APPROVED

PSPDFKit

2021 — Year in Review

Letter from the CEO

2021 was a year of success and change. 2022 promises to be a year of growth and opportunity.

It's an honor to be able to partner with some of the most innovative companies and developers in the world and help them deliver the document solutions of tomorrow. Throughout this pandemic, our work has been behind the scenes helping schoolchildren learn remotely, helping patients receive healthcare in a digital world, and helping the employees of businesses large and small continue to produce and flourish while working from home. As we mark our first decade as a company, it's increasingly difficult to identify an industry we don't currently serve. This is a tremendous accomplishment. None of this would be possible without each and every customer of ours relying on our solutions throughout the years. Thank you always for the partnership and support!

2021 was also a year of evolution for PSPDFKit. While we've always been strong believers in building a company that's remote first, we couldn't have imagined or predicted that a pandemic would push people all over the world into remote or hybrid work so quickly. If 2020 was the shock, 2021 was the evolutionary response. We saw more interest in our company and products than ever before, and we were lucky to be able to welcome one of the top software investors in the world, Insight Partners, to come on the journey with us.

We have a once-in-a-lifetime opportunity in front of us to change the way the world works with and thinks about paper and documents. That's a big statement and an even bigger challenge. Paper has been around for millennia. The time to answer what's next for PDF and digital paper is now.

One of the things I'm most proud of this year is our undertaking of planting 10 trees per customer. Our

work in replacing paper has real-world effects, and this was an excellent way of further demonstrating our dedication to this critically important cause. I promise this is only the start.

We live in exciting times — where people from all walks of life, spanning across six continents, can combine their shared values, bleeding-edge technology, and an unquenchable eagerness to learn and improve and directly impact the course of humanity. We'll build this future together through our shared core values, our combined creativity and ingenuity, and our commitment to our customers. I'm so proud to be a part of this team.

Thank you for your partnership and for coming on this amazing journey with us.

*We're just getting started.*

*Jonathan D. Rhyne*
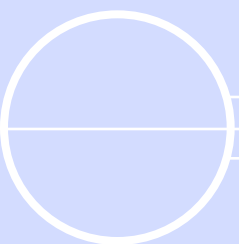
Chapter 1
New Endeavors

