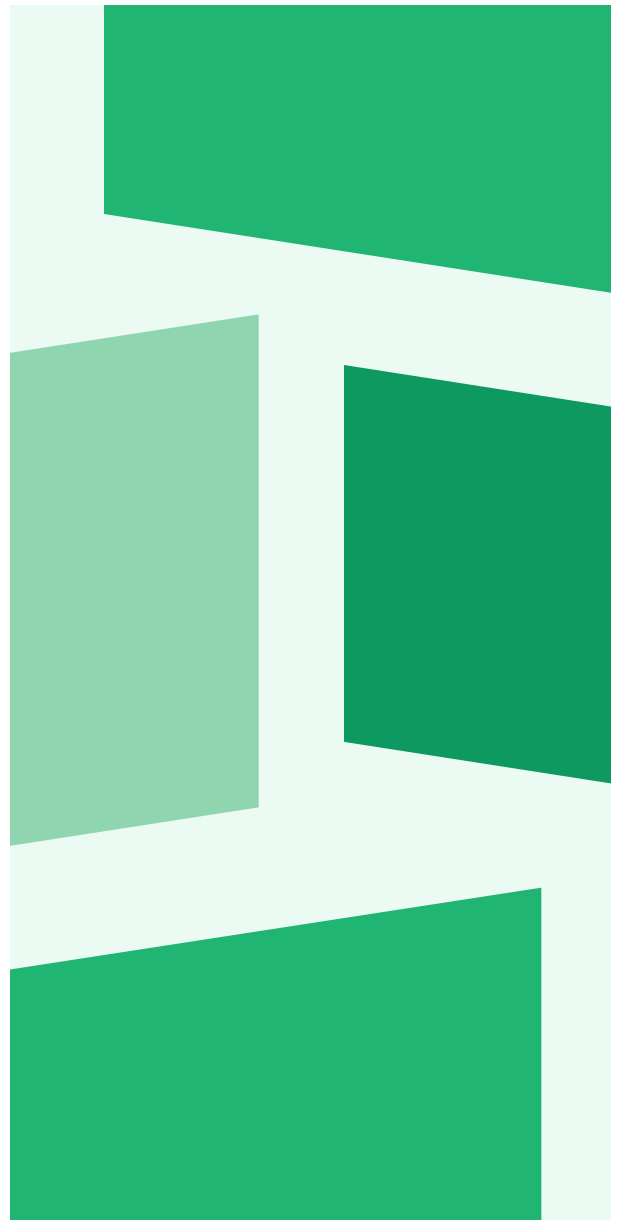
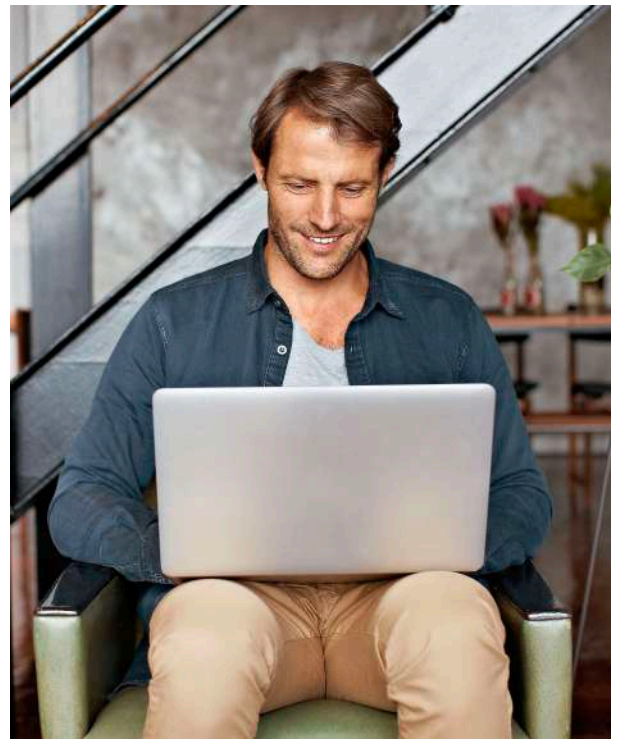


GUIDE

# Buyer's Guide for Agile Workplace Software



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# The way we work is changing — a lot.

