



The State of Digital Document Transformation: Europe

— ● ◆ ■ ▲ First edition

conga





Uncovering the keys to Digital Transformation success in Europe

The State of Digital Document Transformation: Europe is Conga's annual report on how European companies are doing on the road to Digital Transformation and Digital Document Transformation, or DDX.

The report examines data points collected from 1,350 decision makers and influencers from France, Germany, and the UK, drawn from IT, legal, and sales/sales operations departments.

The European report focuses on key data points for that region. Readers can find a complete, in-depth discussion of the global data survey findings in Conga's flagship report, **The State of Digital Document Transformation**.



Table of contents

- 3** The State of DDX Europe: an overview
- 4** Benchmarking Digital Transformation in Europe
- 9** Looking at documents as the key to DX success in Europe
- 14** Europe's top insights for transformation
- 17** Conclusion



The State of DDX Europe: an overview

Welcome to Conga's first annual report on **The State of Digital Document Transformation: Europe**.

We live in the age of Digital Transformation, or DX. More than a popular catch phrase or headline that will be gone tomorrow, Digital Transformation is here to stay. DX will be important as long as technology continues to develop, playing an ever greater role in every aspect of life and continuing to create new, unforeseen approaches to work and doing business.

When organisations implement Digital Transformation initiatives, they are not completing a one-and-done, point-in-time transition. Digital Transformation is an ongoing process, a journey to continually incorporate change via new technologies, new thinking, and new approaches to old problems. Done well, it means holistic, pervasive organisational change end-to-end (though not necessarily all at once). There are great benefits to be gained, and in order to stay competitive, no organisation can ignore Digital Transformation. Yet, planning DX initiatives to effectively access these benefits is easier said than done. The road is full of challenges, and missteps can lead to losses rather than gains.

Conga specializes in Digital Document Transformation (or DDX) as an approach to the complexities of Digital Transformation. DDX addresses the data, documents, and processes that we work with every day, from eliminating slow manual steps to integrating scattered processes, managing complete contract

and document lifecycles, increasing visibility into documents, seamlessly tying in electronic signature, and creating a continuous flow of data into documents from the system of record and back again. Conga is working to help integrate and automate all of these elements, making it easier to avoid rework and focus on real, meaningful work. Artificial Intelligence brings even greater gains and efficiencies, guiding some decisions and pulling out insights that will help organisations move forward in leaps and bounds.

In the European report, we examine the data points we believe to be most essential to understanding where organisations in the region stand on the journey to Digital Transformation, and how they are progressing through Digital Document Transformation. We also include data to highlight differences between global regions (North America, Australia/APAC, and Europe), as well as the European countries surveyed: the UK, France, and Germany.

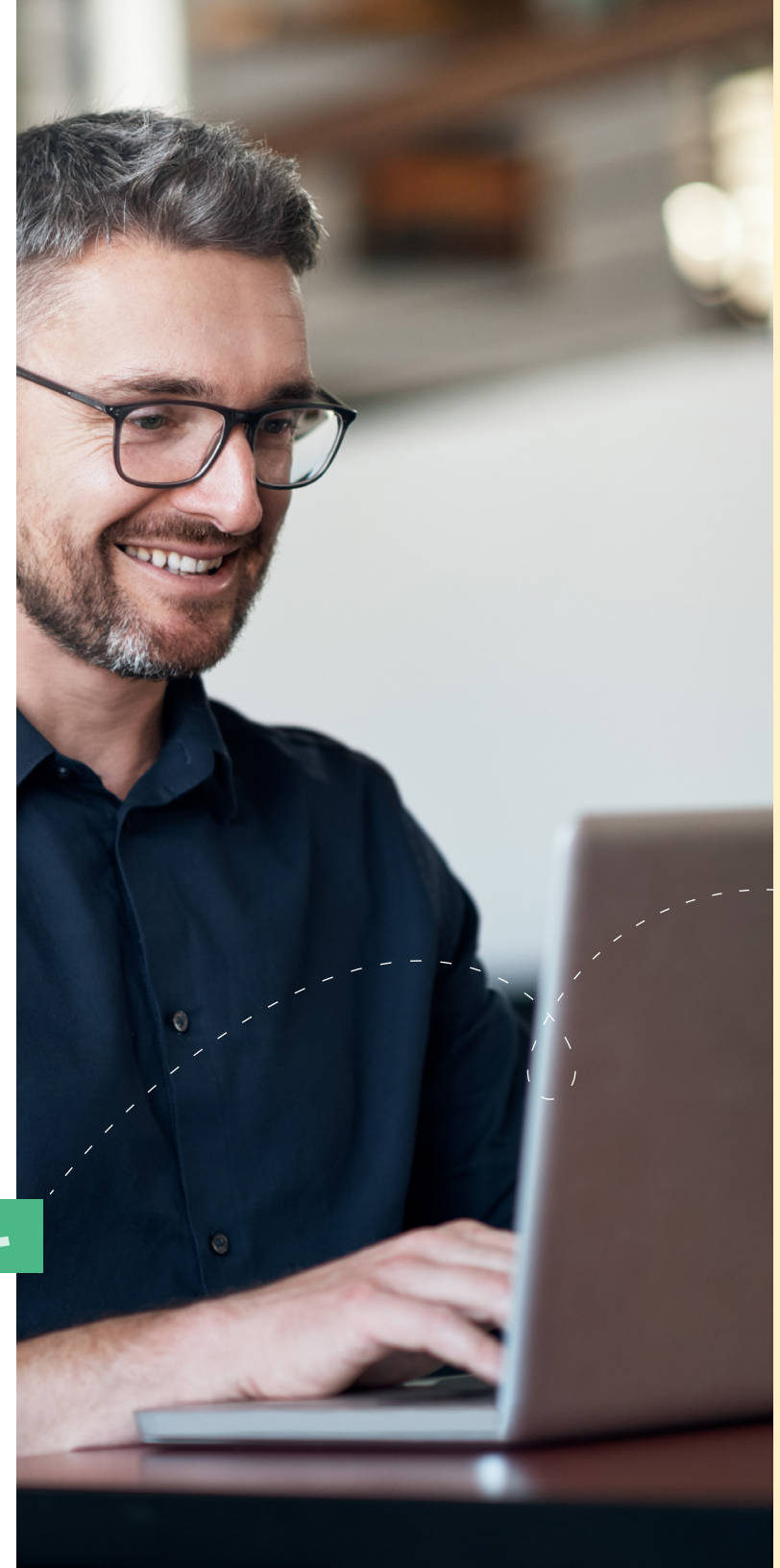
This report examines essential data points for Europe, but it is best understood in the light of our flagship report, **The State of Digital Document Transformation**, which examines the global data from our survey in-depth and in greater detail.

Readers can use this report to inform their own journeys and identify next steps for their companies. As a reader, consider how it can help you be an agent of change in your own organisation, learning from the experiences of your peers and making a stronger case for effective transformation.



1

Benchmarking Digital Transformation in Europe





Embracing Digital Transformation

There is global agreement that there are tremendous value and benefits on the table when it comes to Digital Transformation. This is as true in Europe as anywhere else, and explains why nearly all of the organisations surveyed in that region have a DX strategy.

