



# DECIPHERING DIGITAL TRANSFORMATION

Steps, statistics, and strategies to stay ahead of the curve





## INTRODUCTION

Over the last few years, digital transformation has evolved from an optional initiative to a necessary cornerstone of business strategy. In fact, 66% of global CEOs reported that a failure to embrace digital transformation will damage their organization's ability to remain competitive within the next two years.<sup>1</sup>

Yet of the 89% of organizations taking steps toward digital transformation, only 34% report positive outcomes.<sup>2</sup> How can international organizations turn theoretical ideas into pragmatic implementations that truly perpetuate change?

In working with hundreds of thousands of businesses across the globe, Nitro has developed a four-prong approach to delivering measurable digital and productivity gains. From overhauling daily workflows to delving into high-level strategy, these components can advance your organization to the cutting edge of digital transformation.

# THE STATE OF THE DOCUMENT

How minimizing paper sets the scene for digital transformation

Any conversation surrounding digital transformation must first begin with the paper predicament. Throughout the 20th century, office workers across the globe turned to printing as the sole means to manage and review documents. In 2017, technology has advanced far past printers and scanners—but offices haven't. Last year, only 25% of businesses reported that they ran a paper-free environment, even though 42% indicated that removing paper should be a constant objective.<sup>3</sup>

## THE PRICE OF PAPER<sup>4</sup>



\$1.12 to print  
one piece of  
paper



\$20 to file a  
document



\$120 to search  
for misfiled  
document



\$432 per year  
per worker in  
raw material  
costs



21% of IT time  
spent dealing  
with printer  
issues



More than 40%  
of printouts  
discarded  
within 24  
hours

Given that the average office worker prints more than 10,000 pages per year, these seemingly small inefficiencies add up to crippling costs. In fact, 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.

*"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 Information Technology





# BRIDGING THE PAPER GAP

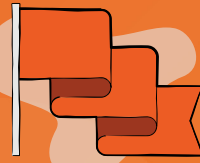
With 66% of surveyed organizations reporting an increase in customer demand for digital communication,<sup>3</sup> the paperless office can't come soon enough. Pave the way for successful digital transformation by using these strategies to minimize paper.

## 5 STOPS ON THE PATH TO PAPERLESS:



### 1. START WITH A PLAN

Audit the organization's current processes, and use those insights to create a clearly defined strategy for going paperless. Strategize with leadership around budget and goals—for example, how soon do you want or need to see ROI? On average, 59% of IT leaders achieved a payback in less than 12 months from their paper-free projects, including 26% in six months or less.



### 2. GAIN LEADERSHIP BUY-IN

Successful digital transformation requires support from executives and leadership across the organization. Recruit help from your Human Resources and Corporate Sustainability teams, identify internal champions, and align with department leaders to institute, monitor, and promote change.



### 3. IMPLEMENT ESIGNING

Secure eSigning tools help eliminate paper from the signature-collection process while facilitating approval workflows, improving visibility, and bolstering document security. Electronic signatures also reduce document turnaround times by an average of 80%, providing a better experience for both employees and customers.



### 4. ENGAGE USERS ON A PERSONAL LEVEL

Encourage organization-wide adoption by making the transition personal and interactive, not transactional. Educate employees on the personal gains. Consider creating competition among departments and issuing prizes for categories like which team consumed the least amount of paper or who devised the most innovative strategy for reducing paper usage.



### 5. SOCIALIZE SAVINGS AND THEIR IMPACT

As you begin to see results, share how your new cost savings will be reallocated to benefit the entire company. Communicating the impact of individual and collective efforts will help motivate employees to accept and advance the shift to a paperless office.

# THE DAILY WORKFLOWS

How digital processes increase productivity on an everyday level

In order to accomplish larger initiatives like reducing paper usage and increasing digital processes, organizations must take a granular look at the productivity potential within employees' daily workflows. According to Fujitsu, 35% of C-level executives are focusing on workflows to help accelerate their digital transformation.<sup>2</sup> While a promising start, more organizations should assess and improve these daily processes in order to reveal simple opportunities to digitally transform document workflows.

## THE PROBLEM: UNPRODUCTIVE DOCUMENT PRACTICES

To effectively strategize how to alter workflows, organizations must first understand the document practices that currently cripple productivity. The IDC reports that document-related workflow bottlenecks account for a 20% loss in overall productivity.<sup>5</sup>

When surveyed, nearly 200 IT leaders identified the following document processes as the most common obstacles:<sup>6</sup>

73%	Unnecessary printing / copying / scanning	53%	Inconsistency in document workflow or collaboration
43%	Lack of version control	37%	Insufficient signature collection
34%	Lack of visibility into document activity (i.e. sharing, views, edits)		

PDF is the most ubiquitous document format for businesses around the world. A staggering 2.5 trillion PDFs are created every year, and an average of 73 million new PDF documents are saved in Google Drive and Mail every day. When it comes to the web, PDFs account for 80% of all non-HTML online documents and 70% of all email attachments.<sup>7</sup>

The bottom line? Transforming document workflows begins with PDF. Yet despite PDF's global status as the most widespread document format, a minuscule five percent of employees actually have the tools to create, edit, and work with these documents. The key to overcoming many of the most common document challenges begins with working smarter with PDF.

