




Paper: An Endangered Species?

April 2013



Methodology

Edelman Berland has conducted online survey among n=1,051 U.S. managers who draft, send, or sign contracts & agreements at companies of the following sizes:

-  • N = 351 at **small** companies of 1 – 100 employees
-  • N = 350 at **medium** companies of 101 – 1,000 employees
-  • N = 350 at **large** companies of 1,001 employees or more

The survey was fielded between Wednesday, January 30, 2013 and Friday, February 8, 2013.

The margin of error for this study (n=1,051) is $\pm 3.1\%$

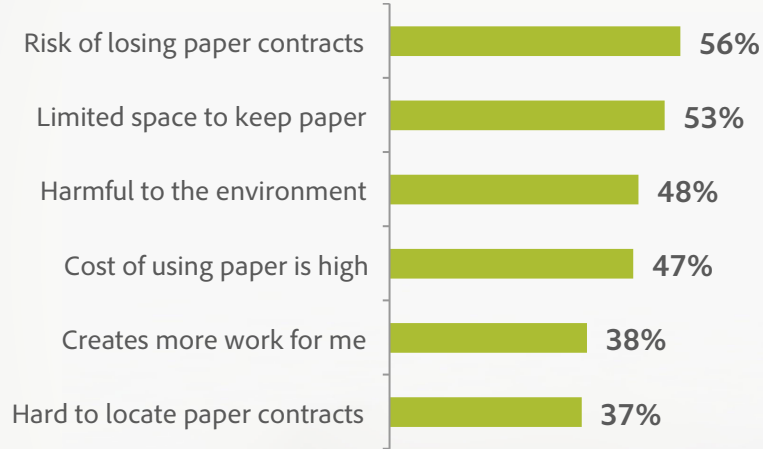
Key Findings

- Paper processes hinder productivity and increase costs
- The last mile in paper battle: Contracting
- Paper negatively impacts security and trust
- Digital is key to attracting new talent and going green

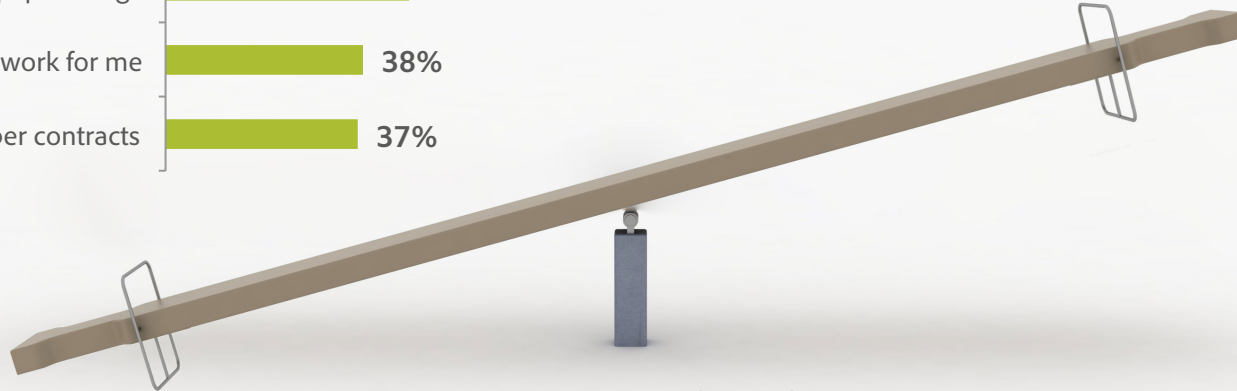
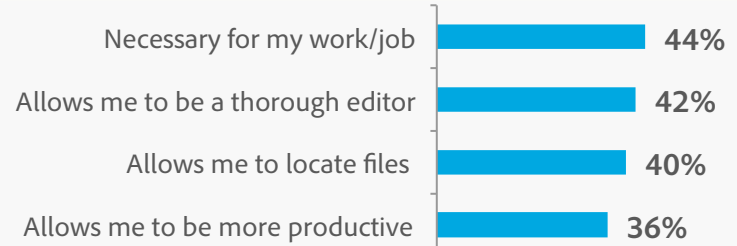