When it comes to defining what Digital Transformation includes, there is a fairly wide set of responses, both globally and within Europe. In every region, information security is the primary area of focus for DX efforts, followed by data analytics.

In Europe, the areas of innovation and customer experience are prioritised over operational efficiency.

Global

97%
of organisations surveyed have a DX strategy

US

96%
have a DX strategy

Europe

98%
have a DX strategy

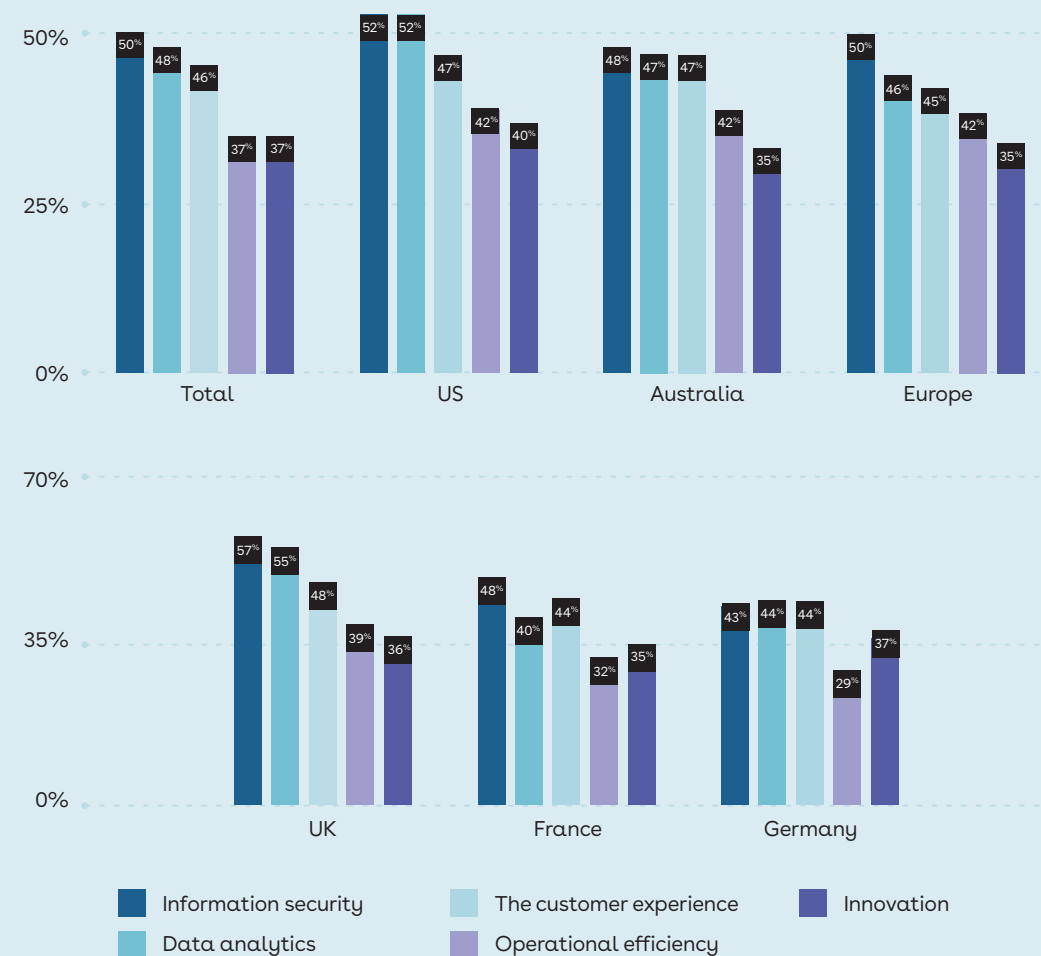
Australia

97%
have a DX strategy

98% of European organisations have a DX strategy—more than any other global region surveyed

When it comes to what areas Digital Transformation covers, the list is long

Top areas that have been digitally transformed by region and country



Q: Which of the following areas have been digitally transformed as part of your organisation's Digital Transformation strategy? (top 5 global responses filtered by region and country)

Where Europe is lagging when it comes to DX success

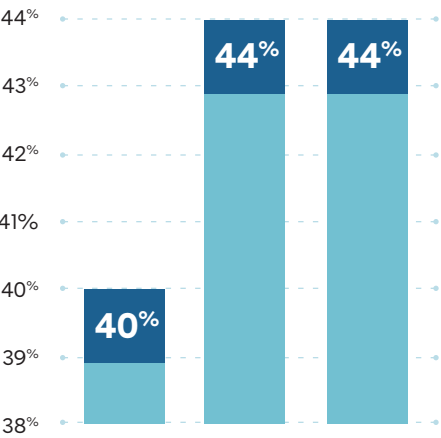
The fact that nearly every European organisation has a DX strategy speaks to how critical Digital Transformation initiatives are to accelerating success.

However, when it comes to DX initiatives in Europe, there's a disconnect. While the region has the highest percentage of DX initiatives, many companies are missing out on the potential value of Digital Transformation. In total, European survey respondents report a significantly lower level of successful DX initiatives than other regions.

