



# The Real State of Document Productivity: A Survey

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# What We'll Cover

1. **Insights** into the state of document productivity
2. **Impact** of the findings
3. **Ideas** for increasing your own organization's productivity



# Your Employee's Brain on Documents



With so many document  
technology solutions  
available, why don't our  
organizations feel more  
productive?

# Well, because we're not.

92%

of knowledge  
workers conduct  
document  
reviews via email

88%

of knowledge workers  
experience document  
collaboration issues

2%

of contracts  
executed in  
North America in  
2013 were  
eSigned



# Common Productivity Killers

- Don't have the right tools (“Too expensive”)
- Ineffective use of existing tools
- Old habits (“What we’ve always done”)
- Path of least resistance
- Lack of training & education



# The True Cost of Document Challenges Per Employee

**11.2**

Hours per week

**22.7%**

Time spent per  
week

**9.8%**

Organizational  
productivity lost



*Source: IDC, September 2012*

What are workers doing?

Why is this occurring?

How can we improve  
productivity?



# The “Document Productivity in the Workplace” Survey

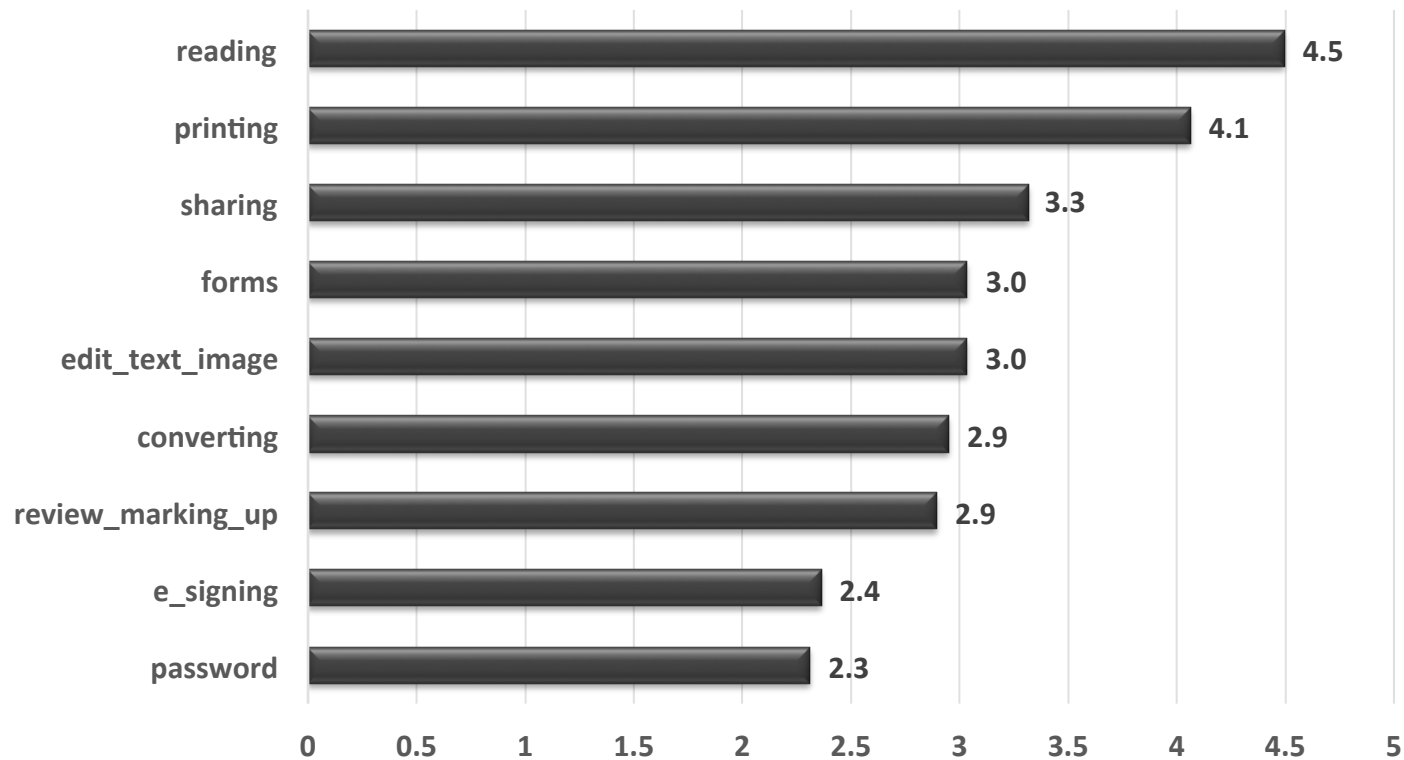
# Survey Scope

- In partnership with the PDF Association
- 1,202 participants
  - Currently employed
  - Work with documents regularly
  - Between age 25 and 64
- 22 questions
  - 17 document-related
  - 5 demographic
- Companies of 1 – 10,000+ employees
- 54 countries
- Every industry, every job function



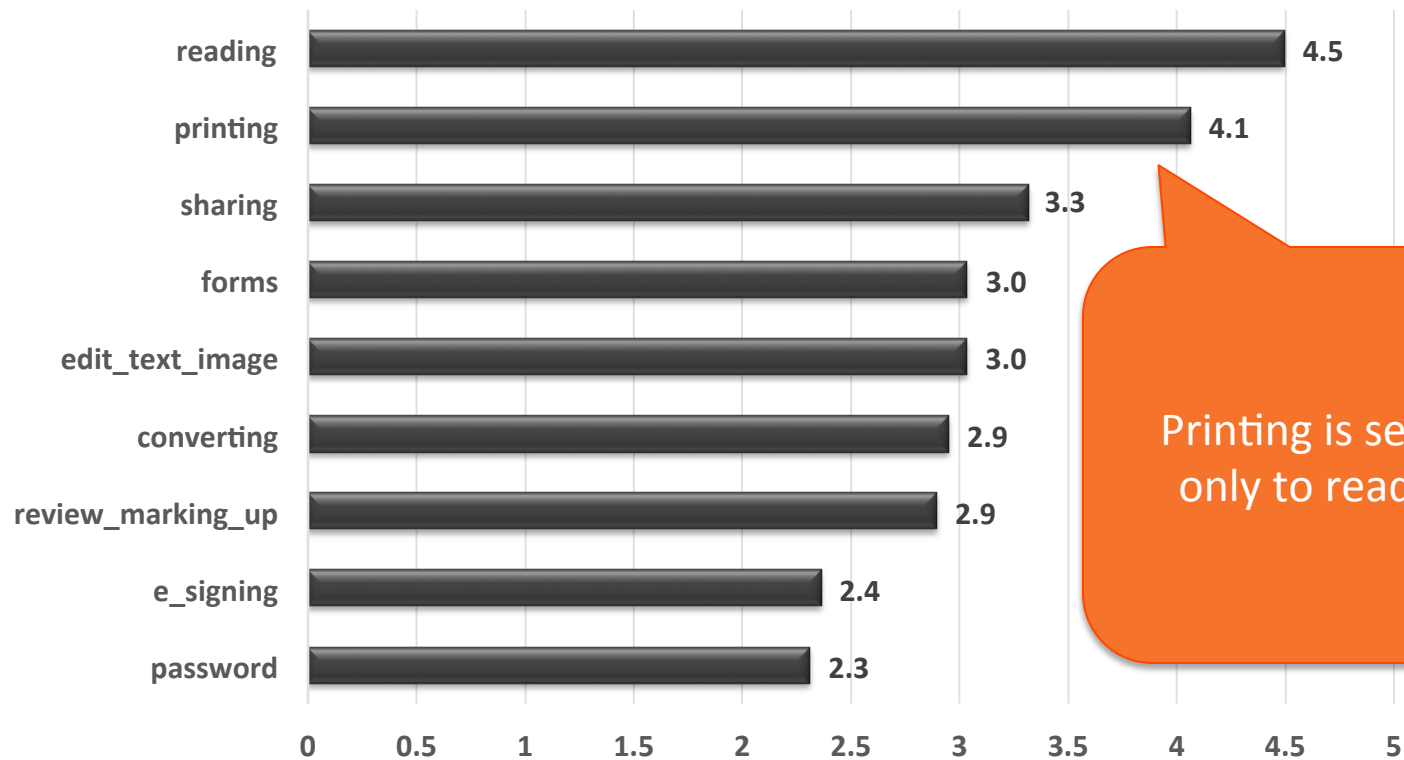
# Survey Highlights & Insights

# How often do you perform the following actions when working with PDF?



Average Frequency (1 = Never; 5 = Very Frequently)