Offices are being replaced by digital workspaces, traditional tools are being exchanged for workflow automation, and employee expectations are evolving daily. As new workplace policies and platforms continue to emerge, it's transforming the very nature of team collaboration:

## 733%

**Organizations are adopting remote work policies at record rates.**

A third of employees will soon be working from home full-time, and those working remotely two to three days a week will rise 733%.

## 288

**SaaS apps are becoming the lifeblood of work.**

The average enterprise now uses 288 different SaaS apps, with as many as 21,580 individual subscriptions at the largest organizations.

## 3+

**Employees are relying on more digital devices.**

The average employee switches back and forth between three or more different devices throughout the workday, accessing the same information on various screen sizes and operating systems.

While some of these shifts are pushing companies toward greater digital agility, many are not. Most organizations churn through more than 30% of their apps each year, with a lot of money wasted on duplicates and unused subscriptions. Nearly half of employees wish workplace technology performed like their consumer apps, and more than a third say their jobs are harder than they should be because of outdated processes.

As these problems become more pronounced—research shows employees spend the equivalent of a full workday each week searching systems and hunting down information—it's time to rethink and restructure how technology is delivered.

## In other words...



# When it comes to business agility, more is not always better.

It's not so much which technologies teams use but how they're leveraged that makes a real difference in productivity and profits.

Recent research indicates the most successful organizations are those that approach digital transformation strategies carefully and deliberately. They don't create complexity with dozens of different apps, but rather focus on identifying the few that will keep people engaged.

They look to equip employees with intuitive, consumer-style technologies—the kind that help make people more creative, collaborative, and innovative.

And they take time to answer one of the most important questions of all:

## Which apps are the right apps?



HubSpot



slack



# The answer lies in tools that support agile workflows.

Rather than forcing people to switch between different apps for different processes, agile tools are flexible enough to fit everyone's needs. They're easy to use and can be adapted for a wide variety of scenarios, from onboarding new employees to moving prospects through the sales pipeline.

In this report, we examine how several of the most popular digital workflow tools stack up. Our intention is to help managers and directors better understand what criteria to evaluate when looking for a workflow partner that easily integrates with their existing tech stack.





## About the Data

The data in this report is based on information from G2, the world's largest tech marketplace dedicated to helping enterprises discover peer-reviewed digital business tools. It provides ratings and rankings based on more than a million authentic reviews, with unfiltered feedback from SaaS app users—not “pay-to-play” analysts.

For this report, we've pulled data from G2's usability and implementation indexes for digital workflow tools. Because G2 uses an algorithm to rate applications based on real user reviews, as well as data from online sources and social networks, it offers an unbiased comparison of popular digital workflow tools. The result is a quick-reference guide in the form of scores that make it easy to see how the most popular enterprise workflow automation tools stack up.

# Why digital workflow solutions?

Digital workflow solutions have advanced a lot in recent years. Once limited largely to online form builders, these solutions have expanded to encapsulate everything from data capture to document generation to electronic signatures. They're used across industries and departments—IT, operations, marketing, healthcare, education, financial services, and many more—to streamline what would otherwise be tedious, time-consuming tasks.

According to G2:

**“[Digital workflow tools] are distinct from other types of similar software because of the breadth of form options users have to consider. [They] make it easy to automate, share information, and use data to turn time-consuming tasks into actions and activities that take mere minutes or even seconds to complete.”**

In an enterprise environment where information and app overload can overwhelm employees, these tools simplify complex processes and free employees to focus on high-value work.





“Employees from all demographics are beginning to expect, and in many cases demand, workplace technology to be as easy to adopt as their latest consumer applications. It needs to be intuitive and easy. No more manuals. No more classes. Adoption [should be] as easy as learning the latest online game.”



Kronos Workforce Institute

## What do the numbers mean?

**The G2 usability score** is calculated by a proprietary algorithm that factors in real satisfaction ratings for a number of user-related review questions. Individual factors include ease of use, administration, and adoption data.

**The G2 implementation score** is calculated by a proprietary algorithm that factors in real-user satisfaction ratings for a number of implementation-related review questions. Contributing factors include ease of setup and user adoption data.

