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THINK:
IS ADOBE® A MUST FOR YOU?

5 PERSPECTIVES BY GAAIHO

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A LOOSE CANNON:
YOUR SOFTWARE LICENSE COMPLIANCE

Remember wooden warships fighting each other with cannons in movies? In fact, the recoil from firing is so enormous that they were mounted on rollers and secured with rope. A loose cannon, free of it restraints, could be rolling dangerously about the deck and smashing whatever standing in its way.

Somewhere along the way, your accumulating software assets became a loose cannon, and you have no idea when a vendor will come to audit

AMONG ORGANIZATIONS ...

38% said at least **11%** of software spend was associated with out-of-compliance use

11%

56% said **11%** or more of software spend was for under-used software [ii]

11%
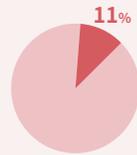
63% were audited by their software vendors in the last 18-24 months

63%
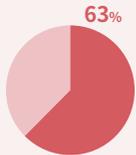
56% ended up paying the auditor. **21%** of the true-up payments exceed a million dollars [iii]

56%
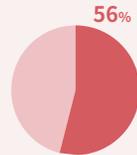
Non-compliance might not be easily forgiven these days. No one knows when they will catch the scent, but when they do, be ready for time-consuming, costly and exasperating audits.

Or, look at Gaaiho's take on compliance:

☑ **We don't enforce surprise audits**
While the audits nowadays often catch businesses off guard, Gaaiho believes everyone should have a chance to prepare themselves.

☑ **No penalty for exceeded agreements**
You won't be penalized after discovering non-compliance with user number.

☑ **Quarterly compliance check that brings no stress**
Gaaiho encourages self-check and you only need to fill up the blank on a quarterly basis.

☑ **Simple VLP license terms for enterprises**
License terms are simple even for VLP a couple of signed sheets can do it all.

In 2014, Gartner Research published a guide named "**Surviving an Adobe Software License Audit**," [i] reporting that Adobe has audited a higher proportion of its customers than vendors with similar revenue, and also seemingly enhanced its audit process.

FRIENDLY TO USERS, IT PROS AND COMPANY

Learning Curve

By far, the Ribbon design in Microsoft Office applications is the most popular on earth, boasting **1.2 billion users**[iv], while Adobe sticks to their legacy layout. It's up to you which users would prefer and bring you the least worries.

Size Matters

It's never an easy job to deploy new software across a department, not to mention an entire organization. Now, consider the required hard-disk space of Acrobat:

Acrobat® XI Pro	Acrobat Pro DC
1.85 GB[v]	**4.5 GB**[vi]

The Gaaiho way:

A FAMILIAR FACE
- Faster learning and user adoption
- Less support & training requests related to product
- Free your hands for more important missions

LIGHTWEIGHT
- **Under 700 MB**
- **84% less space taken**

DEPLOY OPTIONS
- Perpetual license
- Subscription license
- TSL for terminal server or virtual environment (Windows® Terminal Server, Citrix® XenApp®, ThinApp®)
- Citrix Ready
- Volume Licensing Program (VLP)
- Enterprise Licensing Program (Site License)
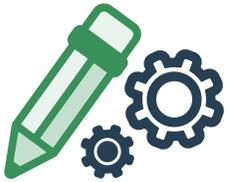
CREATE, EDIT AND OCR

Among Gaaiho's rich array of functions, PDF creation, editing and OCR (Optical Character Recognition) are specifically designed to deliver high performance and enhance productivity. With Gaaiho PDF Suite, users can:

Writable PDF & Excel

For PDF made from Excel or Word, convert it to a writable state that makes editing simple and intuitive.

- Convert static PDF to Writable document
- Switch between Write and Review modes with a click
- Edit PDF with robust functionalities such as font, paragraph, table, graphic and footnote.
- Edit spreadsheets directly within Gaaiho Doc

OCR

Let the all-new OCR feature help you with turning image documents into searchable PDFs.

- Run OCR while creating PDF from scanner
- Run OCR while creating or converting PDF
- Find OCR suspects and edit recognition results
- Additional language packs available

Two-way Batch Conversion

Gaaiho provides two-way batch conversion that features faster speed, smaller file size and less CPU consumption. It supports all printable file types.
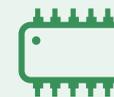
TIME TO OPEN FILE	OUTPUT FILE SIZE	CONVERSION SPEED		CPU USAGE	
		To Word/Excel/PowerPoint:	The other way around:	To Word/Excel/PowerPoint:	The other way around:
54% faster	0.03% smaller	48% faster	86% faster	11% less	12% less

Based on the test results from Zeon Labs

CLOUD, SUBSCRIPTION, AND YOU

Yes, we are in an era of cloud computing and an emerging software licensing trend known as subscription, but why not think twice before paying and jumping on the bandwagon?

A. Subscription vs. Perpetual

On advertisement, subscription models are made to be the better option than perpetual, but you should be careful and understand their real differences. Now, ask yourself 3 questions:

1.What does the software do for you?
2.Should it be updated on a frequent basis?
3.Does your company prefer CAPEX or OPEX?

