



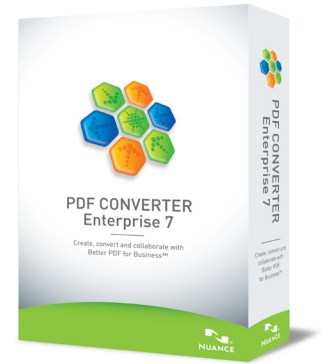
White Paper

**PDF Converter Enterprise
Right Size Your Investment in PDF**

Executive Summary

PDF has quickly become a powerful way to securely share business documents. Unfortunately, the high cost of Adobe® Acrobat® forces organizations to limit its use to a fraction of their staff – and subsequently limit PDF productivity gains to a select few. PDF is, without question, a valuable productivity tool, but viewed as too expensive for wide use within business today.

In this economic environment, it is better to right-size your investment in PDF than to right-size your staff.



Nuance has embraced the open PDF standard and developed a true alternative to Acrobat, called PDF Converter Enterprise. Originally developed in partnership with Microsoft, PDF Converter Enterprise delivers all of the rich features you need, and some features not available in alternatives – such as converting PDFs into Word, Excel and PowerPoint with full format fidelity.

- Quickly create industry-standard and high-quality PDF files from all of your PC applications
- PDF editing, annotation, sticky notes, highlighting and more
- Advanced redaction and PDF security capabilities to protect document privacy and secure sensitive information
- Instantly turn PDF files into fully-formatted Microsoft Office documents - complete with text, columns, tables and graphics - something competitors simply do not do!
- Best of all, the Nuance PDF solution can save you 66% or more compared to alternatives. This means you can deliver “Better PDF for Business” to every worker desktop in your organization for 1/3 the cost of other PDF solutions!

“PDF Converter Enterprise is so easy to use and it’s really fast and accurate. The fact that it costs one-third of the price of Adobe Acrobat made our purchase decision very easy.”

With over 3 million seats deployed, Nuance has become the #1 alternative to Adobe within organizations of every size. Nuance PDF customers include:

Airbus, ALDA Pharmaceuticals Corp., Bayer Industry Services, Best, Best & Krieger, LLP, Credit Suisse Information Technology, Dassault, The Euro Tunnel, French Ministry of Economy and Finance, EOF Technologies, French Social Security, The Gillette Company, Lockheed Martin Space Systems, Mitsubishi Hitec Paper, The National Institute of Health, Pfizer, Inc., Porsche, Siemens, Telefunken, Trend Micro, Volkswagen, and Wells Fargo.

Right-Size Your Investment in PDF

Existing investments in connected desktop PCs, and the pervasiveness of Microsoft Office applications, should provide organizations with the ability to automate most of their document processes – yet the costs associated with creating, sharing and storing information continues to rise. The pervasiveness of Microsoft Word (400 million users) and the free Adobe® Reader (500 million users) gives rise to the need for solutions that enable the seamless movement of information between these two incompatible formats. To accomplish this, organizations must:

**More than
3 million people
have chosen
Nuance PDF
software**

- Deliver a complete PDF desktop application – create, convert, edit and form fill – at 1/3 the price of Adobe® Acrobat®

This has been achieved with Nuance's PDF Converter Enterprise. A true alternative to Acrobat proven through deployments at enterprise organizations worldwide.

- Address the historical incompatibility between the two dominant electronic document standards – Microsoft Word and PDF – slowing document processes and forcing information to be re-keyed.

This has been overcome through a collaboration between Nuance and Microsoft, resulting in PDF-to-Word/Excel/PowerPoint conversion that retains the formatting of text, columns, tables and graphics and delivering potential savings of \$650,000 year for a typical 500 person company

Critical Business PDF Functionality – Reduced Complexity

Nuance conducted a survey of business professionals, and found that 44% felt that being able to create PDF from Microsoft Office applications was “extremely important,” with an additional 28% saying that it was “important.” In the same survey, 33% felt that creating PDF from other PC applications was extremely important, with an additional 34% stating that it was important.

While more than 60% of business professionals surveyed have a strong need for PDF, fewer than 10% of business desktops are empowered with the ability to create and edit PDF. The reason is simple – the cost of Adobe® Acrobat® Standard (\$249) and Adobe Acrobat Professional (\$449) can only be rationalized for a few design and print professionals within an organization, but not for the general office worker community.

How much can you save with PDF Converter Enterprise?

Both Nuance and Adobe offer volume discount programs – Adobe offers a Transaction License Program (TLP) and Cumulative License Program (CLP). The Nuance Advantage License Program (ADV) and Open License Programs (OLP) are similar in structure to Adobe's programs. In addition, Nuance also offers a Site License Program which eliminates costly seat-counting and auditing provisions Adobe requires.

