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 ±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

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

- Necessary for my work/job: 44%
- Allows me to be a thorough editor: 42%
- Allows me to locate files: 40%
- Allows me to be more productive: 36%

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

- Risk of losing paper contracts: 56%
- Limited space to keep paper: 53%
- Harmful to the environment: 48%
- Cost of using paper is high: 47%
- Creates more work for me: 38%
- Hard to locate paper contracts: 37%
Q14. Which of the following do you believe are benefits of being ‘digital’ at work? Base: Total (n=1,051)

Revenue & Efficiency Benefits

- Saves money: 61%
- Allows me to be more efficient: 51%
- Helps win new business or client work: 32%

Process Benefits

- Simplifies work: 53%
- Easier to file and manage documents: 51%
- Easier than paper: 49%
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 involve 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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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 involve 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)

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

- **Easy to send**: 53% higher than paper
- **Inexpensive**: 50% higher than paper
- **Efficient**: 47% higher than paper
- **Easy to file**: 35% higher than paper
- **Environmentally-conscious**: 50% higher than paper
- **Secure**: 19% higher than paper

*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)

72% Agree...
I try to keep contracts digital because I know it helps the environment

48% of respondents cited environmental concerns, (as a critical reason to shift away from paper)
Attracting Talent: People want to work in a digital company

68% say it is important for a company to... operate mostly electronically versus on paper when they are deciding where to work.

Legal: 77%

I am impressed by companies that have a strong digital presence

76%

I wish my company were more digital

71%

I expect companies to operate digitally

71%

Both medium and large companies are more likely to agree with these statements than small companies.

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