



Driving Sustainability Through Digitalization

A Guide from Core Objectives to Outcomes



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You Care About Sustainability... Now What?



For businesses, sustainability is about more than saving trees. While reducing paper consumption is a big part of environmental conservation, it is just one aspect of corporate sustainability. When a company is truly “sustainable,” every function operates in a way that enables the organization to continue doing business for years to come. Limiting waste and maximizing the output of all resources, human and otherwise, are also essential to sustainability.

We’re not telling you anything you don’t already know. You are reading this eBook, after all. But how do you get started? How do you implement a realistic sustainability program that will get buy-in and deliver results quickly?

Driving sustainability through digitalization presents a huge opportunity to strengthen business alignment while demonstrating strategic leadership, as the business begins to see improvements in efficiency, productivity and the overall customer and employee experience.

This eBook is your guide to how strategic digitalization can help your organization redefine—and ultimately achieve—sustainability.

By the time you reach the end, you’ll know how to:

- ✓ Make the case for sustainability through digitalization to your stakeholders
- ✓ Implement a digitalization strategy to support successful sustainability efforts
- ✓ Measure and quantify your impact
- ✓ Choose a digital solution that’s right for your organization



Your local trees thank you for not printing this eBook.





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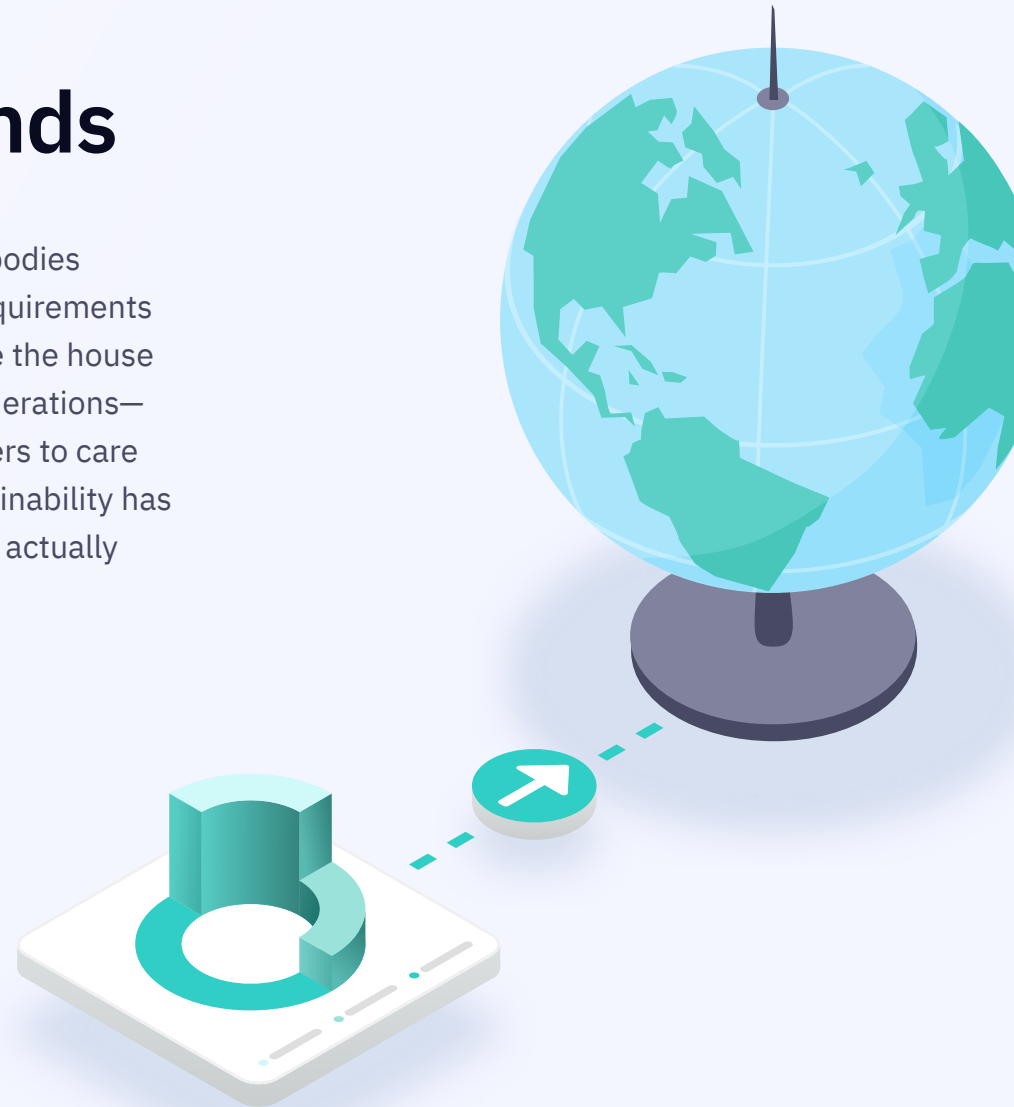
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01

Exploring Global Sustainability Trends

Not only are governments and other regulatory bodies creating external pressure with sustainability requirements for businesses, but the call is coming from inside the house too. Employees—especially those in younger generations—place an increasing importance on their employers to care about more than just profit. Even for CxOs, sustainability has become a business priority. These pressures are actually opportunities for organizations.



