



BUYER'S GUIDE

How to Ensure Remote Work is Working for You

The Top 4 Capabilities to Look for in Your Productivity Solutions
to Drive Optimal Efficiency and Satisfaction

***BUYER'S GUIDE: THE TOP
4 CAPABILITIES TO LOOK
FOR IN YOUR PRODUCTIVITY
SOLUTIONS TO DRIVE
OPTIMAL EFFICIENCY AND
SATISFACTION***

CONTENTS

Hybrid Work is the New Normal

03

Now is the Time to Decide How
Your Hybrid Workplace Should Work

07

The New Requirements of the Hybrid Workplace

12

What to Ask to See if a Productivity Solution
is Right for Your Business

18

Benefits to Establishing a Holistic Approach
to Digitizing and Automating Your Workflows

25



PART ONE

Hybrid Work is the New Normal

The Top 4 Must Have Capabilities you need to make work flow better.



01

We've seen the world of work drastically change these past few years, as companies had to quickly pivot and enable all their knowledge workers to work from home during the pandemic. While the pace and scale of the move to remote work was unprecedented, the idea of working remotely has been a long time coming. In fact, remote work has been steadily growing 159%ⁱ over the last 12 years before the pandemic.

There are a lot of reasons “work from anywhere” is attractive for employees and businesses alike. Studies have found that working remotely can increase productivity and work satisfactionⁱⁱ. We saw this play out on a global scale during the

pandemic, as productivity remained stable, and in many cases actually roseⁱⁱⁱ when everyone went remote. Nitro research found the number of workers feeling moderately stressed dropped by 12% and job satisfaction increased by 6%, from 2020 to 2021^{iv}.

No commute, fewer distractions, and more power to set and manage the workday can all contribute to an employees' happiness. And companies with happy employees tend to outperform the competition by 20%^v, earn 1.2 to 1.7% more than their peer firms^{vi}, and score 2.1% above industry benchmarks^{vii}.

These benefits, combined with the success of the pandemic's unwitting remote work “experiment”, which proved that remote work can work, at scale, is why hybrid workplaces are going to be a permanent fixture in the foreseeable future.



HYBRID WORK IS A COMPETITIVE NECESSITY

As the world opens up and employees return to the office, expectations of how work must work have completely changed. The concept of a 9-5 office day feels archaic, a relic of the past. Going forward, employees expect to have more flexibility and control over their workplace, with the ability to work from anywhere, at any time.

Research reported that 46% of workers expect to work from home (WFH) more frequently after the pandemic ends^{viii}. A recent Bloomberg study found [39% of US adults](#)^{ix} would leave their jobs if remote work was no longer an option. While Nitro found that 75% of workers believe WFH is extremely important when evaluating future job opportunities^x.

46%

expect to work from home (WFH) more frequently

75%

of workers believe WFH is extremely important when evaluating future job opportunities

39%

expect to work from home (WFH) more frequently



To address these employee expectations for more flexible work arrangements, companies are looking to adapt and support hybrid ways of working, long-term. To date, 70% of companies have announced they are looking to adopt a hybrid work model^{xi}, presumably to help them attract, retain and get the most out of their talent.

This paper takes a look at what you will need to make a hybrid work environment really work, long-term for maximum productivity and efficiency. The goal is to empower your employees with the tools and support they need to work and succeed in this new normal – because when employees are happy and working, your business benefits.

PART TWO

Now is the Time to Decide How Your Hybrid Workplace Should Work

The Top 4 Must Have Capabilities you need to make work flow better.

02



With a couple of years of remote work under your belt and offices opening back up, now is the perfect time to take a pause and evaluate what you want the future of your workplace to really look like and enable. To date, most businesses have digitized at least some of their workstreams, investing in some productivity tools and adopting some paperless processes to help streamline and automate workflows.

The problem is most of this digitization has been driven by immediate need versus overall strategy. For example, at some point over the past few years, your marketing department may have adopted a solution(s) that worked for them, while engineering went with another solution(s), and legal went with something else entirely. The result is, when you look out over your environment, it is likely made up of a hodgepodge of technologies and vendors, each chosen out of necessity to solve a particular problem or need, at a specific moment in time.