*"We try to find ways to work smarter with documents. Nitro allows users to create, combine, edit, and also sign documents in a simple way."*

**Tobias von der Heydt**  
IT Contract and License Manager

**Continental** 

# PRODUCTIVITY BEGINS WITH PDF

Equip employees with tools that enhance document efficiency by investing in a document productivity solution that offers:



## PDF CREATION

Considering the trillions of PDFs created each year, don't leave your employees behind the curve. Give them a document productivity tool to quickly and easily create industry-standard PDFs.



## PDF CONVERSION

As employees begin to work and collaborate more effectively, they need the ability to convert files—especially familiar Office files like Word, Excel, and PowerPoint—to and from PDF.



## PDF EDITING

One of the most prolific causes of workflow bottlenecks, PDF editing allows employees to customize their files however they like—from inserting logos and assigning numbers, to adding, deleting, and modifying text and images.



## PDF COLLABORATION

Since a major challenge stems from lack of version control and insight into document activity, equip your employees with a PDF solution that provides fully trackable commenting, annotation, and markup capabilities.



## ESIGNING

To accelerate the signature-collection process (a challenge for 37% of IT leaders) and eliminate unnecessary printing and scanning (a problem for 73% of respondents), employees should be able to request and apply secure eSignatures in a matter of seconds.



## THE ABILITY TO WORK FROM ANYWHERE

As the workforce becomes increasingly mobile, employees need access to document tools that allow them to work anytime, anywhere, from any computer.

## THE FOLLOW UP: CLEARLY COMMUNICATE AND MEASURE RESULTS

While organizations can spend hours searching for the precise document solution that fulfills all these needs, their efforts are futile unless employees are aware of these features. Work with each department to share strategic document workflows, tips, and strategies to enhance productivity daily. Then, measure results by monitoring usage analytics to further hone processes and prove ROI on your document productivity solution.

# THE NECESSITY OF STANDARDIZATION

How standardizing on a solution enables digital transformation

For these digital transformation efforts to be successful, IT and executive leadership must outline a solid strategy for adoption and standardization of these new processes. In AIIM's 2017 market research, the organization noted that Trailblazers—those identified as having “exceptional capabilities” and being “ahead of the pack in respective market space”—understand the importance of standardized practices.<sup>8</sup> These thought leaders invest in secure, single-source collaboration tools that enable productivity without impeding innovation.

In order to make unified progress toward digital transformation, organizations should consider standardization as the key to preserving IT resources, yielding cost and time savings, and protecting the business from the critical dangers of disparate solutions.

## DISPARATE SYSTEMS VS. STANDARDIZED TOOLS

### 1. IS YOUR DATA AT RISK?

Mismatched software products and versions make it nearly impossible for IT to protect against security vulnerabilities. Inconsistent product lifecycles of disparate systems leave organizations exposed, while standardizing on a solution allows IT to focus solely on protecting and optimizing a singular version of one solution.

⚠️ THREAT: DISPARATE SYSTEMS ⚠️	👍 SOLUTION: STANDARDIZATION 👍
<b>Software is in danger of:</b> <ul style="list-style-type: none"><li>• Expired security patches</li><li>• Remote code execution</li><li>• Security bypassing</li><li>• End-of-life programs</li></ul>	<b>IT can:</b> <ul style="list-style-type: none"><li>• Update versions holistically</li><li>• Implement one set of patches when necessary</li><li>• Closely monitor security and functionality</li><li>• Install additional safeguards for an added level of protection</li></ul>

*“Nitro’s flexible licensing, overall functionality, and customer success team enabled me to roll the software out across our entire Australian organization, which is a fundamental foundation on which to enact our digital transformation strategy. We needed to give everyone access to the necessary tools so that they can continue to embrace our digital strategy. Nitro is enabling us to move quickly in this space.”*

**Andrew Clowes**

Head of Information Technology









# THE NECESSITY OF STANDARDIZATION

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## 2. ARE YOU VIOLATING COMPLIANCE?

Different versions and products translate to many dissimilar licensing contracts—a reality that leads 85% of organizations to unknowingly violate license compliance policies. In opting for a standardized system, businesses can reduce the risk of non-compliance by adhering to a single licensing agreement.

