

What is Goodnotes?

BEYOND THE BLUEPRINT: TRANSFORM HANDWRITTEN NOTES INTO SMARTER BUILDS

Supercharge your workflows with the digital handwriting app, Goodnotes for Business.

Goodnotes is a note-taking app chosen by tens of millions worldwide. It's a new-era business tool that dramatically improves on-site operational efficiency by combining the natural writing experience of pen on paper with the digital convenience of instantly searching and sharing handwritten information.

Number of companies
using the service

Over 1,500 corporate clients

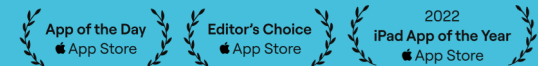
Number of users

26 million users in 242 countries worldwide*

* Monthly active users as of July 2024

Awards

- "iPad App of the Year" App Store (2022)
- "Editor's Choice" App Store
- "Apps of the Day" App Store
- "Momentum Leader" G2 awards 2025
- "Grid Leader" G2 awards 2025



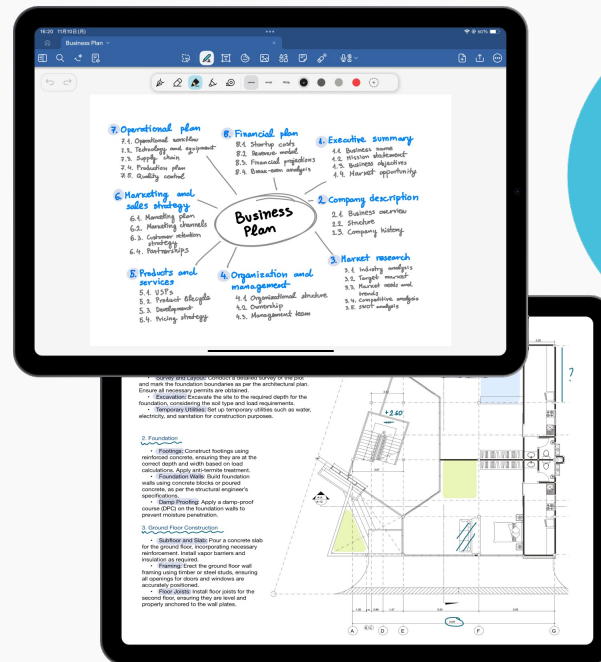
Why Doesn't Digital Transformation Permeate the Field?

While the introduction of systems to streamline operations—like construction management tools, property/customer management systems, and electronic health records—is progressing, many companies pushing for DX (Digital Transformation) often find its effects don't reach the front lines. This is because the new systems don't fit existing on-site workflows, leading to situations where paper documents stubbornly persist, and duplicate entries or highly customized processes stick. This trend is particularly noticeable in industries with deep-rooted "handwritten cultures," such as manufacturing, construction, and healthcare.

One reason for this is that the introduced IT tools don't align with the natural working methods of on-site teams. Why, then, is handwriting so favored in these environments to begin with?

Research* suggests that handwriting, compared to typing, promotes "deep thinking" by encouraging people to reconstruct information in their own words, thereby enhancing memory retention and comprehension. In other words, the act of "writing by hand" isn't just a recording task; it's a creative process that generates on-site knowledge and expertise.

Introducing standardized tools that ignore this valuable process can actually increase the burden on on-site teams and create resistance to DX. True operational reform should begin by leveraging the strengths of the front lines.



*From the 2014 study by Princeton University and the University of California, Los Angeles (UCLA): "The Pen Is Mightier Than the Keyboard: Advantages of Longhand Over Laptop Note Taking."

What Changes with Goodnotes?

● Tie in Handwriting and Digital Convenience

Goodnotes combines the familiar benefits of handwriting with the convenience of digital technology. It transforms valuable handwritten information accumulated on-site into an "asset" that can be searched, shared, and reused.

Edit & Annotate by Hand

Write directly on-site.

Quickly scribble notes on PDF drawings, blueprints or photos.