A LOOK AT HOW THE WRONG SOLUTION(S) CAN IMPACT PRODUCTIVITY

A hybrid, digital workplace only works if it is fast, easy, and uncomplicated for knowledge workers to do their jobs. A recent [Deloitte study](#) found some alarming statistics on how far many companies actually are in delivering this hybrid workplace nirvana.

10X an hour. The amount of time a worker has to toggle between different workplace apps. This translates to 32 days per work, per year of lost workplace productivity.

25% of time wasted. Workers spend 25% of their time devoted to finding information on how to do their jobs.

TRILLION of hours lost per year. Knowledge workers spend 40% of their work about work. Factor in 800 hours X 1.25 billion knowledge workers, that's a lot of time that could be used getting actual things done.



This piecemeal approach to digitization often means the productivity tools an organization needs to empower hybrid work at scale, are not the productivity tools they currently have. It matters because the “wrong” tool(s) can limit future potential and add unnecessary complexity and risk to operations that can slow progress, add costs, and generate frustrating experiences for everyone. For example, if it takes multiple solutions to digitize a workflow end-to-end, it can create data silos, incompatibilities and significant expense, both in licensing and maintenance costs, as well as ongoing operational costs. This can stifle the optimization of workflows for maximum ease of use and productivity.

As the Accenture Technology Vision 2021 Report^{xii} points out, “For years, enterprises have been optimistic in their self-assessments, thinking they’re further along in their digital transformation than they really are.” To truly transform how work is done, digitization and automation have to be undertaken as part of a holistic strategy - the time is now to figure out that strategy. This will allow you to understand what you need to succeed, so you can choose the technologies and vendors that best meet your needs and objectives.



A LOT OF ROOM FOR IMPROVEMENT

Despite some digitization, most businesses (if not all) can benefit from reevaluating their hybrid environment to identify what they need to do to unleash their work.

40% of workers do not find their current workflows very efficient.



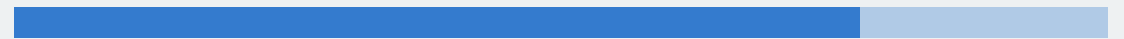
50% of workers want better/more tools to enable remote work.



95% of workers saw room for improvement in how their organizations handled documents.



70% of workers find collaboration and productivity tools extremely impactful to get work done.



~50% of knowledge workers said they would be somewhat or much more productive with either an eSignature or PDF solution.



PART THREE

The New Requirements of the Hybrid Workplace

The Top 4 Must Have Capabilities you need to make work flow better.

03



To power your hybrid workplace you need to work with technologies and vendors that can help you transform all your workflows to meet all your employees' and business' needs. Look for these top four capabilities to help you power your hybrid work for optimal productivity and efficiency.

- 1 End-to-end digital experiences
- 2 Flexibility
- 3 Secure and compliance
- 4 Quick time to value



01. END-TO-END DIGITAL EXPERIENCES

A lot of vendors say they provide an end-to-end experience. Make sure you are clear on what this means for your hybrid workplace, so you can determine whether a solution actually delivers on that promise. A productivity solution that provides an end-to-end experience should be able to support the entire content creation process. This includes creating, sharing, editing, signing and securing documents, from initiation to completion, to provide a truly unified workflow that can accelerate your business and optimize your digital experiences.

Users shouldn't have to switch between tools or come up against incompatibilities – they should be able to do everything within a single workflow. It should be quick, seamless and easy, enabling documents to be completed and facilitating collaboration across any team, operating system or device to deliver a consistently great experience.

Sometimes end-to-end isn't contained within a single vendor, but rather made possible by a single solution that can seamlessly integrate with other, third-party tools (e.g., CRMs, document storage, etc.) needed to keep the work moving forward. Typically, to deliver this level of functionality, solutions have to go beyond offering simple APIs - look for deep out-of-the-box integrations and robust software development kits (SDKs). These will allow you to easily customize the solution to meet the unique requirements of your environment and ensure work flows the way your users want it to.



02. FLEXIBILITY

The needs of your users and business can change fast, make sure the productivity solutions you choose can keep up and adapt. Confirm they can support work on different operating systems (e.g., Windows and Mac), on different devices (e.g., mobile) and in different regions of the world. Ensure the same solution can address the needs and use cases of different parts of your business (e.g., marketing, legal, HR, procurement, etc.). Often this requires a solution capable of providing varying levels of security to comply with different industry and global regulations.