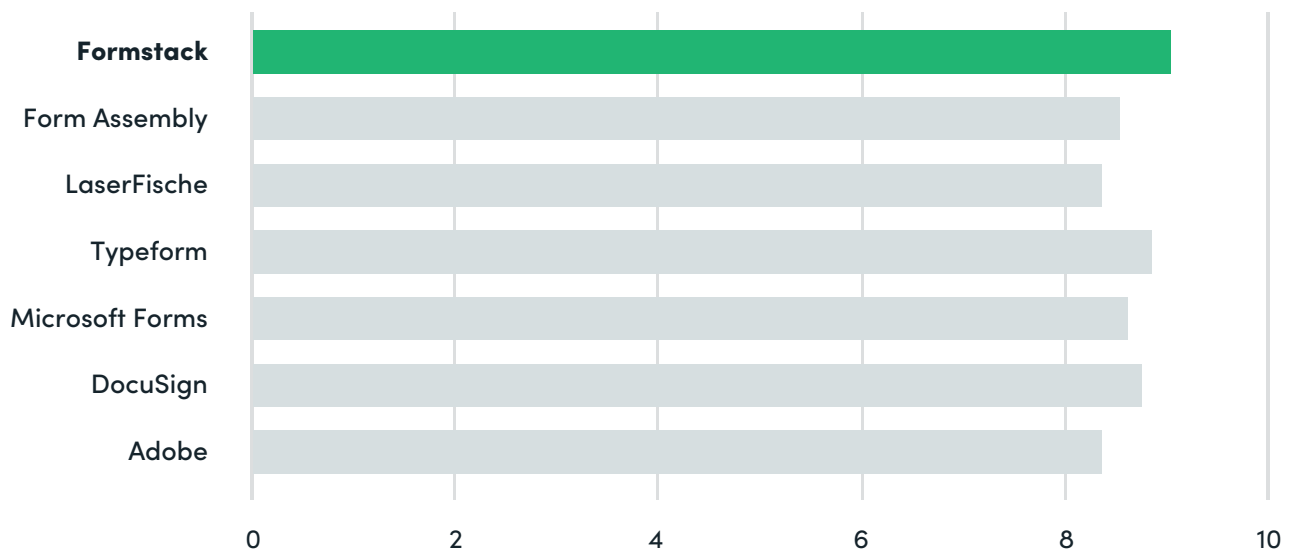
Both scores are frequently used by companies to compare products and vet vendors when deciding which workflow automation solution will be the best fit for the business.



# Review the Criteria

How do users rate the top-ranked workflow automation tools? Overall usability and implementation scores offer a strong snapshot.

The usability score shows how highly each tool is rated based on **ease of use, administration, user adoption, and other related factors.**



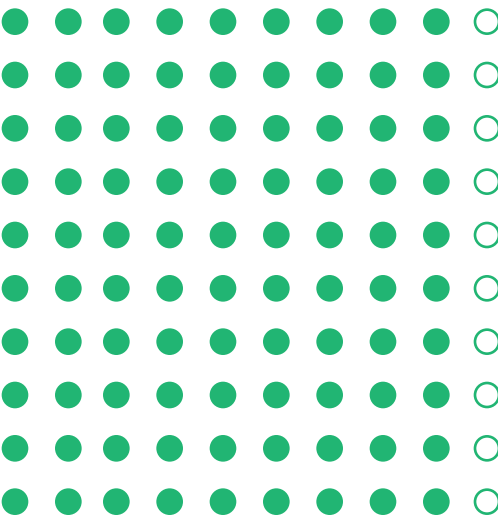
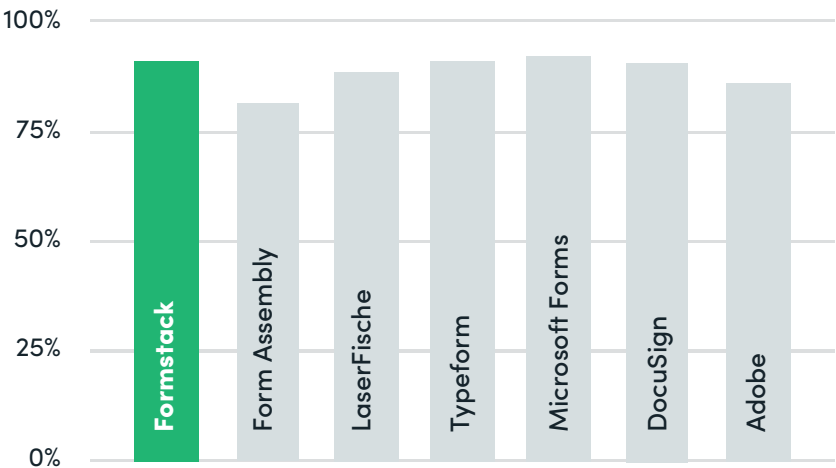
The implementation score indicates how highly each tool is reviewed based on **ease of setup, user adoption, time to implement, and other related factors.**



