



Beyond the Blueprint

The note-taking platform turning paper-based habits into searchable, shareable, secure digital workflows.



Executive summary

Most organizations have already digitized the systems around the work: project management, records, scheduling, compliance. What hasn't moved is the writing. Site notes, ward rounds, contract markup and the thinking that happens in a meeting still start on paper, then get photographed, retyped, or lost.

That gap is expensive, and it isn't a training problem. Handwriting is how a great deal of professional thinking actually gets done, and tools that ignore it get worked around rather than adopted.

Goodnotes closes the gap without asking anyone to change how they work. Your team writes the way they always have (on iPad, iPhone, Mac, Android, Windows or the web) and what they write becomes searchable, shareable, and still there next quarter.

This guide looks at why front-line digital projects stall, what the current research says about handwriting and about generative AI at work, and how Goodnotes Teams and Goodnotes Enterprise are deployed, secured and managed.

At a glance

- **45.2%** of employed people in the US now use generative AI for work, up from 28.1% two years ago
- **Six platforms** — iPad, iPhone, Mac, Android, Windows and web — with no MDM needed to deploy Goodnotes Teams
- Goodnotes has **ISO 27001, SOC 2 Type II & SOC 3 and GDPR/CCPA**, with Enterprise admin controls over AI and data sharing

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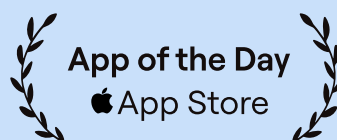
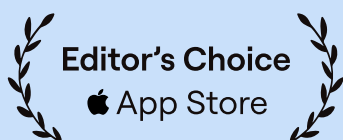
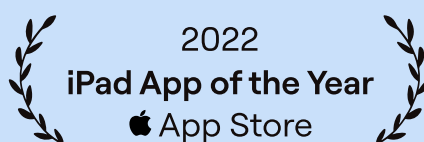
Beyond the Blueprint: Transform Handwritten Notes Into Smarter Builds

What is Goodnotes?

The note-taking experience built for your organization, from architects marking up drawings on-site to clinicians annotating charts and legal teams reviewing contracts. Everything your team needs to write, annotate and collaborate, all in one place. Meet Goodnotes Teams and Goodnotes Enterprise.