European survey respondents reported a

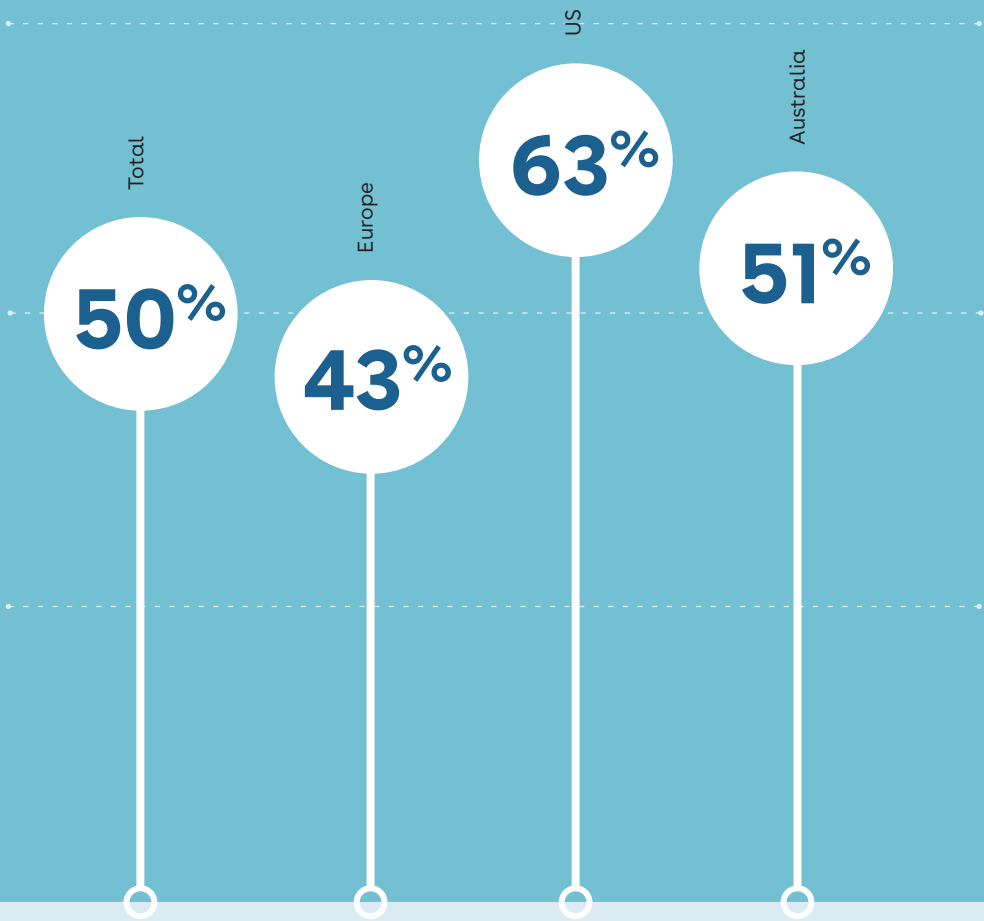
47%

lower success rate for Digital Transformation initiatives than US respondents



On the country level, France and Germany are doing better than the UK, where only 40% of initiatives are deemed successful.

Percentage of successful DX initiatives by region



Q: How would you rate the success of your organisation's Digital Transformation strategy? (percentage respondents answering "mostly successful")

Understanding what's holding back DX initiatives in Europe

Key regional differences: why is Europe missing out?

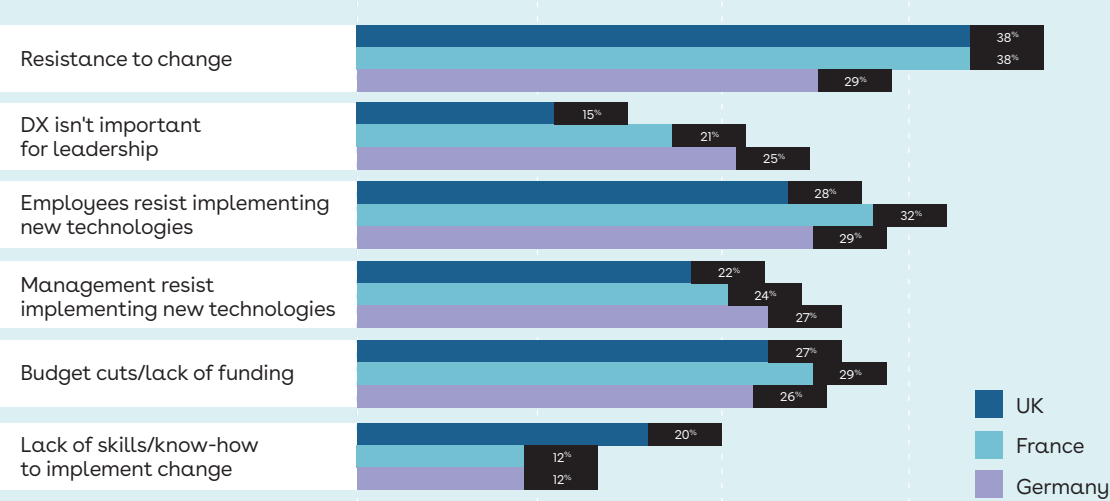
When we look at why DX initiatives are lagging in Europe, it is not a matter of saturation—nearly all organisations surveyed have a DX strategy. Some answers become clearer when we look at the reported barriers to effective transformation.

When European respondents are asked about the primary barriers their organisations have experienced, there are two key factors that emerge:

- Budget cuts and a lack of funding for projects have held up progress more in Europe than in Australia or the United States
- Resistance to change limits efforts more for European respondents than it does for their counterparts in other regions

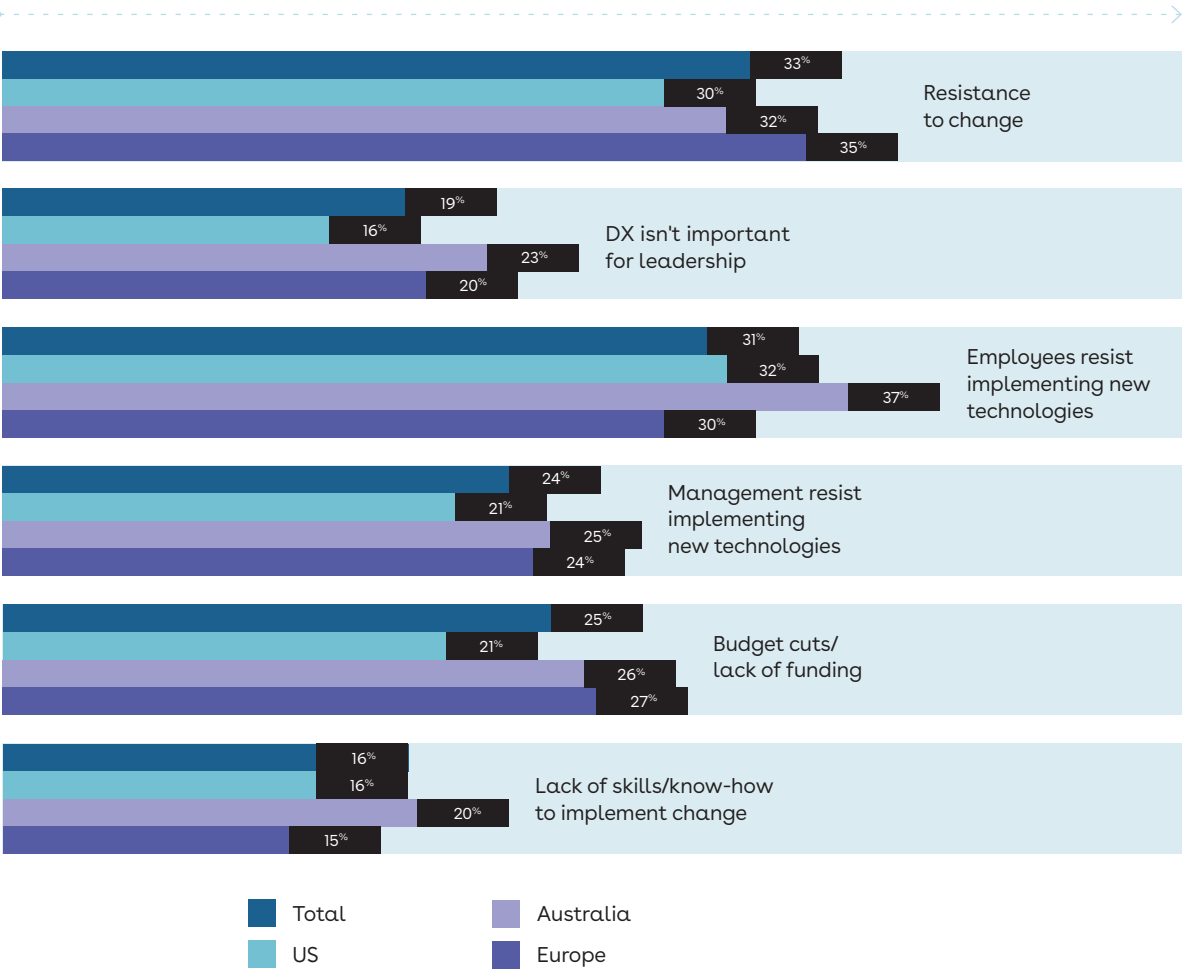
While many organisations have a strategy in place, there needs to be a higher prioritisation of funding. This ongoing budget gap might be due in part to an overall resistance to change, whether on the part of employees or leadership. Our survey data make it clear that general resistance to change is a greater hurdle in Europe, with broader consequences, than even the difficulties that come with embracing new technologies.

