# Beyond Transformation

## Digital Evolution in 3 Simple Steps

In recent years, businesses of all sizes have been forced to adopt multiple tools and technologies to accelerate digital transformation.

With intense competition, soaring IT costs and heightened cyber security threats, common questions now include:

- How do I consolidate our software and track ROI?

- How do I empower our people with better tools and knowledge?

- How do I optimize and future-proof our digital investments and strategy going forward?



Only **56%** of organizations are achieving their transformation objectives. Of this, **12%** have sustained these goals for more than three years.

MCKINSEY, 2023

Digital transformation is not an end point. It is a long-term commitment. It is dynamic. To become a digital-forward business, you must treat it as an evolutionary process.

No matter what stage of the digital journey you're in, Nitro is here to help you succeed. We've guided and supported digital evolution for more than 3 million licensed users and 13,000+ business customers using our repeatable three-step model: **Digitize - Analyze - Optimize**

This guide will show you how to build and implement a roadmap for strategic digital evolution in your organization, along with real customer use cases and success stories.

**Learn how to:**

✓ Build a foundation for your digital evolution

✓ Drive transformation every day with a simple three-step model

✓ Use actionable insights to inform decisions and optimize outcomes

✓ Unlock opportunities and innovation with AI

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# 01

# Shift From Digital Transformation to Digital Evolution

There is no one-size-fits-all approach or strategy for digital transformation. But what is clear: **Transformation never ends. It evolves.**

Understanding the nuances between digital transformation and digital evolution is crucial for optimal outcomes.

# What is Digital Transformation?

Digital transformation (DX or DT) for many small to medium-sized organizations has been driven primarily by IT departments. At a basic level, it is the process of integrating digital technologies into a business's operations and systems.

For businesses with remote or hybrid work environments, migrating physical documents and processes to digital workflows is a necessity. For other businesses, going digital can be about reducing printing costs and their carbon footprint by sharing and signing documents electronically.

**93%** of organizations have adopted or have plans to adopt a digital-first business strategy.

FOUNDRY, 2023

# What Is Digital Evolution?

Digital evolution is when organizations enable continuous transformation using innovation, insights and optimization. Strategies shift to digital consolidation and improving outcomes through intelligent technologies, seamless experiences and efficient operations.

Instead of working towards one goal, you focus on building a digital-forward infrastructure and culture so your people are empowered to transform the business every day.

Read on to see how you can build a strategic roadmap for digital evolution in three simple steps.