The table below illustrates the pricing differences between comparative PDF applications from Adobe and Nuance. Notice that the savings potential from deploying PDF Converter Enterprise from Nuance can be significant.

“Nuance not only delivers an excellent PDF desktop application, they offer a flexible set of licensing options that are clear and easy to implement.”

Adobe Acrobat (Standard) has a single unit SRP of \$299, while Adobe Acrobat Professional has a single unit SRP of \$449. This contrasts with PDF Converter Enterprise at \$149.

Qty	Acrobat Professional	Acrobat Standard	PDF Converter Enterprise	Savings with Nuance
250	\$331.99 (CLP-Level 2) \$82,997	\$236.99 (CLP-Level 1) \$59,247	\$113.99 (OLP-Level C) \$28,497	\$54,500 - \$30,750
500	\$331.99 (CLP-Level 2) \$165,995	\$229.99 (CLP-Level 2) \$114,995	\$70.00 (SLP-Level A) \$35,000	\$130,995 - \$79,995
1000	\$313.21 (CLP-Level 3) \$313,210	\$209.99 (CLP-Level 3) \$209,990	\$35.00 (SLP-Level A) \$35,000	\$278,210 - \$174,990

The savings offered by a Nuance solution allows your organization to deploy a PDF application to 2 or 3 times the number of desktops than Adobe; or bring those savings down to your bottom line – right-sizing your investment in PDF so you don’t have to right-size your staff. These examples are representative of potential savings, actual pricing and savings will vary depending on the number of seats you purchase.

Productivity Benefits of Nuance PDF

While the hard-savings delivered by PDF Converter Enterprise are impressive, so too are the productivity benefits available to your organization, using Nuance’s unique innovations with PDF. Nuance PDF Converter Enterprise helps eliminate the productivity issues caused by the incompatibility of Microsoft Word and PDF. For the first time ever, people now have the ability to edit and annotate PDF documents, create PDF files from any PC application and turn existing PDF files into fully-formatted Microsoft Word, Excel and PowerPoint documents.

PDF Collaboration

While there are many products that create PDF, and a few that turn PDF back into formatted Office documents, there are only a few that also provide complete support for viewing, printing, annotating and re-using PDF. Nuance PDF Converter Enterprise delivers superior PDF creation and conversion, but also stands alone as an Acrobat alternative.

- **View and print PDF**

As an alternative to Adobe, the Nuance solution provides complete support for working with PDF, with optimized rendering and printing

- **Edit and Annotate**

Collaborating with PDF delivers significant benefits to office workers, and Nuance supports all the rich features you need, including highlight, sticky notes, print with comments, strike out and more.

- **Form Fill**

Most PDF forms are static, meaning they look like a form but they lack form fields. Nuance invented FormTyper, which detects form fields and adds them to a PDF automatically – making a static form fillable. As a result, PDF forms can be filled, saved and shared on email and the web.

- **Digital Signatures and Security**

Built-in PDF Self Sign, support for Microsoft Crypto API, and robust support for encryption, per missions and passwords make it easy to secure your PDF documents.

- **Redaction**

Normally an expensive feature reserved for legal teams, the ability to highlight and highlight/redact – removing all information from a PDF – is now available to every office worker in an affordable solution. Now it is easy for managers to remove salary information, HR professionals to protect employee SSNs, and everyone to protect private and sensitive information.

- **Perform smarter searches**

Get the most accurate conversion to searchable PDF available with any PDF solution. Search everything in a document – even the contents of bookmarks and comments – so you're sure to find what you're looking for. Use the intelligent "Looks Like" search capability to quickly find content, like phone numbers, email addresses and Social Security numbers, via an alphanumeric pattern rather than exact text. Automatically highlight, cross-out or underline search results for faster, easier PDF editing.

Two Document Standards - PDF and Word

- Over 500 million Adobe® Readers have been downloaded and Adobe has sold over 9 million copies of Acrobat (Forbes.com)
- Microsoft Word has over 400 million users (Microsoft)
- Over 18 million PDF files are indexed by Google.com, many of them originally authored in Microsoft Word and PowerPoint
- There are over 5 million .doc and .rtf files indexed by Google.com
- An estimated 30 million PowerPoint presentations are presented each business day (Microsoft)
- 1 million .ppt files are indexed by Google.com
- PDF is the only digital format allowed by the US FDA for new drug submissions

- **Fast, easy network installation and support**

Conveniently service everyone in your enterprise with network push install and software access options through virtualized software environments. Simple administration won't tax your already overburdened IT resources.