 <b>THREAT: DISPARATE SYSTEMS</b> 	 <b>SOLUTION: STANDARDIZATION</b> 
<ul style="list-style-type: none"><li>• Multiple compliance policies to manage</li><li>• Risk of licensing violations</li><li>• Compliance audits</li></ul>	<ul style="list-style-type: none"><li>• One license compliance policy to manage</li></ul>

## 3. IS YOUR PRODUCTIVITY PLUMMETING?

When only a few employees have access to a tool, colleagues must rely on a limited number of power users to accomplish necessary tasks. Scalable standardized solutions eliminate these bottlenecks by empowering every worker with the tools they need to be productive.

 <b>THREAT: DISPARATE SYSTEMS</b> 	 <b>SOLUTION: STANDARDIZATION</b> 
<ul style="list-style-type: none"><li>• Many users left unequipped</li><li>• Workflow bottlenecks</li><li>• Incompatible collaboration tools</li><li>• Limited sharing and review capabilities</li></ul>	<ul style="list-style-type: none"><li>• More users equipped with necessary tools</li><li>• Increased opportunities for collaboration and review</li><li>• One solution for all employees to learn</li></ul>

*"Part of my role is looking at standardization and that's why we reviewed PDF. Quickly we could see there was an issue with training, licensing, compliance, and no standardization, so it made it difficult for IT departments to support that."*

*We picked five different vendors and one of those was Nitro. From the testing we found that Nitro was head and shoulders above all the other applications."*

**Aidan Curran**  
IT Service Delivery Manager





# THE NECESSITY OF STANDARDIZATION

How standardizing on a solution enables digital transformation

## 4. IS YOUR IT TEAM OVERLOADED?

Forced to devote so much time to learning, managing, safeguarding, and supporting disparate products, IT must become transactional rather than strategic. With a standardized solution, IT teams can increase their bandwidth and productivity, which ultimately helps the organization as a whole work more efficiently.

⚠️ THREAT: DISPARATE SYSTEMS ⚠️	👍 SOLUTION: STANDARDIZATION 👍
<ul style="list-style-type: none"><li>• Multiple solutions for IT to learn</li><li>• Increased time devoted to compliance and security</li><li>• Fewer user training tools</li><li>• More time needed to troubleshoot problems</li></ul>	<ul style="list-style-type: none"><li>• IT specializes in a single solution</li><li>• Increased opportunities for user training</li><li>• IT can deploy universal tips for maximizing software functionality</li><li>• Less time spent on help-desk tickets</li><li>• IT optimizes, rather than just manages, solution</li><li>• Employees can help fellow users troubleshoot issues</li></ul>

## 5. ARE YOU WASTING MONEY?

Rather than benefiting from the volume licensing that typically accompanies standardized solutions, disparate systems require expensive upgrade, support, and maintenance costs for one solution at a time—not to mention the expensive fees that arise from non-compliance.

⚠️ THREAT: DISPARATE SYSTEMS ⚠️	👍 SOLUTION: STANDARDIZATION 👍
<ul style="list-style-type: none"><li>• Singular upgrade costs</li><li>• Non-compliance fees</li><li>• Cost of IT time</li></ul>	<ul style="list-style-type: none"><li>• Volume licensing discounts</li><li>• Universal upgrade savings</li></ul>

*"Standardizing on Nitro enables our users to be more productive as they are all using the same solution and version."*

**Paul Worner**  
IT Administrator  
IDEX Corporation

# THE ROLE OF CHANGE MANAGEMENT

How successful implementations take a personal approach

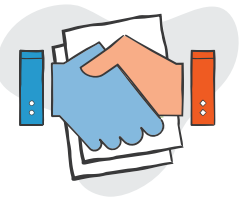
Selecting the right software and outlining a well-constructed strategy are both crucial foundations for building digital transformation success. Yet without user buy-in, change will never truly take hold in your organization. To promote user adoption, businesses must join forces with their software vendors to implement a deployment and rollout strategy that engages users on a personal level, proactively addressing pain points and socializing unique benefits for individuals and teams.

**In a recent survey of 330 IT leaders, Nitro uncovered interesting insights into the state of change management across the globe:<sup>9</sup>**

CHANGE MANAGEMENT GOALS		CHANGE MANAGEMENT CHALLENGES	
71%	User satisfaction	73%	Strain on IT time and resources
67%	Productivity gains	43%	User resistance to change
57%	User adoption rates	35%	Multiple user groups with varying needs

## STRATEGIES FOR SUCCESS

In our research, we uncovered a clear misalignment between the way IT leaders talk about implementing change and the measures put in place to actually execute it. Enlist these actions to ensure your organization manages change in a way that's effective, efficient, and user-centric.



