



Work Like Tomorrow.™

Find Hidden Budget Dollars with PDF Software

How making a software switch can improve your bottom line

KOFAX

Your Licensing Model: A Savings Snapshot

When purchasing software, most firms look at the total licensing cost as the only place to save money. In reality, licensing is just the first place where you can save. Start by making sure you understand your licensing model so you can weigh all options.



Recurring Monthly or Annual Subscription Model

YEAR 1	\$ \$ \$ \$ \$
YEAR 2	\$ \$ \$ \$ \$
YEAR 3	\$ \$ \$ \$ \$
TOTAL COST OVER 3 YEARS	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$

VS.



One-Time License Fee with Maintenance Model

YEAR 1	\$ \$ \$ \$ \$
YEAR 2	\$ \$ \$ \$ \$
YEAR 3	\$ \$ \$ \$ \$
TOTAL COST OVER 3 YEARS	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$



All licensing models are not created equal.



Are You Using the Most Beneficial Model?

The software industry has made a seismic shift to the subscription licensing model, which **offers the benefit of claiming the subscription as an operating expense, but often at a much higher overall cost.** Since PDF software is crucial to every firm, chances are you've been a part of the licensing model shift. **You probably have been surprised by unexpected costs in the 2nd or 3rd year of subscription contracts - but it should be predictable!**

The one-time license model may seem like a clear winner, but depending on your needs the subscription model with upgrades, maintenance, and support could be more economical. Many firms think there is only one PDF software option, but the market has evolved with comparable, full-featured choices that can save budget dollars. **Each firm has to determine whether operating expenses or capital expenditures align more with the business goals—but if it feels like your PDF software is too expensive, it probably is.**



Same functionality, fewer dollars.



Fewer Dollars Doesn't Mean Fewer Features

Some lower-priced software can be feature deficient, but in the PDF world, paying more doesn't always mean you get less.

Today, there are comparable options to Adobe Acrobat that cost less and offer as much—or more.



Software savings go beyond fees and contracts.

Look Beyond Licensing for “Hidden” Savings

Paying less for equal or better functionality is a win. **But when it comes to PDF software, the savings go way beyond a line item in a budget.** The right PDF software can bring less obvious savings that pay off every single day—from more productive employees to faster service of your firm’s accounts.

Hidden PDF Software Savings Areas Include:

- ☐ Lower IT Overhead
- ☐ Operational efficiencies
- ☐ Workflow streamlining
- ☐ Happier Clients



Lock down security by avoiding workarounds.



Limit Risk by Eliminating Workarounds

For employees who are in the trenches, **PDF workarounds are a way of life**. Often, several employees share the same license, while others go rogue with their own versions of PDF software.

Not only do workarounds waste time, but they can also open your firm to compliance issues or security risk.

PDF workarounds can cause:

- ☐ Security risk
- ☐ Inconsistent client service
- ☐ Compliance issues
- ☐ Efficiency losses



Create workflow efficiencies for better client service.



What Is Your Workflow Status Quo?

Workflow issues often go unnoticed until they cause big problems for an important client. **In today's hyper-competitive world, it doesn't take much to cause a client to seek the competition.** Often, when a client defects, it's because of a failure within the workflow system that could have been avoided, or the workflows didn't produce the results that were promised.

How PDF software can help you keep clients:

- ✓ Eliminates workflow issues that could cause a security breach
- ✓ Creates everyday efficiencies that convey to clients as savings
- ✓ Streamlines workflow best practices for the best client experience



Minimize manual work and maximize client satisfaction.



Streamline & Automate Processes to Ensure Client Satisfaction (& Retention)

Hearing about PDF workarounds is one thing; dealing with them every day is quite another. Never underestimate how tired and demoralized employees may feel when PDF workarounds keep them from performing their best. When employees are frustrated by jumping through clunky software hoops, mistakes happen. **When competition is so fierce, there's no room for mistakes.**

Using PDF software that streamlines and automates processes instead of creating unnecessary work can make all the difference in how you serve clients. Applying **innovative streamlining and automation techniques with PDF** will help your firm work faster and smarter to keep customers happy—and *attract new accounts.*



Create better organizational workflows to improve margins.



Where Workflow Meets Cash Flow

The right PDF software can make your operations leaner. **Streamlining and automating processes even slightly can have a big impact on organizational efficiencies, and therefore improve margins.**

Workflow streamlining can improve margins by:

- ✓ Speeding up daily administrative processes
- ✓ Saving time gathering data
- ✓ Giving employees more hours to serve clients
- ✓ Enabling innovation to stay ahead of the competition
- ✓ Save the firm and clients money
- ✓ Keep information locked down



Save IT department time and dollars.



You Hire the Best IT People to Innovate, Not Put out Fires

IT staff often feel like they are **spending too much time working with multiple PDF software products and updates, and helping administrative employees with workarounds.**

IT experts should be seeking leading-edge technology to keep your firm ahead of the competition. Consolidating to fewer products gives your IT team the room they need to keep your firm running and **setting it up for future success—all while reducing your overall IT costs and saving budget dollars.**



Choose PDF software that's easy to manage.



PDF Software Should Improve Progress & Process

Your firm couldn't operate without PDF software. But the wrong PDF software solution can derail your bottom line if your staff spends too much time managing software and operational inefficiencies chase clients away.