26 million users in 242 countries worldwide

*Monthly active users as of July 2026

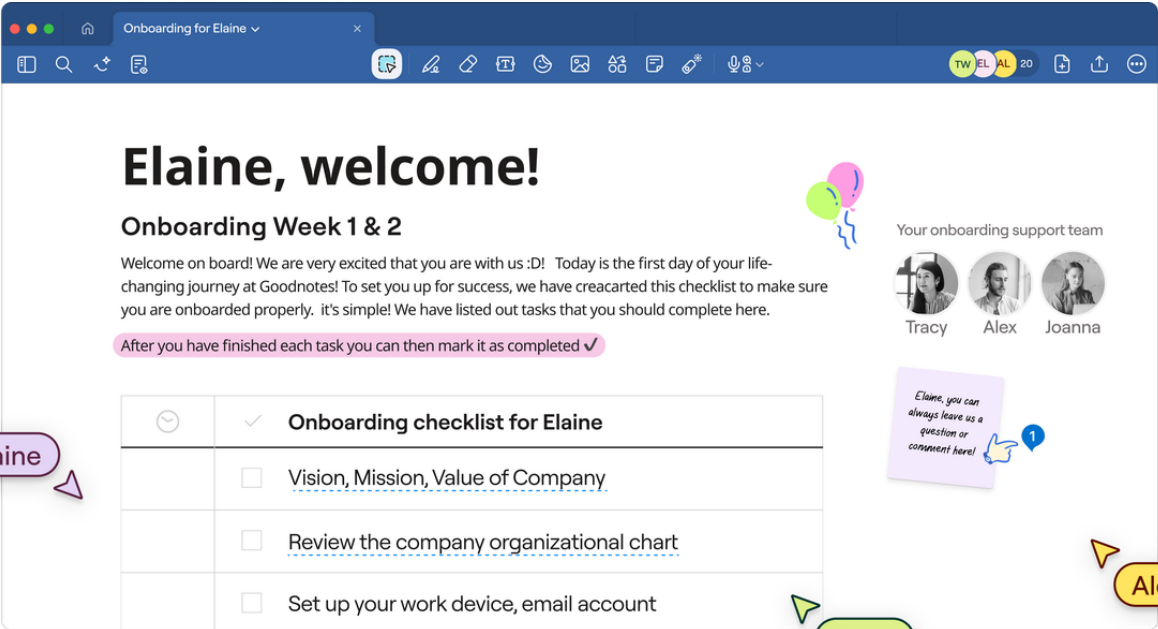


Why digital transformation doesn't reach the front line

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 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?



The screenshot shows a digital note in the Goodnotes app. The note is titled "Elaine, welcome!" and is part of an "Onboarding Week 1 & 2" series. It contains a welcome message and a checklist of tasks for Elaine. The support team members Tracy, Alex, and Joanna are listed. There are also handwritten-style annotations and a sticky note on the page.

Elaine, welcome!

Onboarding Week 1 & 2

Welcome on board! We are very excited that you are with us :D! Today is the first day of your life-changing journey at Goodnotes! To set you up for success, we have creacarted this checklist to make sure you are onboarded properly. it's simple! We have listed out tasks that you should complete here.

After you have finished each task you can then mark it as completed ✓

✓	Onboarding checklist for Elaine
☐	<u>Vision, Mission, Value of Company</u>
☐	<u>Review the company organizational chart</u>
☐	Set up your work device, email account

Your onboarding support team

Tracy Alex Joanna

Elaine, you can always leave us a question or comment here!

Elaine

Tracy

Alex

Why digital transformation doesn't reach the front line

Why doesn't digital transformation permeate the field?

Handwriting engages the brain more broadly than typing, and people who take and then review handwritten notes show a small but consistent advantage in what they retain.* 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.



*Flanigan, A. E., Wheeler, J., Colliot, T., Lu, J., & Kiewra, K. A. (2024). "Typed Versus Handwritten Lecture Notes and College Student Achievement: A Meta-Analysis." *Educational Psychology Review*, 36(3). Van der Weel, F. R., & Van der Meer, A. L. H. (2024). "Handwriting but not typewriting leads to widespread brain connectivity." *Frontiers in Psychology*, 14:1219945.

What changes with Goodnotes

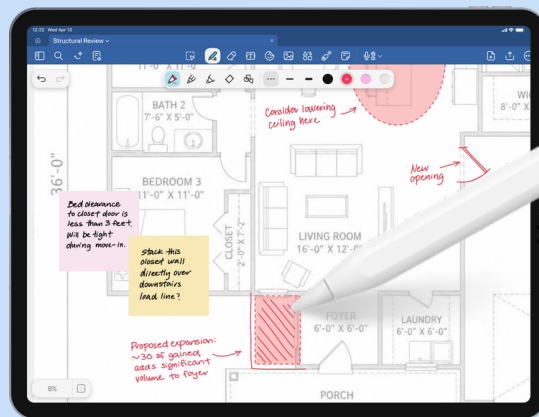
What changes with Goodnotes?

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.

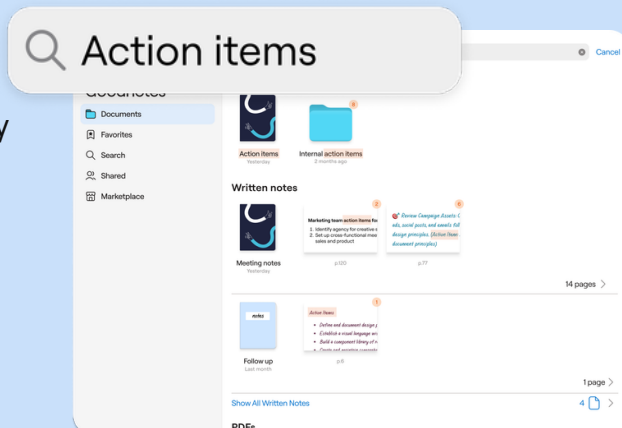
Edit & annotate by hand

Write directly on-site. Quickly scribble notes on PDF drawings, blueprints or photos.



