market, Nitro is used by more than 575,000 businesses, including over half of the Fortune 500. Nitro headquarters are in San Francisco, with offices around the world. Get more from your documents and make work more productive at gonitro.com.

For more information, contact your Nitro sales representative or visit
www.GoNitro.com