Handwritten Text Search

Zero time spent searching.

Instantly search handwritten text and find buried information right away.

Document Management

Your archive in one device.

Manage vast amounts of documents and data centrally, on a single iPad.

Multi-Device Compatibility

All your projects in your pocket.

Sync to your iPhone or PC to view and edit anytime, anywhere.

Collaborative Editing

Eliminate miscommunication.

Access a single file simultaneously and co-edit with your colleagues in real-time.



How Goodnotes -Transforms Your Business !

1

Cost Reduction

Go paperless and significantly cut costs on paper and printing. Reduce physical costs associated with document storage space, mailing, and inter-branch transportation.

2

Time Savings

No more wasting time searching for necessary documents or transcribing handwritten notes to a PC. More time you can dedicate to higher-value, core tasks.

3

Increased Productivity

On-site conditions can be shared with stakeholders in real-time, improving the speed of decision-making. Overall organizational communication is optimized boosting team performance.

4

Knowledge as Capital

On-site expertise, previously confined to individual notebooks or planners, is now accumulated as searchable data. Skilled techniques can be stored and shared as accessible assets to everyone.

5

Deeper Idea Generation

Accelerate the creation of new ideas through the synergy of "handwriting" that promotes deep thinking and "digital" capabilities that allow immediate aggregation and sharing of diverse opinions.



Generative AI Workplace Adoption

United States Analysis

Generative AI has shown remarkably rapid uptake in the United States workplace. According to a nationally representative survey conducted by the St. Louis Federal Reserve in August 2024, almost 40% of the U.S. population ages 18 to 64 used generative AI to some degree, with 28.1% using it at work.

The speed of adoption has been unprecedented compared to other transformative technologies. Generative AI has been adopted at a faster pace than PCs or the internet - reaching nearly 40% adoption just two years after ChatGPT's mass market introduction in November 2022, while it took PCs about 12 years and the internet about 5 years to reach similar adoption rates.

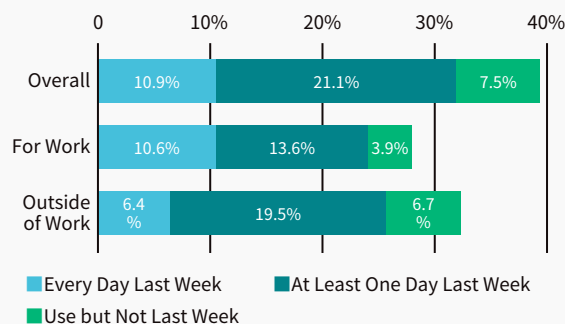
US Generative AI Usage Patterns Daily usage at work was more frequent than at home (10.6% versus 6.4%, respectively), though overall home usage was slightly higher (32.6% versus 28.1%). The technology shows broad demographic penetration, with usage widespread across gender, age, education, industries and occupations, though more common among individuals who are male, younger, more educated, and work in computer, math and management occupations.

Primary Use Cases in US Workplaces Workers used generative AI for a wide range of tasks, with the most common being: writing communications (57%), searching for facts or information (49%), documentation or detailed instructions (48%), interpreting/translating/summarizing (47%), and performing administrative tasks (46%). Notably, usage rates were at or exceeding 25% for all 10 defined task categories.

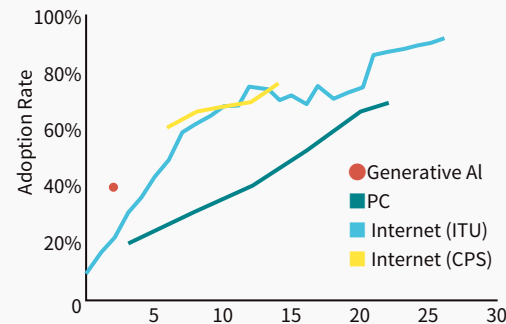
The economic impact is already measurable. Researchers estimated that between 0.5% and 3.5% of all work hours in the U.S. are currently assisted by generative AI, and combining this with productivity studies showing a median 25% increase in task productivity, generative AI could plausibly grow labor productivity by between 0.1% and 0.9% at current usage levels.

