

# SAY YES TO MORE



7 considerations for choosing a new PDF vendor



# HOW TO GET MORE FROM PDFs

The PDF has proven to be the preferred tool for creating, editing, converting and sharing documents for decades. From individuals to enterprises, PDFs are used every day and enable easier collaboration around the world.

But the success of the PDF format has also created challenges for many IT teams.

With some vendors imposing prohibitive agreements with restrictive license counts, IT can often be unfairly seen as 'The Department of No' as they are forced to limit the number of users in order to keep costs under control.

With that in mind, this eBook explains the differences and benefits to look for when switching your PDF vendor:

1. **More cost efficiency** – through better, fairer pricing
2. **More licenses** – through less restrictive agreements
3. **More sustainability** – through analytics and reporting
4. **More support** – through friendlier, more customer-centric service
5. **More stress-free workflows** – through automation and software integrations
6. **More mobility** – through device flexibility and simple activation
7. **More user-friendly technology** – through a familiar, easy-to-navigate design

For any IT manager that feels frustrated with the high costs and complexity of some PDF vendors, these are the positive differences that will let you say “YES” to more of your users, more of the time.

Let’s dive into how switching to a vendor with these seven advantages will help you empower teams to do their best work.

**This eBook has been created by the Nitro team to help business and IT leaders evaluate their current PDF vendor and find a better, easier way forward for their organization. If you’d like to discuss any of these reasons to switch in more detail, we pride ourselves on a people-first, customer-centric approach and would love to personally talk through your priorities with you.**



# 01 SAY YES TO MORE COST-EFFICIENCY

## THE FIRST POSITIVE DIFFERENCE YOU SHOULD LOOK FOR IN AN ALTERNATIVE PDF VENDOR?

**Fair prices. And a bit of respect  
for your budget, actually.**

Think about it. Do you want  
to be treated like a valued  
customer or a cash cow?

Some vendors can make you feel distinctly cow-like because of their licensing models and the use of audits as a revenue stream.

By contrast, a good vendor prioritizes customer partnerships rather than purchases.

### **Recognizing a good vendor**

They position themselves as PDF solution partners rather than technology sales organizations. You should feel like your vendor is looking to build a strategic, long-term partnership rather than simply generating a succession of transactions.

Instead of issuing convoluted contracts and escalating invoices, their business model should offer you straightforward, flexible licensing options to ensure you get the best fit for your organization.

With inflation pressures and tight budgets, there's never been a better time to look for vendors who provide a more honest, respectful approach to your business.



## The hard truth?

There's a good chance you're currently paying too much for your PDF tools. And enough is enough. At the very least, it pays to investigate alternatives and look for vendors with a fairer licensing structure and improved support.

Nitro is a productivity solutions provider, with PDF tools an essential part of the package. When you choose our PDF solution, you invest in a scalable document management ecosystem that grows and adapts to your organization's needs and challenges. This ecosystem unlocks the true potential of your documents. The result? Your IT team and users can get more done—faster and more cost efficiently.