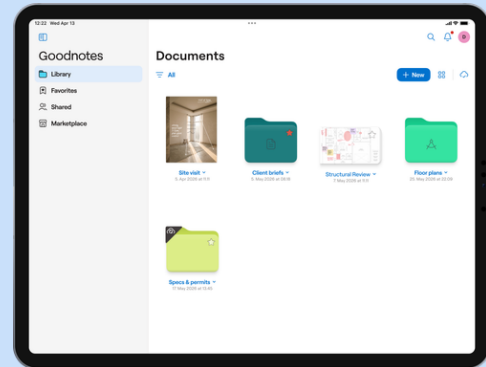
Handwritten text search

Search your handwriting. 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 whatever your team already uses — iPad, iPhone, Mac, Android, Windows or the web.



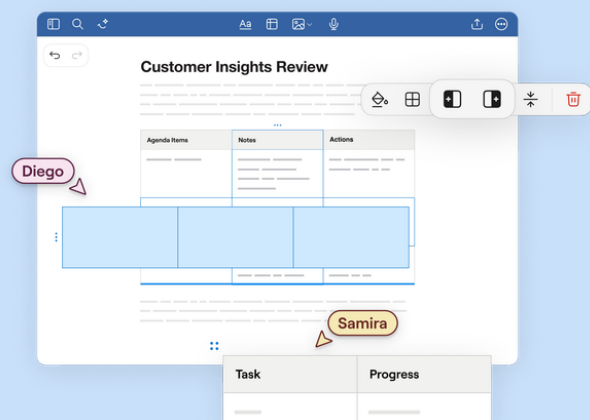
Multi-device compatibility

All your projects in your pocket. Goodnotes Cloud syncs your library across iPad, iPhone, Mac, Android, Windows and the web.



Collaborative editing

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



What changes with Goodnotes

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

Generative AI has shown remarkably rapid uptake in the United States workplace. According to the GenAI Adoption Tracker – eight nationally representative survey waves covering some 40,000 respondents – 61.8% of the U.S. population aged 18 to 64 now uses generative AI, and 45.2% of employed people use it for 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 comparable workplace adoption roughly three times faster than personal computers did.



Generative AI workplace adoption

US generative AI usage patterns

Of workers using generative AI, around 10% use it every working day and a further 17% use it some days. 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

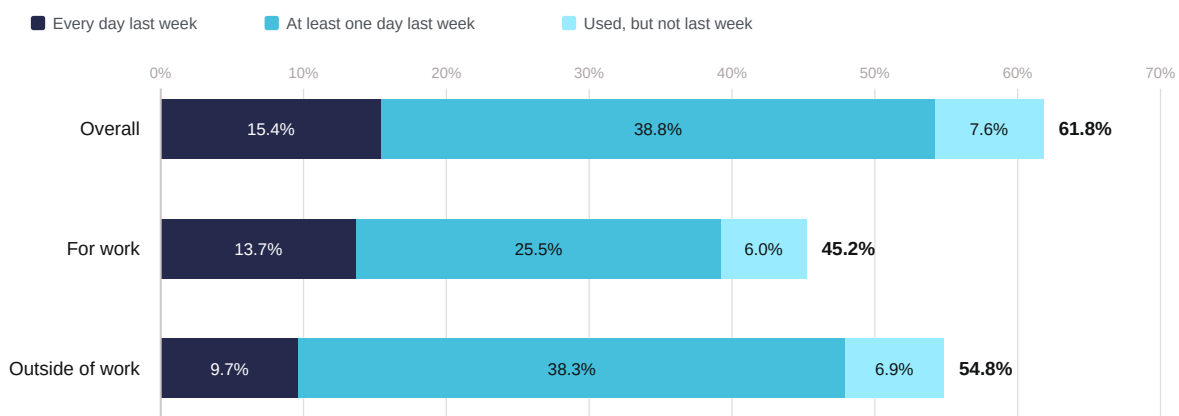
Workers use generative AI across a wide range of tasks. Writing and editing communications is the most common by a clear margin, followed by administrative work, summarizing and translating, and looking things up.