Europe is **29%** more likely to experience funding constraints than the US



Notable barriers to success

What's holding back Digital Transformation by region



Q: What barriers to implementing Digital Transformation has your organisation experienced? (split by region/country)



Digital Transformation creates benefits world-wide, even when it's not done perfectly

In Europe, real benefits have emerged, despite barriers and limited success

Even with only **43%** of initiatives described as mostly successful, there have been unmistakable benefits for European respondents. Nearly every organisation with a DX strategy in place has seen at least one significant benefit as a result of that initiative.

European companies have seen a fairly even distribution of the top benefits across the board

While it has the lowest level of "mostly successful" DX initiatives, the UK has seen some of the greatest benefits in Europe. This includes significantly greater cost savings and workforce efficiency than neighbouring countries, and a measurably better performance in information security. These benefits provide evidence of the kind of meaningful change that even partially successful Digital Transformation can bring.

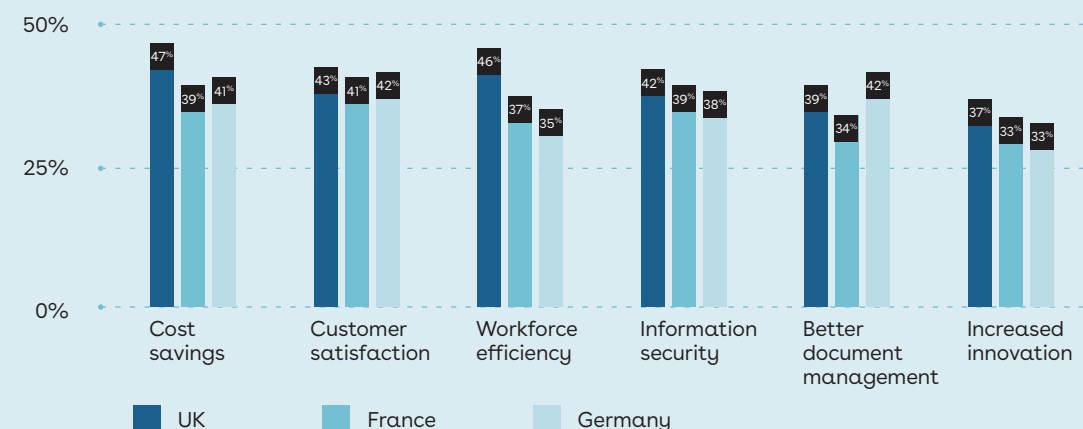
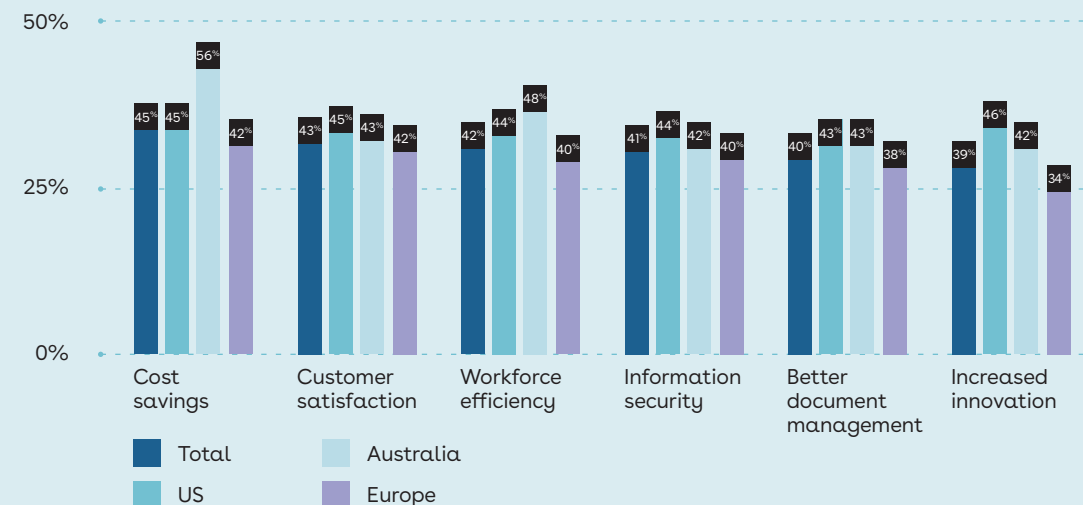


99%

of European organisations surveyed have seen at least one significant, measurable benefit from DX

Benefits realised

Top DX benefits experienced so far by region and country



Q: Which of the following benefits has your organisation seen as a result of its Digital Transformation strategy? (top 5 responses when ranked first, second, and third, and split by country/region)

2

Looking at documents as the key to DX success in Europe





Driving Digital Transformation through documents

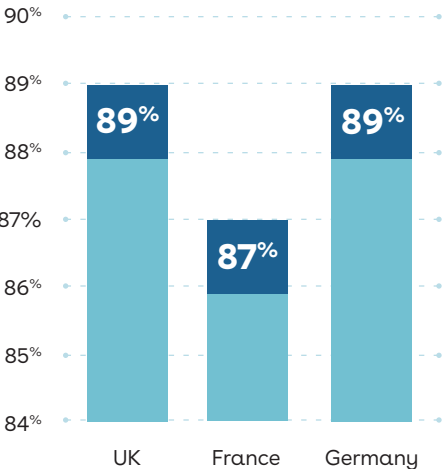
When it comes to Digital Transformation, we've seen that there's a very broad spectrum of areas that organisations are working to transform.

One effective approach to DX is through the documents that businesses run on every day. This method allows organisations to focus on a critical component of every part of business with very measurable and effective outcomes. It can be done without trying to transform every process and element of business at once.

When asked whether transforming document processes is key to DX success, a very large portion of survey respondents agreed that this is the correct approach.