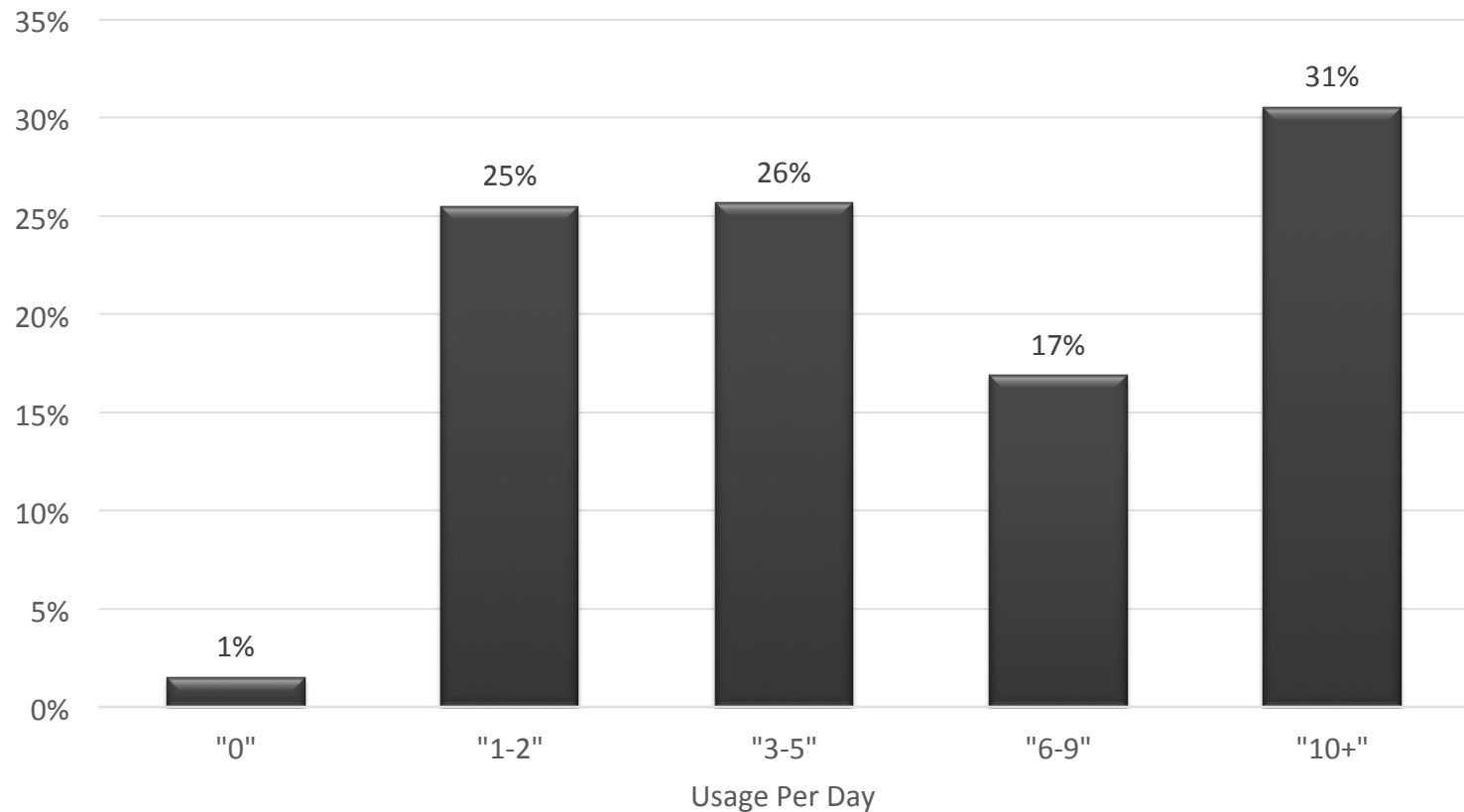
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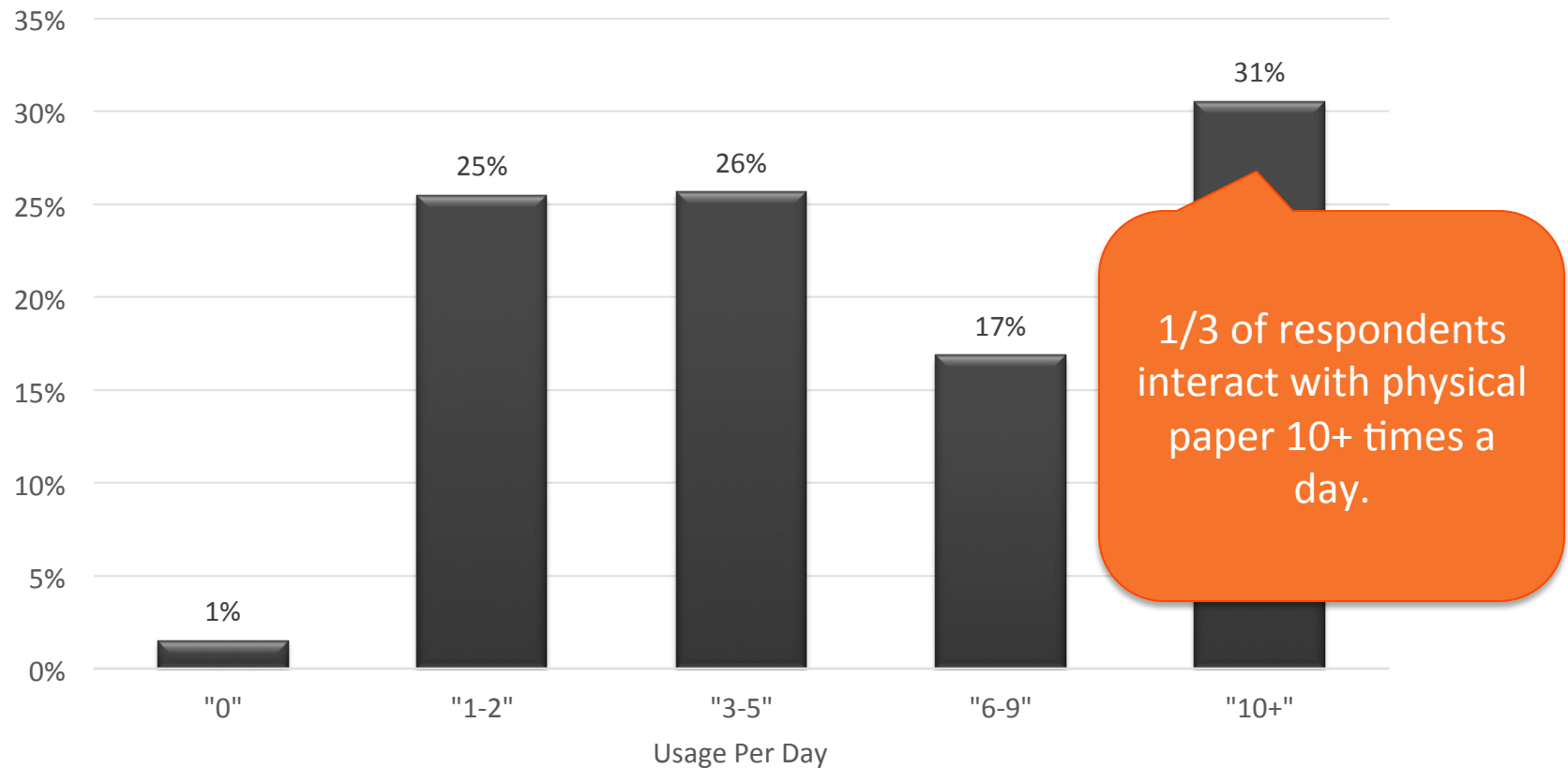
Printing is second only to reading.