Optimization initiatives can provide significant near-term benefits, which can be as valuable as digital transformation initiatives with less risk. Most enterprises weigh their **digitalization mix in favor of optimization**, which creates a foundation for future digital transformation.
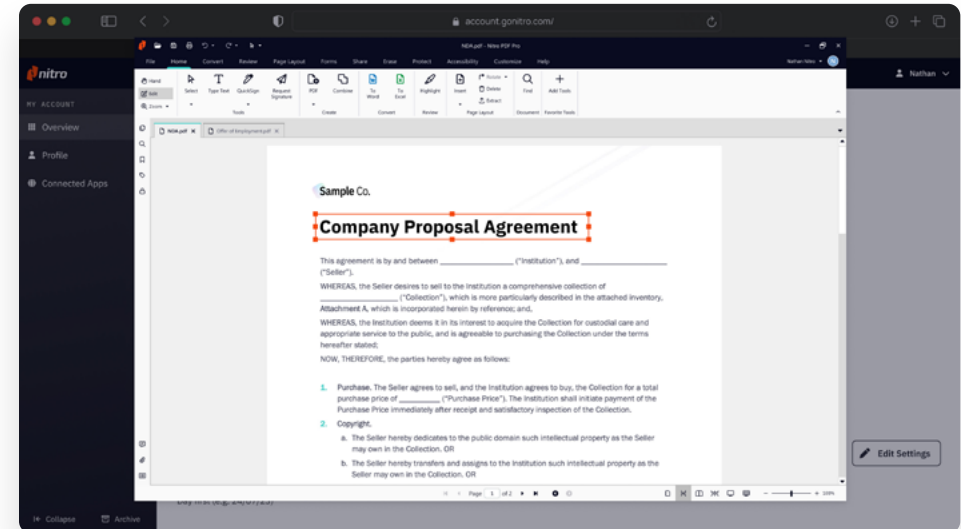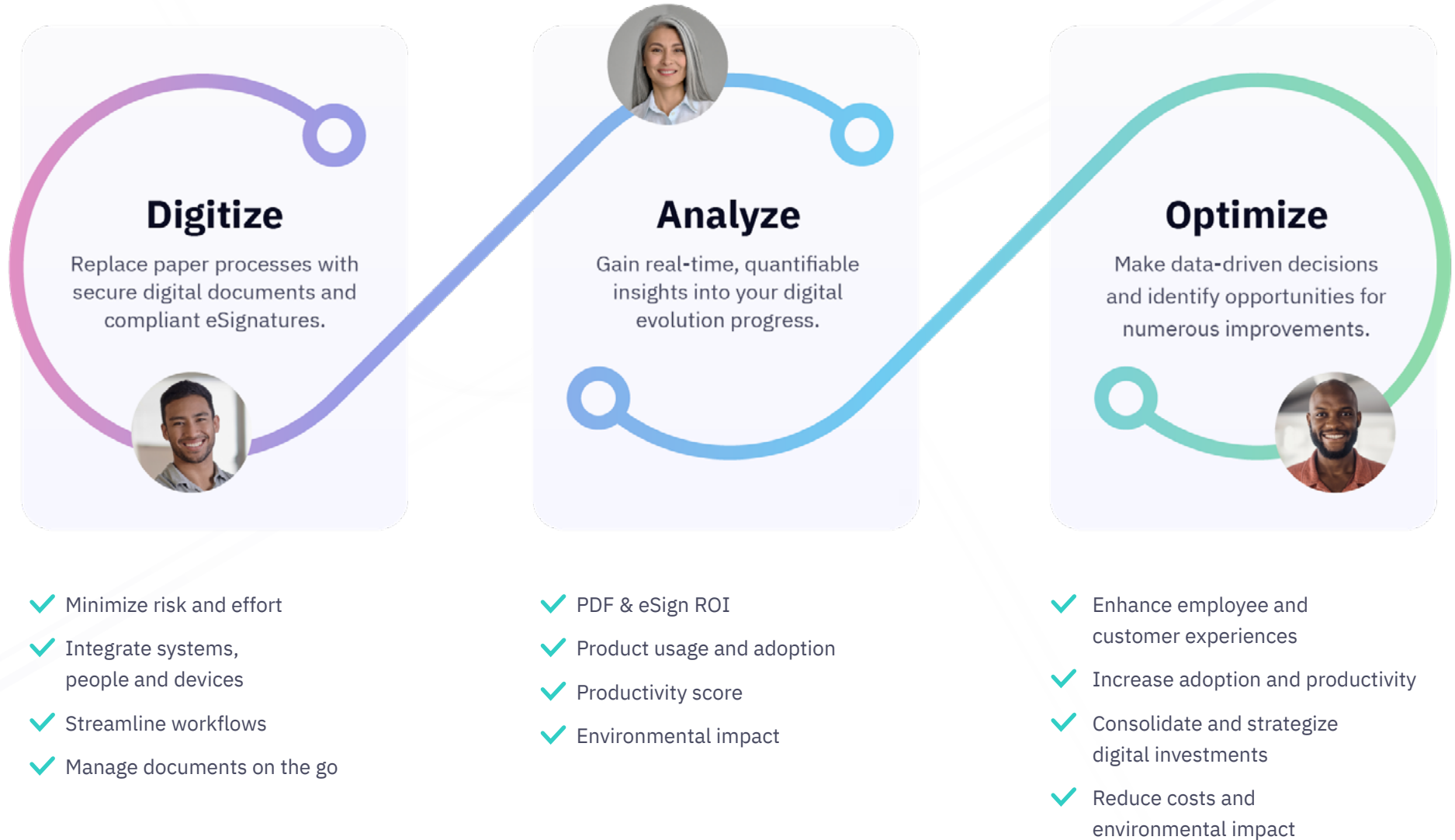
GARTNER, 2023

# 02 Build Your Roadmap for Digital Evolution

Your business is at a unique stage of digital maturity. Depending on your industry and size, you'll have different goals, needs and constraints. While going digital looks different for every organization, we believe there are three repeatable steps to continuously adapt and evolve.