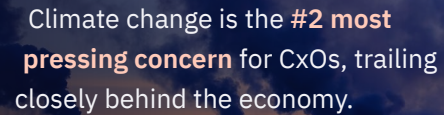
Achieving Sustainability Through ESG

ESG is a three-pillar framework for understanding and measuring how sustainably an organization is operating in environmental, social and governance efforts.

Environmental efforts may address:

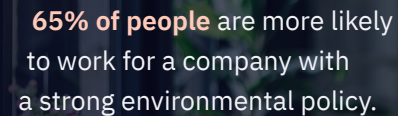
- ✓ Climate change
- ✓ Carbon emissions
- ✓ Air and water pollution
- ✓ Biodiversity
- ✓ Deforestation
- ✓ Energy efficiency
- ✓ Waste management
- ✓ Water scarcity

Even if your organization isn't quite ready for a full-blown ESG framework, you can still take steps to become an environmentally friendly organization and ensure you are prioritizing business sustainability.




Climate change is the **#2 most pressing concern** for CxOs, trailing closely behind the economy.

DELOITTE



65% of people are more likely to work for a company with a strong environmental policy.

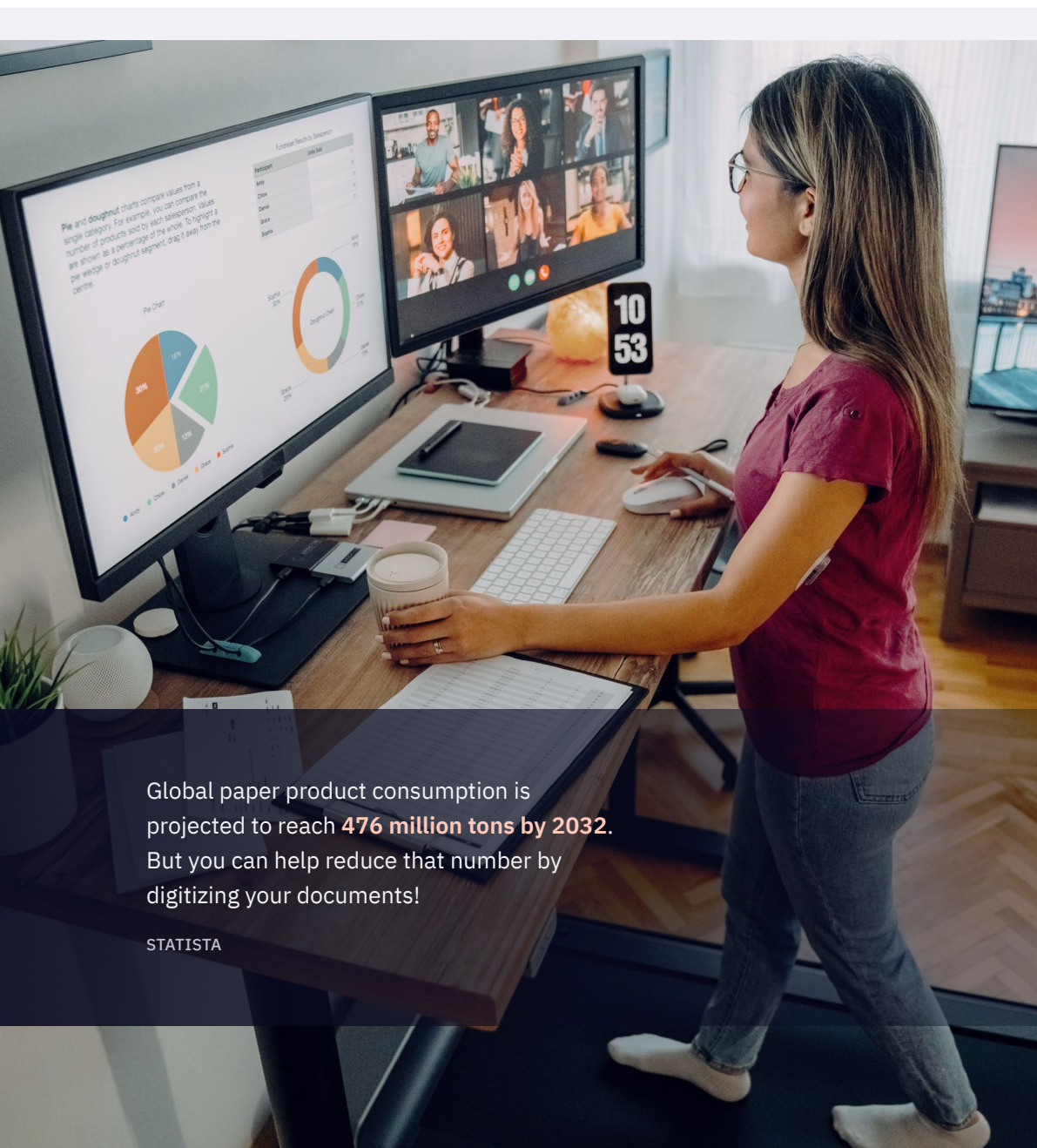
UNILY



Organizations that address environmental, social and governance (ESG) concerns enjoy faster growth and higher valuations than competitors by **up to 20%**.

MCKINSEY





Global paper product consumption is projected to reach **476 million tons by 2032**. But you can help reduce that number by digitizing your documents!

STATISTA

Digitalization is Part of Sustainability

During the global pandemic, most organizations were forced to digitize operations out of necessity. Digitalization efforts accelerated and transformed companies as we know them. Now, it's time to solidify those efforts as part of a mature sustainability strategy.

We define digitalization as the *system* of moving from analog processes (printing and paper-based) to digital technology, and digitization as the *act* of transforming those analog processes into a digital format.



02

When to Invest in Sustainability (Hint: It's Now)

The good news: You already care about sustainability and you're here to learn how your organization can do something about it.

The challenge: Sometimes getting buy-in requires a lot of preparation and dedication. But it's worth it, we promise. Every single day you work towards a more sustainable future makes a difference, so why wait to start the digitalization process?



The Business Case for Sustainability

Every organization is in a different phase of the sustainability journey. For those of you at the first step (getting buy-in), use this section to support your argument that sustainability and digitalization efforts, when implemented and managed correctly, will improve business operations and results across the organization.



Create Business Value

A sustainable framework allows the organization to scale rapidly and anticipate changes in stakeholder sentiments while also meeting evolving requirements throughout the supply chain. When your consumers see you prioritizing sustainability, they have a better customer experience which results in higher NPS or satisfaction scores.



Support Your Workforce