# Approximately how many times per day do you use a printer, scanner or copier?





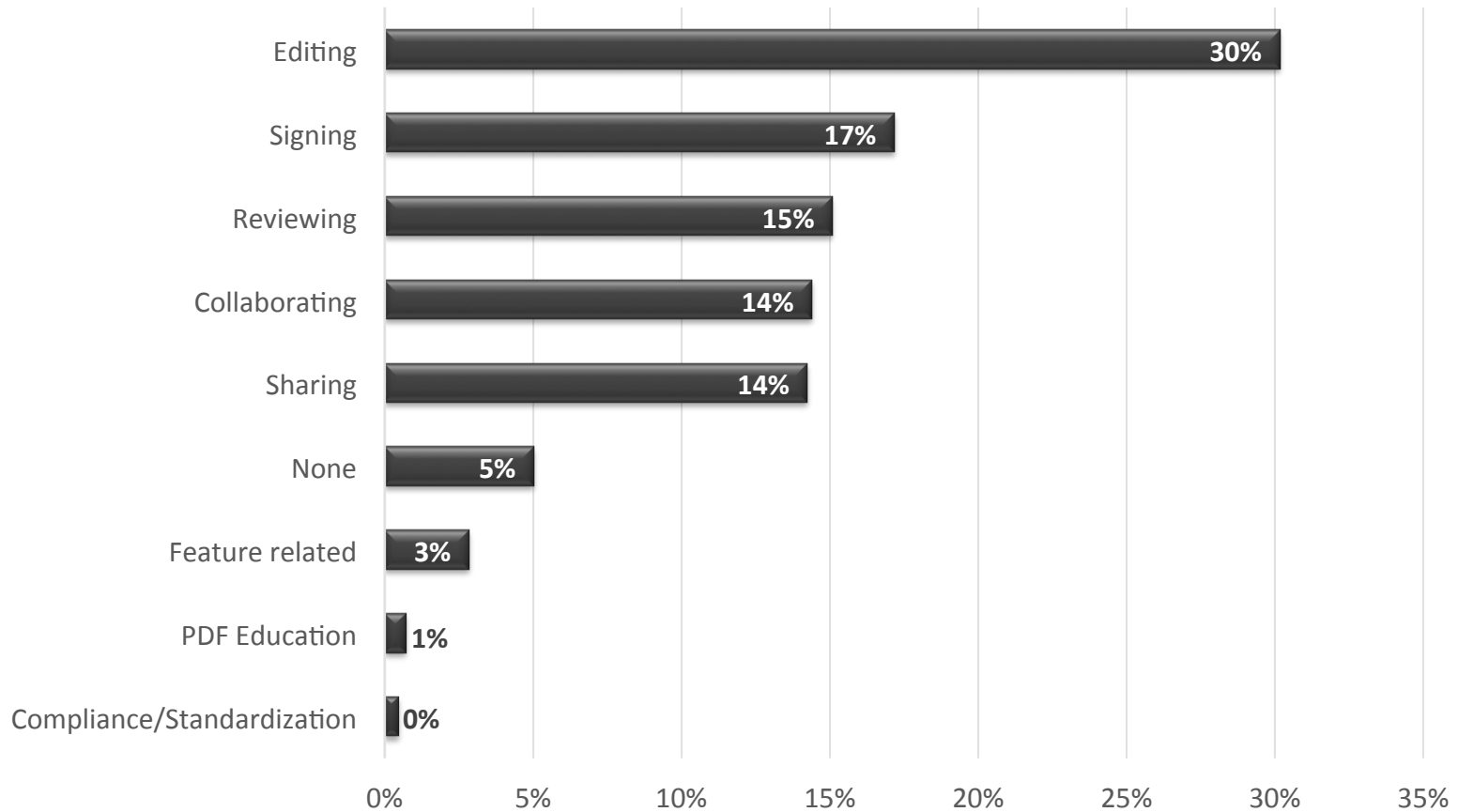
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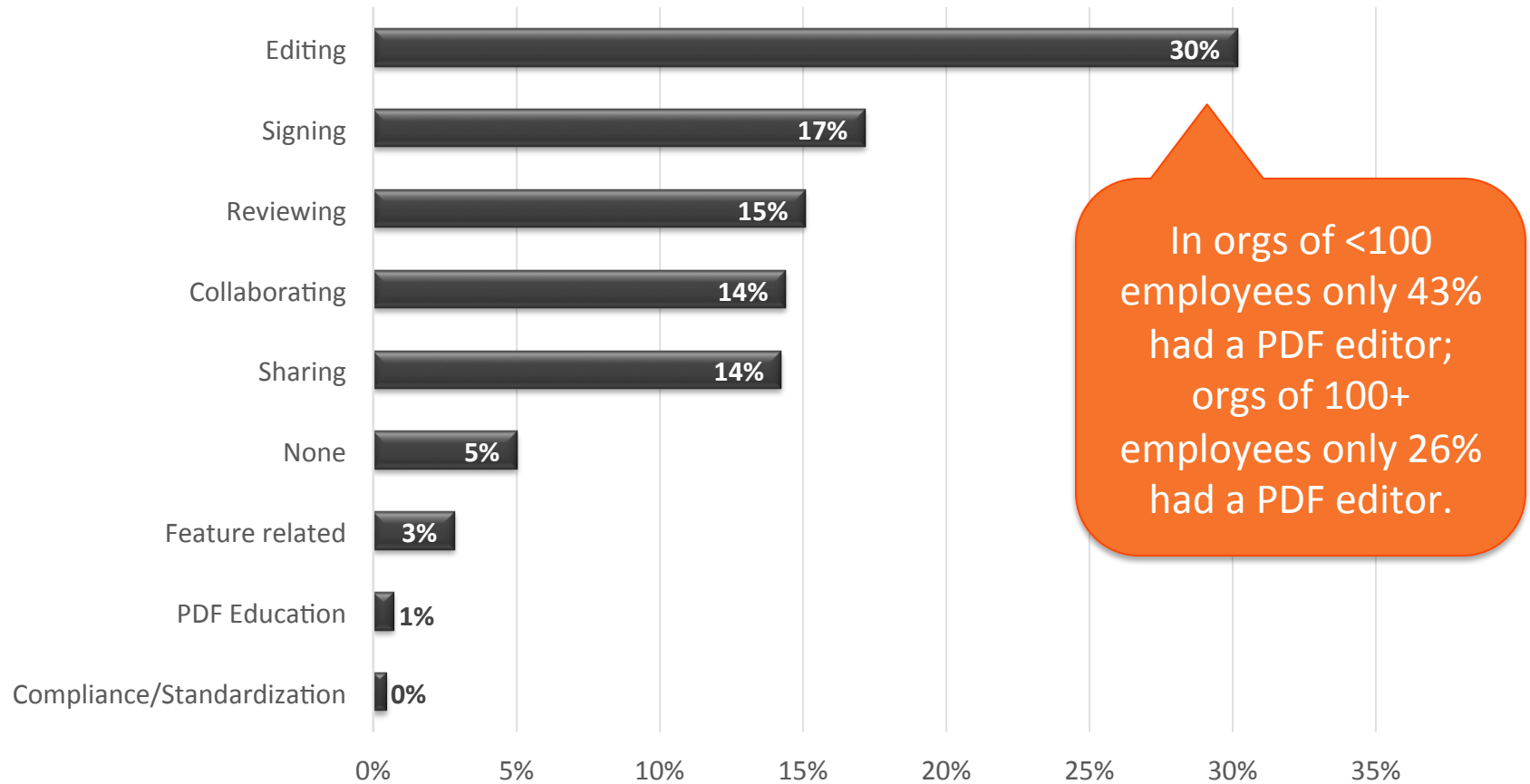
## Insight #1