The success of generative AI adoption in the US demonstrates that when barriers to entry are lowered, organizations can achieve rapid implementation. Goodnotes represents this optimal approach by maintaining the familiar "handwriting" process that professionals naturally use, while seamlessly integrating AI capabilities for organization and insight generation. By preserving intuitive work patterns while unlocking AI-powered value creation, Goodnotes eliminates psychological barriers to technology adoption.

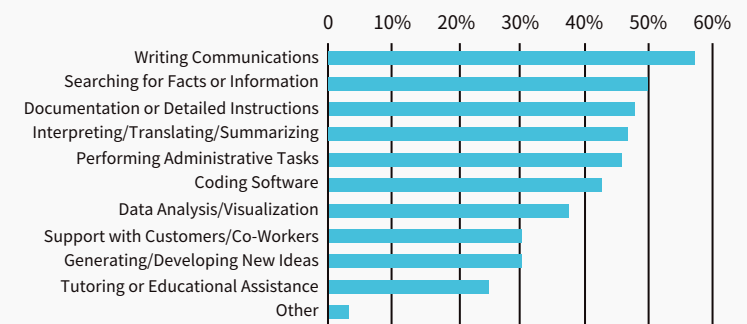
● Share of Respondents Using Generative AI



● Years since First Mass Market Product



● Share of Respondents Using AI for Specific Tasks



*Reference: Alexander Bick, Adam Blandin and David Deming, "The Rapid Adoption of Generative AI," St. Louis Fed On the Economy, September 23, 2024. <https://www.stlouisfed.org/on-the-economy/2024/sep/rapid-adoption-generative-ai>



Goodnotes Features

7 Reasons Why Goodnotes is "Your Secret Weapon On-Site"

Goodnotes is chosen by many companies for its overwhelming ease of use and rich features that meet business needs. Here are 7 key points that truly enhance on-site productivity:

1 Intuitive UI/UX, Easy to Master Quickly

A simple design that allows immediate operation without needing to read a guide. Even users unfamiliar with IT tools can quickly master it, reducing training costs and enabling smooth company-wide deployment.

2 Natural and Smooth Writing Experience Like Paper

Optimized for Apple Pencil, it offers a smooth writing feel with no noticeable lag. It reliably reproduces pen pressure and tilt, allowing you to capture your thoughts stress-free, just like writing on paper.

3 Edit & Annotate Any PDF, Anywhere

Directly import all kinds of PDF data—drawings, contracts, and reports—and add handwritten notes or signatures directly. You can even go paperless with your existing business documents.

4 Diverse Capture Functions to Never Miss an Idea

The app supports not only handwritten diagrams, but also voice recording and photo import. Consolidate rich information, such as meeting minutes and on-site reports, into a single notebook to support accurate information sharing.

5 Rich Templates and High Customizability

Goodnotes offers a wide variety of templates, including graph paper, ruled lines, musical scores, and checklists. You can also import your own unique formats and use them as original templates.

6 Sync Across Multiple Devices, Anytime, Anywhere

Seamlessly sync data between iPad, iPhone, and Mac. This enables a seamless workflow where you can review documents created in the office, while commuting, and then edit them on an iPad on the field.

7 Regular Updates and Reliable Support

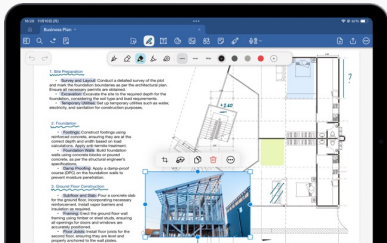
Goodnotes provides consistent quality and regular platform updates that reflect user feedback. Our comprehensive support system ensures you can use it with confidence.