Economic impact

The economic impact is already measurable. Researchers estimated that between 1% and 7% 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 roughly 1.2%. By May 2026, 6.3% of all work hours involved generative AI, saving an estimated 2.2% of total work hours.

Share of respondents using generative AI

US adults aged 18–64 · May 2026 wave

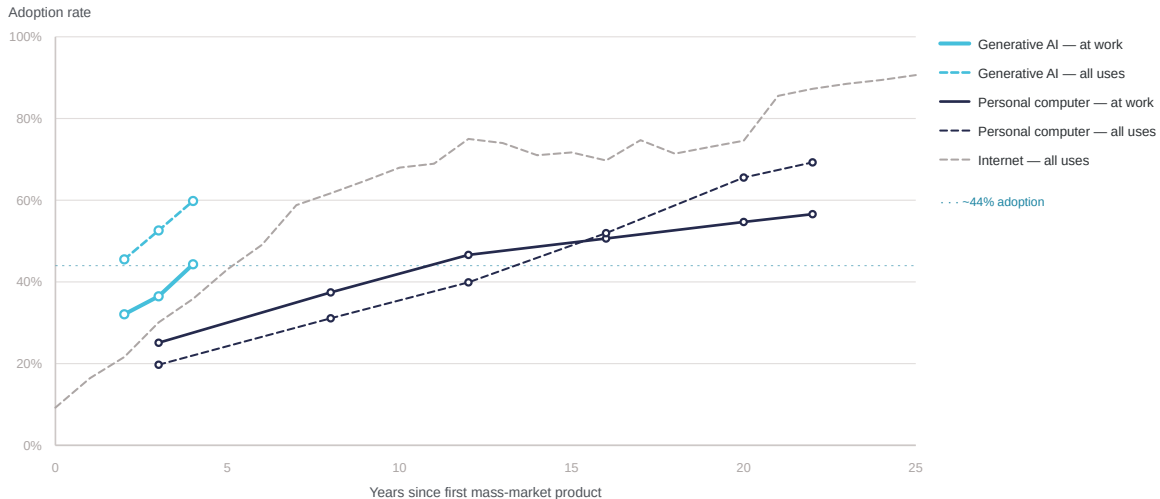


Bands are differences of the three published cumulative measures. Totals are the published "any use" figures.
Source: GenAI Adoption Tracker, Harvard Project on Workforce (Bick & Blandin, 2026), May 2026 wave.

Generative AI workplace adoption

Adoption by years since first mass-market product

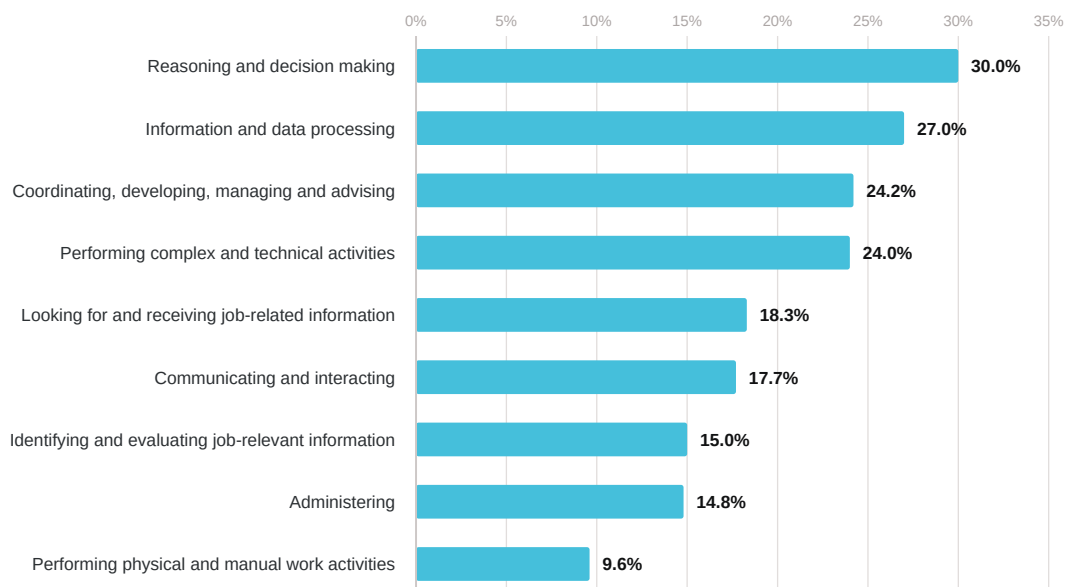
Generative AI reached ~44% adoption at work in four years. Personal computers took about twelve.