Instead, PDF software should be a smooth, effortless part of your firm's workflow, improving progress—not hindering it.



Don't pay more to settle for less.



Look at Features, Not Just Price

In today's software world, higher price doesn't mean the best quality or even the most useful features. Higher price just means that it costs more. **When it comes to PDF software, you can find best-in-class solutions for bottomline friendly prices.** Just focus on the features, and what they can do to help your firm widen margins, add budget dollars and operate more efficiently.

Make sure your PDF software includes security features:

- ✓ Certificate-based signatures
- ✓ Redaction and encryption
- ✓ Password-based access and editing
- ✓ Enterprise security integrations with digital rights management
- ✓ Secure integration with document management systems



What has your PDF software done for you lately?

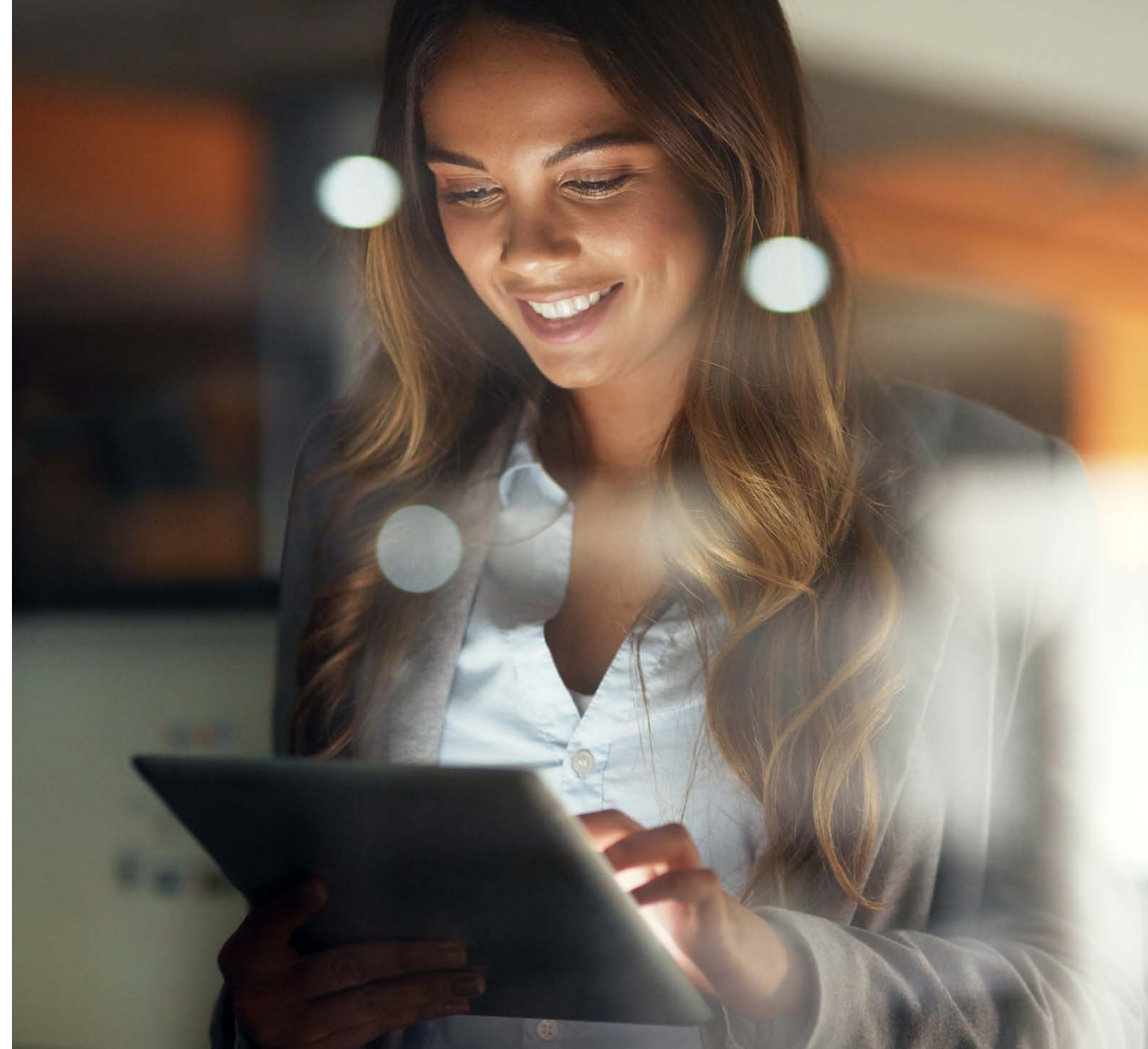


It's Time to Evaluate & Compare

PDF software isn't just a cost of doing business. It can actually strengthen your business, from widening margins to transformative efficiencies. And these days, you have more than one best-in-class choice when it comes to PDF software.

Kofax Power PDF Advanced is designed with savings, security and simplicity in mind. Visit <https://www.kofax.com/Products/power-pdf> to learn more and request a call to see how Kofax Power PDF™ Advanced compares to Adobe Acrobat®, including a personalized cost-comparison.

It's time to see if the PDF software your firm is using now is the best for your business.



Find out how your PDF software stands up
to the competition.

Work Like Tomorrow.™

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