New Website Design

We kicked off the first quarter of the year with a newly designed website. One of our goals is to provide the best possible user experience for our customers, so launching a website that supports that vision was the first step. In this overhaul, we focused on updated and cohesive branding.
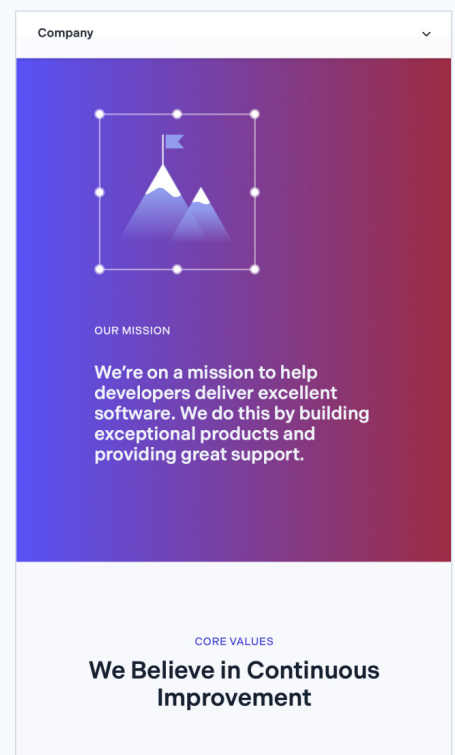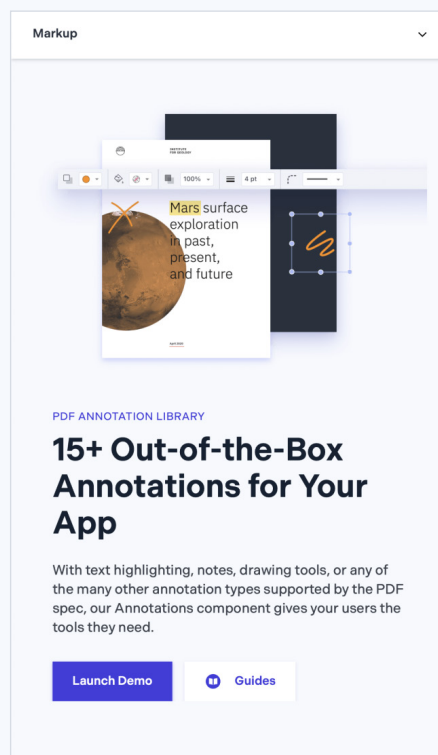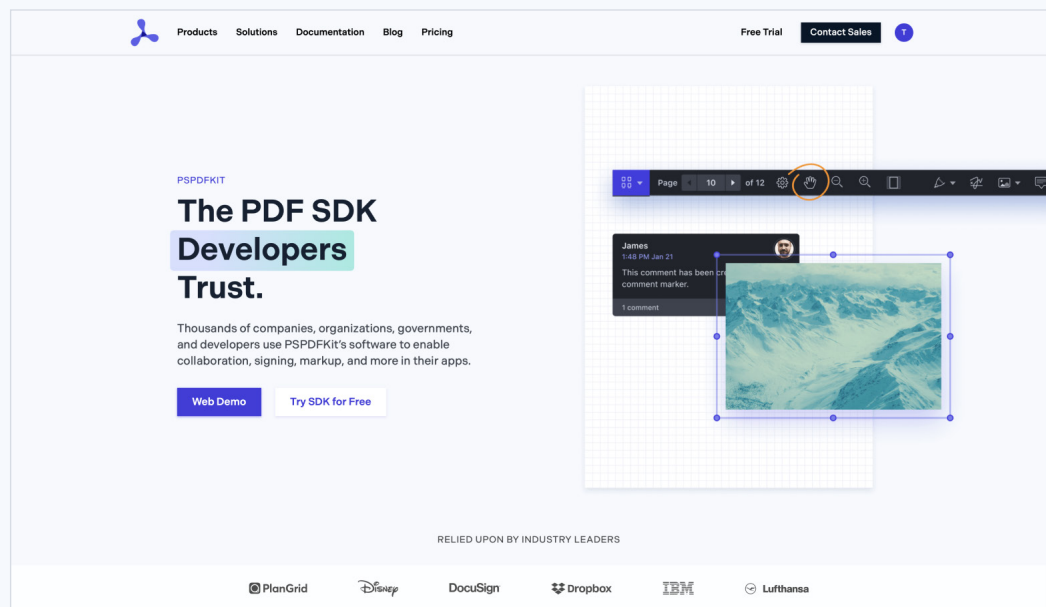
Improved Documentation