Your entire organization should have access to the same tools, regardless of local resources or remote office setup. Digitalization creates an equitable solution for everyone in your workforce. You also reduce reliance on an on-site IT team, which increases productivity and support response time. Employee satisfaction improves because no one will have to check their environmental concerns at the door.





Reduce Business Costs

Eliminating paper-based processes also eliminates inefficiency costs by increasing employee productivity. Keeping workflows out of the printer queue saves employees time, prevents costly mistakes and accelerates customer transactions—all of which translate to more revenue. Plus, you're generating less paper waste and thus reducing other expenses necessary for printer maintenance.



Improve Brand Reputation

Your CMO can't pitch an authentic sustainability story without a strong public CSR stance they can prove. When 66% of consumers want to support environmentally conscious brands, that sustainability story is incredibly valuable. If your packaging is still non-recyclable, or your customer interactions require outdated processes like fax or mail, your story is at odds with your actions.

87% of executives say investing in environmentally sustainable practices has long-term economic benefits.

DELOITTE

If sustainability through digitalization can help your CMO prove a better brand story? Well, that's a win-win.



03

Create a Culture of Sustainability

The first step to setting and achieving any goal is establishing expectations of all stakeholders involved. Once you've set measurable goals, you'll need to provide strong change management support and foster a true culture of sustainability that is, well, sustainable for your organization.



STEP ONE

Identify Key Stakeholders

From implementation to ongoing optimization, digitalization impacts nearly everyone in the organization.

Leadership

Leadership buy-in is a major part of any successful change but especially so for digitalization. Help each stakeholder on the leadership team understand how sustainability through digitalization aligns with their specific business goals. Whether it is internal priorities (cost reduction, productivity improvement) or external priorities (customer expectations, supply chain requirements), you should explicitly connect the dots for them.

In this situation, your leaders are your target audience so use marketing best practices to your advantage. Tell stories like you would for customers to garner an emotional connection. By building a unique story for each leader, you close culture gaps and reinforce your value as a true business partner who understands their goals at a deeper level.

Employees

Break bad habits and incentivize sustainable behavior throughout your organization. Beyond simply feeling better about doing the right thing, employees may need constant reinforcement to keep your digitalization efforts top of mind.

Consider partnering with your HR leaders to introduce and manage internal programs that inspire more sustainable behaviors. For example, create a program that rewards the business units with the lowest prints per employee with a team lunch or happy hour.