Many businesses are still not nearly as paperless as they could be, resulting in increased costs and slower revenue recognition & service delivery.

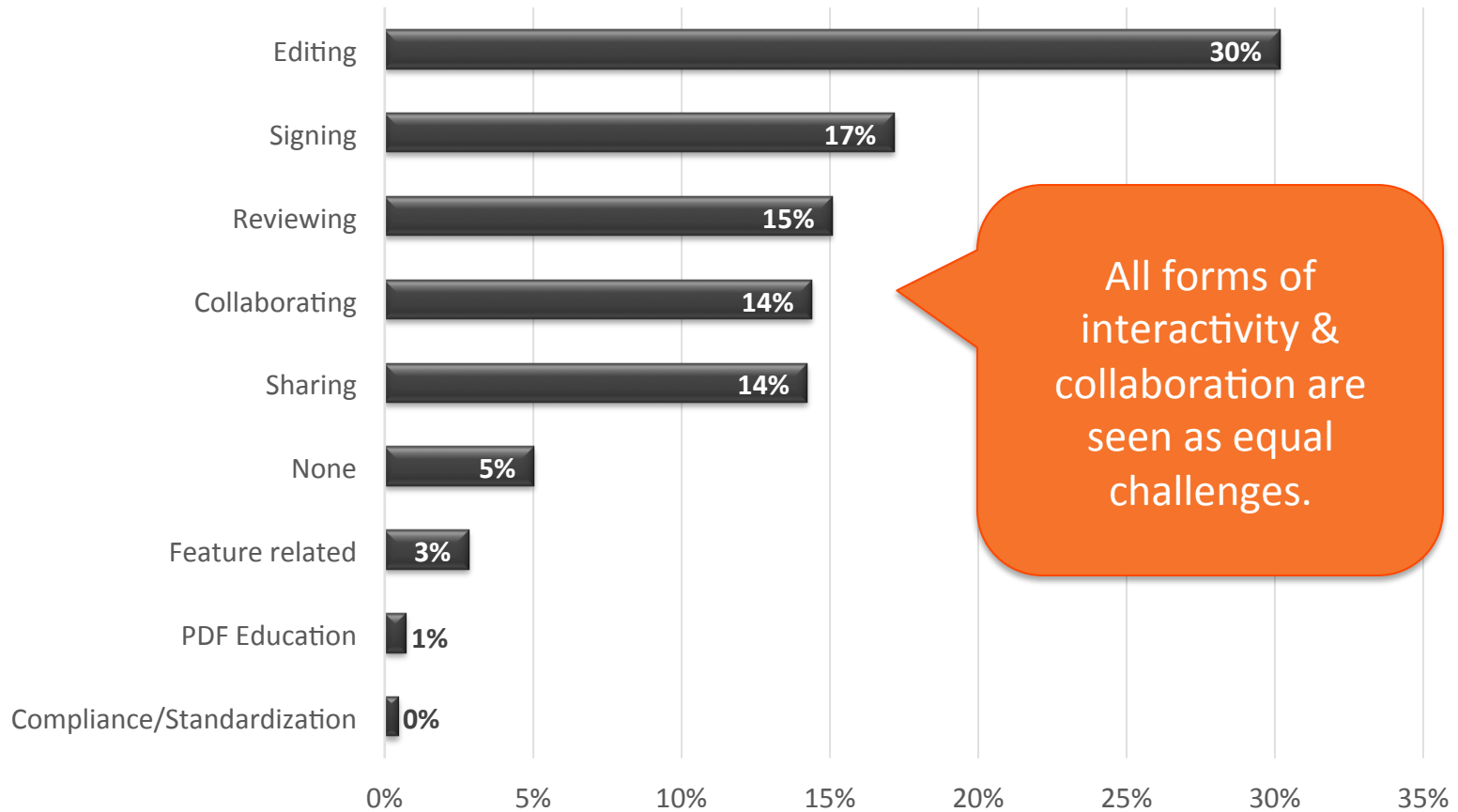
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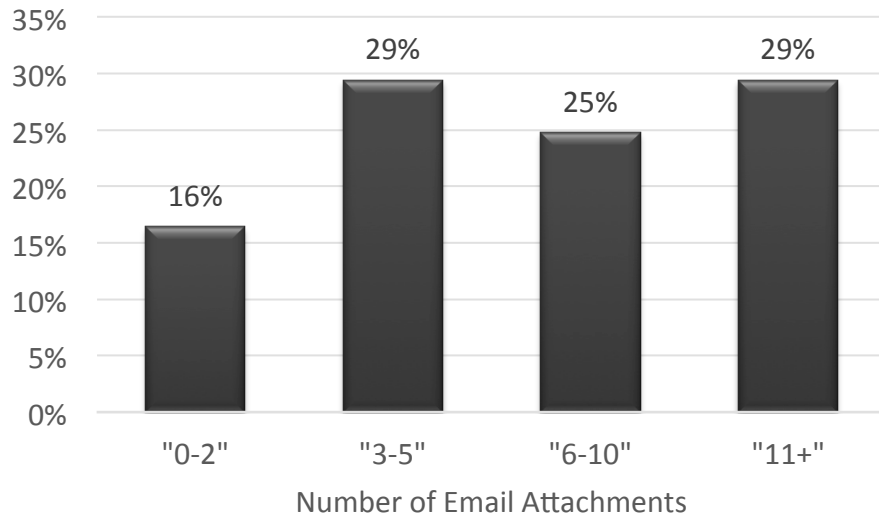
## Insight #2

Too many employees still lack the tools, systems and understanding they need to edit & collaborate effectively, costing productivity.