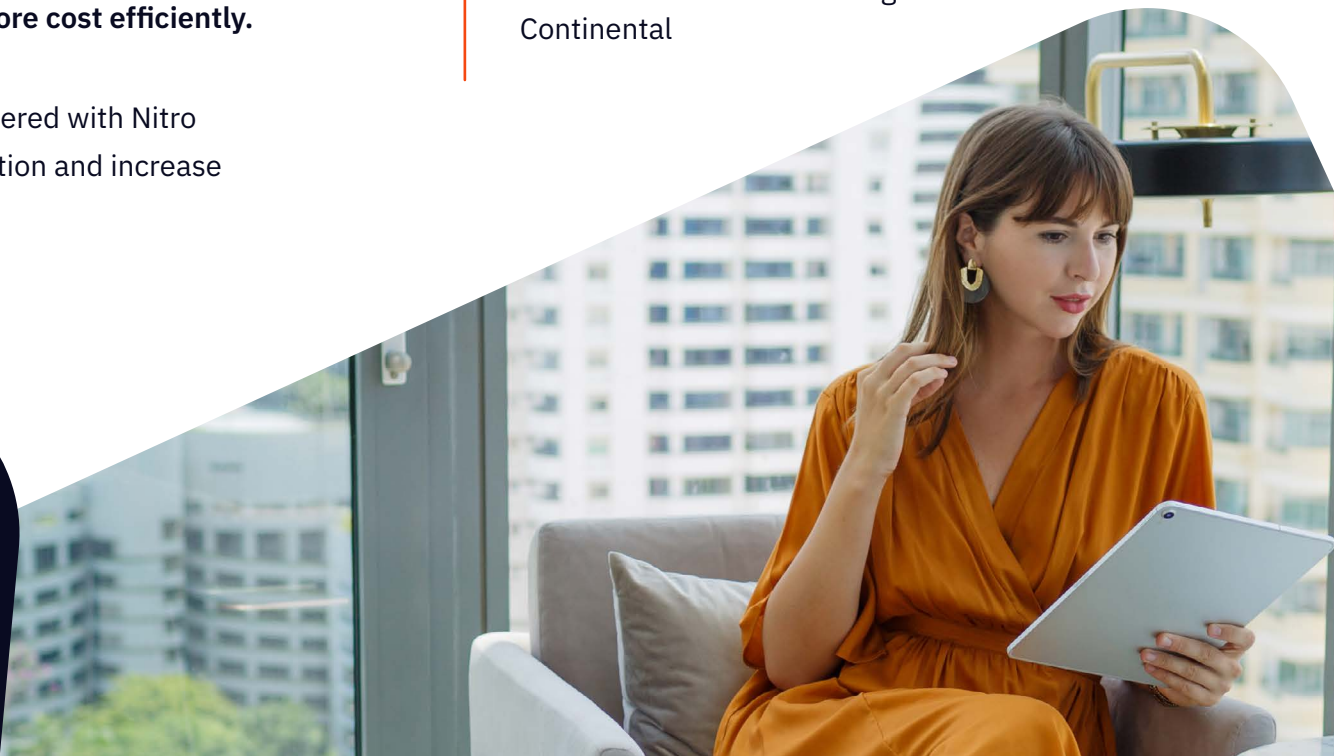
Automotive manufacturer Continental partnered with Nitro to reduce paper, advance digital transformation and increase productivity for over 12,000 employees.



**“Nitro makes users more productive. It’s easy to use and very easy to handle. 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 & License Manager  
Continental

Are you interested in hearing more?



## 02 SAY YES TO MORE LICENSES

### THE SECOND POSITIVE DIFFERENCE YOU SHOULD SEE WITH A BETTER PDF VENDOR IS MORE LICENSES FOR YOUR USERS, WITHOUT SURPRISE FEES.

This is a very important part of being more cost-efficient and delivering greater value for your IT budget. It's a must in a digital-first economy.

As working patterns shift, restrictive vendor agreements can quickly become a punitive overhead. You will constantly be spinning up more licenses so more people can use PDF tools in more places, on more devices. You need more from your vendor.

#### **More licenses, and respect for your budget**

Adding licenses beyond your agreement is a highly profitable revenue stream for some vendors. But it's a significant pain point for IT leaders as many organizations are trying to reduce budget spend.

In addition to creating extra workload, this also means IT (as the licensing gatekeepers) get a negative reputation as 'The Department of No' because budgets are shrinking while demand for licenses is soaring. Nobody wants to work in that kind of environment.

The solution? Choose a flexible PDF vendor that lets you say "YES" with more licenses for your budget—as well as powerful features, robust performance and fewer admin and deployment headaches.

Switch to Nitro and you'll benefit from a strategic partnership rather than a simple transaction. So instead of a convoluted contract, you can look forward to a wealth of straightforward, flexible licensing options to make sure you get the best fit for your business.