# Ease of Use

For a digital tool to be agile, it must be intuitive and easy to use. Technologies that are simple and flexible, instead of overly complex or filled with unnecessary features, tend to be the most powerful. These are the tools that allow employees to transform existing processes during free time or quickly spin up new workflows as new needs arise.

## How top tools stack up on ease of use in the G2 Usability Index



of G2 reviewers say Formstack is easy to use

Source: G2



“Before, I needed a full-time developer to put in 40 hours of work to build the form and integrate it. Now, just about anyone in the company can build a form and deploy it.”

**Kevin Howell**  
IT Director  
AdventHealth

[Read the success story →](#)



# User Adoption

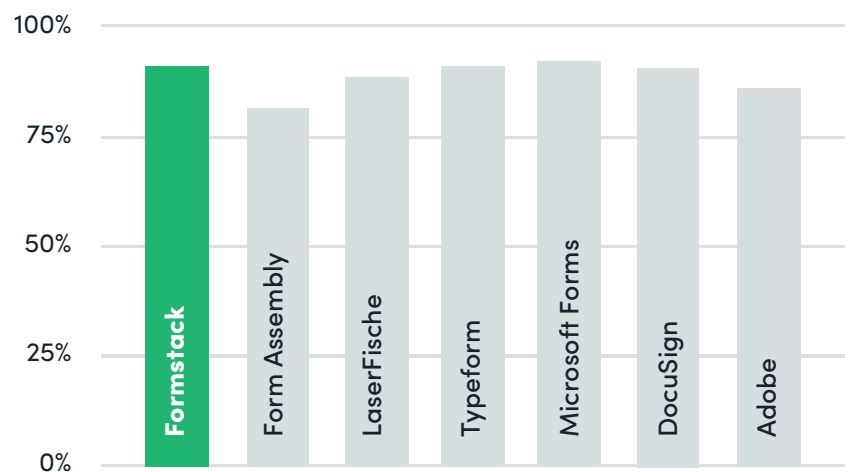
It's one of the most common fears among managers and directors, with good reason: Invest in the wrong technology, and the consequences can be costly. Will your teams actually use your new software—or will you have to start over again in a year? To prevent this problem, user adoption is key. Which is why, when choosing a new solution, it's critical to pay attention to how likely current users are to recommend a product to colleagues and coworkers.



**85%** of Formstack customers add another user to their accounts within the first 14 days

Source: Formstack product analysis data

## How top tools stack up on user adoption in the G2 Usability and Implementation Indexes



"Formstack has made everything more visible—and secure at the same time—for the people who are responding to patients. Because Formstack is so user-friendly and customizable, our partner sites adopted it as a tool they could use instead of Excel spreadsheets. Once they saw how easy Formstack was to build and implement, it just exploded."