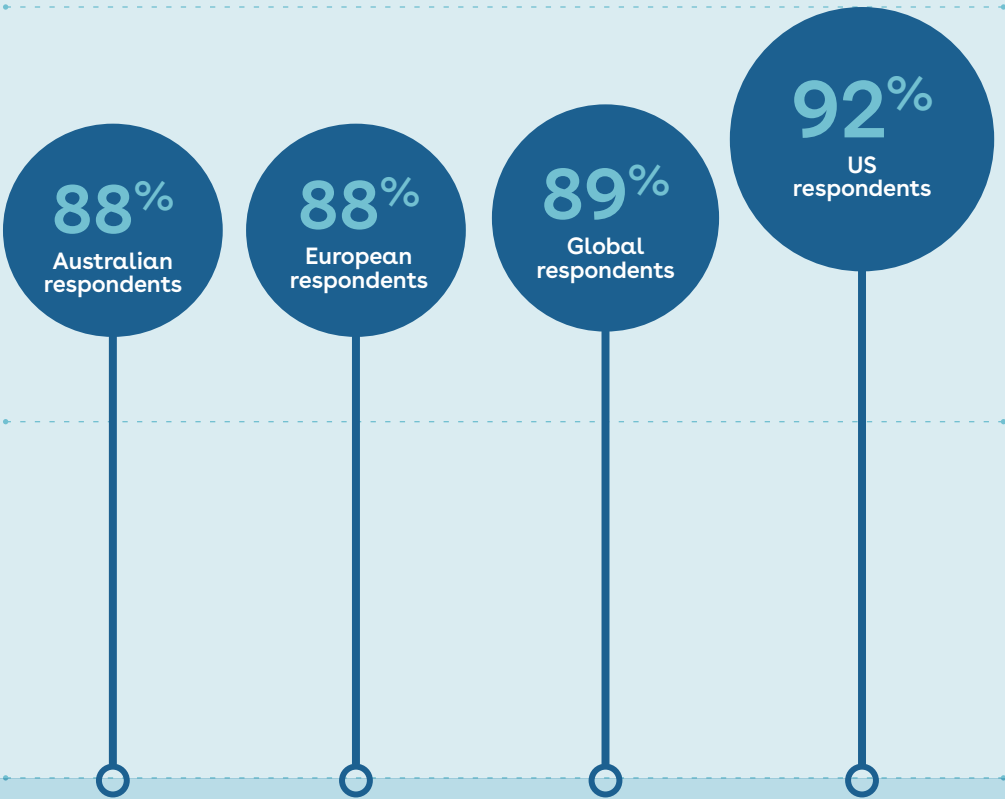
Digital Document Transformation addresses the entire document and contract lifecycle, throughout the data, documents, and processes that organisations work with every day. DDX eliminates manual steps and scattered procedures, creating a holistic, end-to-end form of Digital Transformation.

Getting to DX through DDX by country



Global perspectives on getting to DX through DDX

In every region, documents are key to success



Q: To what extent do you agree that the key to successful Digital Transformation is getting a grip on the way that documents and contracts are created, managed, and stored across the organisation? (split by region/country)

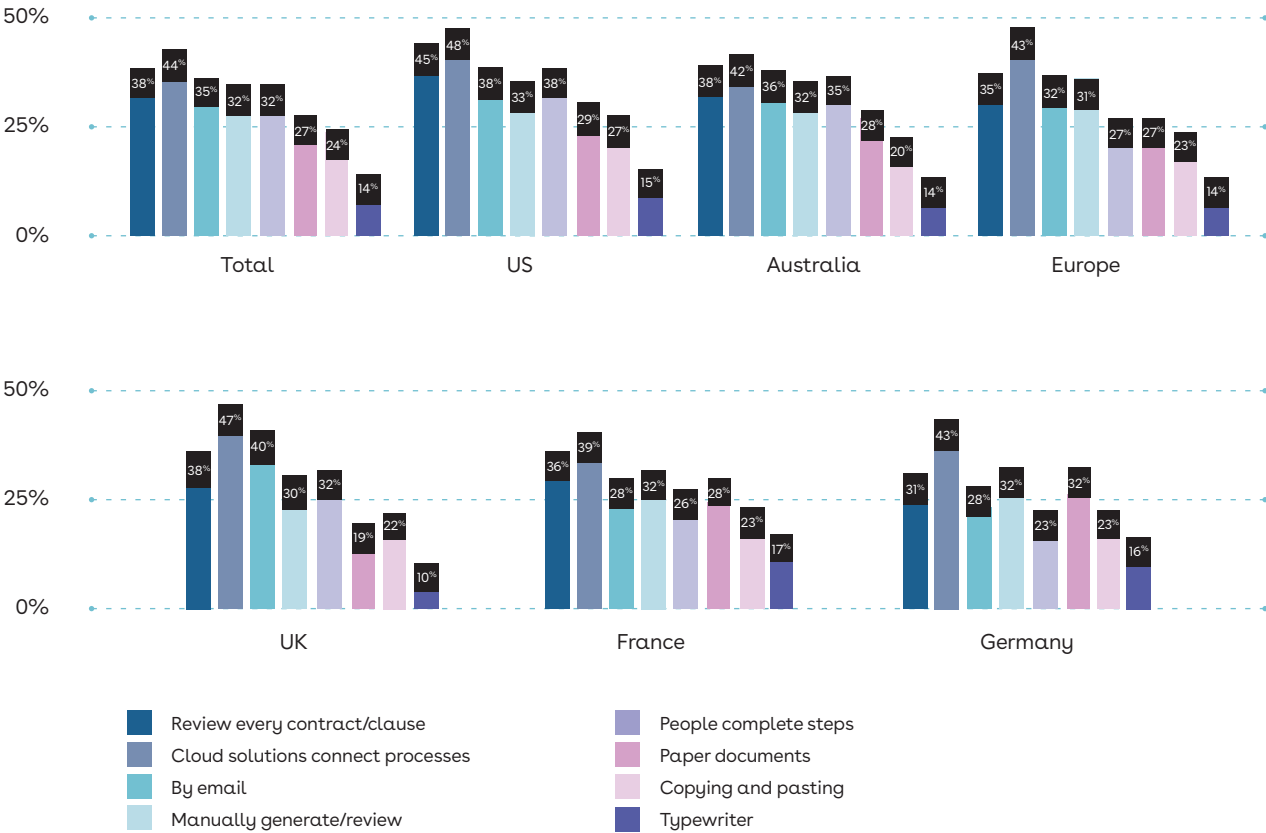
Regional insights: how organisations work with documents

When it comes to document processes, international results are mixed

If documents are key to successful DX, European responses show considerable variety when it comes to areas of Digital Document Transformation. While European organisations trail other regions in connecting processes via cloud solutions, they are also less likely to rely on some outdated and manual methods, like managing documents via email or passing paper hand to hand. In other geographic regions (the US and Australia), people are more likely to complete manual document process steps than employ technology to do so, meaning, when we take a closer look at document processes within the European countries, some notable differences stand out:

- The UK is ahead when it comes to employing cloud technology to manage document processes, which could explain why they are much less likely to rely on paper documents and the least likely of all three countries to employ typewriters
- French respondents are most likely to use typewriters, but rely less on people to complete process steps than UK organisations
- German companies depend less on people to complete process steps, but also are most likely to manually generate and review every document