External Stakeholders

Partners, shareholders, customers and other external stakeholders should also be considered at each stage. Even though they may not actively participate in the process of achieving your goals, they care about the outcomes and will help you celebrate wins.

While you encourage sustainable behaviors internally, you can do the same externally and provide opportunities for connections outside of your organization. Try a quarterly sustainability newsletter or partner events centered around sustainability to push your efforts beyond your office walls.



STEP TWO

Set Goals You Can Measure

Don't bite off more than you can chew.

Set yourself up for success by choosing goals that will benefit your sustainability efforts but are also easily measurable. If you can't measure it, it will be impossible to prove impact to stakeholders who need to sign off on the continued pursuance of sustainability. Plus, if you can measure it, you can share results and tell your sustainability story with anyone and everyone who will listen (your CMO will thank you!). Learn more about measuring your goals in Section 6.



STEP THREE

Foster a Sustainable Culture from the Inside Out

Your efforts should be reflected by employee actions, not just projected to stakeholders.

From sharing company values with candidates and onboarding new hires, to streamlining knowledge transfer and keeping teams engaged, the CHRO is grappling with huge cultural and demographic shifts internally—all of which require new strategy, technology and process.

If every part of your new hire onboarding process is digital, but the last step requires the new hire to print, sign and scan a form just to enroll in benefits—there goes your productivity.

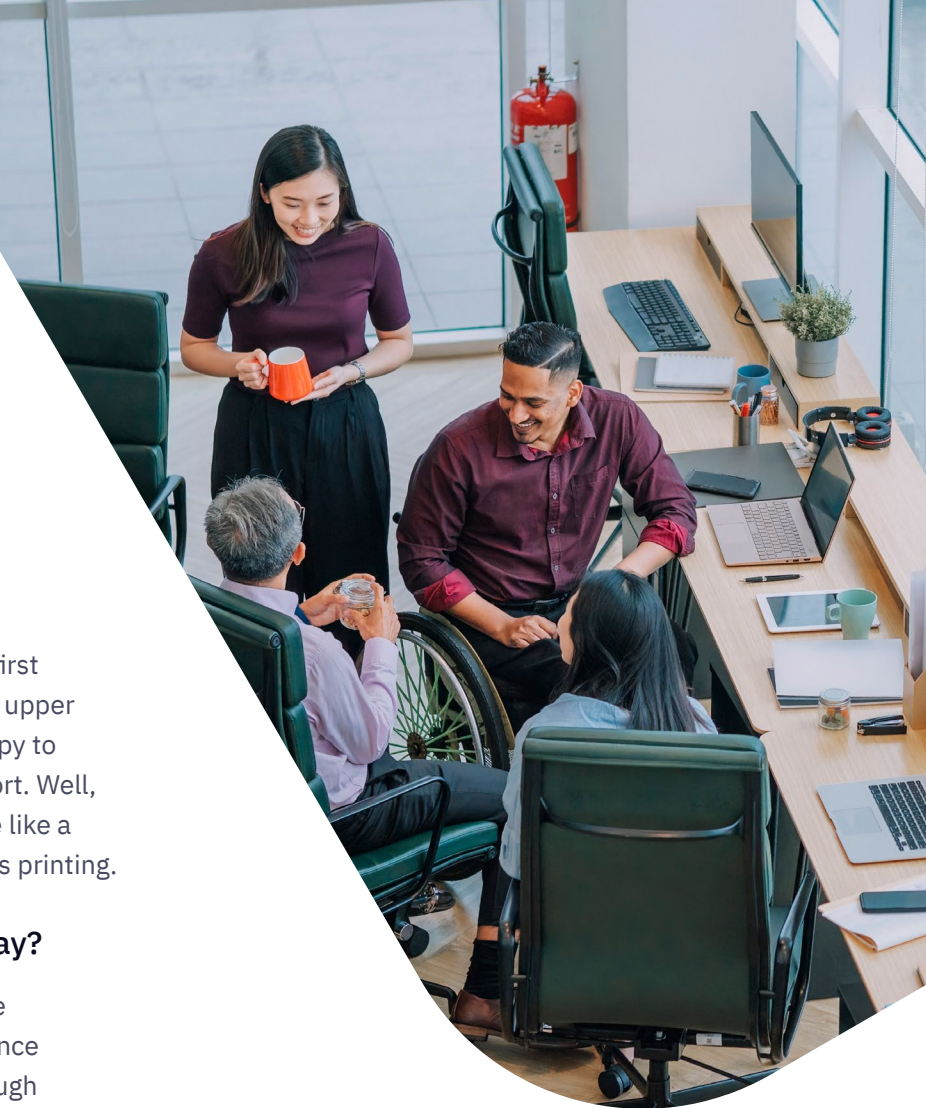
Same for customers and vendors.