With the new website up and running, our next big project was our documentation. We know a product is only as useful as its documentation is good, so we set to work rewriting and reorganizing our guides. It took months, but the end result is intuitive documentation that makes it easier for our customers to find what they're looking for.
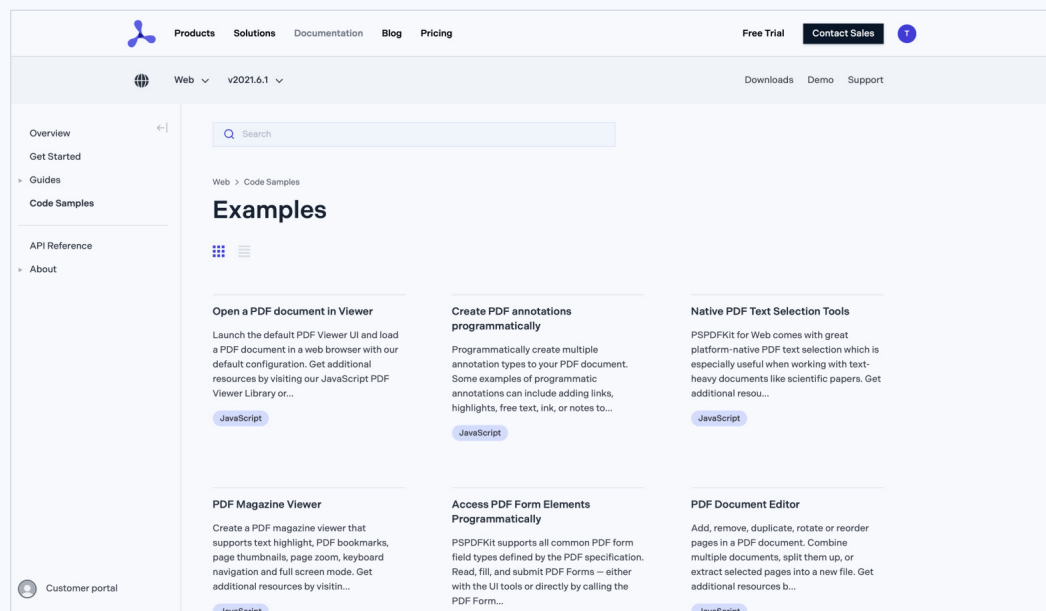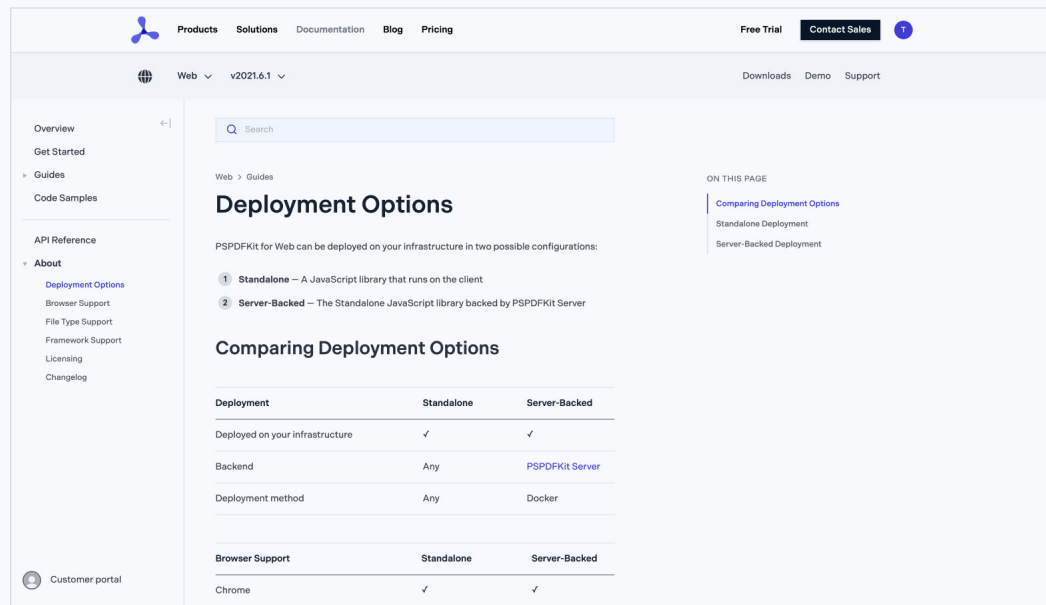
Removed Trial License

In July, we removed the trial license key previously required to test our products. We did this to improve the onboarding experience, thereby making it easier and faster for our potential customers to evaluate our products.
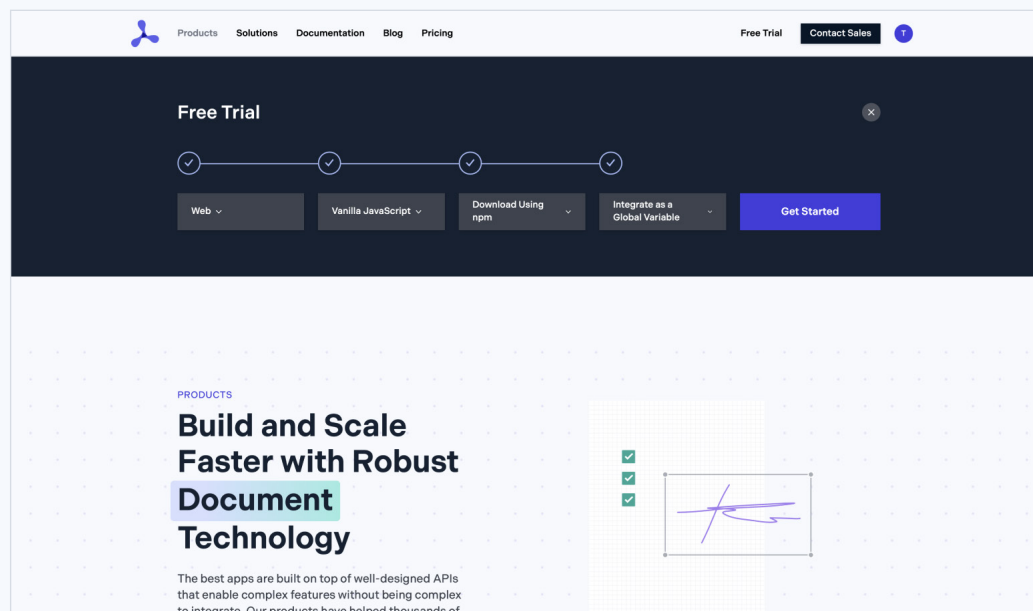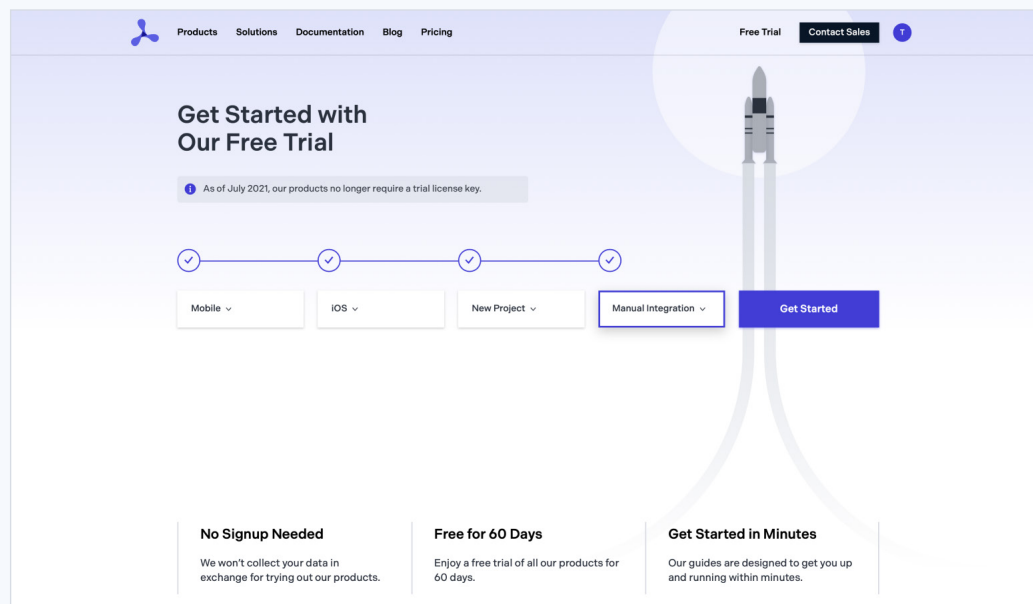
Simplified Getting Started Process

