

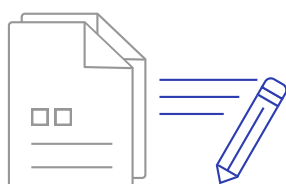
# Why SMBs should make their switch to PDFelement

## Introduction

Finding a scalable PDF alternative for invoices, reports and forms might be the last thing on your mind in today's time-strapped business environment. However, PDF solutions with heavy subscription prices and clunky interfaces actually represent a serious drain on your productivity.

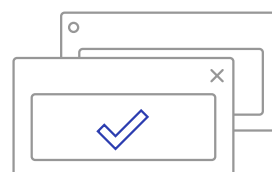
To get the most from your technology investment, it's important for small to medium sized businesses to choose a PDF solution tailored to both their document requirements and budget. A short learning curve and intuitive design are other critical buying features that will minimize employee transition times and maximize the value of your software. A lightweight solution like PDFelement can meet the document requirements of each of your departments and provide powerful form capabilities.

## 6 reasons SMBs switch to PDFelement for their Windows or Mac office



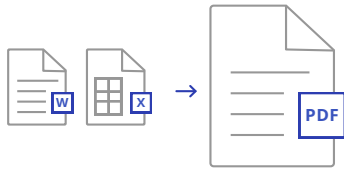
### Smarter, Faster Text Editing

Edit documents just like you would in Microsoft Word without losing formatting or fonts.



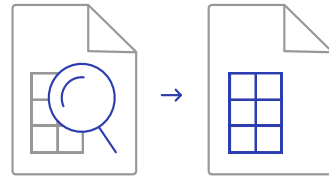
### Unified Office 2016 Design

A new interface ensures a short learning curve and familiar experience remarkably consistent on Mac and Windows.



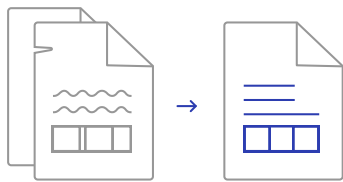
### Form Recognition

Create interactive, fillable PDF forms from Word and Excel files at a click.



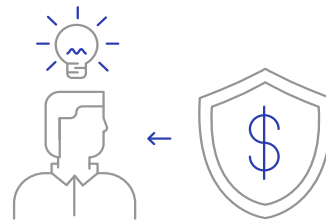
### Advanced Form Data Extraction

Extract data from forms and eliminate errors and delays caused by manual data entry.



### Extract from Paper

PDFelement's unique form technology even extracts information from paper forms.



### Simple, Affordable Pricing

You don't have to pay subscription prices that pile up over time. Your one-time investment gets you full access.

## Professional Tools for Each of Your Departments, on Mac or Windows.

PDFelement comes with everything you need for each of your departments. Your marketing team will benefit from being able to quickly create and combine collateral material. Likewise, your human resources team will find PDFelement's intelligent form recognition and data extraction an asset, allowing them to quickly create fillable, interactive electronic forms and form templates, and eliminate manual data entry.

All together, your business will find the following benefits from deploying PDFelement:

- Improved productivity in targeted business units.
- Significant increases in processing capacity without need to hire more staff.
- Reduced operation and maintenance costs.
- Better reliability, security and processing times for document filing and retrieval.
- Increased auditability of document-centric processes.

## The Benefits of Form Automation

In addition to tools to create, edit, combine and convert a full range of documents, businesses require ways to automate workflows to stay competitive in today's global economy. However, many still rely on paper for the thousands of questionnaires, applications and evaluations they receive. Almost a half of businesses report having important paper-dependent processes, according to 2015 Association for Information and Image Management (AIIM) survey results.<sup>1</sup>

With advances in form technology, however, most businesses can now access form solutions that allow them to automate form creation and processing and do away with paper. Experts on information management agree, these solutions pay for themselves in 12 months or less.<sup>2</sup> With your business equipped with the right automated form solution, you'll be able to

- Simplify scan-and-capture of paper documents, reducing processing time, delivery costs and space needed for storing paper documents.<sup>3</sup>
- Speed up data entry from forms by over 90 percent.
- Eliminate errors associated with manual entry of information.
- Reduce repetitive strain injuries caused by all that typing.
- Improve data security & privacy.

## Advanced form technologies: form recognition and form data extraction

PDFelement Professional introduces advanced form technology that can recognize form fields in imported Excel and Word documents at a click. This is through a relatively simple "name/mapping" process, similar to document metadata API. Text-based fields and form elements are automatically identified and labeled, transforming documents into interactive, electronically fillable PDFs. Extracting data from these PDFs is then a relatively simple affair. Simply click on the toolbar and your data is accurately extracted into a .CSV file in seconds.

## Data Extraction -- even straight from paper

PDFelement's data extraction also works on scanned paper forms or photos of forms: i.e., documents without selectable, searchable and editable text objects. With PDFelement's form field tool, you can highlight sections of the scanned image you wish to extract. At a click, you can then process literally hundreds of identical scanned forms. PDFelement is unique in that it will automatically use its built-in Optical Character Recognition (OCR) to accurately recognize, extract and sort information from the areas you have highlighted.

## Badly Designed PDF Software holds back use of PDF form technologies

You can find many PDF solutions with form technologies that let you to create interactive, fillable PDF forms. Surprisingly, however, the design and cost of many of these solutions is perhaps the most significant obstacle to their widespread adoption.

Elaborate menus and exhaustive feature sets make navigation annoying, sapping time which could be better spent completing tasks. In addition, Adobe Acrobat and similar products with form technologies include many document tools which your average knowledge worker will never use. Yet these still inflate the overall cost and add more unneeded complexity. Other obstacles thrown up by vendors include heavy subscription prices that pile up over time; complicated licensing and intrusive auditing policies; and limited customer support.

## Why PDFelement should be every SMBs form solution of choice for Mac and Windows

Thankfully, PDFelement solves many of these problems afflicting other form software. With its radically simple Office 2016 design, it makes working with documents as easy as in Microsoft Word™. On top of that, its powerful form recognition and data extraction technologies match the capabilities of enterprise-level solutions at a fraction of their cost. Combined, these qualities make PDFelement an ideal fit for SMBs with finite software budgets seeking to streamline their document workflows.

## Works Cited

- 1 Doug Miles, "The Digital Office -- Improving the way we work." AIIM, 2015.
- 2 Nick Geddes, "Turning Documents into Data: using data capture to improve document processing," AIIM, 2014.
- 3 Dan Lucarini, "The 5 Strategic Benefits of Transforming Information Management with Intelligent Document Recognition". ibml/AIIM, 2016.



The PDF Association exists to promote the adoption and implementation of International Standards for PDF technology across developers, software vendors and end-users.

The Mission of the PDF Association is to promote Open Standards-based electronic document implementations using PDF technology through education, expertise and shared experience for stakeholders worldwide.

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