- **A Complete Solution**

Simply put, Nuance provides organizations with everything they need to work with PDF.

PDF Creation

PDF delivers many needed and unique benefits to business users who need to share "same as paper" documents.

- **PDF reduces overnight shipping and paper printing costs**

The "same as paper" nature of PDF provides organizations with the ability to share 'electronic paper' documents – significantly reducing the costs of printing and shipping. Many organizations have moved to PDF as their standard for all document presented to their partners and customers

- **PDF documents are universally viewed**

Nearly everyone can view a PDF document, making the format especially valuable when sharing documents created from specialty applications, such as Visio and accounting software, or when security concerns restrict sending the source file

- **PDF files can be smaller than the original file**

Many email servers have a size limit on attachments; PDF nearly always results in a smaller file, often more than 50% smaller, which lowers the bandwidth costs for email and the Web.

- **PDF is less susceptible to viruses than other formats**

Word and other applications can carry harmful viruses that are not as easily attached to a PDF file

- **PDF documents can be secured**

By adding permissions – for example 'do not allow printing of this PDF', organizations can easily control how their documents are used and shared

Convert PDF to Word, Excel and PowerPoint

Unlike Microsoft Word and other document editing formats, PDF does not contain information relating to the authoring of a document. Like printing to paper, PDF lacks underlying information about where columns start and stop, where paragraphs flow, or any of the other layout information stored in the authoring application file. Have you ever printed a PowerPoint to PDF, and wondered where the animations went? In the same way that PowerPoint animations don't show up when you print to paper, they disappear when you print to PDF.

"Nuance has saved me hundreds of hours because I haven't had to re-type any more documents. This is an excellent product for file conversion. It's quick at what it does and has excellent accuracy."

As a result, sharing PDF documents can create barriers to productivity, especially if the user needs to edit or modify the information frozen in a PDF document. The process of manually reproducing PDF documents within Microsoft Word is costly. A study by Coopers & Lybrand found that the cost to reproduce a single document averaged \$250. The IDC study “The High Cost of Not Finding Information,” found that the cost of re-creating documents represents \$5,000 per employee, per year to a typical business organization (labor costs will rise in proportion to the size of the document and the complexity its layout).

Consider the following analysis:

- Average Knowledge worker salary = \$80,000
- 1/3 of productive time is spent re-creating documents and information (Coopers & Lybrand)
5% of that time is tied to PDF productivity issues (Nuance estimate)
- Yields a PDF inefficiency of approximately \$1,300 per year, per employee
- If PDF could be automatically converted into Microsoft Word – complete with text, columns, tables and graphics – a 500 person organization could recover as much as \$650K annually in labor time

Nuance PDF Converter Enterprise is the world’s #1 solution for instantly turning PDF files into fully-formatted Microsoft® Word, Excel and PowerPoint documents – complete with text, columns, tables, and graphics. PDF Converter works within the applications that you use every day, including Microsoft Word, Outlook®, Internet Explorer, and Windows® Explorer. With PDF Converter, every person in the organization can use the information and graphics frozen in PDF files, saving hundreds of dollars of labor by eliminating manual keying and layout tasks. Examples include:

All Office Workers – Have the PDF, but can’t find the original document? PDF Converter helps business professionals recover lost documents. Make all PDF searchable, even scanned PDF images from MFD’s.

Sales – Request for Proposals are almost always delivered as a PDF that is manually re-keyed into Microsoft Word – taking valuable time away from working on the actual proposal. PDF Converter can turn a 30-page PDF into a Microsoft Word file in about a minute, saving hours of labor.

Legal – PDF documents like interrogatories and legal research are often re-keyed – taking time and increasing the chance for human error. PDF Converter avoids both.

Marketing, Technical Writing – PDF versions of documents often are the only remaining version of data sheets, user guides and technical documentation. Instead of spending time trying to find the right Microsoft Word file, professionals can convert the published PDF – knowing that they are adding their edits to the current version.

Engineering – Manufacturing information is frequently published as PDF, and the source documents are often unavailable when needed. Turning PDF files into Microsoft Word docs provides fast access to the information.

Summary

PDF is a valuable business tool that helps office workers easily share, secure, and archive information. Nuance has embraced the PDF standard and developed a true alternative to Adobe Acrobat, with the price, features and performance needed to put PDF on every business desktop.

With Nuance, organizations can reduce their cost investment in PDF, while providing more of their organization with the benefits of PDF. By “right-sizing your investment in PDF” you can avoid the pain of right-sizing other parts of your organization.

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