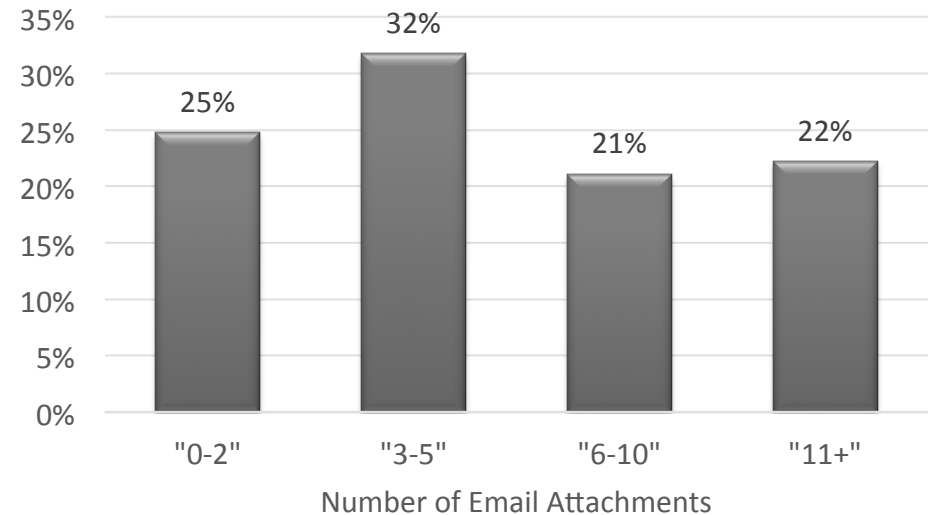


# On average, how many email attachments do you receive/send each day?

**Received**

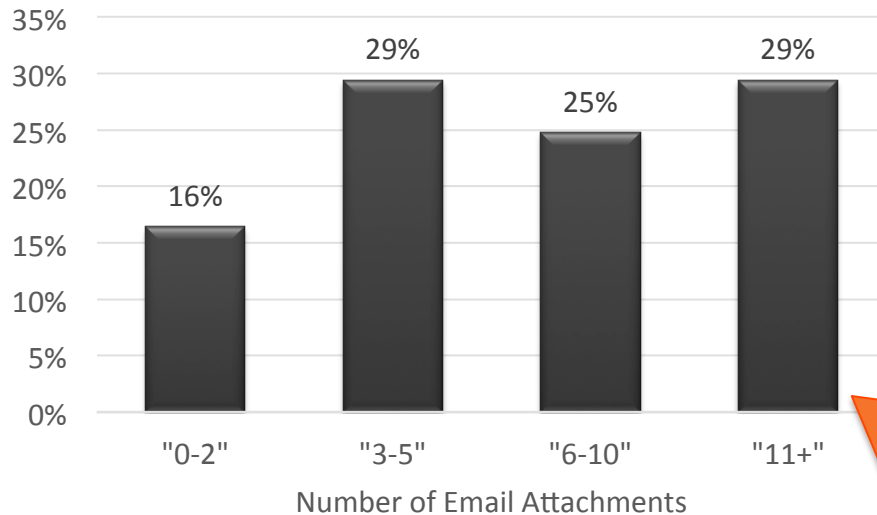


**Sent**

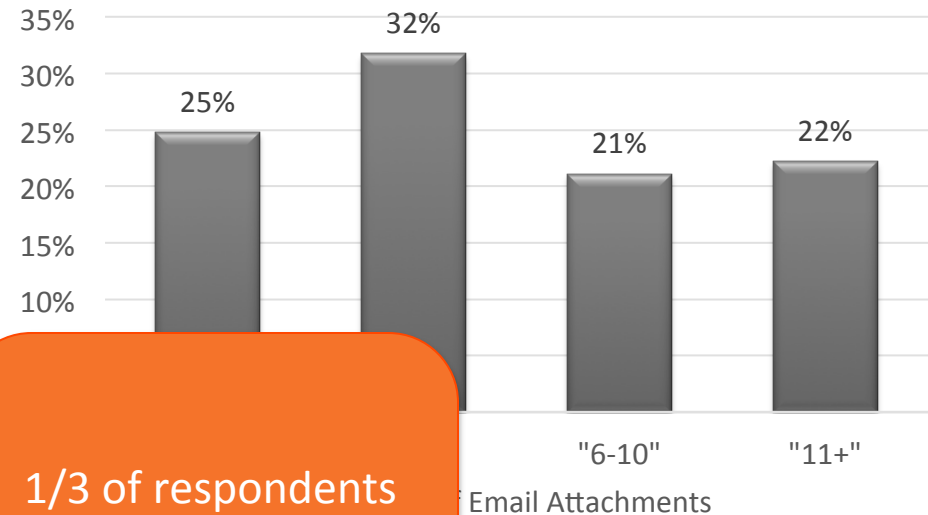


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## Received



## Sent

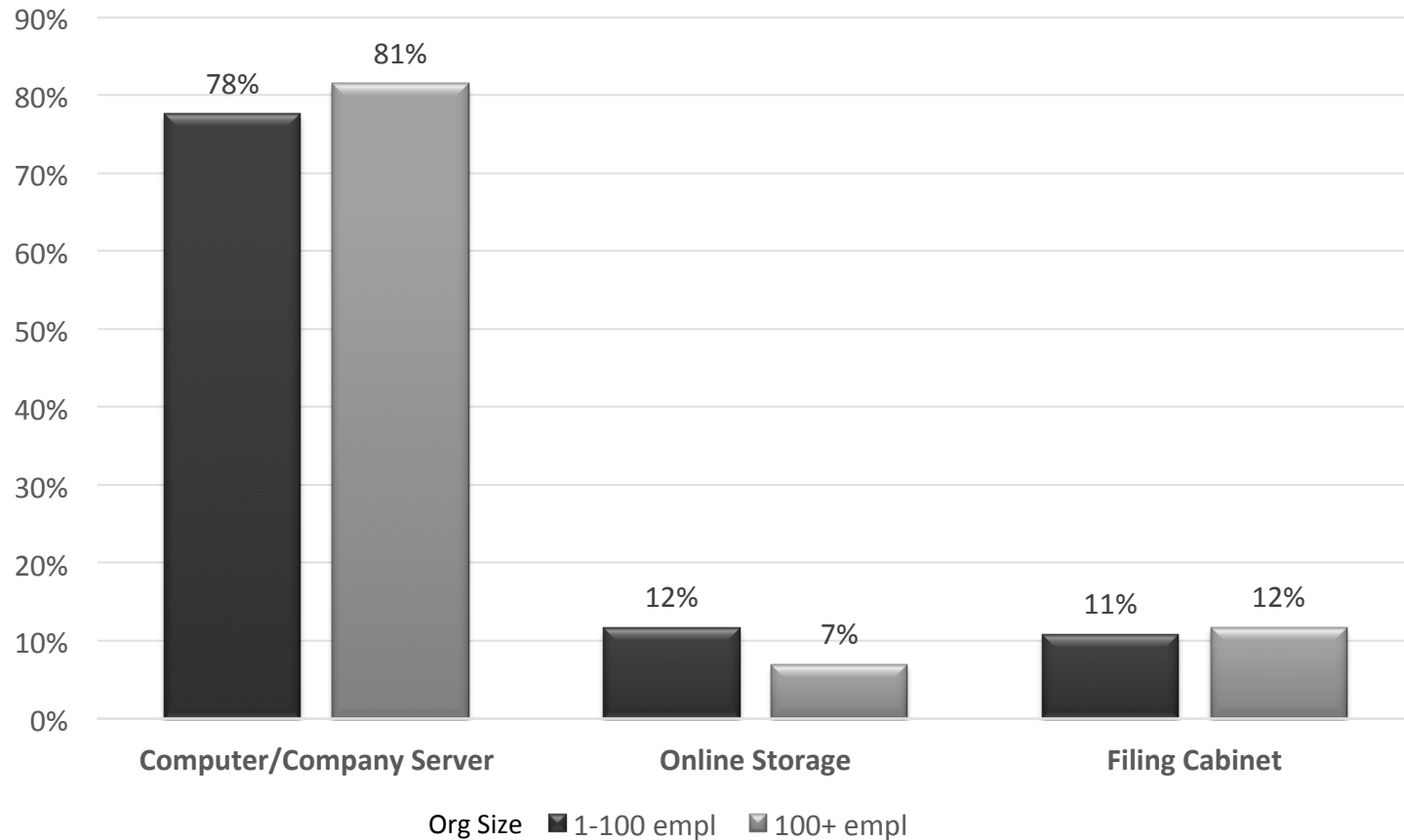


1/3 of respondents receive 11+ email attachments per day.