Generative AI anchored to ChatGPT (Nov 2022); personal computer to the IBM PC (Aug 1981); internet to 1995. The internet series has no at-work equivalent. Personal computer and internet observations are sparse, so the lines are interpolated between survey years. Sources: GenAI Adoption Tracker (Bick & Blandin, 2026), May 2026 wave; CPS Computer and Internet Use Supplement; ITU.

Where generative AI actually gets used at work

Share of workers who perform each activity and use generative AI for it · pooled Aug 2025 – May 2026



Nine broad work activities from the O*NET framework. Base is all workers who perform the activity, including those who do not use generative AI. Replaces the earlier task question, which was retired in 2024 and used a different base. The two are not comparable. Source: Bick, Blandin, Deming & Schumacher, "What Work Does Generative AI Do?", St. Louis Fed, 1 Sept 2026. ~14,000 workers.

*References: Bick, A., Blandin, A., & Deming, D. J. (2026). "The Rapid Adoption of Generative AI." Management Science. doi:10.1287/mnsc.2025.02523. Bick, A., & Blandin, A. (2026). GenAI Adoption Tracker, Harvard Project on Workforce, May 2026 wave. Industry- and occupation-level series available via FRED.

Goodnotes features — 7 reasons

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

Goodnotes works with any stylus and is at its best with Apple Pencil, offering 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

Capture your ideas how you work

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.

Goodnotes Features

5

Rich templates and 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, Android, Windows and the web. 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. Goodnotes Teams and Enterprise subscribers receive premium support with a faster first response.

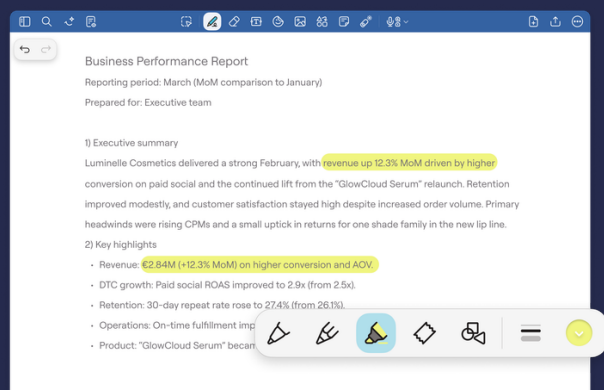
Features Overview

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.

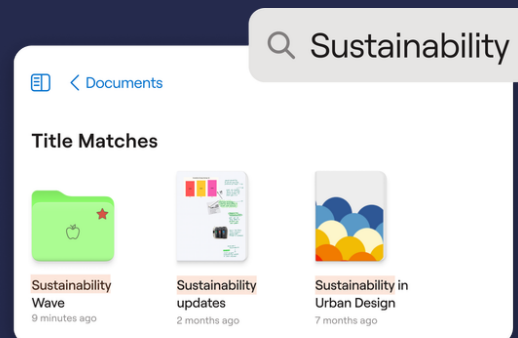
Annotating PDFs/images

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



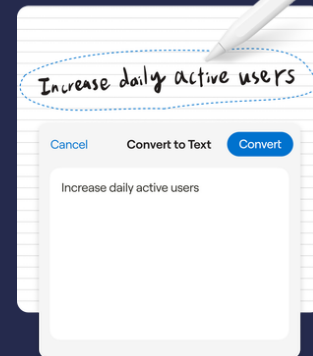
Full-text search for both handwritten and typed text

You can keyword-search both handwritten notes and text within PDFs on iPad, iPhone and Mac. On Android, Windows and the web, search titles from your library and full content inside an open document.



