

REDEFINING DOCUMENT PRODUCTIVITY

7 Reasons to Go 100% Digital with Nitro

Introduction

Going digital is a top priority for most organizations. Yet only 35% of current document processes are fully digital, and a mere 8% of IT executives report that they've achieved digital transformation.

We can do better.

In helping more than 650,000 organizations go digital, Nitro knows the necessary steps to reduce printing, optimize workflows, and enable a 100% digital workforce. Our simple, integrated solution focuses on optimizing the most ubiquitous, impactful document workflows—from helping every employee work seamlessly with PDFs (the world's most common document format) to providing scalable eSignature tools without usage limits.

Continue reading to discover 7 reasons why so many enterprises rely on Nitro to fuel their digital success.

1

Digitization at scale



of knowledge workers
have access to PDF and
eSignature tools

Digital transformation is nothing new. In fact, IDC estimates that **40% of all technology** spending will go toward digital transformations, with enterprises spending over \$2 trillion in 2019 alone. Despite the tremendous investment, KMPG Harvey Nash reports that a mere 32% of 4,000 surveyed CIOs say their digital strategy spans the enterprise.

At Nitro, we believe two things about digital transformation:

1. | An enterprise can never truly be digital without first eradicating printing and paper-based processes.
2. | Digital transformation can only span an enterprise when all its knowledge workers are equipped with necessary digital tools.

To make these beliefs a reality for organizations across the globe, we deliver cost-effective, scalable PDF productivity and eSignature tools at a fraction of the cost and complexity of solutions like Adobe Acrobat and DocuSign. While PDF and signing workflows account for a large portion of daily tasks, we continue to observe that only 15% of knowledge workers have access to PDF and eSignature tools. By equipping every employee with these critical solutions, enterprises can begin to eliminate wet signatures—which account for half of all printing—and decrease workflow bottlenecks due to lack of tools.

In extending these tools to every business segment, Nitro customers like JLL Australia have dramatically reduced printing and advanced their digital success while reaping the benefits of 100% digital workflows—from increased visibility into signing processes to enhanced security to more seamless collaboration.

2

Happier employees and customers

In today's battle for talent, organizations prioritize employee satisfaction more than ever. While making—and keeping—employees happy is a multi-faceted affair, one thing is for certain: empowered employees are happier employees. One study shows that **92% of employees** say having the technology to efficiently do their jobs improves their overall satisfaction in their work. By democratizing common digital tools like PDF editing and eSigning, organizations help every knowledge worker feel more valued and productive. These digital solutions rescue employees from daily frustrations like printing and workflow bottlenecks, allowing them to spend less energy on inefficient processes and more time on accomplishing the task at hand.

Digital tools like PDF productivity and eSigning also enable knowledge workers to be productive on their own terms. As lives and workplaces become increasingly mobile, employees need agile tools to work with documents anytime, anywhere. With Nitro's integrated solution, knowledge workers can get their sales agreement signed on vacation, review a document on their commute, or enjoy instant access to documents while working from home. By supporting a flexible working environment, organizations can increase employee retention and satisfaction while delivering the freedom that knowledge workers need to do their best work.



Happy employees are up to **20% more productive**



Having the right tools improves job satisfaction

Happy employees not only breed a positive, healthy culture, they also produce better business outcomes. Research shows that happy employees are up to **20% more productive** than unhappy employees, and satisfied salespeople yield **37% more sales**. Another study shows that organizations with high employee engagement show **21% higher profitability** and **10% higher customer engagement**. The takeaway? Delight your employees with the tools they love. They—and your bottom line—will thank you.

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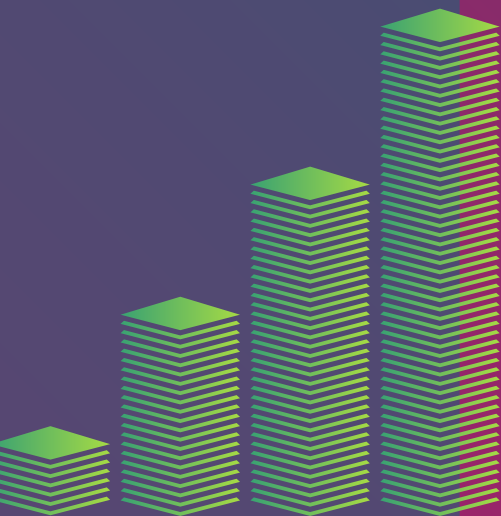
Significant cost savings

\$432

per year per worker
spent on raw material
costs for printing

The average office
worker prints more than

10,000
pages per year



From recapturing revenue to increasing efficiency, Nitro helps customers save money in many impactful ways. Our affordable price point helps companies cut costs by an average of 50% relative to their Adobe or DocuSign contracts, allowing them to equip more—or, in many cases, all—users with PDF and eSignature tools. Given that the Nitro Productivity Suite is a fully integrated solution, enterprises and IT teams can simplify compliance with a single simple subscription that’s easy to afford and manage. These compelling economics help enterprises scale digital tools to more knowledge workers while freeing up budget, allowing leaders to reallocate funds toward other business-critical priorities.