The goal is to make it easy and straightforward for everyone to do their best work, without having to use or manage different solutions for different industries, departments, devices, or locations. Integrations, SDKs and APIs can further help keep the solution working in a way that works best for you, as do flexible deployment options, which ensure the solution can support both cloud and on-premises use cases (e.g., sandbox environments).



03. SECURITY AND COMPLIANCE

Your workflows are powered by data – all the data in your documents, contracts, agreements and transactions is core to your business. It all needs to be secured and handled in a way that reduces your risks and complies with all relevant industry and global regulations. This is why ensuring your productivity solutions can meet all your security and compliance requirements is a priority.

Unfortunately, it's not a simple check box – your security requirements are likely very different from another company's. You need to understand the complex legal and regulatory landscape you are operating in to ensure your productivity solutions can adhere to all your security and compliance requirements.

There can be any number of legal and regulatory guidelines you need to adhere to, many of which can change based on where you are doing business and what type of data is involved. Make sure your solution can navigate them all to keep you working wherever you conduct business.

While security is a priority, it's also a balancing act to make sure that it doesn't unduly burden and impact the overall experience. Look for solutions that can adjust security levels to meet the different requirements of different workflows. This will help you secure your work, while consistently delivering a great experience.



04. QUICK TIME TO VALUE

Time is money, so making sure you can quickly roll out productivity solutions to help your users get more done, faster, and easier than ever before is imperative. Look for solutions that are intuitive and easy to use, as well as simple to incorporate into your users' existing workflows to ensure a quick ramp.

Given that many budgets have been slashed in the wake of the pandemic, it's important to look for productivity solutions that give you more for your money. Administrators shouldn't have to procure, deploy and distribute multiple solutions (e.g., PDF, eSignature, security, etc.) to power workflows. They shouldn't have to make choices because of cost-prohibitive licenses, maintenance and support – they should be able to give the tools to everyone who needs them.

Solutions with a single, centralized approach can generate significant cost and time savings, giving you visibility and control over the entire content creation process. This can allow you to track progress in real-time, so bottlenecks or issues can be quickly identified and addressed to minimize security or compliance impacts. It can also provide actionable insights that allow you to optimize workflows to improve efficiencies.



PART FOUR

What to Ask to See if a Productivity Solution is Right for Your Business

The Top 4 Must Have Capabilities you need to make work flow better.

04



The opportunity is now to create a hybrid work environment that will work well for your business, long-term. To identify a solution(s) that will get you where you want to go, we've provided questions you can use to understand the capabilities of the productivity tools you are evaluating. This will help you to choose the solution that best meets your requirements to make your remote workplace work better.

- 1 End-to-end digital experiences
- 2 Flexibility
- 3 Secure and compliance
- 4 Quick time to value



01. END-TO-END EXPERIENCES

Can the solution digitize and automate workflows end-to-end?

- Does it support the entire content creation process – generating, editing, sharing, signing and securing (incl. eID, signature levels, etc.) documents?
- Does it support automation?

Is it straightforward and easy for everyone to use the solution to get work done?

- Does it have an intuitive user interface?
- Does it work within the applications your users are already using?

What kinds of integrations, APIs, and SDKs does it offer?

Does the vendor know and understand your business? Does it allow for company branding?



02. FLEXIBILITY

Is the solution compatible with the latest versions of all common operating systems (both PC and mobile)?

Can it work across devices?

- Does it offer a completely responsive design?

What types of out-of-the box integrations does it offer?

- Does it integrate with your existing applications or those you might use in the future, e.g. contract management, HR services?

Does it offer an SDK or APIs to enable ongoing customization?

Can you deploy it in the cloud or on-premises (self-host)?



03. SECURITY AND COMPLIANCE

What kind of security capabilities does the solution offer? E.g.:

- Can it enable password protection and permission of documents to ensure the right person is able to access and make changes to the right documents?
- Does it have redaction capabilities to keep data secure and prevent leaks?
- Can it enable restrictions to prevent document copying and editing?
- Does it offer encryption support - 64-, 128- and 256-bit – to meet the privacy requirements of your business?
- Is there chain of trust support and the ability to work with digital signatures?
- Can it support Advanced and Qualified Electronic signatures (AES & QES) for documents with multiple signers?