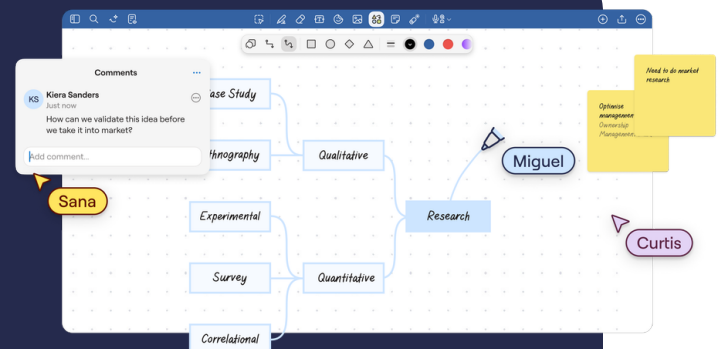
Convert handwritten text to typed text

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



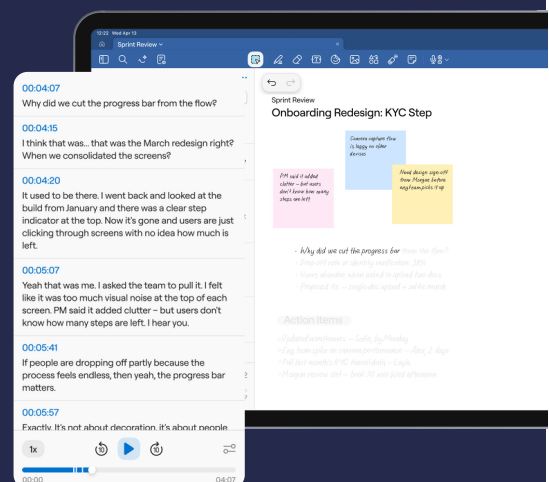
Share and collaborate with your team

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.



Goodnotes AI for Meetings

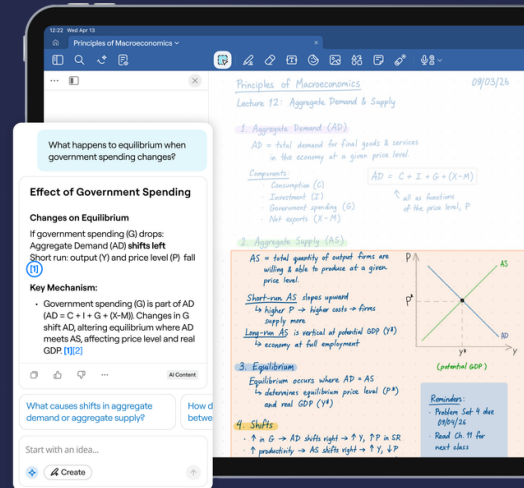
When you take notes while recording a meeting or interview, your handwriting automatically syncs with the audio. AI transcribes the recording, and tapping on the text plays back the corresponding audio. Live summaries appear as the meeting runs, and Goodnotes can generate a full set of structured notes afterwards that combines the transcript with what you wrote by hand.



Goodnotes AI

Ask Mode summarizes your notes, explains a passage, translates it, or generates practice questions from what you've written. Create Mode rewrites, reformats and generates new content directly on the page, with a preview before anything is applied. AutoShape turns a hand-drawn shape into a clean one as you draw it.

For Goodnotes Teams and Enterprise, AI credits are included with every seat. There is no separate add-on for your people to buy.



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 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.