# 3 Steps to Digital Evolution

## Digitize
Replace paper processes with secure digital documents and compliant eSignatures.

## Analyze
Gain real-time, quantifiable insights into your digital evolution progress.

## Optimize
Make data-driven decisions and identify opportunities for numerous improvements.

- ✓ Minimize risk and effort
- ✓ Integrate systems, people and devices
- ✓ Streamline workflows
- ✓ Manage documents on the go

- ✓ PDF & eSign ROI
- ✓ Product usage and adoption
- ✓ Productivity score
- ✓ Environmental impact

- ✓ Enhance employee and customer experiences
- ✓ Increase adoption and productivity
- ✓ Consolidate and strategize digital investments
- ✓ Reduce costs and environmental impact

# The Proven Impact of Going Digital With Nitro

We commissioned Forrester for a Total Economic Impact™ Study of our Nitro Pro Business solution with four of our enterprise customers to show you actual benefits and outcomes of going digital.

**Some of the top gains for the composite organization include:**

**$2.2 Million** in financial benefits over 3 years.

**694% ROI** and payback in less than 6 months.

**35 minutes** saved per document.

Get your copy of Forrester's Total Economic Impact™ Study

**Download Report →**

**DIGITIZE**

# Deliver an End-To-End Digital Document Experience

**03**

There are many initiatives that contribute to a successful digital transformation strategy. Digitizing your documents sets the foundation for streamlining your processes, strengthening security and driving productivity.

To help you visualize the advantages of going paperless across your organization, check out these common use cases for PDF & eSign.

## HR

| | |
|---|---|
| **Employee Offers and Termination Notices** | Create PDF templates for efficient employee offers and termination notices, easily edit, password protect and send for secure eSigning by multiple parties from any device. |
| **Company Policies/ Handbooks** | Combine multiple documents to produce professional and organized company policies, employee guides and handbooks. Easily send for eSignature acceptance and track completion. |
| **HR Compliance** | Ensure state-of-the-art security and compliance to meet specific eSign regulations and eID requirements. |

## Sales

| | |
|---|---|
| **Purchase Orders and Contracts** | Create, edit, convert and combine POs and sales contract templates quickly and easily. |
| **Document eSigning** | Send any sales document — contracts, order forms and reseller registration forms — for unlimited signature requests with full visibility into completion. |
| **Sales/CRM Software Integrations** | Simplify and speed up document workflows with common sales and CRM systems integrations such as Salesforce. |

*"Before Nitro, we had to print Word documents, leave written markups with red pens, scan, and send them back. We had no digital backup of changes. Now with Nitro, it's way easier."*

SR APPLICATION SUPPORT PROFESSIONAL
ENGINEERING SERVICES/CONSULTING

# Finance/Accounting

**Expense Management**

Send employee expense policies and reports for signature with secure, compliant and unlimited eSignatures.

**Document Archiving**

Safely archive any financial documents to be viewed and reproduced years from now. It is easy in Nitro to create PDF/A compliant files from PDF, Word or a scanned document.

**Document Security**

Protect sensitive company and employee data using security features such as whiteout, password protection and redaction. Ensure tamper-proof documents with custom watermarks.

# Procurement

**Orders and Service Agreements**

Simplify and speed up the procurement document lifecycle with intuitive tools to create, edit and share custom order forms, service agreements and more.

**Document Conversion**

Easily convert multiple document formats to and from PDF, including Word and Excel, and use OCR to make any document editable.

**Document eSigning**

Combine and send any procurement documents — supplier agreements, DPAs, purchase orders, etc. — for eSigning on any device with tracking and audit trails.