How documents are created, managed, and handled by region and country



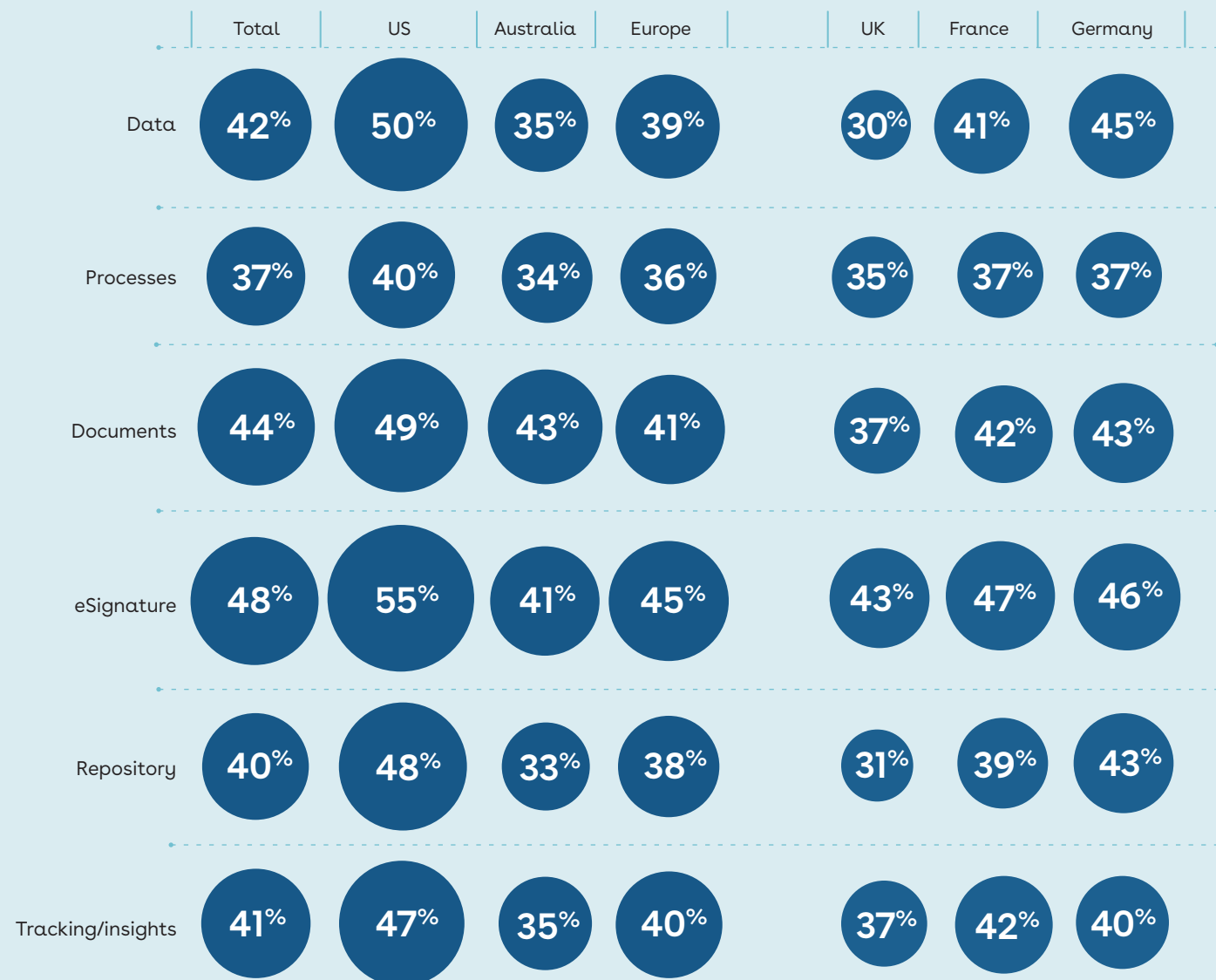
Q: How does your department go about creating documents? Which methods does your organisation use to manage the processes around documents? Which methods does your organisation use to handle documents? Mixture of data points from the three questions (split by region/country)

Across the components of DDX, Europe is stronger in some areas than others

The key components to automate and transform for DDX success are:

- **Data management:** Automatic, standardised updates, clean data flows from systems of record into documents
- **Processes:** Common document processes are known, standardised, and automated organisation-wide
- **Documents:** Follow a plan organisation-wide to create, negotiate, store, and track
- **Electronic signature:** Used and tied to processes organisation-wide, capturing insights and an audit trail
- **Document repository:** Central storage for all contracts/documents with search and reporting for insights
- **Tracking/insights:** Tracking of documents at every stage, reporting for insights and optimisation

How much success are regions and countries having with the building blocks of DDX?



Q: How would you rate the success of your organisation's Digital Transformation of the following?
(percentage of respondents answering "totally successful" split by country/region)

conga

Pain points driving European transformation

It's clear that there are different areas of strength for European companies across the areas that make up comprehensive DDX. Taken together, these DDX components are not developed evenly in organisations across the region.

The top pain point that European respondents are trying to address when transforming is too much time spent on mundane document tasks. A more complete, successful DDX initiative that incorporates all of the interrelated elements on the previous pages would virtually guarantee that this point be addressed.

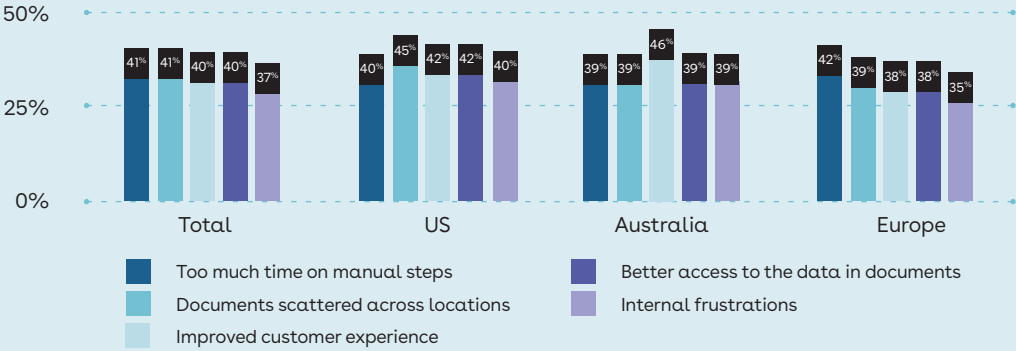


Challenges experienced and foreseen

However, this is also the greatest challenge that European respondents have experienced or anticipate experiencing. Managing the full document lifecycle entails incorporating all elements of DDX effectively, end-to-end.

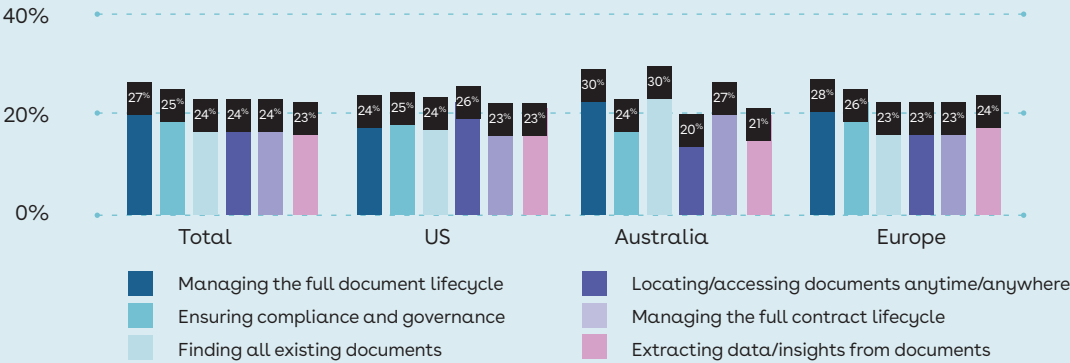
In the highly regulated European business environment, governance and compliance are also an area of significant challenge, and one that would be addressed by comprehensive, secure, integrated document and contract processes.