By helping our customers measurably reduce printing across their enterprise, Nitro can help save hundreds of thousands of dollars that would have been spent on printing expenses. In our research, a business spends an average of \$432 per year per worker on raw material costs for printing alone, and a single piece of paper costs \$1.12 to print, including paper, ink, toner, and labor. Given that the average office worker prints more than 10,000 pages per year, these seemingly small inefficiencies add up to crippling costs. Organizations with 10,000 knowledge workers could save a staggering \$4.3 million per year by going paperless. Even reducing printing by 25% would save \$1 million each year in material costs alone.

Nitro paves the way for even greater savings by reducing the inefficiencies that hinder daily business. When every employee has access to unlimited eSigning, they can get documents signed faster, accelerate document turnaround time, and close deals more quickly. Plus, decreasing wasted time means greater productivity and bandwidth for other more vital initiatives.

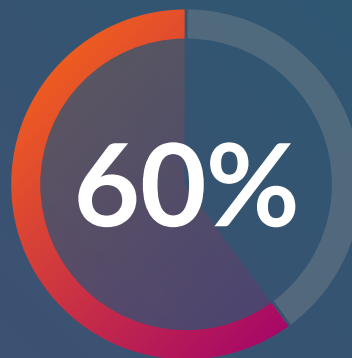
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Better document security

According to a recent report by Cybersecurity Ventures, ransomware damage costs will rise to **\$11.5 billion by 2019** and a business will fall victim to a ransomware attack **every 14 seconds**. As preventing and containing cyber threats continue to be a high priority, overworked IT teams are forced to tackle the issue from the top down, making huge investments in cybersecurity solutions. Unfortunately, these solutions don't solve the vulnerability created by internal employees and external suppliers, who generate up to 60% of cyber threats via emails and unsecured documents.



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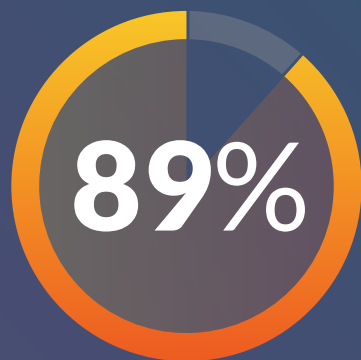
60% of cyber threats come via **emails and unsecured documents**

Reducing vulnerability at the individual level through tighter digital workflows and PDF management is a critical piece of an effective cybersecurity strategy. When every employee has access to digital tools like PDF and eSigning, organizations no longer need to battle the risks posed by paper files, such as misplaced or carelessly discarded pages. In the event of a natural disaster, enterprises with standardized digital tools can have peace of mind, knowing their digital documents are protected, automatically backed up, and able to be restored.

When every knowledge worker has access to PDF security features, the likelihood of security breaches further plummets. Employees can use encryption, password protection, and redaction to protect confidential information, while Nitro's digital signatures and advanced security compliance certifications help make electronic signatures as—or, in many cases, more—secure than traditional wet signatures.

5

Guided change management support



89% of our customers get their users up and running with Nitro in less than a month

At Nitro, we understand that new technology is only successful if employees actually use it...and that can be quite the feat. Studies show a **60–70% failure rate** for organizational change projects—a sobering statistic that has remained the same since the 1970s. But why? In our survey of over 330 IT leaders, 67% said that the biggest challenge to successful change management is limited resources, and half of respondents reported user resistance as a critical blocker.

With these obstacles in mind, we've created a comprehensive change management program that guides our customers through every step of implementation and daily use. Instead of leaving our customers to navigate software changes by themselves, our industry-leading Customer Success team designs a custom plan to help deploy Nitro in a fast, easy, and scalable way. Communications, resources, and training tailored to users' needs and workflows help mitigate resistance to change from the onset of implementation, while 24/7 support helps answer questions and keep users productive on an ongoing basis.