Hand in hand with removing the trial license was our decision to simplify our getting started guides. A series of dropdown boxes makes it easy for users to select the platform, frontend or backend, project, and integration type and immediately see custom steps outlined in a clear and concise way. This makes getting started as straightforward and seamless as possible.
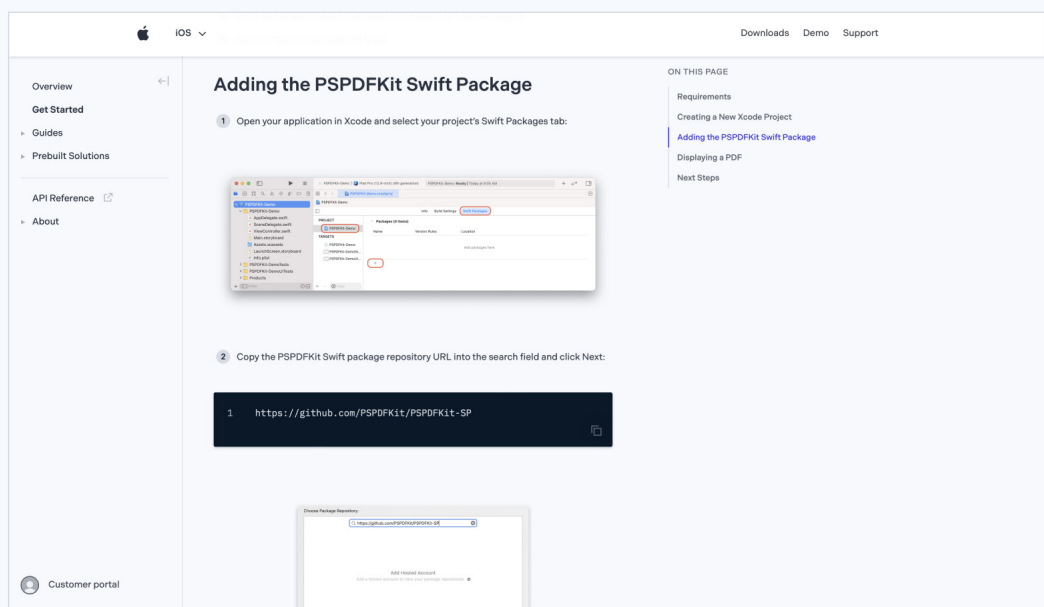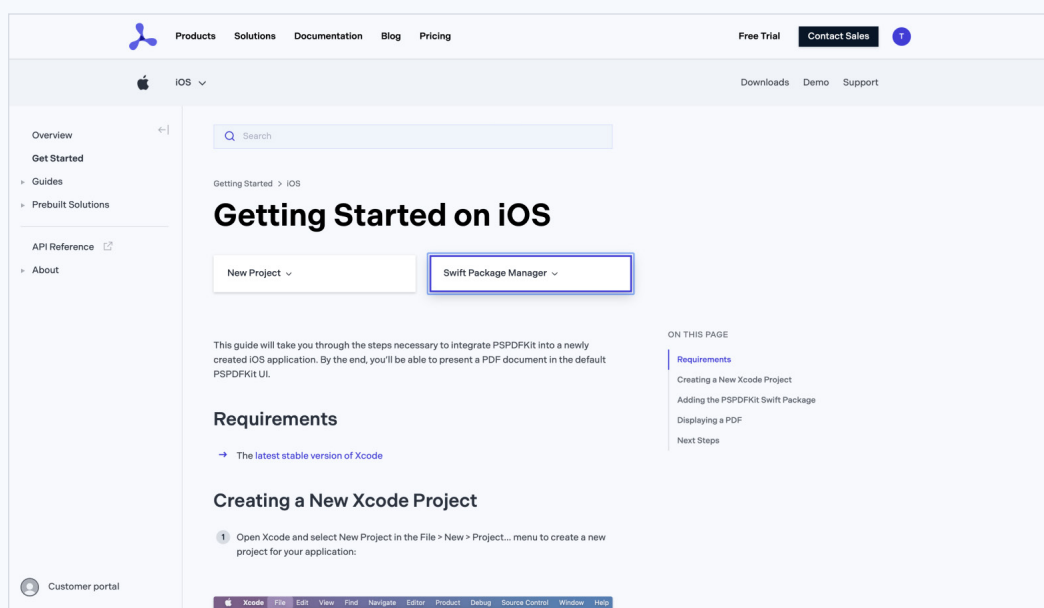
Experimentation Week