### SWISS RE SUCCESS STORY

Swiss Re is a leading wholesale reinsurance provider. They recently undertook a huge initiative to modernize their document processes, specifically migrating all insurance contracts to an electronic format. At the start of the project, a very limited number of employees had access to a digital solution that enabled them to work in this way. The shift to digital contracts required Swiss Re to equip many more employees with tools that would replace their reliance on paper.

The company was unable to simply scale the existing solution due to its hefty price tag. It also had its own processes and protocols for the widespread deployment of software, which added an extra layer of complexity because it required the creation of an install package by their configuration team. Luckily, another user in Zurich recommended Nitro. The Nitro team then worked closely with the client to overcome a variety of complex deployment challenges and roll out the tools that would help the shift to digital contracts.

The result? Today, more than 9,000 people across Swiss Re's international network of offices are using Nitro.



**“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  
Swiss Re



# 03 SAY YES TO MORE SUSTAINABILITY

## DOES YOUR CURRENT VENDOR CONTRIBUTE TO YOUR ORGANIZATION'S ENVIRONMENTAL AND SUSTAINABILITY IMPACT?

Sustainability is no longer a “nice-to-have,” peripheral initiative in the corporate world. CEOs and CIOs alike see sustainability and analytics as a priority.

Together they enable:

- **Data on product usage**
- **Insights into product deployment and adoption**
- **Printing and paper waste stats**

Digital enablement tools such as a PDF solution should be an invaluable aid in reducing waste and shrinking your carbon footprint. However, their contributions (and IT's role in delivering them) will not be noticed without quantifiable metrics and reporting.

That's why the best software vendors provide relevant insights to show leadership the results of your efforts and the returns on your investments, including:

- **Automatic ROI calculation**
- **Product usage and performance**
- **Product deployment and adoption**
- **Time, energy and cost savings**

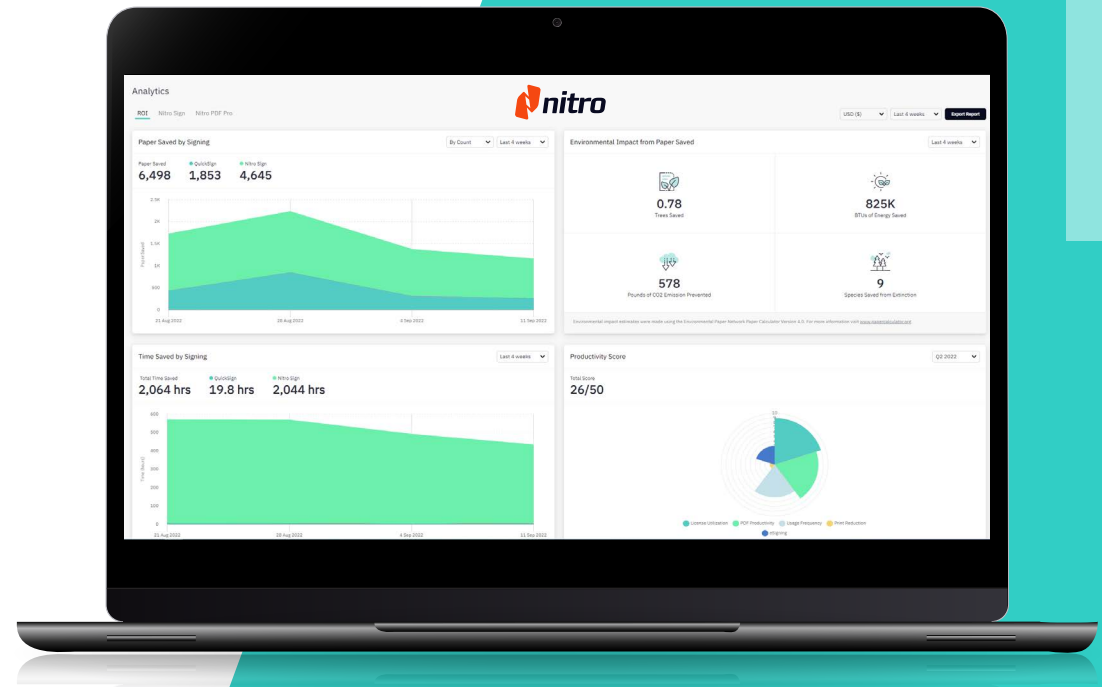


## What true sustainability looks like

Sustainability is about more than just saving trees or going paperless. To achieve success, environmental sustainability initiatives must touch every business unit. Since the IT department already works cross-departmentally and cross-functionally, CIOs and other IT leaders have a huge opportunity to align with sustainable business priorities via digitization.

