7 REASONS

WHY THE FORTUNE 500
CHOOSE NITRO

Find out why we are the leading replacement to Adobe Acrobat™.

nitro

Optimizing PDF productivity solutions within an organization isn't always seen as a strategic IT initiative. Yet an organization-wide review of current PDF solutions in use often reveals a startling disarray of outdated versions, unsanctioned freeware, and ad-hoc paid subscriptions—not to mention a large number of workers who lack PDF productivity tools altogether.

In working with hundreds of thousands of businesses worldwide, Nitro has proven that enhancing PDF workflows should be a vital IT priority. Many customers agree that in addition to improving organization-wide productivity, Nitro has helped progress digital transformation and modernize information management.

In this information brief, you'll discover why more than 600,000 customers, including over half of the Fortune 500, rely on Nitro as their productivity partner.

1. We make things simple—for end users *and* IT

From initial installation to end-user adoption, implementing Nitro is easy for everyone. Offering a variety of deployment options, we work with IT to determine which rollout plan best suits your organization's needs, getting 89% of our customers up and running in less than a month[2].
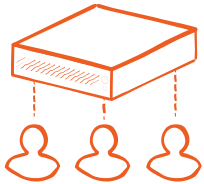
Once Nitro is installed, our intuitive Office-style interface enables even first-time users to work **product**ively with virtually no learning curve. The result is fewer helpdesk tickets for IT and increased satisfaction for employees—in fact, 75% of surveyed knowledge workers prefer Nitro to any other PDF solution they've used[1].

> *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 Hendrich
IT Contract & License Manager at Continental

2. We offer **flexible** licensing terms

Since we believe Nitro is a strategic purchase, not a transactional one, we approach every customer relationship as a long-term partnership. Instead of issuing convoluted contracts, we give you a wealth of straightforward, flexible licensing options to ensure we find the best fit for your business.

Swiss Re worked closely with the Nitro team to develop a licensing agreement and implementation plan that directly addressed their unique business needs, ultimately equipping 9,000 knowledge workers with Nitro's PDF productivity software. **Read the case study »**

3. We make organization-wide standardization possible

Knowingly or not, too many organizations have different PDF products and versions in use, creating security vulnerabilities, constant updates, and budget complexities—a headache for IT in general. Nitro eliminates these challenges by making standardizing on a PDF solution a reality for organizations of any size. By combining powerful performance with scalability features like simple deployment, affordable costs, and ease of use, Nitro is the only PDF productivity tool you can trust to take your organization's documents to the next level.

Upon standardizing on Nitro, enterprise customer Howden reduced the risk of non-compliance, security vulnerabilities, and IT management difficulties. **Learn more here »**

4. We accelerate productivity

Given Adobe's history of exorbitant costs and complicated licensing, PDF productivity tools have traditionally been limited to select groups of users. Offering better economics and scalable solutions, Nitro enables organizations to eliminate workflow bottlenecks and equip their entire workforce with the tools they need to autonomously work with PDFs. Because of Nitro, 68% of surveyed users no longer had to rely on colleagues for help editing PDFs[3], the most common document format in the world.

Nitro's native integrations help drive productivity by enabling users to seamlessly work with the programs they use most—from Microsoft Office and cloud-based storage solutions to CMS platforms and document management systems. By eliminating workflow challenges, enhancing document collaboration, and driving productivity, Nitro has helped 76% of surveyed users save more than an hour per week[4].

5. We don't audit

Market research among over 1,000 enterprise organizations recently revealed that 42% of Adobe Acrobat customers have been threatened by the possibility of a compliance audit, including 29% who were actually audited[5]. Not only do compliance audits take a toll on your IT and procurement resources, patience, and budget, they simply aren't productive for anyone. Putting our customers—and their productivity—first, Nitro has never audited a single customer, nor have we ever threatened upgrade fees or changes to contract terms.

6. We guide you through change management

An expert in change management, Nitro has over 10 years of experience in guiding organizations through implementing new software. Whether you're equipping new users with PDF productivity tools or are migrating long-time Adobe Acrobat users (which represent ¾ of our customers), Nitro makes the transition seamless by accelerating user adoption, customizing rollout plans, and providing a comprehensive training experience.

7. We are your Customer Success partners

Yes, we guide you through change management, but our role extends far beyond that. We partner with you throughout every step of the Nitro journey—from installation and rollout to onboarding and end-user training. Once Nitro is deployed, we conduct ongoing evaluations to help you maximize your productivity gains and ROI. An extensive library of training videos, webinars, and more provides you with additional resources, while 24/7/365 support from our world-class engineers ensures your long-term success.

Dealing with Nitro is a pleasure —they are not a faceless corporate entity, but engage with us proactively.

Aiden Curran
IT Service Delivery Manager at Howden Group

Nitro is the Smarter Way to PDF

By addressing the often overlooked area of PDF productivity, CIOs and their IT teams can make simple changes that advance broader digital transformation initiatives. Standardizing on Nitro for PDF eliminates security vulnerabilities, lowers IT costs, and improves both knowledge worker and IT productivity. It's a solution that's simple to manage, easy to use, and backed by the best Customer Success program out there.

Over 600,000 customers choose Nitro,
including over half the Fortune 500.

Swiss Re   PPD   WOOD GROUP   xerox   CBRE   NIKE

Pfizer   Constellation An Exelon Company   IBM   GHD   TMF GROUP   Cleveland Clinic

HOLLYFRONTIER CORPORATION   Continental   COLDWELL BANKER   TOYOTA FINANCIAL SERVICES   CHS Community Health Systems   ConocoPhillips

**To learn more about how a Nitro partnership could
benefit your organization, visit GoNitro.com »**

Sources:

*1 TechValidate 2016 (TVID: 050-C9A-302). 2 TechValidate 2016 (TVID: 94D-100-BE3).
3 TechValidate 2016 (TVID: 27F-CC6-080). 4 TechValidate 2016 (TVID: E94-118-9DA.).
5 Market research survey, Nitro 2016.*