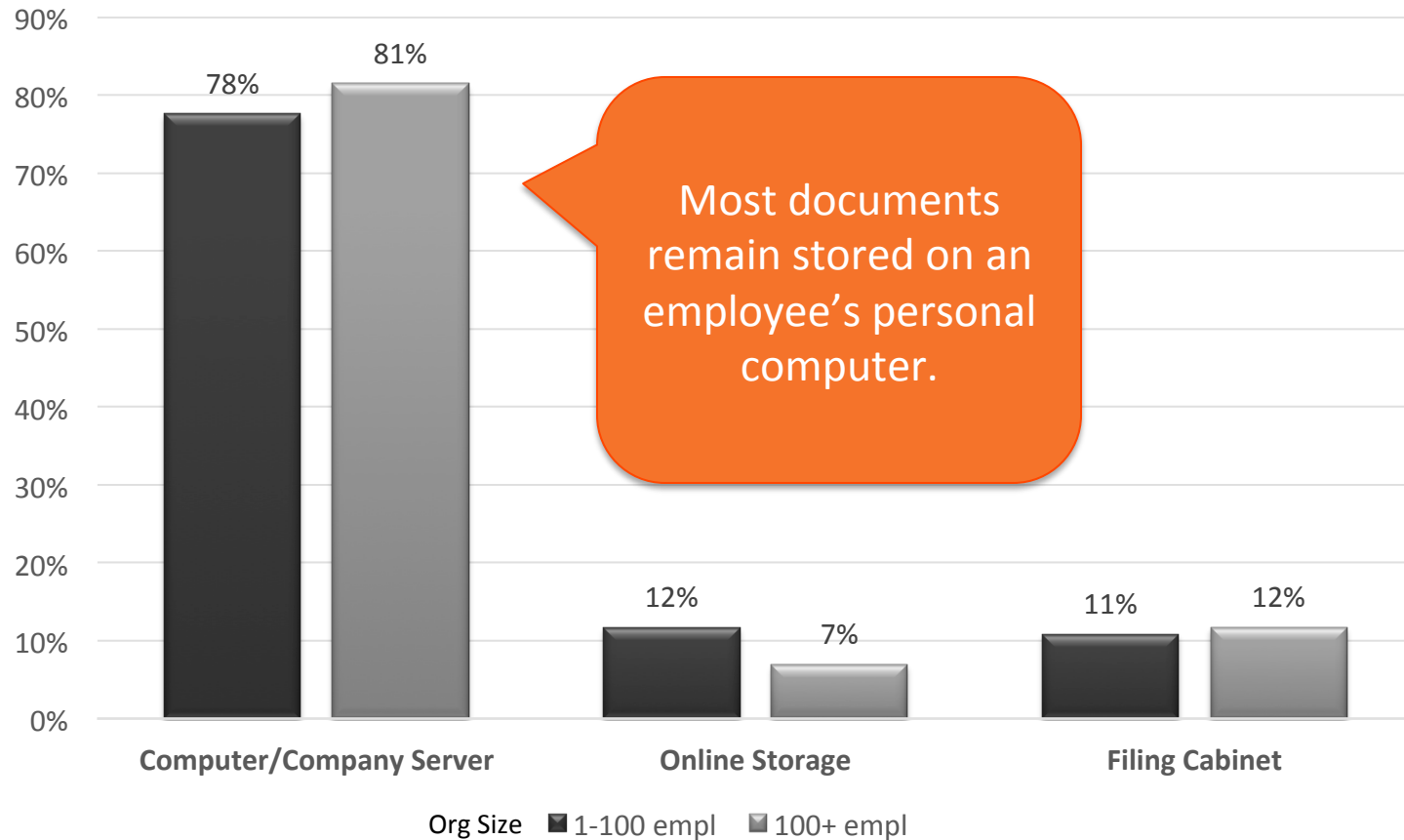
### Insight #3

Email attachments continue to be the way employees transmit documents, which lack security and team traceability.

# Where are the majority of your work documents stored?



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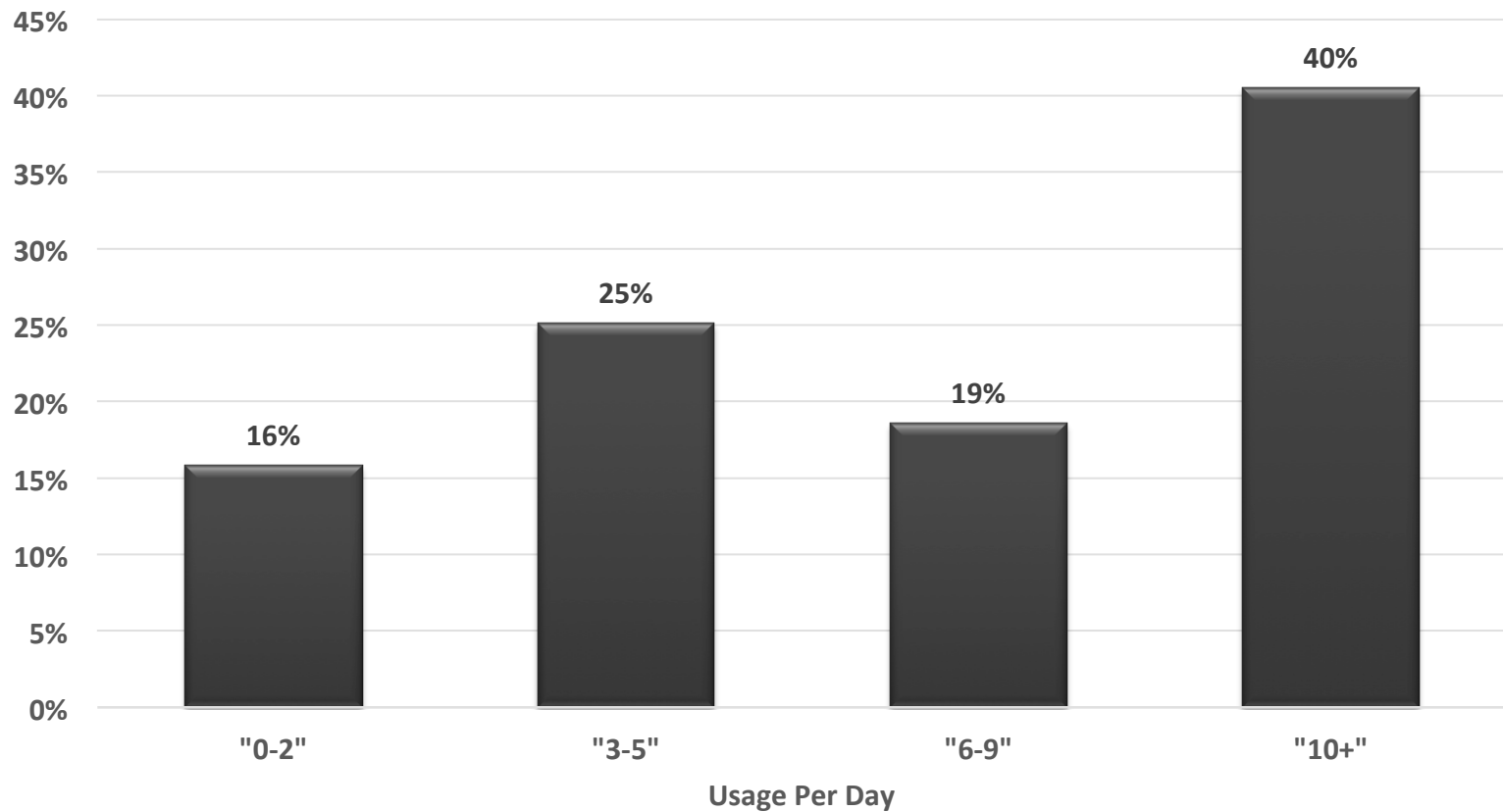