The right PDF vendor recognizes the importance of visibility and accountability, and they should be a key partner in supporting your initiatives.

**Nitro's solutions are supported by an underlying analytics platform that measures and manages the impact of your users' PDF activity, solution ROI and environmental impact. Our customers' IT teams are able to demonstrate how the Nitro PDF platform contributed to reducing the organization's CO<sup>2</sup> emissions, how much paper has been saved and how costs (rather than trees) have been cut down by choosing the right digital enablement tools.**



If you want to understand how Nitro can help contribute to your sustainability goals, request a demo of our analytics tool, included as part of the Nitro Productivity Platform.

 **REQUEST A DEMO**

# 04 SAY YES TO MORE SUPPORT

“How much do you care about my business?”

“That depends on how much you spend with us.”

Sadly, this seems to be the attitude of some PDF vendors who don't offer ANY customer service support until you're spending A LOT of money with them.

It doesn't make you feel truly valued, does it?

After all, the strength of any relationship is only really tested when a challenge comes up. If people don't care, they won't put the effort in to find a fix when things go wrong. Or worse, they'll just take the challenge as an opportunity to get more of what they want for themselves.

That's why it makes sense to look for a vendor who provides exceptional customer service support, no matter the size of your budget.

Nitro's approach to great customer support isn't just about fixing problems. It's also about making sure that your initial purchase is just the start of a long, positive and highly productive partnership. With teams in place to support your entire journey from installation and rollout to onboarding, training and continued success. Not to mention an extensive library of training videos, webinars and other resources to help you make the most of your productivity gains and ROI.

// howden

**“DEALING WITH NITRO IS A PLEASURE. THEY ARE NOT A FACELESS CORPORATE ENTITY, BUT ENGAGE WITH US PROACTIVELY.”**

Aiden Curran  
IT Service Delivery Manager  
Howden Group

# 05 SAY YES TO MORE STRESS-FREE WORKFLOWS

**ONE OF THE BIGGEST BENEFITS OF A PDF SOLUTION IS AUTOMATING AND STREAMLINING WORKFLOWS TO TAKE THE STRESS OUT OF GETTING THINGS DONE.**

To make a positive difference, your vendor and solution should fit the way you're already working.

Key considerations will be:

1. Do the different parts of the solution integrate and scale easily with each other?
2. Do they integrate with the key systems your organization is already using—or will likely use in the future?
3. Do integrations incur additional license costs?
4. Will integrations cause disruption to the product or users?
5. Are the integrations easy and intuitive to use?
6. If not, will they require additional training costs?
7. Are integrations supported by the vendor?
8. Is there a minimum spend threshold to qualify for support?



Nitro's PDF, eSigning and Analytics solutions are all designed as part of a coherent ecosystem. They integrate seamlessly with each other and with many of the most common business-critical programs and systems. This provides IT leaders with stress-free deployments and software integrations for existing systems, processes and applications. And because we work with the leading tech innovators in your stack, you can add Nitro's enhanced flexibility and document performance to the tools you already love, including:

- **SharePoint**
- **Microsoft Office 365**
- **Dropbox**
- **Salesforce**
- **Zapier**



**“We were blown away by Nitro’s ease of use, change management expertise and remarkable commitment.”**

**Enda Quain**  
VP, IT Operations  
ICON



# 06 SAY YES TO MORE MOBILITY

**TODAY'S TEAMS  
ARE WORKING ON-  
THE-GO, ACROSS  
MULTIPLE DEVICES.**

 **TRY IT FOR FREE!**

The licensing models of some PDF vendors can make this cumbersome and expensive.