Features Overview

Features Streamlining All Operations

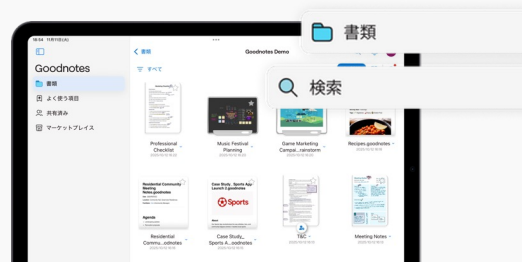


Goodnotes offers a comprehensive suite of features designed to meet on-site needs. By combining the benefits of handwriting with the convenience of digital tools, it enables entirely new ways of working.



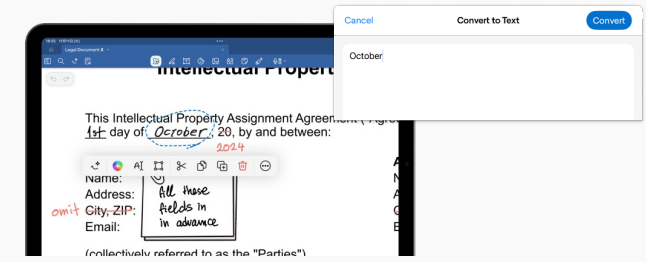
01 Annotating PDFs/Images

You can import PDFs, images, and scanned documents into your notebook and add handwritten annotations or markups.



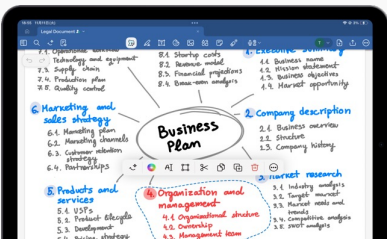
02 "Full-Text Search" for Both Handwritten and Typed Text

You can keyword-search both handwritten notes and text within PDFs. Instantly find the information you need from past notes and documents.



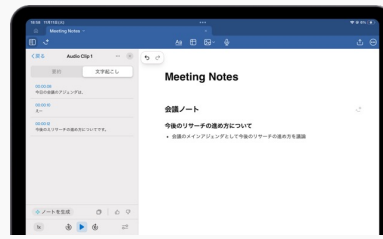
03 Convert Handwritten Text to Typed Text

Simply circle your handwritten text with the lasso tool to instantly convert it into typed text. Turn rough notes into meeting minutes.



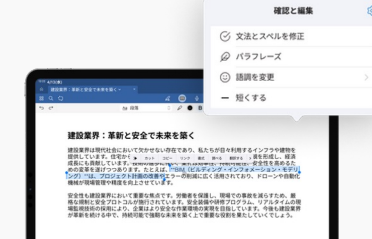
04 Share and Collaborate with the team

By sharing the link to each note with the team, you can enable smooth and efficient real-time collaboration. Multiple members can access and edit the same note at the same time.



05 "Audio Notes" Syncing Recording, Transcription, and Handwriting

When you take notes while recording a meeting or interview, your handwriting automatically syncs with the audio. AI transcribes the recording, and tapping on the text plays back the corresponding audio.