## Insight #4

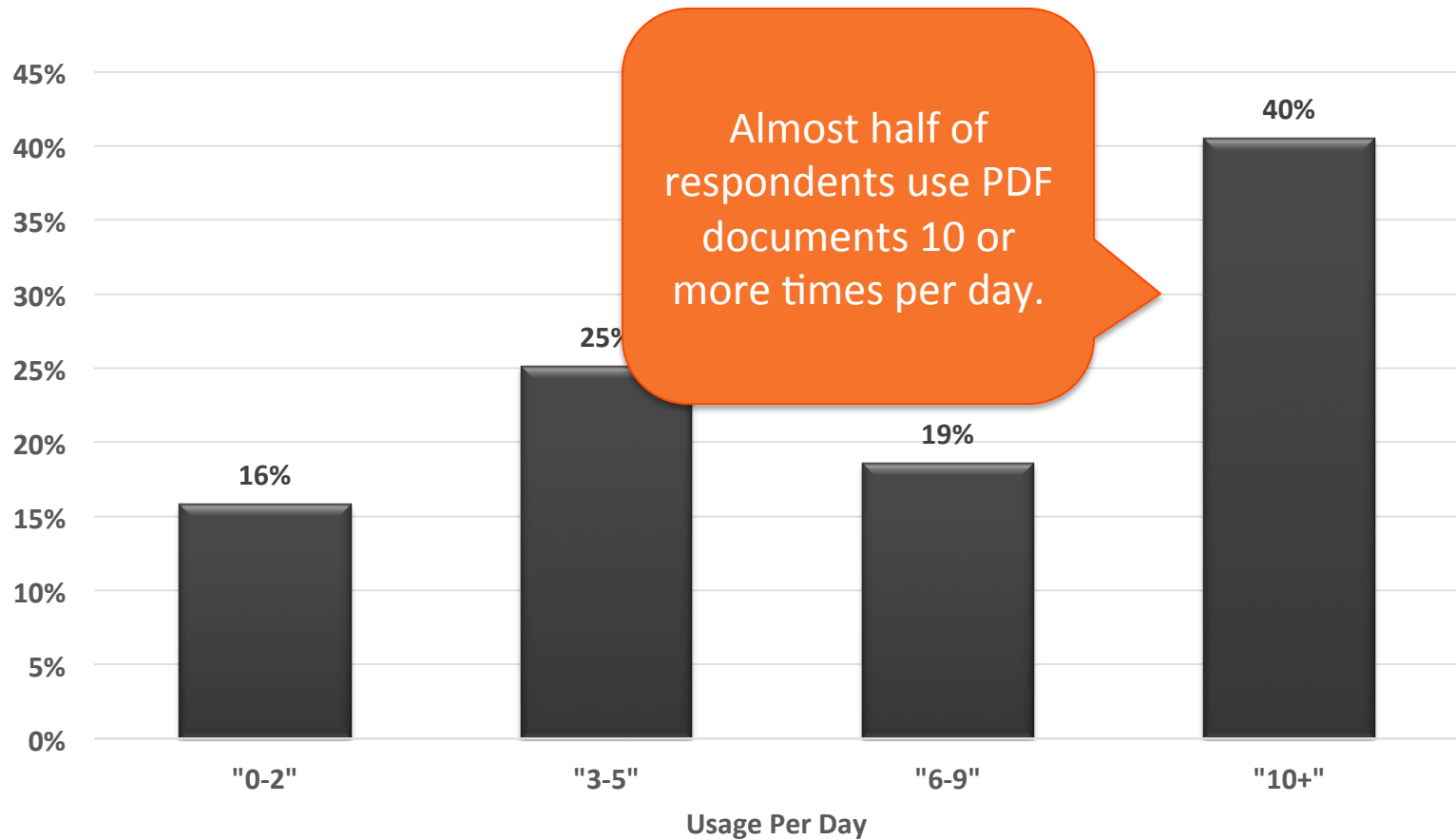
Many employees are storing documents in email, their personal computer or network shares.



# Approximately how many times per day do you use PDF documents?



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## Insight #5

Optimizing document  
productivity still represents  
a valuable ROI &  
optimization opportunity for  
most businesses.

# Key Survey Highlights

1. Many businesses are still not paperless
2. Many employees don't have the tools, systems or knowledge to create & collaborate
3. Many employees send documents via email, instead of leveraging e-signing, sharing & collaboration tools
4. Many employees store documents on their personal computer or left in email
5. Document productivity optimization is an area of untapped ROI potential

# Impact of Survey Findings

Most business are plagued by a few – or all – of the following document productivity conditions:

1. Slow, high-cost physical processes
2. Security risks
3. Lack of visibility, traceability and search-ability
4. Employee frustration & waste
5. Lack of education & training



# Practical Ideas for Improving Document Productivity



# Get the Right Tools for All Employees

**Create**

Generate industry-standard PDF and PDF/A files from 300+ source file formats.

**Combine**

Merge multiple documents into one PDF and convert entire collections of files in a single step.

**Edit**

Make changes to text, images, and pages directly in PDF documents with intuitive editing tools.

**Convert**

Accurately convert PDFs back to fully formatted Microsoft® Word Excel® files in seconds.

**Collaborate**

Add comments, sticky notes, and markups. Easily track and summarize document review cycles with multiple contributors.

**Secure**

Remove sensitive content permanently with redaction. Apply passwords, certificates, and 256-bit encryption to documents.

**Sign**

Create and manage digital IDs. Apply digital signatures faster with one-step profiles or QuickSign™ document in seconds.

**Scan & OCR**

Create searchable and/or editable PDF files from image-based documents and scan direct to PDF.

**Forms**

Design interactive PDF forms complete with check boxes, buttons, text fields, and JavaScript™ controls.

**Compatible**

Create and view PDF files that are 100% compatible with other PDF solutions, including Adobe Acrobat.

**DMS Integration**

Integrate with document management systems such as Autonomy WorkSite and iManage, Microsoft® SharePoint®, and more.