- Does it offer What You See Is What You Sign (WYSIWYS) capabilities to make sure the whole document is read before signing - no risk that some pages have been added or removed

Does it comply with your legal requirements – does it have the ability to adhere to different authenticity, identity, integrity, and authentication requirements

- Can it authenticate and authorize different users around the world?

Does it comply with industry regulations relevant to your organization? (e.g., PCI, HIPAA)



Does it support applicable regulations for the different countries and regions in which you operate? (e.g., GDPR)

- Can you use it for cross-border transactions?
- Does it encompass the e-identities or relevant other identity methods in the countries you want to serve?

Can you use the same solution for internal and external (customer data) workflows?

Does it enables you to apply the right level, for the right balance between user friendliness and security

- Can you adjust the level of security – e.g., set up administration of consents; change controls to support biometric signatures or signatures with a smartcard or token for greater security?



04. QUICK TIME TO VALUE



How long does it take to implement the solution?

What types of visibility and insights does it provide across workflows?

Does it offer a single pane of glass for streamlined reporting and management?

- What kind of tracking, analytics and auditing capabilities does it offer?
- Does it provide actionable insights to drive workflow improvements?

What is the cost model of the solution?

- What is the licensing, maintenance, and support structure?
- Do you need to buy it or is SAAS (hiring) also an option?

How does the vendor support you?



PART FIVE

Benefits to Establishing a Holistic Approach to Digitizing and Automating Your Workflows

The Top 4 Must Have Capabilities you need to make work flow better.

05



Now is the time to rethink and reimagine how work flows through your business, so you can build the strategy and adopt the technologies that will help you do more. **The right productivity solution will enable you to:**

- **Create Great User Experiences:** Unify your workflows to automate and streamline how work gets done to ensure it is fast and easy for everyone to do their best work.
- **Work Smarter, More Efficiently:** Increase your productivity with smart workflows that allow you to continuously improve and optimize the way you work.
- **Maintain Compliance and Security:** Enable your business with secure workflows that take the hassle out of compliance and allow you to conduct business around the globe.

Interested in learning more about productivity solutions that can make your hybrid work environment work better? gonitro.com



ABOUT NITRO

Nitro is a global document productivity SaaS company accelerating digital transformation in a world that demands the ability to work from anywhere, anytime, on any device.

As a global player in the eSign and workflow productivity market, Nitro enables organizations to drive better business outcomes through 100% digital document processes and fast, efficient workflows. The Nitro Productivity Platform offers comprehensive SaaS business solutions, including highly secure eSigning and e-ID, powerful PDF productivity and industry-leading analytics, all supported by a superior customer success team.

Nitro has over 3 million licensed users and 13,000+ Business Customers¹ in 157 countries, including over 67% of the Fortune 500 and three of the Fortune 10. Nitro is headquartered in San Francisco with nine global hubs.



REFERENCES

ⁱ[“Remote Work Statistics: Navigating the New Normal,” by Emily Courtney, 2021, Flexjobs, →](#)

ⁱⁱ[“Does Working from Home Work? Evidence from a Chinese Experiment,” by Nicholas Bloom, James Liang, John Roberts, Zhichun Jenny Ying, 2015, Stanford University, →](#)

ⁱⁱⁱ[“How Productive Have Remote Workers Been During Covid?” by Adi Gaskell, May 31, 2021, Forbes, →](#)

^{iv}[“The Nitro 2022 Productivity Report,” Nitro, December 2021, →](#)

^v[“The Statistical Case for Company Culture,” LevelingUp Infographic, →](#)

^{vi}[“Does the stock market fully value intangibles? Employee satisfaction and equity prices,” Journal of Financial Economics, March 30, 2011, →](#)

^{vii}[“The Statistical Case for Company Culture,” LevelingUp Infographic, →](#)

^{viii}[“The Nitro 2022 Productivity Report,” Nitro, December 2021, →](#)

^{ix}[“The Digital Workplace Reimagined,” Deloitte, 2021 →](#)

^x[“The Nitro 2022 Productivity Report,” Nitro, December 2021, →](#)

^{xi}[“US Flexible Working Policies & Practices Survey,” Mercer, 2021, →](#)

^{xii}[“Technology Vision 2021: Leaders Wanted,” Accenture, →](#)