Take Acrobat DC Pro subscription for example:

Your Expense
The break-even point is roughly the 20th month and at that point subscription starts to cost more per unit.

Update Frequency
If your workflow involves only basic features such as annotating, signing and editing, you may not need to update/upgrade regularly.

SMS Option
The perpetual model also offers Software Maintenance Services(SMS) to make upgrade easier and more cost-effective. It is not limited to subscription model.

CAPEX or OPEX
Capital-intensive industries prefer using capital budgets(CAPEX) to buy software in order to gain tax deferral benefits, instead of making it a long-term commitment (OPEX).

Key takeaways

1. **Break-even point**
   The 20th month.

2. **Version change**
   Essential features usually stay the same or are slightly enhanced.

3. **SMS**
   A SMS plan also entitles you to superior support and a fixed SN that does not change when upgrading.

B. Cloud risks

Adobe DC provides a new service named "Document Cloud" that transfers your data via their servers. However, let's not forget the massive data breaches in recent years:

ADOBE	EBAY
152 million customers records leaked. Largest data breach in history [vii]	**145 million** customers affected as a result of undetected 2-month attack [viii]
TARGET	**THE HOME DEPOT**
110 million customers' personal information exposed. Cost $10 million in settlement [ix]	**56 million** credit cards stolen [x]
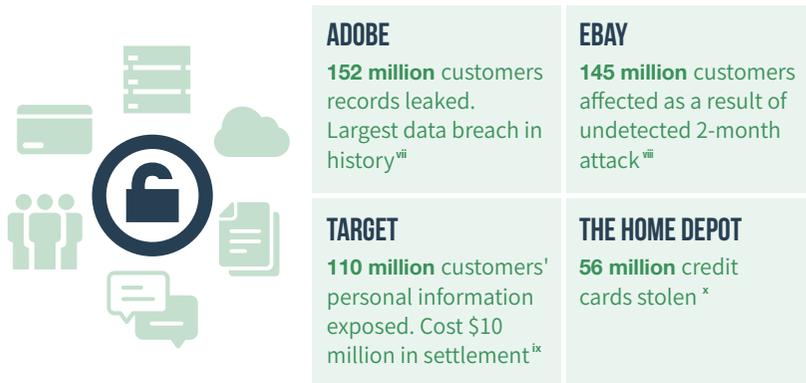
Here are the 3 factors to consider before diving into the cloud:

CLOUD SECURITY
It's improbable to prevent all attacks, meaning the cloud may not be a 100% safe place to store or share your important data.

WHO HAS ACCESS
As a user, your control is limited to the client side. The service operator or hackers might access the data without your authorization.

JURISDICTION
Servers outside your country's jurisdiction might lead to complicated legal issues, e.g. it would be difficult if you want to remove your data permanently

C. Do you need cloud-connected features?

Are the likes of "Send and track documents online," "Create PDF on the go" or "add, edit or rearrange pages in a PDF on iPad" what you need? Again, 3 questions:

1. Are most of your works done on desktop computers?
2. Does your organization accept transferring internal data via public cloud service?
3. Do you have security measures over the use of mobile devices?

Despite a surge of devices in our environment, most paperwork is done in office, on the bigger screen that computer offers. Yes, working on the go is convenient in certain scenarios, but desktop remains the source of productivity—mouse, keyboard and big screen, which mobile devices are unable to provide. Additionally, even if you decide to use the cloud, the popularity of cloud storage services such as OneDrive, Dropbox and Google Drive means there are a lot of free options to move files around, instead of paying for a service that isn't quite what you need.

HAVE YOU INVESTED IN BLOATWARE?

Characterized by a vast feature set and huge install footprint, Acrobat Pro asks for US$449 per desktop, with the option to subscribe at US$14.99 per month (Acrobat DC, annual commitment). Now, take a look at your workflow and ask yourself a few questions:

1.What are the exact features I use to do my job, after all?
2.How many features of my Acrobat are barely or never used?
3.Is my $449 or recurring $14.99 investment worth it?

Here are some of the least used features you paid for. Likely unwittingly.

$449 / $14.99

Or do I need a smart, affordable solution that does the job just as good?

Gaaiho PDF Suite

PERPETUAL	SUBSCRIPTION
$149*	**$5.4** per month (annual)

*Unit price lowers with purchase amount   Example: if you're buying Acrobat Pro licenses for 10 users, Gaaiho saves you $3,290 for the same amount.

A Smart Choice for You and Your Business: Gaaiho

We hope the 5 perspectives here can help you make an informed decision on your software investment. Instead of abiding the mounting pressure from budget, security and flexibility concerns, choosing a smart and capable solution can benefit both you and your organization by a great deal. Now there are options beyond Acrobat, and the switch is yours to make.

Contact Gaaiho right now for an effortless, seamless switch that makes sense >

About Zeon Corporation

Zeon Corporation is changing the way PDF interacts with users. Contrary to common expectations of PDF software, the company upholds the ideal that people shall freely create, write and edit PDF documents, without having to go through tedious maneuvering or look for original copies stored in other places. Incorporated with intuitive UI and a rich array of capabilities, Gaaiho aims at augmenting efficiency and productivity for individuals and businesses alike around the world.

Sources

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