If your contracts, agreements and other documentation require printing just to sign and mail back—it's time-consuming and frustrating. And that's not the experience you want to be known for.

Maybe you're wrapping up your first year of sustainability efforts, but upper leadership requests a printed copy to review and edit your impact report. Well, nothing says greenwashing quite like a sustainability report that requires printing.

So, what are we trying to say?

Every stakeholder involved in the employee and customer experience benefits from sustainability through digitalization. **And everyone is part of driving that change.**



04

Make a Strategic Impact with Digitalization

Digitalization is more than a sustainability effort; it's the foundation of a digital transformation strategy. Digitalization enables the organization to optimize business operations, standardize document formats and realize substantial cost savings. Digitized documents result in faster transactions, easier collaboration across locations and a more secure way to share and store information.



Why Digitalization is Necessary for Sustainability

Committing to digitalization presents an opportunity to move sustainability from an aspirational concept to a strategic, measurable activity. For many organizations, unsustainable processes look like analog document management and non-digital workflows that risk both security and version control as users stop, print, edit and sign paper documents, then scan and re-attach them to emails.

This can happen anywhere, such as the sales process, the customer service process or the new employee onboarding process.

Digitalization can be as simple as expanding access to PDF editing tools to keep an entire workflow digital from end to end. Given over 50% of printing is for signing alone, offering eSignature capabilities can prevent the need for printing in the first place.

\$630K

Average **cost savings** for Nitro enterprise customers in 2022.

Advantages and Outcomes

Security

Assign user-level access and password protection on a per-document basis.

Information

Quickly find and search through files in the cloud.

Productivity

Reduce the amount of time required for printing and scanning.

Operations

View transparent, trackable workflows.



Choosing a Digitalization Solution

Perhaps the most important part of implementing a digitalization strategy is choosing the right solution for your organization.

Requirements

- ☐ Easy-to-use digital solution and/or platform
- ☐ All-in-one PDF tools (create, edit, convert and merge documents)
- ☐ Secure, legally binding eSigning
- ☐ Compliance with your specific eSign laws
- ☐ Built-in usage analytics and sustainability insights

Evaluation Criteria

- ☐ Licensing model (cost per person, cost per signature, etc.)
- ☐ Amount of time and training required to implement
- ☐ Solution features and capabilities
- ☐ Ability to provide the tool to everyone in the organization affordably
- ☐ Integrations and APIs available
- ☐ Types of insights available to leadership
- ☐ Minimum spend required for dedicated customer support

What to Look for in a Vendor

- ☐ A trustworthy and transparent sales process
- ☐ Scalable solutions that can adapt to your needs
- ☐ Change management and ongoing support
- ☐ A resource library with self-help user training and guidance
- ☐ Flexible and/or customizable pricing (not a one-size-fits-all approach)



05

Prevent Roadblocks to Sustainability

Like any new corporate initiative, change isn't always easy or smooth. It's important to understand the potential obstacles you may face as an organization when driving sustainability efforts. After achieving leadership buy-in for sustainability, you may face culture gaps, difficulty in changing employee habits and myths surrounding accessibility.



Closing Culture Gaps

For many organizations, perception vs. reality contributes to a frustrating culture gap and a weaker sense of urgency. While the majority of CxOs are concerned about climate change and believe a digital culture is the solution, a reality check with your employees may prove otherwise.

For leadership, this disparity creates a dangerous perception that digital transformation is further along than it really is. For the workforce, this creates a daily reminder of broader culture misalignment.

Close the gaps in culture with:

- ✓ A sustainability resource group comprised of employees at all levels to hold leadership accountable
- ✓ Clear, frequent, transparent communication from leadership about goals, efforts, challenges and progress
- ✓ Town hall meetings where leadership can answer questions about the organization's sustainability efforts



Guiding and Changing Employee Habits

User adoption is a common roadblock to achieving sustainability through digitalization. When it comes to keeping workflows and processes out of the printing queue, not all generations are created equal. Baby boomers and much of Gen X still remember a time when legal signatures required printing and training came in the form of giant three-ring binders.

Millennials and Gen Z are much more likely to be early adopters of technology than other generations. As technology natives, they expect to keep their world entirely digital, which creates a rift in the adoption of digitization among your workforce. For some, it is natural. For others, a completely digital environment may be a harder ask.

Encourage a digital culture through:

- ✓ Frequent training on enterprise technology and software, especially for new processes
- ✓ A strong change management strategy and gradual approach to full digitization (don't expect 100% compliance right away)
- ✓ An option for anonymous feedback about the digitalization efforts

Overcoming the Accessibility Myth

Many organizations still buy into the myth that it's expensive to offer lightweight digital tools, such as PDF and eSigning, for everyone involved in a process or workflow. Under the assumption that a feature-heavy Adobe® solution is the only way to provide the basics, many IT teams may only have the budget to purchase licenses for 10% of the workforce.