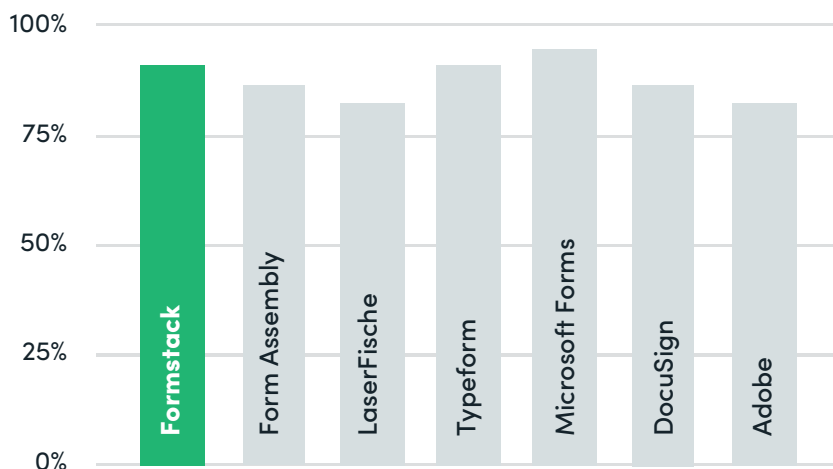
**Della Miller**  
Coordinator  
C2 Call Center

[Read the success story →](#)

# Ease of Setup

The easier it is to onboard new users, the more value your business will get from agile workflow tools. Which is why, when it comes to digital agility, ease of setup is key. You shouldn't need a dedicated team to roll out new SaaS apps. Ideally, managers and directors will simply put a product in the hands of employees and let them run with it. In fact, the best tools allow companies to see value from new vendors in just one day.

## How top tools stack up on ease of setup in the G2 Implementation Index



**76%** of users said it took them less than a day to go live with Formstack Sign



**49%** of users said it took them less than a day to go live with Formstack Forms

Source: G2



“Formstack goes beyond this concept of data entry to business process and productivity. If you can use the same tool to ingest data, transform data, and insert data, that's a pretty incredible tool.”

**Kyle Tuominen**  
Director West  
Coastal Cloud

[Read the interview →](#)



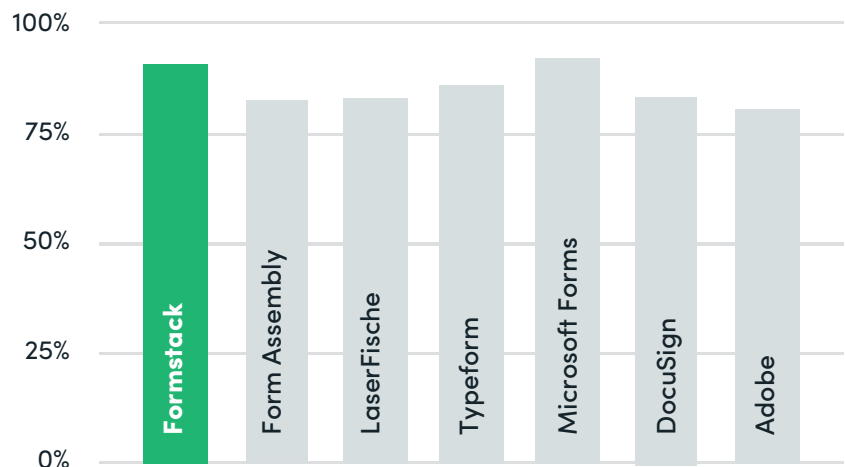
# Ease of Admin

The easier it is to administer a new digital workflow tool, the more value the company will gain from it—and the better able admins will be to keep security threats at bay. With the threat of hacks and attacks ever on the rise, being able to quickly and easily put security policies in place is paramount.

Built-in features make it easy to maintain compliance in business-critical areas including:

- ✓ **HIPAA**
- ✓ **WCAG**
- ✓ **GDPR**
- ✓ **PCI**

## How top tools stack up on ease of admin in the G2 Implementation Index



"The ease of building forms, the data security, the integrations...the field logic—pretty much everything Formstack offers was exactly what we were looking for."

"If you look around, there are always going to be more ways you can use Formstack to reduce roadblocks and hurdles within your business and to create a more efficient operation. I don't think a week has gone by that we haven't ended up creating a new Formstack form to solve an issue."

**Joseph Mitton**  
Director of Marketing  
and Communications  
Select Security

[Read the success story →](#)



## Conclusion

In a landscape increasingly defined by change, flexibility is key. While there's no one-size-fits-all approach to streamlining and simplifying processes across organizations, one thing is certain: Agile workflows are among the most powerful tools available to enterprises today. Successful companies are making projects flow faster and empowering employees to do their best work, all by putting the right technology in place.

**Ready to talk more about digital agility at your organization?**

**Contact Us →**