06 AI-Powered Note Creation Assist

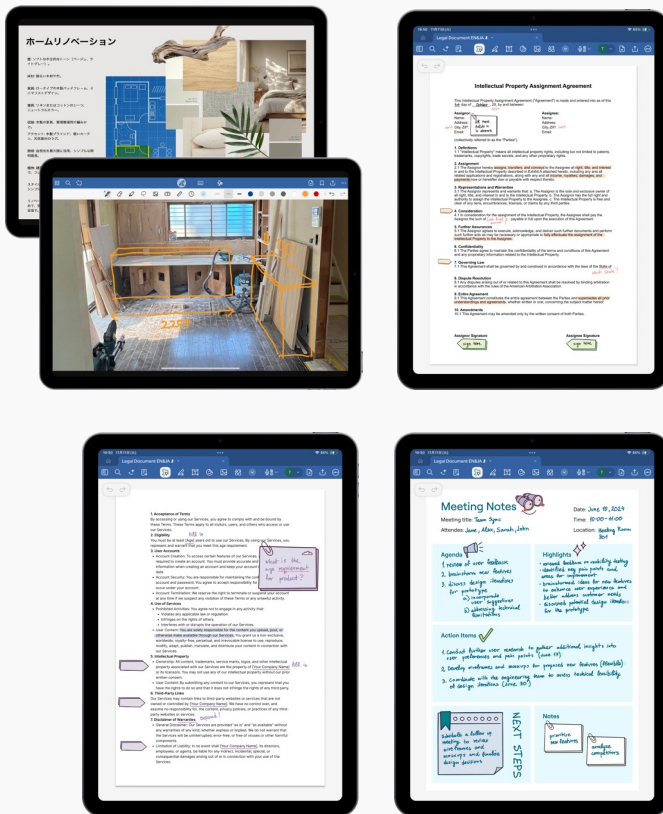
Advanced AI suggests, summarizes and proofreads, but also generates practice questions, proposes related ideas, and supports word lookup, based on your content. It can even turn handwritten diagrams into clean visuals.

Customer Success Stories

Learning from Goodnotes Customers : Tips for Business Transformation

Goodnotes dramatically boosts on-site productivity across all industries.

Here's a digest of examples from companies that are already leveraging Goodnotes.



“Going paperless with Goodnotes has resulted in better organisation”

It works! and it has a straightforward file organization system that makes it easy to find things. I really have stopped using paper for almost everything apart from very quick, disposable notes. I use it every day! It really has enabled me to go paperless. I can bring in documents, for meetings etc, and annotate them as I want: I can make (handwritten) notes whenever I need to, (It even checks my spelling in my handwriting, no mean feat!) I can keep important documents that I need to access in it, and access them wherever I am. I've recommended it to others who have also found it useful.

“Well supported note taking app, frequently updated!”

I use Goodnotes every day to help keep my notes organised and concise. No longer is my desk filled with unorganised post-it notes. I can use Goodnotes to create proper annotated notes with context, including photos. The team is constantly adding new features to the app which makes me confident this won't turn into another note-taking app that just gets left behind. I now have a stack of post-it notes looking sad on the edge of my desk. Never to be used again. I can now organise all my notes within one place, neatly within the folders. The transcript function is amazing for letting me record during meetings, and being safe in the knowledge that I can't forget an important point raised during the meeting.

“New user - super impressed!”

Love that I can import in images/slides/graphics into a slide set and add notes. It's made my presentations slicker and allows me to carry a huge range of notes with me for whenever inspiration strikes. I enjoy being able to have different folders as well as notebooks and study sets as this allows me to keep home and work separate. However, I don't find the help tab very helpful. It's taken me several months to learn various functions and I'm not sure I'm fully utilising all features yet. I wish the options were a bit more intuitive, for example adding in a photo could be done with a camera icon in the toolbar, instead of several steps beforehand. But the app allows me to write notes onto external slide decks to prepare presentations. More professional image when presenting from an iPad than a handful of handwritten notes. Can also keep track of finances by using a notebook for payments.



Security Measures

Protecting Your Valuable Information with a Global Standard Security System

At Goodnotes, we place data privacy and security at the core of our business to protect your critical information assets. As proof of this commitment, we strictly adhere to obtaining international third-party certifications and complying with data protection laws in various countries.

●Key Third-Party Certifications and Compliance

ISO 27001 Certification	We have obtained ISO 27001 certification, the international standard for information security management. This proves that our organization appropriately manages and operates information security according to international standards. 
GDPR / CCPA Compliance	We comply with the world's strictest data protection regulations, such as the EU's GDPR (General Data Protection Regulation) and California's CCPA (California Consumer Privacy Act) in the USA, to protect your privacy. 
SOC 2 Type II	We have obtained SOC 2 Type II certification, an assurance report on internal controls for security as defined by the American Institute of Certified Public Accountants, continuously enhancing our reliability. 