Paper-based Processes Costly, Non-productive

Negatives of Paper



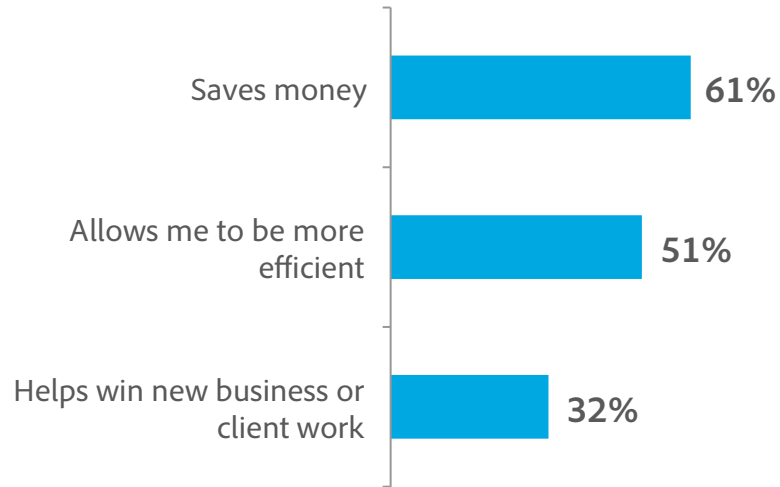
Benefits of Paper



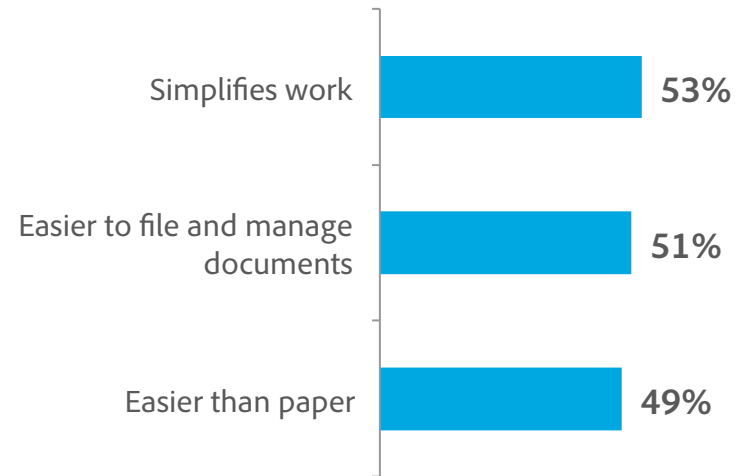
Q12. Which of the following do you believe are benefits of using paper at work? Base: Total (n= 1,051)
Q13. Which of the following do you believe are negatives of using paper at work? Base: Total (n= 1,051)

Digital: Increases Productivity

Revenue & Efficiency Benefits



Process Benefits



Q14. Which of the following do you believe are benefits of being 'digital' at work? Base: Total (n= 1,051)

Q10/Q11. How much do you agree or disagree with each of the following statements? SHOWN: Top 2 Box (Agree strongly/Agree somewhat) Base: Total (n= 1,051)

The Last Mile In Paper Battle: Contracting



Digital Contracts: Opportunity Is Staggering

- 98% respondents noted they still use paper in their transactions involving contracts
- Only 18% having made the switch to purely digital methods when signing contracts

Q1. Which of the following statements best describes your use of paper in your business transactions involving contracts (i.e. signing contracts, agreement deals, statements of work, etc.)?

Q6. For each of the following work activities, please identify if you print, don't print, or do both

Base: Total (n= 1,051)

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Q6. For each of the following work activities, please identify if you print, don't print, or do both
Base: Total (n= 1,051)

>70% agree...

- Contracts are more efficient when sent and signed digitally
- Life would be easier if all contracts exchanged at work were done digitally
- Interested in using eSignature tools for contracting

Paper Negatively Impacts Security & Trust

Respondents believe that digital contracts are more secure

Only

30%

Explicitly trust a vendor/client/partner to NOT alter a paper contract after they've been given it to sign

67%

Agree that contracts are prone to potential defacing when sent using paper

45%

Believe a paper contract locked in a file cabinet is secure

30%

Of lawyers surveyed believe a paper contract locked in a file cabinet is secure

Q19. How much do you trust a vendor, client, or partner to not alter a paper contract after you provide it for them to sign? Base: Total (n= 1,051)

Q21. How secure do you think the following are? SHOWN: Top 3 (7, 8, 9 on a scale of 1 to 9) Base: Total (n= 1,051)

Digital Trumps Paper On Digital Contracts

Descriptors of Digital Contracts (and the percent difference between paper contracts)