*"Some of our contracts may need to be signed by 50 people, and it used to take around five weeks. It's now taking 1.5 days on average."*

IT SERVICE DELIVERY MANAGER
MANUFACTURING

# Legal

| | |
|---|---|
| **Multi-Page Legal Documents** | Convert and combine multiple pages, documents and formats into one secure PDF document. Easily append and extract pages. Organize and share documents by legal matter, person, organization and more. |
| **Secure, Compliant Signing** | Get signatures for DPAs and legal agreements in minutes with legally binding and compliant eSignatures. Track changes across all legal documents with audit trails. |
| **Data Protection** | Protect confidential company legal data and employee data such as names and social security numbers with encryption, passwords, redaction and whiteout. |

*"The bookmark functionality sees where there are transitions in documents. That saves a lot of time from a workflow perspective. Users can now bookmark a 400-page document in 1 minute instead of doing it manually."*

CHIEF INFORMATION SECURITY OFFICER
FINANCIAL SERVICES

This is just a small sample of how specific departments use PDF & eSign. Just imagine how productive all the different departments and people within your organization could be every day with the right tools!

## 04

**ANALYZE**

# Measure the Impact of Your Digital Investments

Continuous transformation goes beyond digitizing your documents. How do you know if your efforts are creating the desired outcomes?

Data is an enabler and competitive edge for businesses of all sizes, not just enterprise organizations. With the right insights, you can identify new opportunities, drive strategic decisions, improve operational efficiency and elevate your employee and business performance. But the reality is most business and IT leaders still cannot measure the impact of their efforts.

When you consolidate PDF & eSign tools and workflows with Nitro, you also get Nitro Analytics. Let us introduce you to the game-changing insights you won't get anywhere else.

# What is Nitro Analytics?

Nitro Analytics is an exclusive solution we developed to help businesses gain real-time visibility across digital workflows. These insights enable you to:

- ✓ Measure and quantify digital success
- ✓ Optimize usage and costs
- ✓ Reduce environmental impact
- ✓ Make proactive, data-driven decisions
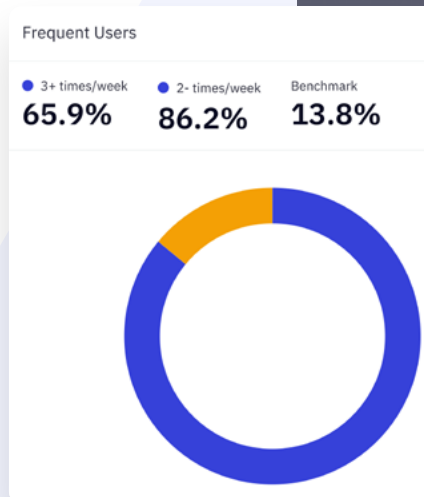
# What Does Nitro Analytics Automatically Calculate for You?

📄 Paper saved by eSigning

🕐 Time saved by eSigning

☑ Productivity score

👤 Product usage and adoption

📊 ROI of Nitro's PDF & eSign solution

🍃 Environmental impact

🌲 Trees saved

☁ Pounds of $CO_2$ emissions prevented

⚡ BTUs of energy saved

# 3 Ways Your Organization Can Leverage Nitro Analytics

## 1 Quantify ROI

Automatically calculate the potential cost savings for your organization with a built-in **ROI calculator**.



## 2 Measure Environmental Impact

Uncover valuable insights into your organization's sustainability efforts throughout your digital transformation journey, including:



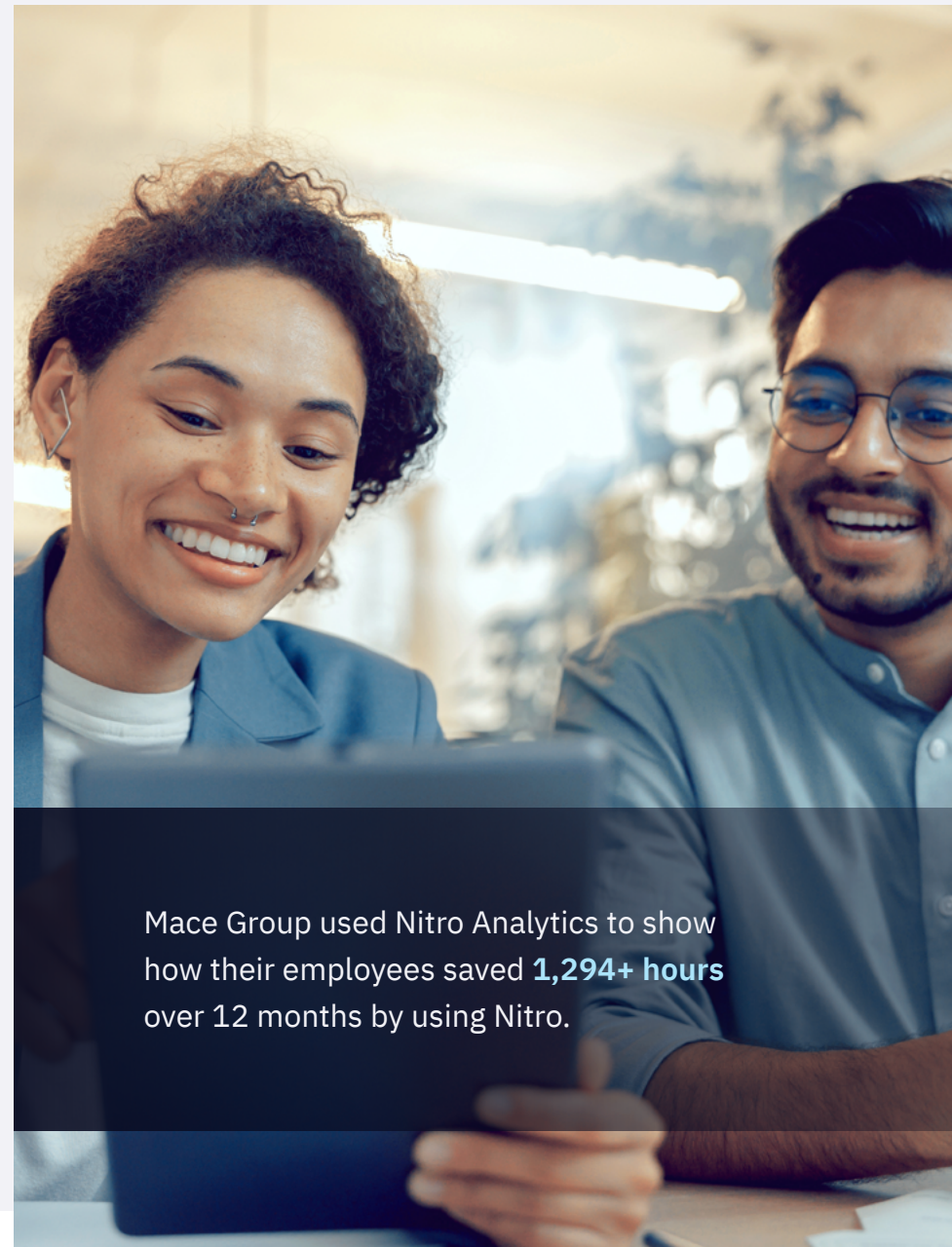Paper saved by eSigning



Trees saved by eSigning



BTUs of energy saved



$CO_2$ emissions saved

## ③ Analyze User Productivity

Monitor access and usage of Nitro PDF & eSign tools in our easy-to understand visual dashboard. You will appreciate unique metrics like the **Version Distribution Graph** and **Productivity Score**.

**Productivity Score**

Total Score
**31/50**



- License Utilization
- PDF Productivity
- Usage Frequency
- Print Reduction
- eSigning