### 1. FOCUS ON THE FIRST IMPRESSION

Despite user satisfaction being the top success metric and user resistance to change being a key problem, respondents ranked onboarding and rollout among the least important factors to hold vendors accountable for. In order to gain user buy-in, ensure you give employees a positive first impression of the new software. Implement a rollout plan that doesn't disrupt users' daily work, and provide adequate training resources to accelerate onboarding.

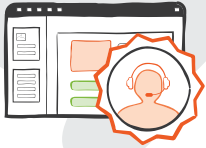
*"The customer success team has a very good reaction time, compared to other support teams. I can speak to them in English or German, and we are very happy to have a great partnership together."*

**Tobias von der Heydt**  
IT Contract and License Manager



# THE ROLE OF CHANGE MANAGEMENT

How successful implementations take a personal approach



## 2. EXPECT MORE FROM YOUR VENDOR

Seventy-five percent of respondents said a vendor's level of change management support has impacted their decision to sign an agreement, and the strain on IT time and resources was the most common challenge of software implementations. Yet only 27% of surveyed organizations actually rely on the software vendor to lead change management initiatives, and 14% believe vendors don't provide enough support. Demand that your vendor provides greater change management resources and training, and work together to create an implementation plan that fulfills your organization's needs while maximizing the solution's benefits.



## 3. PERSONALIZE YOUR APPROACH

Over 50% of respondents had difficulties addressing multiple user groups and their varying needs—a finding that clearly displays the need for tailored implementation. Rather than take a blanket approach to rolling out new software, develop messaging around how the tool will uniquely benefit the overall organization and individual user groups. Personally communicating with different departments to highlight how the solution will provide value to their daily workflows will help mitigate user resistance to change.



## 4. TRACK USER ADOPTION

While 57% of surveyed leaders identified user adoption as a key success metric, fewer than one in 15 actually tracked adoption rates. Additionally, nearly 25% of respondents struggled with lack of visibility into usage and adoption during a software implementation, even though CIOs ranked usage analytics as the most critical vendor offering. Prove ROI on your solution by ensuring you have a reliable way to track user adoption—an analytics offering that should be provided by your chosen software vendor.

*"Nitro was very happy to work with our team to make the changes required and adapt the software to meet our needs. The two teams worked very well together in what became a win-win solution."*

**Heinz Urech**  
VP Information Technology





## CONCLUSION

While digital transformation may seem intimidating, it's an objective that relies on a series of smaller, attainable goals, a clear-cut strategy, and valuable digital solutions that help you achieve measurable results.

Whether you are still formulating or simply fine-tuning your digital transformation plan, combining strategic components with the right digital solutions is key to gaining a competitive edge in the marketplace. Choose the right productivity partner, and comprehensive digital transformation may be closer than you think.



As the first and leading replacement for Adobe Acrobat, Nitro partners with more than 650,000 businesses to help them deliver on their productivity and digital transformation goals. Offering best-in-class document productivity solutions ranging from PDF editing to eSigning, we have helped over half of the Fortune 500 reduce their paper usage and shift to more streamlined digital processes.

Our global Customer Success team provides industry-leading change management support and helps customers create practical standardization strategies that save time, money, and IT resources. Once a strategy is in place, Nitro works with customers individually to tailor deployment, rollout, and onboarding to their unique needs, equipping businesses with valuable usage analytics to ensure user adoption and ROI.

**Learn more about a partnership with Nitro »**

## APPENDIX

<sup>1</sup> "CEO Challenge 2017: Leading through Risk, Disruption and Transformation," [Conference Board](#), 2017

<sup>2</sup> "Digital Transformation Delivering Business Outcomes," Fujitsu, 2017, [www.fujitsu.com](http://www.fujitsu.com)

<sup>3</sup> "Paper Free – Are we there yet?," AIIM, 2016, [www.aiim.org](http://www.aiim.org)

<sup>4</sup> Xerox Research, [www.xerox.com](http://www.xerox.com)

<sup>5</sup> "The Document Disconnect: Hidden Opportunity, Big Pay Off," IDC, 2015, [www.idc.com](http://www.idc.com)

<sup>6</sup> Source: [TechValidate. TVID: 117-C29-92A](#)

<sup>7</sup> "PDF in 2016: Broader, deeper, richer," PDFa, [www.pdfa.org](http://www.pdfa.org)

<sup>8</sup> "2017 State of Information Management: Are Businesses Digitally Transforming or Stuck in Neutral?," AIIM 2017, [www.aiim.org](http://www.aiim.org)

<sup>9</sup> "Modern Change Management," Nitro, 2017 [www.gonitro.com/modern-change-management](http://www.gonitro.com/modern-change-management)