Easy to send
53% higher than paper

Inexpensive
50% higher than paper

Easy to file
35% higher than paper

Efficient
47% higher than paper

Environmentally-conscious
50% higher than paper

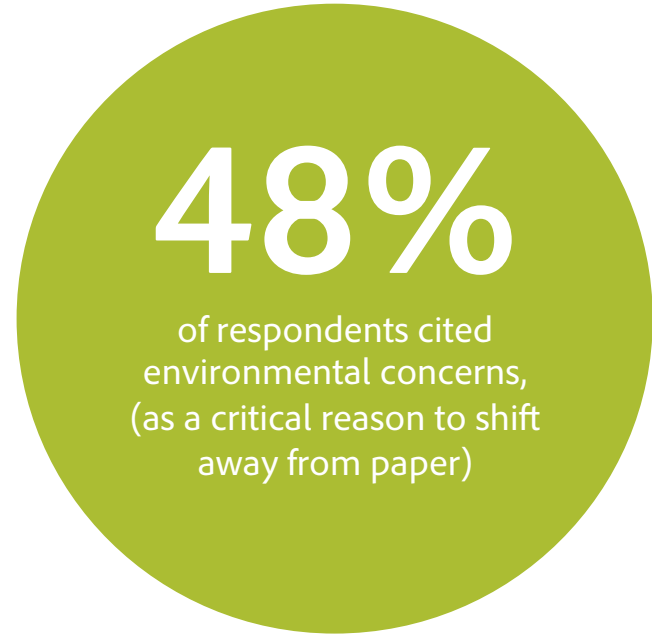


Secure
19% higher than paper

Q15. Which of the following attributes best describes paper or digital contracts? Base: Total (n= 1,051)

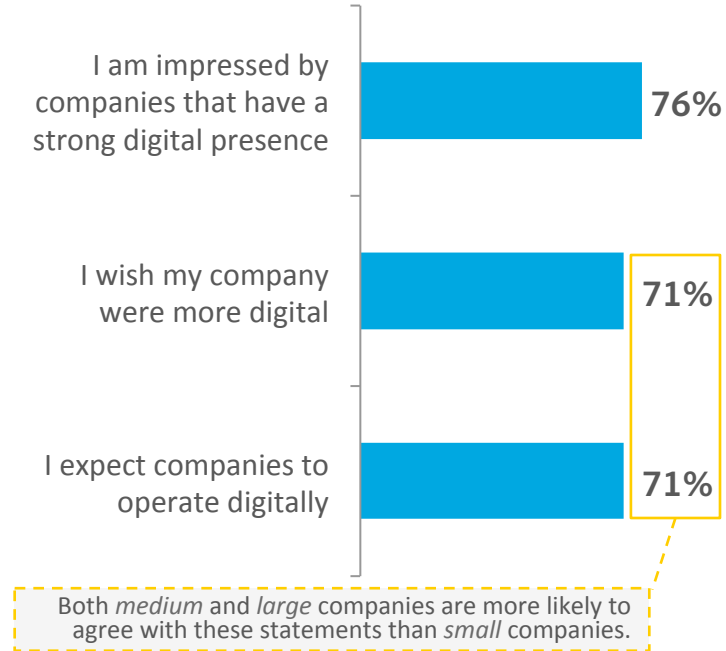
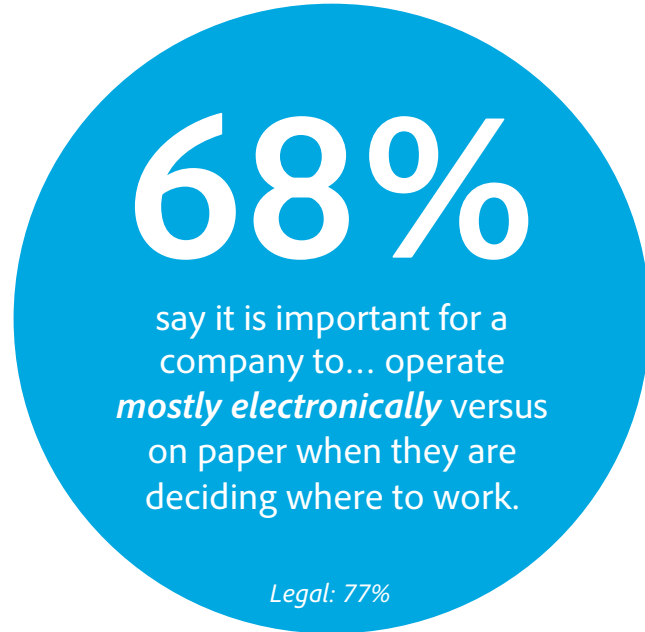
*Note: "Neither" option not shown

Going Green: People want to work in a digital company



Q9. When choosing a company to work for, how important is it for the company to operate mostly electronically versus on paper? Base: Total (n= 1,051)
Q10/Q11. How much do you agree or disagree with each of the following statements? SHOWN: Top 2 Box (Agree strongly/Agree somewhat) Base: Total (n= 1,051)

Attracting Talent: People want to work in a digital company



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