By following our proven approach to change management, our customers benefit from faster user buy-in and adoption. In fact, 89% of our customers get their users up and running with Nitro in less than one month, including 64% who accomplished a full rollout in less than one week.

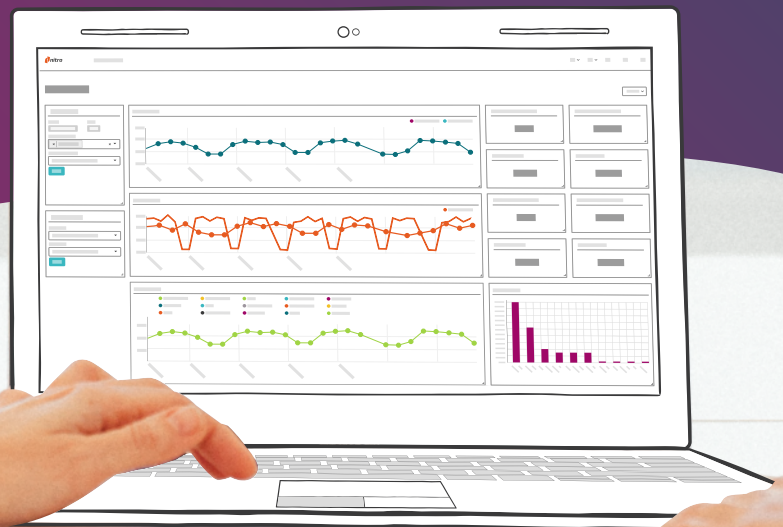


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Measurable ROI through insights

Understandably, IT leaders invest a lot of time and resources in evaluating new tools for their workforce. But once the software is deployed, most organizations don't track its actual effectiveness or impact on digital transformation. At Nitro, we believe that optimizing employee workflows can and should happen on an ongoing basis to better understand processes, increase user adoption, and gain insights into productivity opportunities.

Part of the Nitro Productivity Suite, Nitro Analytics delivers rich insights into users' document workflows and productivity. Taking the unique business objectives of each customer into account, our Customer Success team uses these data-based insights to demonstrate ROI, optimize document processes, and recommend ways to increase user adoption. With a fuller understanding of employee efficiency and workflows, enterprises can make more informed, data-driven business decisions while also pinpointing print-reduction opportunities, reducing inefficiencies, and measuring ROI.



Our customers are discovering the value of these actionable insights firsthand. After rolling out the Nitro Productivity Suite to thousands of employees, a North American real estate brokerage realized that its employees were still printing at an alarming rate, despite existing paperless efforts. Armed with powerful analytics as a business case, the enterprise was able to create a strategic print-reduction initiative to help the organization cut printing costs, improve employee productivity, and become more digital. Thanks to Nitro Analytics, the organization can now continuously track progress on its initiatives to monitor and accelerate success.



Not only does this solution drive bottom-up digital transformation by tackling the paper problem—enabling every user across the organization to stop printing with PDF productivity tools and unlimited eSignatures—its Analytics platform provides rich insights into printing activity, feature usage, and user adoption, so you can take stock of the current situation, establish a plan of action to drive certain digital behaviors, and actually measure progress toward end goals.”



Bob Egan

Contributor, Gigaom

7

Remarkable Partnership

Guided by the mission to help our customers do their best work, Nitro is successful only when our customers are successful. As a result, helping our customers achieve more is the driving motivation for all we do—from building powerful products that are easy to deploy and use, to offering innovative ways to maximize the benefits of a Nitro investment.

We provide flexible licensing and tailored packages to suit the unique needs of every organization, whether we're working with a Fortune 5 enterprise or a growing small business. Our dedication to "productivity for all" translates to affordable prices, scalable tools, and unlimited eSigning that's free from usage limits, while our Customer Success team empowers customers to reach their digital goals.

The results speak for themselves. While the customer satisfaction benchmark for software is 78%, Nitro earns an impressive 92%. Our Net Promoter Score—which measures the willingness of customers to recommend a company's products or services—is 72; Adobe's is 25. And did we mention we've never audited a single customer in our 15 years of business? That's just one more way we prioritize partnership, not profits.

“

It was more than buying a product—it was engaging in a relationship, which is why we work with Nitro as we drive digital transformation.”



Jim Maza

VP of Information Technology, Assurance

Achieve your goals with Nitro

Are you ready to empower every employee
with the productivity tools they need?

Are you ready to retire your PDF
solution from 20 years ago?

Are you ready to go 100% digital?

Nitro is your partner for tomorrow.

[Explore all we can achieve together »](#)