This compromise leaves the other 90% ill-equipped to participate in a fully digital workflow and forces them into the printer and scanner cycle. A cost-effective solution like the Nitro Productivity Platform enables the entire organization to go digital. Giving everyone access to the same tools increases product usage, productivity and collaboration.

Improve digital accessibility by:

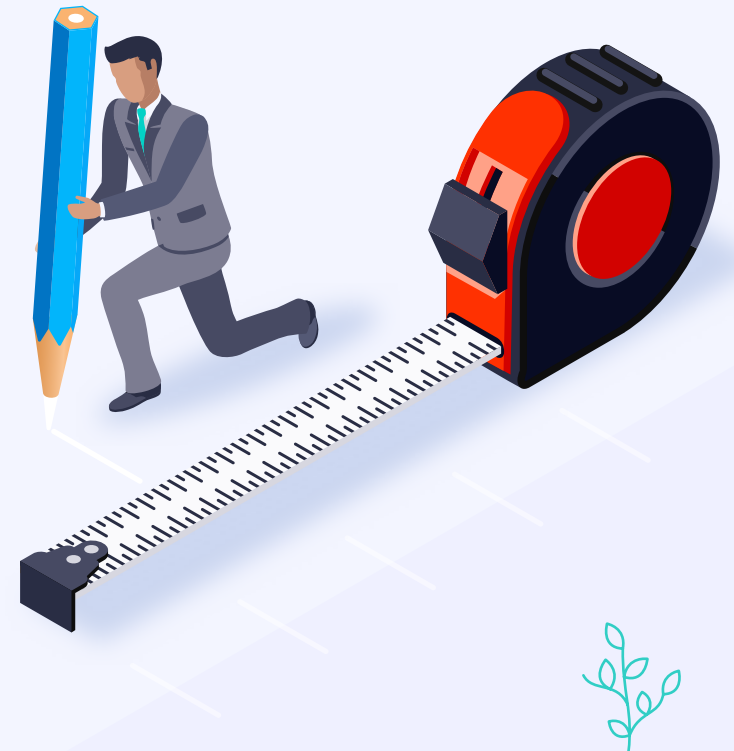
- ✓ Proving the value of your desired tool to leadership through comparative analysis
- ✓ Implementing a proactive adoption policy and procedure (because changing habits is hard!)
- ✓ Measuring the impact of your efforts post-implementation to maintain buy-in



06

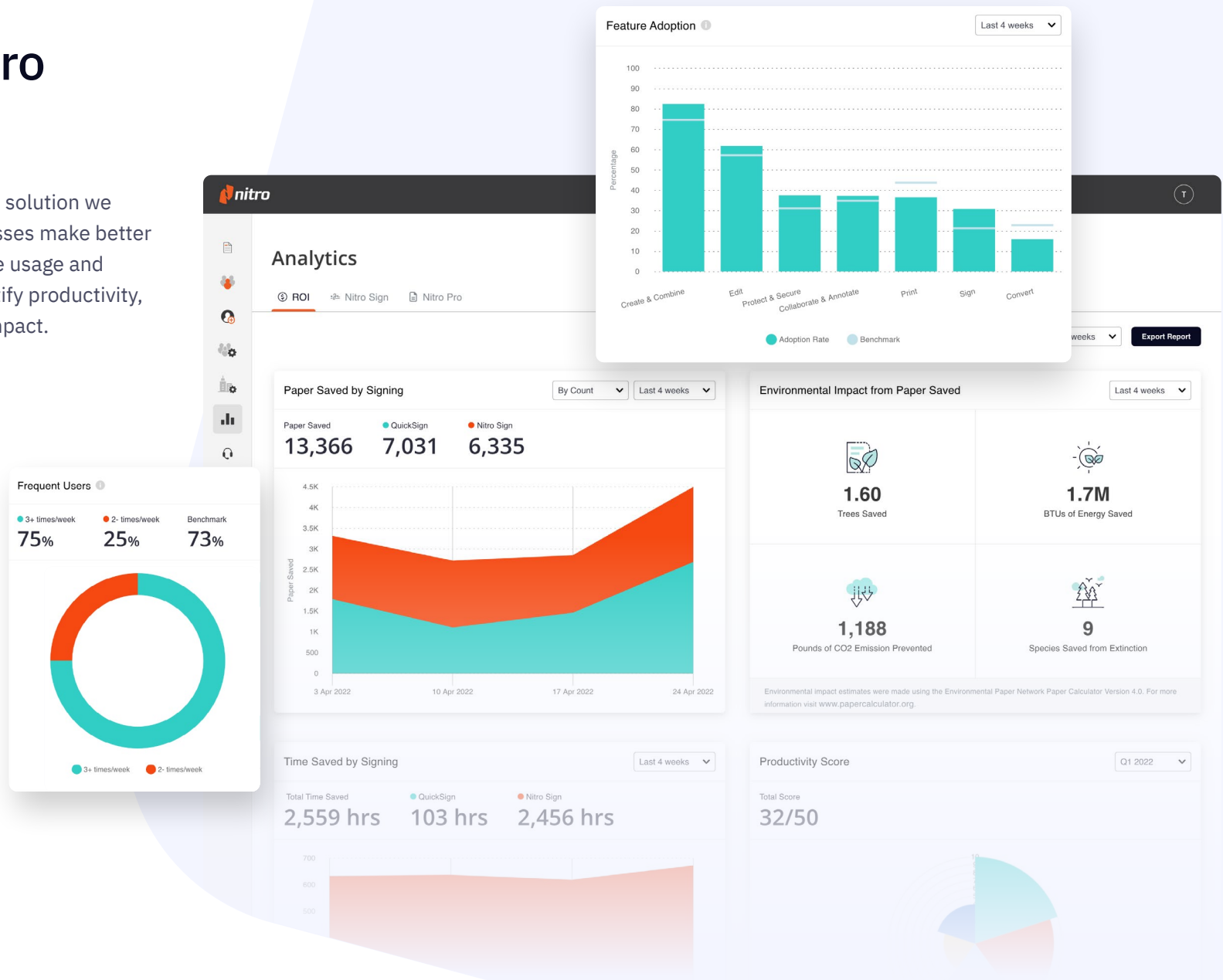
Measure and Quantify Your Sustainability Impact