Top pain points organisations hope to address with DDX



Q: What are the main pain points that your organisation is looking to address with Digital Document Transformation? (top 5 global responses split by country/region)

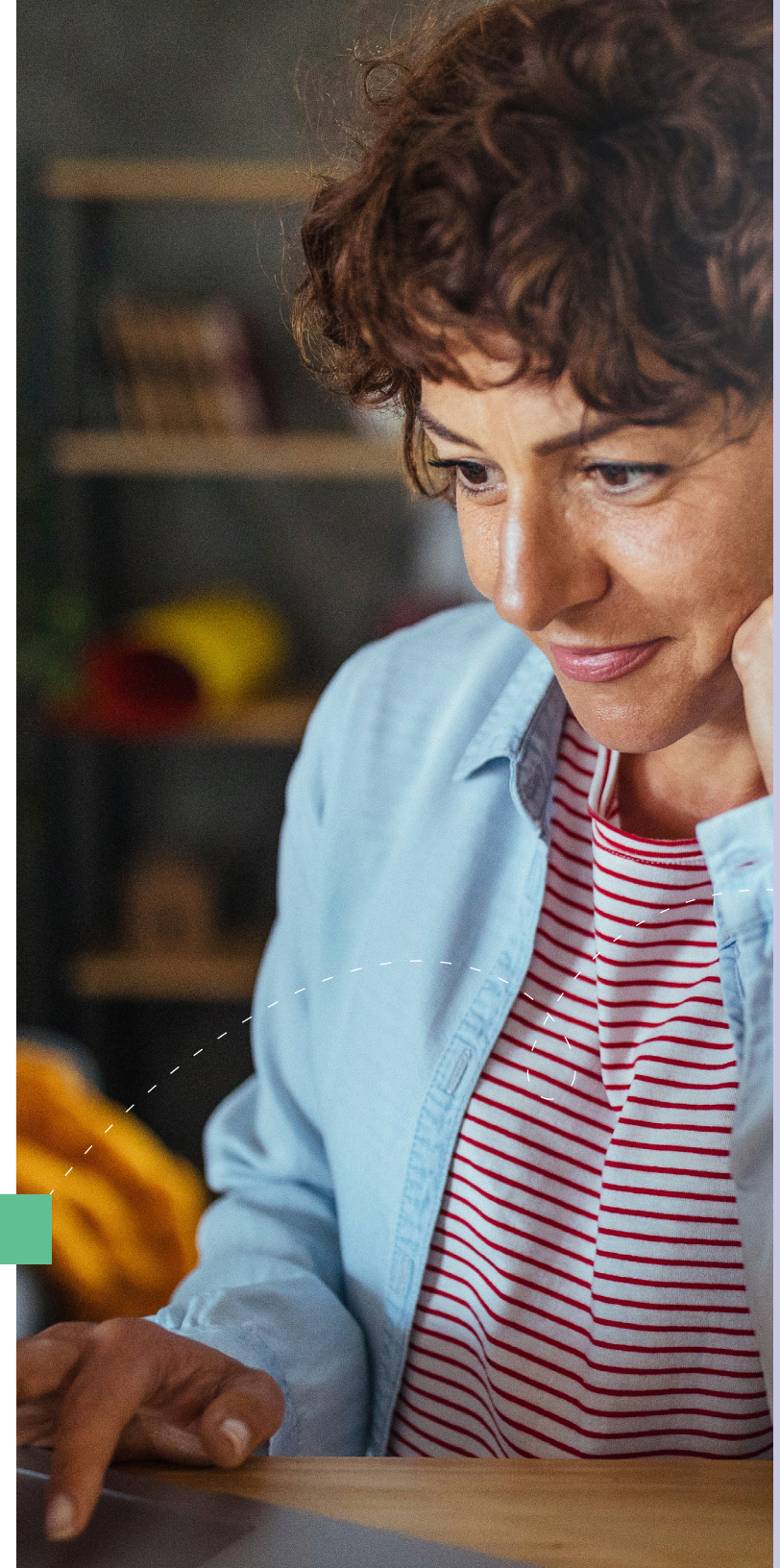
Top challenges to DDX—current or future



Q: Which areas of Digital Document Transformation has your organisation experienced/do you anticipate your organisation experiencing the greatest challenges with? Combination of responses ranked first, second and third. (Top 6 global responses split by country/region)

3

Top insights on transformation in Europe



What do organisations hope to gain from effective transformation?

When it comes to DX success, taking the long view is key

Among the top benefits that organisations hope to achieve through a possible end-to-end Digital Transformation of their documents and processes, cost and time savings top the list for European survey takers, followed closely by employee productivity.