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 & Type 3

We have obtained SOC 2 Type II & Type 3 certification, an assurance report on internal controls for security as defined by the American Institute of Certified Public Accountants, continuously enhancing our reliability. Both SOC 2 Type II and our ISO 27001 certification are assessed by Schellman. Our certifications, SOC 2 & 3 report and penetration test summaries are available at compliance.goodnotes.com.



How Goodnotes protects your data

Prevent data loss with cloud backup

To prepare for unforeseen circumstances, we offer an automatic backup function to major cloud storage services like Dropbox, Google Drive, and OneDrive. Business plans can also connect Box, Google Drive and OneDrive Business to import documents, annotate them, and save them back. Goodnotes Cloud keeps your library in sync across 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 on iPhone and iPad, ensuring your important information is securely recorded.

Data policy respects user privacy

Goodnotes never accesses your notebook content or sells personal data to third parties for marketing purposes. We never train AI on your data unless you explicitly opt in. Many AI features run on-device. For cloud-based features, your content is processed securely on our servers and isn't retained unless you opt in. On Goodnotes Enterprise, administrators can turn AI off organization-wide, or lock the data-sharing setting for everyone.

Simple & secure organizational management with Admin Console

The Admin Console enables simple organizational management without the need for MDM on Goodnotes Teams. 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

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. This is how Goodnotes Teams is deployed.

Goodnotes Enterprise takes a different route: MDM deployment via Microsoft Intune, Jamf Pro and other standard MDM platforms, with data held on-device and backed up to your own server.



Managing licenses across multiple devices is a hassle.

IT administrator



We need unified access management with SAML SSO.

Sales Manager



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

Educational staff



goodnotes.com/invoke

Copy

About the Admin Console

1

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.

2

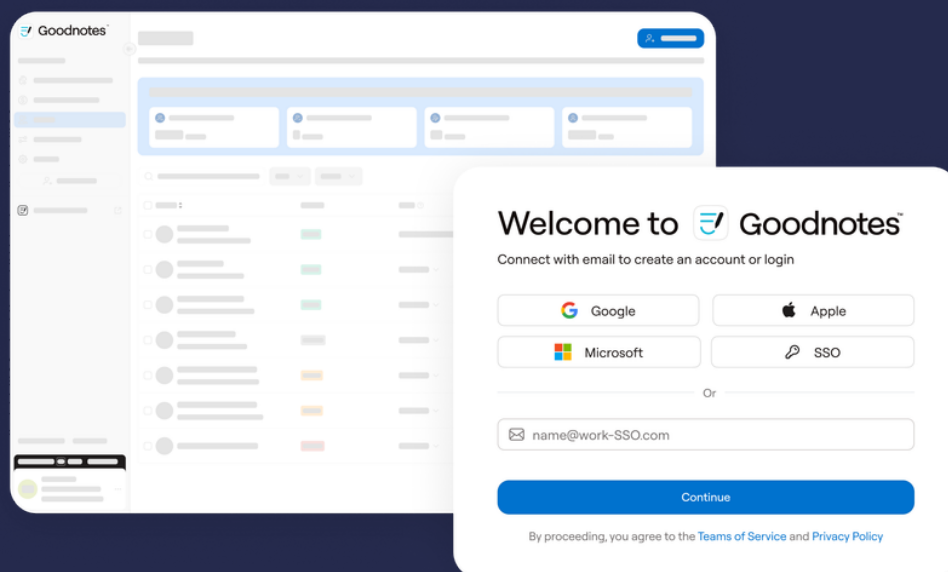
Flexible and secure access control

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

3

Cross-platform compatibility for any environment

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



About the Admin Console

4

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. Seats added mid-term are automatically pro-rated.

5

Onboard your team with a single link

Generate one shareable invite link from the Admin Console and let people join themselves — seats are provisioned automatically as they do.

6

Manage people in bulk

Select, deactivate or change roles for many users at once, filter by status, role or domain, and export the results.



Beyond the Blueprint

Try Goodnotes free for 30 days

www.goodnotes.com/business