Mace Group used Nitro Analytics to show how their employees saved **1,294+ hours** over 12 months by using Nitro.
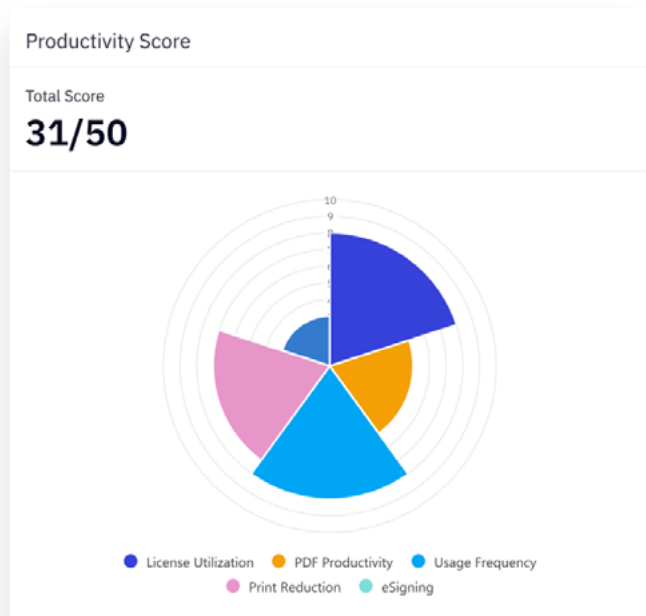
# Did You Know?

Nitro Analytics captured insights across nearly 2 million business users who went digital with their documents.

**In 2022 alone, we helped businesses save:**

| | | | |
|---|---|---|---|
| **$870M** | **124M** | **1.375B** | **165,000+** |
| in costs | pounds of $CO_2$ emissions | pages from printing | trees |

## And you could do the same!

Watch our 2-minute video to learn how Nitro Analytics can help your organization make data-driven decisions.

**Watch Video →**

# 05 Leverage Analytics for Smart Decisions

Continuous optimization is the key to successful digital evolution and where the power of data is most impactful. Whether you're an SMB or scaling mid-market business, your data should help you identify strategic opportunities and make the right decisions.

Explore how Nitro Analytics can help you put your insights into action to meet four common digital optimization objectives:

1. Increase Productivity

2. Reduce Costs

3. Improve Software Scalability

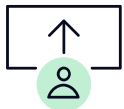4. Drive Sustainability

# Increase Productivity

By analyzing usage and adoption data in Nitro Analytics, you can:

Understand and unblock team bottlenecks.

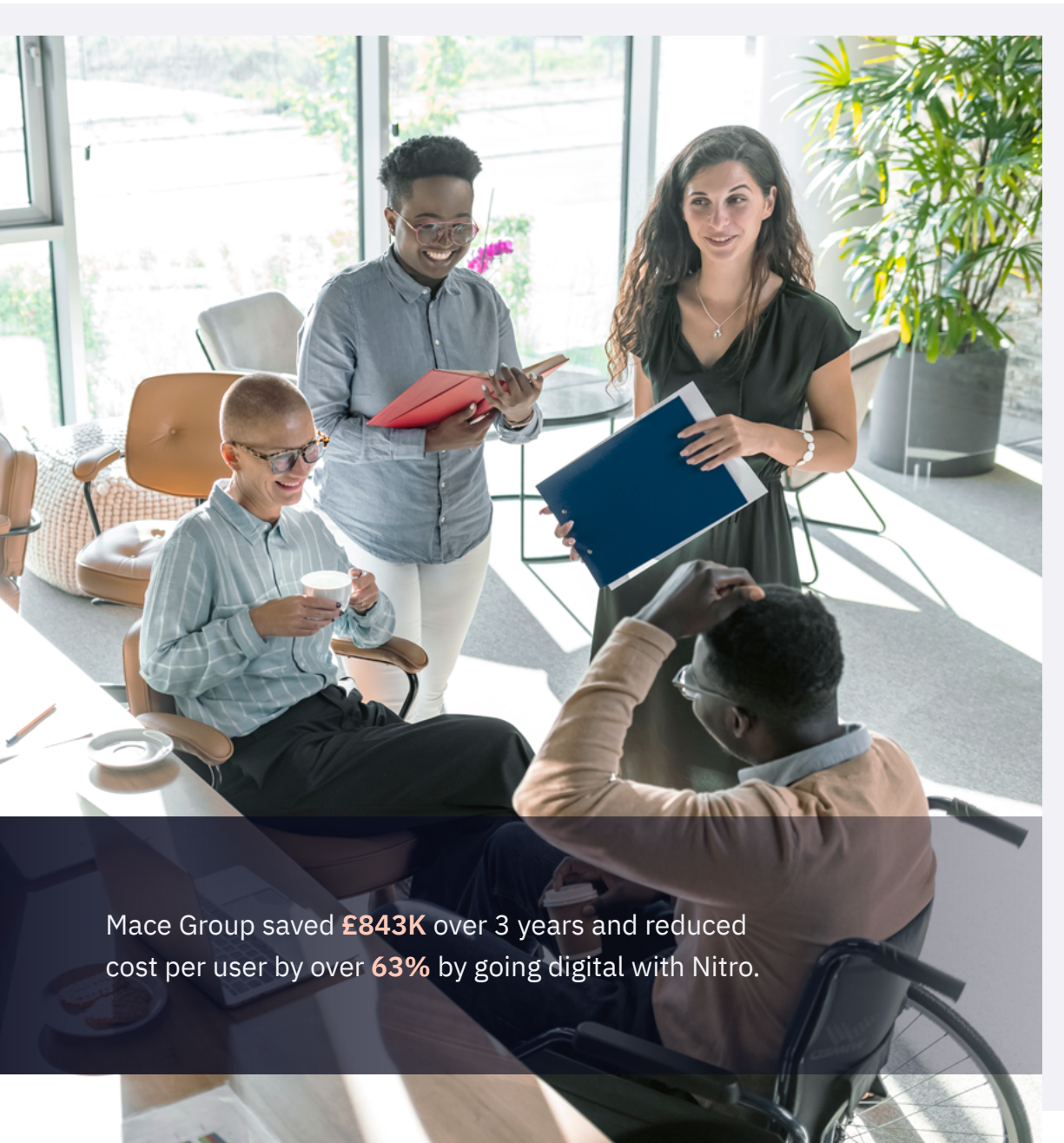Identify when employees aren't engaging with their tools.

