What is Driving Enterprises to Adopt Digital Workflows?

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Author: Tyler Rosenson, Nitro Software, Inc.

While most businesses have been moving toward more digital workflow solutions for well over a decade, the changes necessary to shift from paper-based to digital processes have often hampered the transition and led to organizational inertia. But when the COVID-19 pandemic hit, organizations needed to change how they worked overnight. They re-evaluated their enterprise software solutions and looked to build or improve existing digital workflows.

Today, after more than a year of working remotely, Accenture reports 76% of surveyed senior executives believe technology is critical to employee productivity and satisfaction. Here's why:

Digital Transformation

Digital transformation is critical when it comes to improving organizational productivity. Implementing digital workflows allows businesses to operate more efficiently, reduce redundant tasks, and improve employee satisfaction. All of this ultimately results in faster revenue growth, cost savings, and a better customer experience.

Think about how much simpler it is for a customer to eSign a digital contract than to physically sign it? They don't have to deal with printing, scanning, or even mailing it out. Bottom line: Digital workflows help get work done quicker.

A Remote-Centric Workplace

Much of the business world's progress in the realm of digital transformation has been driven by an increasingly remote-centric workplace. While many people were working remotely before the pandemic (at least some of the time), COVID-19 made work from home a requirement for most organizations. With almost everyone remote there was an urgent

need for more tools that enabled remote collaboration, secure file sharing, and document security.

Inefficiency of Paper

The rise in remote work has further highlighted the inefficiency of paper-based processes. From our Future of Work Report, we examined data in Nitro Analytics to see how Nitro users around the world may have adjusted the way they work. From that data, we know it's impossible to collaborate on physical documents when everyone is not in the same room. Because of that, it's no surprise that enterprises are trying to cut out paper. In fact, at the start of lockdowns, between late February 2020 and the end of March 2020, our Future of Work Report noted global printing dropped 52%. With the implementation of digital workflows and e-Signing over the course of the past year, Nitro has seen customers' ability to get paperwork signed grow by 43%.

Meeting Critical Goals Faster

Implementing digital productivity tools to accelerate workflows can help businesses meet critical goals more quickly. Employees can work from anywhere, they don't have to rely on cumbersome paper-based processes, and they're able to focus on critical enterprise projects rather than wasting time on redundant administrative tasks.

Download the latest research from GigaOm to help find an enterprise software solution that's right for building digital workflows in your business.