For many business and IT leaders, measuring the organization's sustainability impact is the hardest part. Nitro removes this burden with Nitro Analytics as part of the Nitro Productivity Platform. We do the hard work for you, automatically.



What is Nitro Analytics?









Nitro Analytics is a unique solution we developed to help businesses make better buying decisions, optimize usage and easily calculate and quantify productivity, ROI and environmental impact.





The Impact of Going Paperless

Nitro Analytics provides a real-time view into a company's sustainability impact from Nitro solutions with the following measurements:

- | | |
|---|---|
|  Paper saved by eSigning |  Environmental impact |
|  Time saved by eSigning |  Trees saved |
|  Productivity score |  BTUs of energy saved |
|  Pounds of CO ₂ emissions prevented |  Species saved from extinction |

Make Data-driven Decisions

Nitro Analytics can learn which features are being tested and used to help you make informed decisions. By providing visibility into product and feature usage, these data-based insights allow you to maximize product adoption and demonstrate ROI to key stakeholders.

Did You Know?

Nitro Analytics captured the global sustainability contribution of our **3 million users**, including 13,000 global customers, who went digital with their documents.



40,000,000 lbs of paper was saved by our customers digitizing their documents.

Enough paper for 29 trips around the globe and saving 477,000 trees.



Our customers **prevented 358,000,000 lbs of CO₂ emissions**.

Equivalent to the weight of 8,136 blue whales.



Working with digital documents **saved our customers 507,000 BTUs of energy**.

Equivalent to operating 604,000 residential refrigerators a year.

Environmental impact estimates were made using the Environmental Paper Network Paper Calculator Version 4.0. For more information visit [PaperCalculator.org](https://www.papercalculator.org)

Pretty impressive, right? This could be you too! Watch our 2-minute video to learn how Nitro Analytics can work for your organization.



07

Say Yes to Sustainability with Nitro

Are you searching for a digitalization partner you can trust? Nitro is the market-leading digital document solution trusted by 67% of the Fortune 500.



Think Bigger, Aim Higher

Solve for sustainability, productivity, cost savings, eSignatures and more with Nitro's comprehensive document solution suite.

Nitro Productivity Platform™

Your all-in-one solution including PDF Pro, Sign, Analytics, Identity Services and Document Generation.



Nitro PDF Pro

Allow all your employees to create, convert, edit and merge PDFs.



Nitro Sign

Deploy a secure and compliant electronic signature solution to meet all your eSign needs.