Encourage training and new use cases for digital tools.

Shoalhaven City Council experienced a **364%** jump in user productivity and a **100%** utilization rate by switching to Nitro.

# Reduce Costs

For organizations of every size, having the right data is a must to make informed financial decisions. With the ROI Calculator in Nitro Analytics, you can:

**Quantify the ROI of Nitro's PDF & eSign solution.**

**Uncover opportunities for additional savings.**

**Forecast IT budgets and digital investments.**

Mace Group saved **£843K** over 3 years and reduced cost per user by over **63%** by going digital with Nitro.

# Increase Software Scalability

Scale on your terms with Nitro Analytics insights that help you:

Justify equipping more users with a PDF & eSign solution.

Identify expansion priorities based on usage and cost.

Guide important licensing decisions.

*"Nitro allowed us to scale the adoption of PDF editing and eSign tools at one-third of the cost compared to our previous provider."*

CHIEF INFORMATION SECURITY OFFICER
FINANCIAL SERVICES

Swiss Re went from a limited number of employees having access to a legacy PDF solution, to equipping **9,000** employees with the tools they need to drive productivity.

# Drive Sustainability

If sustainability is part of your company's digital strategy and commitment, you'll appreciate how Nitro Analytics will help you:

Track and share your environmental impact.

Increase trust and build a sustainable culture.

Keep teams accountable and inspired.

In 2022, **40,000,000 lbs of paper** were saved by our customers digitizing their documents. Enough paper for **29 trips around the globe** and saving **477,000 trees**.

> "We reduced prints from 1 million to around 300,000. It's a lot of money saved. But people want to know about $CO_2$ emissions and trees saved. I send users those metrics from Nitro Analytics quarterly, and I always get feedback. It's a very good tool."
>
> IT SERVICE DELIVERY MANAGER
> MANUFACTURING

### Free Sustainability Guide

Get expert advice on how to implement and quantify sustainability through digitalization.

**Download Guide →**

nitro

**Driving Sustainability Through Digitalization**

A Guide from Core Objectives to Outcomes

# 06 Unlock Opportunities With AI

For small to mid-sized businesses, your knowledge workers are your experts, your critical thinkers and the very people you hired to add value to your organization. They want to focus on the work that matters, not get bogged down with manual, remedial and redundant tasks. They want to feel empowered to make decisions. They are the people you want driving your digital evolution. But to reach their full potential, they need access to the right tools and the right information at the right time.