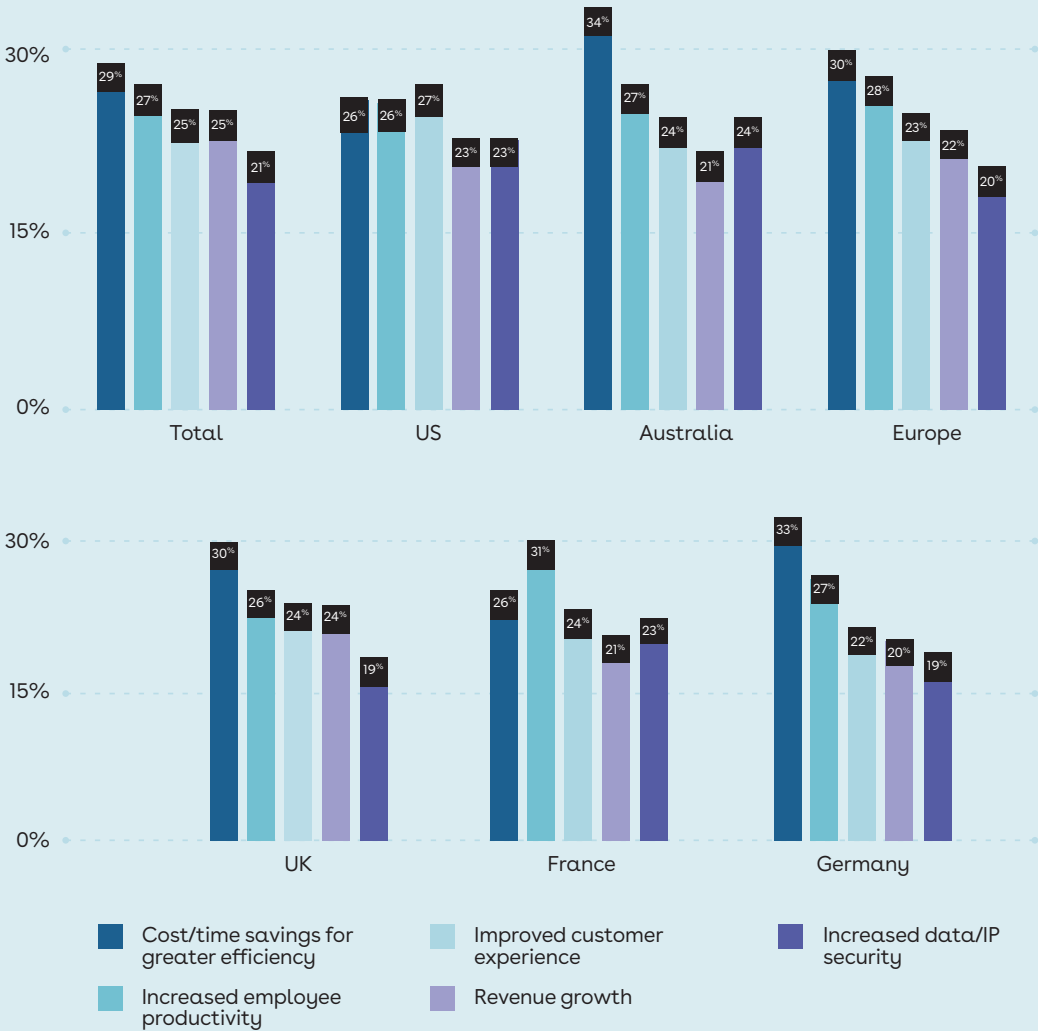
These are foreseeable short term benefits of digitally transforming the systems already in place within the organisation. The focus is on DDX as a way to improve existing approaches to and methods of doing work. However, it is essential to take into account the deeper transformation that profound, encompassing initiatives can provide.

True DX points to the possibility of an entirely new way of doing things, re-imagining and reworking processes end-to-end. In the case of DDX, this would include transforming and integrating all elements of the document lifecycle, extending to the way the company operates both internally and in the market. When organisations focus on customer experience, they are looking beyond what affects today's bottom line and prioritising one of the most important possible outcomes of DDX, and doing so by looking beyond the immediate to the broader business environment.

While none of the regions surveyed see this as the primary priority when it comes to potential DDX benefits, there is wide agreement that improved customer experience is a likely outcome.



Hoped-for benefits of end-to-end DDX



Q: Which of the following benefits would be the most important for your organisation to achieve if it were to implement an end-to-end Digital Document Transformation solution? (combination of responses ranked first, second, and third and split by region)

Insights from winning companies

Why it's essential to stay the course

When we look at the data from Europe, there is tremendous progress on the road to DX, as well as DDX. However, when we dive into the details, it's clear that there's room for improvement. There are areas where there has been more advancement than others, and many initiatives haven't been entirely successful.

Even with these uneven results, it's evident that for European survey takers, there's a competitive edge to be gained through Digital Transformation of everyday documents. These results reveal that the possibilities they see for success with DDX are game changing.

For European companies, there is indisputable value in successful Digital Transformation

The survey data makes the value of DX clear. For European survey respondents who report their DX initiatives to be mostly successful, they also report unequivocal markers of success.

When we look at these benchmark areas—revenue, profit, and growth—there can be no question that effective DX initiatives are adding value and creating gains for European organisations that are able to implement and sustain them successfully.

And the vast majority, 4 out of 5 respondents, agree that DDX offers a competitive edge in their marketplace.



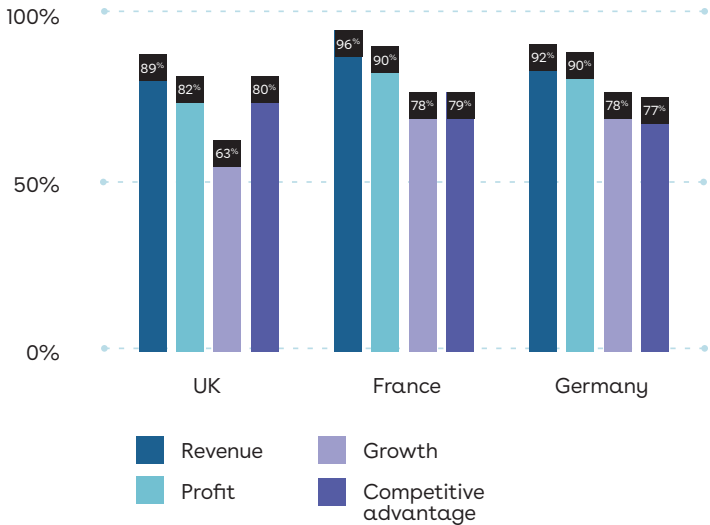
Revenue



Profit



Growth



Conclusion

The takeaways for Europe

When it comes to Digital Transformation, Europe understands the importance of having a DX strategy, as the vast majority of companies have one. In spite of these trends, DX initiatives in Europe are falling short of the mark, and European organisations are seeing successful outcomes significantly less often than their counterparts in the US and Australia.

Primary barriers to successful Digital Transformation include a lack of financial support for transformation and a resistance to change. Yet, even with these barriers to comprehensive transformation, European companies are seeing significant benefits from their DX initiatives.

As we’ve seen globally, organisations across Europe see the value of approaching Digital Transformation through their everyday documents and contracts, and related processes. Even with that understanding, processes for creating, managing, and handling documents are mixed, as are levels of success when we look at how successful companies are across the components of DDX.

Even when we look at partial outcomes, European DDX initiatives are helping to solve significant pain points, confront real challenges, and promise significant benefits to survey respondents. This is why a large majority believe DDX offers a competitive advantage, which is borne out when we see that companies with a mostly successful approach to Digital Transformation have seen the value of their efforts in the form of increases in revenue, profit, and growth.

Europe’s survey shows that companies who have successful DX initiatives are ahead in revenue, profit, and growth






About Conga

Conga continually sets the standard for Digital Document Transformation (DDX). The Conga DDX Suite helps 11,000+ organizations in 85 countries including AWS, GE, Hilton Worldwide and Salesforce transform day-to-day business by creating, managing and unleashing the power of their everyday documents.

The company is privately-held and based in Colorado with global operations across North America, in the UK, Europe and in Australia.

Learn more at conga.com or follow Conga on Twitter: [@getconga](https://twitter.com/getconga)

-  Engaging documents
-  Intelligent contracts
-  Effortless eSignatures



For More Information

Email info@conga.com or your local Conga office to talk to a Conga advisor.

© Copyright 2020

London

3rd Floor
60-62 Margaret Street
London W1W 8TF
United Kingdom

+44 (0) 203 608 0165

Paris

WeWork Rue La Fayette
33 Rue La Fayette
75009, Paris
France

+33173023893

Corporate Headquarters

13699 Via Varra
Broomfield CO 80020

+1 303.465.1616
conga.com