Nitro Analytics

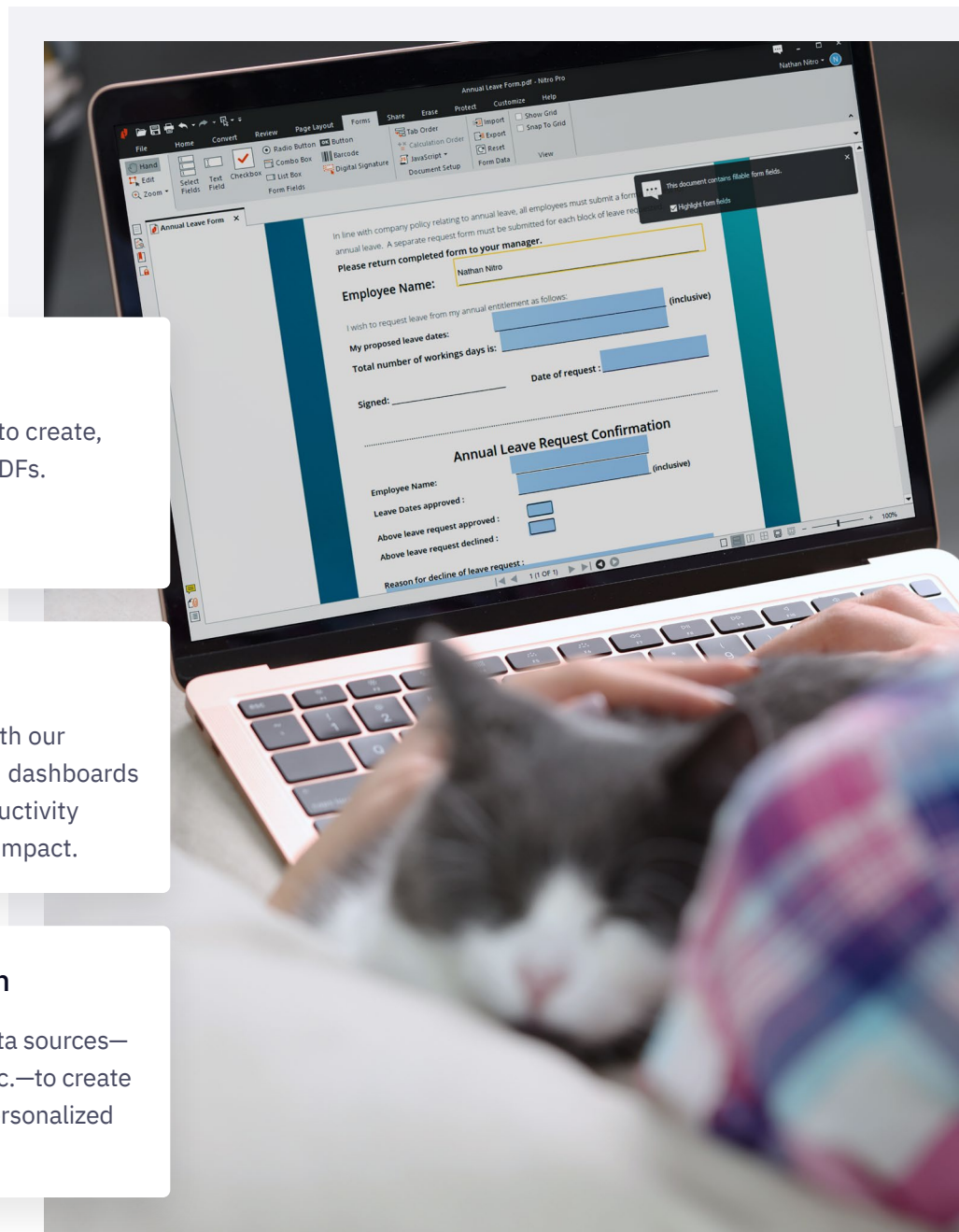
Get actionable insights with our automatic calculators and dashboards showing usage, ROI, productivity score and environmental impact.

Identity Services

Verify and authenticate identities with flexible integrations and APIs for multiple identification methods.

Document Generation

Use data from multiple data sources—CRM, ERP, eCommerce, etc.—to create mass volumes of highly personalized documents automatically.



Why Nitro?

Our customers trust us to deliver high-value products and white-glove service because we care about your organization and goals. **Always.**



High Care

Be a Sustainable Brand

- ✓ Rest easy knowing you've chosen a partner committed to your sustainability and success
- ✓ Become a part of the sustainability culture with tools that enable you to reach your goals faster
- ✓ Provide access to equitable and sustainable digital technologies across the organization



High Trust

Meet Your Goals

- ✓ Be consistent and transparent with Nitro Analytics insights
- ✓ Align with government-mandated sustainability requirements and efforts
- ✓ Demonstrate results through insights like paper consumption, BTUs saved and emissions prevented



High Value

Accelerate ROI

- ✓ View sustainability goals and KPIs holistically across the organization
- ✓ Improve and analyze digitalization adoption efforts
- ✓ Scale up or down, based on your needs, with flexible plans





WE'RE HERE FOR YOU

Just like you, Nitro began our sustainability journey with digitalization. Whether you're just starting your digital journey or looking to optimize it, our team is here to help.

Ready to Go Nitro?

Nitro 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 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 67% of the Fortune 500.

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