●How Goodnotes Protects Your Data

Prevent Data Loss with Cloud Backup Function	To prepare for unforeseen circumstances, we offer an automatic backup function to major cloud storage services like Dropbox, Google Drive, and OneDrive. Enabling iCloud sync also allows you to seamlessly continue working across multiple devices.
Protect Confidential Information with Password Protection	You can set a password to lock highly confidential notebooks. Once set, content cannot be viewed or edited without authentication via password or Face ID/Touch ID, ensuring your important information is securely recorded.
Data Policy Respecting User Privacy	Goodnotes never accesses your notebook content or sells personal data to third parties for marketing purposes. Even when using AI features, no personal data is collected, and only limited anonymized data is used for service improvement.
Simple & Secure Organizational Management with Admin Console	The newly introduced Admin Console enables simple organizational management without the need for MDM. It centralizes multi-device sync and license management on an account basis. With SAML SSO support, security is robust. You can establish a secure environment from day one of deployment.

About the Admin Console Functionality

The Goodnotes Admin Console is a web-based control center designed to help IT administrators easily manage licenses and security in one place. Without relying on MDM (Mobile Device Management) or license keys, it enables smooth deployment across the entire organization using only email addresses and domains—ensuring secure and efficient operations.

Do you face these challenges?



IT administrator

“Managing licenses across multiple devices is a hassle.”



Sales Manager

“We need unified access management with SAML SSO.”



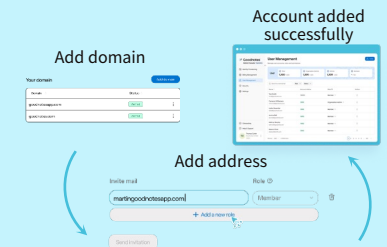
Educational staff

“I want to add or remove seats without having to contact support.”

What you can do with the Admin Console !

01 Simplified and intuitive account-based access

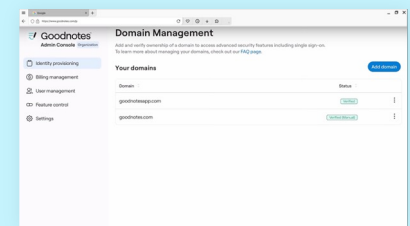
No more MDM or complex license keys. By simply registering an email address and your organization's domain, you can invite users in just a few minutes.



02 Flexible and secure access control

Supports SAML SSO for seamless integration with your existing authentication systems, providing secure access management. You can flexibly assign permissions (e.g., administrator, member) directly from the dashboard.

ISO 27001 and SOC 2 Type II certified.



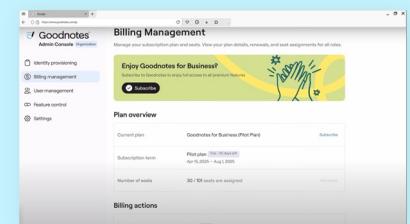
03 Cross-platform compatibility for any environment

Since it is account-based, notes can be synced across all devices employees use—iOS, Android, Windows, and the Web. This creates a seamless work environment without restrictions of location or device.



04 Unified contract and payment management

Subscription status, invoice issuance, and payment methods can all be managed within a single integrated dashboard. Choose from flexible payment methods, such as credit card or invoicing, to fit your organization's payment flow—reducing the burden on your finance team.



Implementation Flow

For quotations, please contact our corporate support desk below.

1

⋮

Sign-up

You can access the admin console from our corporate website.

2

⋮

Start Trial

You can begin using the service with a 30-day free trial.

3

⋮

Payment

You can issue an invoice from the admin console and complete your payment.

4

⋮

Service Activation

Your subscription will begin once the payment has been completed.



Start a New Way of Working with Goodnotes

Goodnotes can take your company's operational efficiency and DX to the next level. Contact us for more information.



enterprise@goodnotes.com