**Administration**

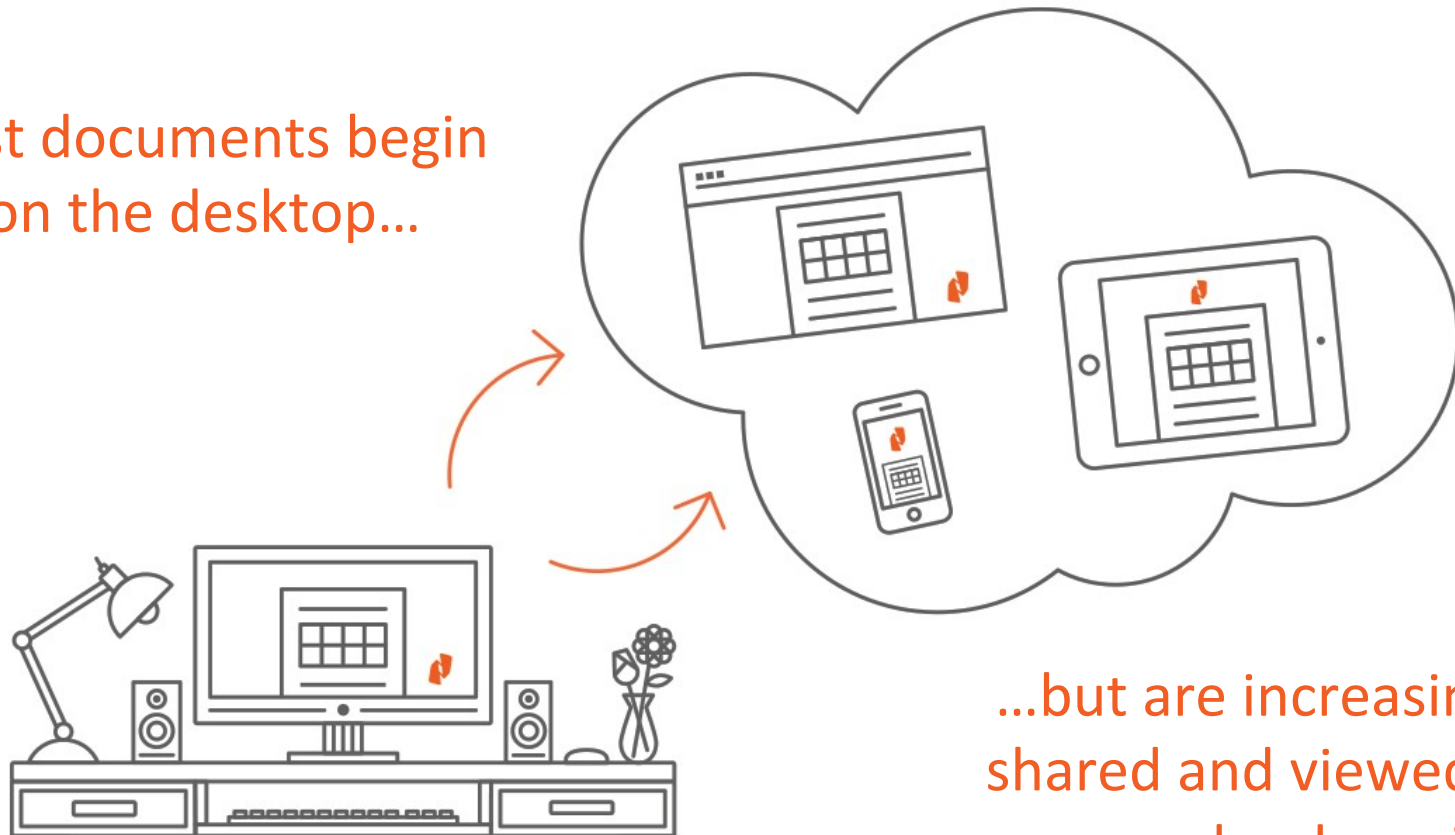
Streamline deployment with centralized license management and automated software rollout.

# And, the Right Tools for Your Business

- A **complete, one-stop solution** for key requirements (business and end user)
- A **simple deployment mechanism** for seamless companywide rollout (initial and ongoing)
- **Affordable pricing** and licensing options to support the complete user base
- Superior **service and support** to ensure complete user adoption and success

# Remove Physical Bottlenecks: Connect Desktop and Cloud Processes

Most documents begin  
life on the desktop...



...but are increasingly,  
shared and viewed via  
cloud services.

# Desktop



# Cloud



## Old World Fidelity

Looks the same on any device and in print (**requires PDF reader**)



## Content Protection

Prevent editing, copy/extraction and printing (**requires PDF reader**)



## Simple Collaboration

Enable desktop-based collaboration while protecting original content (**requires installed software**)



## Old and New World Fidelity

Even in browser and mobile worlds;  
**requires web browser only**



## Digital Rights Management

Lock/unlock content and features, track shares, set and reset permissions remotely



## Sophisticated Collaboration

Enable markup and review, commenting and messaging, versioning



## Workflow

Enable e-signing, approval flows, workflow logic, storage and archival connectivity



## Ecosystem Integration

Connect intelligently to all the places you author and store content



## Track Everything

Track views, shares, signatures, comments, versions, messages and everything else in one place

# Deliver Value Faster with e-Signatures

- E-Signature solutions do more than capture signatures; they manage process workflows, line of business connectivity and governance
- Customers now want e-Signatures
- Customer Experience benefits are an emerging driver for adoption
- Mobile devices now further accelerate signature request turnaround times



# A Compelling Case for E-Signatures

## 1. Reduced time to revenue

80% reduction in workflow turnaround times

Removes physical bottlenecks

## 2. Real ROI

\$20 average savings per document

Exponential increases when integrated beyond single use case

## 3. Improved User Experience

5x increase in customer loyalty

Become easier to do business with



Source: Ombud Open Research 2013

# Benefits for Every Industry & Function

## *SPEED...*



...to **service delivery** for high tech

...to **fees or interest** for financial services

...to **onboarding** for HR and labor organizations

...to **customer satisfaction** for service organizations

...to **patient care** for healthcare

*...to revenue.*

# Salesforce Case Study



Before eSignatures...

**2** DAYS

Average services provisioning time

After eSignatures...



**60% of services**  
Enabled within **15 minutes**



**90% of services**  
Enabled within **1 Day**



**\$19.35**  
**Average Savings per Document**  
(as high as \$50 per document in some cases)

Source: Ombud Open Research, Salesforce.com Interview May 2013



# Four Ways to Increase Document Productivity

1. Get the right tools.
2. Remove physical bottlenecks by connecting desktop and cloud processes.
3. Use E-Signatures to deliver core value & capture revenue faster.
4. Remember, you need to educate, train and incentivize “Smart Document” behaviors.





If you need another reason...

# Adapt to Global Workforce Trends

- **Remote** - Regular telecommuters will total 3.9 million by 2016, a 21% increase from the current level. (Global Workplace Analytics)
- **Transient**- More than 40% of the American workforce, or 60 million people, will be freelancers, contractors and temp workers by 2020. (Intuit)
- **Mobile** - Nearly two-thirds of employees use personal devices for work purposes. (Corporate executive board)
- **Connected** - Cloud usage in emerging markets accelerates the adoption of collaboration services (Forrester)





Sharing

e-Signatures

Collaboration



Cloud-based sharing, signing and collaborating platforms will become must-have utilities for increasingly distributed internal & external business needs.

The background is a solid orange color with several overlapping, semi-transparent geometric shapes in various shades of orange. These shapes include triangles, polygons, and rounded forms, creating a layered, abstract effect. The shapes are positioned in a way that they appear to be floating or overlapping each other, with some shapes being more prominent than others.

Thank you!





# What We Do At Nitro



## Nitro Pro

First and leading alternative  
PDF Editor to Adobe Acrobat



## Nitro Cloud

E-signing and collaboration in  
your browser