Let's explore how Artificial Intelligence (AI) brings new opportunities to enhance the value of your employees, your documents and your decisions.

# What is AI?

Simply put, AI uses technology to perform functions and actions that typically require human intelligence — such as reading, learning, logic, solving problems and a wide range of data and document processing tasks.

AI is an integral part of moving beyond digital transformation to digital evolution.

# How can AI benefit **employees** across functions?

- ✓ Accelerate access to data and relevant information
- ✓ Simplify production and parsing of data
- ✓ Automate manual, time-consuming tasks
- ✓ Gain contextual, actionable insights from documents
- ✓ Spend more time on high-value work

# How can AI benefit your **business**?

- ✓ Enable employees to make strategic decisions
- ✓ Eliminate productivity bottlenecks and wasted time
- ✓ Improve data agility, accuracy and integrity
- ✓ Elevate user adoption and ROI of digital tools
- ✓ Improve employee satisfaction and retention

# AI Use Cases

Still not sure how your employees can use AI to be more productive? Let's dive into some examples for a mid-sized manufacturing company that manages massive amounts of documents and data.

**USE CASE**

## Accurately extract data from tables in documents.

**PROBLEM**

Analysts are spending 80% of their time converting thousands of PDF documents every month to extract parts inventory data from tables to review, edit and upload into their ERP system. However, traditional conversion tools pull all data from documents, not just the specific table data needed. This required additional manual work to copy and paste only information from document tables into Excel templates for editing.

**SOLUTION**

An AI-powered table extraction tool uses intelligence to extract only data in tables and retain the formatting. With accurate data, analysts can edit and insert as a table back into the PDF document or upload into any of their systems. This saves hours of work and ensures data integrity.

**USE CASE**

## Find specific information or perform specific tasks within documents.

**PROBLEM**

From legal documents to purchase orders, technical manuals to employee handbooks — employees open documents several times a day to find answers or do something with the information. This required reading through multi-page documents, using OCR to search the document or manually copying and pasting text into an internet AI tool. A time-consuming and frustrating process we can all relate to.

**SOLUTION**

An AI-powered chat assistant for documents enables users to ask questions, summarize documents and text, create slides, extract key data and more — *safely* within their document and software. This increases productivity while minimizing risk.

# Quickly onboard users on document tools and features.

### PROBLEM

With a hybrid workforce, employees work different hours from different locations and devices. This put a strain on IT to promptly train and support people with the software and features — when, how and where they needed help.

### SOLUTION

An AI-powered knowledge assistant within the software provides a faster, easier way for users to ask questions, get personalized guidance and learn how to use features on the spot. They can get answers and get on with their work (even at midnight on a Saturday). This improves user adoption, confidence and satisfaction.

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There are many exciting innovations happening with AI, including here at Nitro.

**See how Nitro accelerates productivity with AI.**

**Schedule a Demo →**

# 07 Power Your Digital Evolution With Nitro

No matter where you are in your transformation, you must evolve to not just survive, but thrive in a digital-first world. By following our Digitize-Analyze-Optimize model, you can fast track your success.

Leading organizations around the world trust Nitro and you can too. We will help you consolidate your digital document solutions and make it easier for you, and your teams, to meet your long-term goals.

# Why Nitro?

## High Value

- Lower total cost of ownership
- Unlimited signatures with no overage fees or surprise audits
- Real-time actionable insights to drive optimization
- Quantifiable business ROI
- Connected workflows across devices and products

## High Trust

- Best-in-class authentication options
- eSign compliance with global laws and regulations
- Seamless integrations with eID services, MFA and KBA
- Qualified Trust Service Provider
- Tamper-proof cryptographic eSign solutions

## High Care

- 95% CSAT
- 24/7 global support and change management
- Rapid onboarding to accelerate digital success
- Free business pilot program
- Strategies to increase adoption of Nitro solutions

# Nitro

# You Got This

Sign up for our free pilot program to put our digital evolution model into action.

Get Started →