Separate licenses may be required for each of the common platforms (Windows Desktop, Mac Desktop and iOS mobile.) Users may need to sign in whenever they move between these platforms. And IT may incur extra work in managing licenses and supporting users as they migrate between devices.

## **Make the most of digital enablement**

The end result can be that the benefits of a digitally enabled workforce are

compromised by higher costs and administrative complexity.

Ask any potential new vendor how they will make it easy for your organization to make the most of mobility.

In a digital-first economy, empowering teams to work where they want on the device of their choice is now a must.

That means IT should be able to say “YES” to more users working on the move, without budget and administration barriers.

**Nitro's PDF solution works across Windows Desktop, Mac Desktop and iOS mobile devices and other solutions within the Nitro portfolio. With one login, users can collaborate anywhere on the device of their choice and get more done wherever work takes them. The Nitro Productivity Platform unlocks the true potential of documents with one solution for PDF, eSigning and Analytics. You can finally say “YES” to increased productivity, less printing, lower costs and digital enablement.**



# 07 SAY YES TO MORE USER-FRIENDLY TECHNOLOGY

**ENTHUSIASTIC USER ADOPTION IS ABSOLUTELY KEY TO SUCCESS WITH ANY TECHNOLOGY CHANGE PROJECT.**

Switching your PDF solution is certainly no exception.

Find out how easy Nitro is to use



**TRY IT NOW**

Enthusiastic user adoption is absolutely key to success with any change project.

Switching your PDF solution is certainly no exception.

PDF documents are now used daily in many workflows, so it's fair to worry about how your users will take to a new solution.

Excellent technology in itself is never enough to make sure that people will embrace it. Look for vendors who can **prove** they offer you the best blend of technology, people-centric customer support and process management when you invest in their solution:

- **TECHNOLOGY:** Look at the user interface of any potential new PDF solution. Does it look good or is it clunky? Is it intuitive? Will people

enjoy using it? Would you be happy using it? Does it deliver a coherent user experience—or a confusing one?

- **PEOPLE:** Will this vendor work with you to align their technology to the needs of your users? That means giving you the time and resources required to make sure the right tools are in the hands of the right people within your organization at the right time. And without adding an unreasonable amount to your cost of investment.
- **PROCESS:** Will the vendor take the time to look at how you're currently working? That's important so they can see how their solution should fit in, make things better and ensure a smooth move from old to new.

You should also expect any new vendor to be present and proactive long after the initial sale is made.

Getting direct feedback from your users themselves over time will be the ultimate test of whether they've truly adopted a new solution. And your vendor should be working with you at every stage to respond to that feedback and support you with any challenges users may experience.

The good news is, Nitro's got you covered. You and your users will enjoy a simple product interface from day one with intuitive functionality featuring the familiar Microsoft™ ribbon, so a minimal amount of training should be needed. Naturally, when needed, additional support can be provided.

Like you, many of our customers have reviewed alternative vendors before opting for Nitro. And we made it easy for them to say "YES." How? By always keeping the end user in mind.

With a 95%+ Customer Satisfaction score and recognition from independent analysts including Gartner and G2, Nitro has proved that people are at the heart of the way we do business.



# LET'S CONNECT



Nitro (ASX: NTO) is a global SaaS leader in PDF software, document management and electronic signatures. Nitro's Productivity Platform includes powerful PDF tools, digital workflows, highly secure eSigning and identity verification capabilities. Its industry-leading business intelligence and analytics product measures ROI and quantifies sustainability efforts, all supported by a best-in-class customer success and change management support team. With more than 3 million licensed users and 13,000+ business customers across 157 countries, Nitro serves 68% of the Fortune 500. For more information, visit: <https://www.gonitro.com/>.

600,000 customers including 68% of the Fortune 500 already trust Nitro as their productivity partner.



Join them today