Experimentation Week was part of our goal of encouraging innovation through intentionally creating opportunities for constant experimentation. Across the company, teams brainstormed new ideas and presented their top contenders. We then picked projects we were interested in and devoted a week of our time to coming up with proposals, solutions, and prototypes.

01

Fight Climate Change

One group took a close look at the environmental impact of our company and worked on a proposal for how to invest in renewable energy in a way that accounts for our use. The time spent on this project enabled us to step back from day-to-day work and examine the bigger picture of how our company fits into the world.

02

PSPDFKit University

As our company grows, we knew it was important to have an internal library for sharing knowledge in and across teams. In response to this, we created PSPDFKit University, a self-led learning platform where people can both add and consume content, such as training materials and classroom sessions.

03

Improve Conference Attendance

Attending conferences is important, both in raising our company profile and in creating opportunities for our people to network with and learn from others in their respective fields. So we dedicated time to coming up with strategies and incentives for improving conference attendance among our employees — both as speakers and as participants.

... and so much more!

Diversity Breakout Sessions

In our efforts to make more of an impact with our diversity work at PSPDFKit, we increased the frequency of our Diversity Breakout Group meetings in 2021. We defined what diversity means to us, discussed how to build and scale an inclusive culture, brainstormed ways to give back to the developer community, created an internship program, and sent out an internal survey on culture and inclusion.
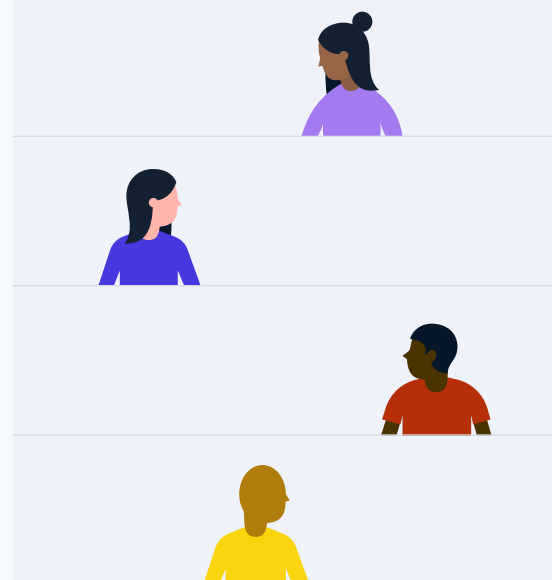
Internship Program

One of the most successful things to come out of our diversity breakout sessions was the creation of an internship program. We spent a large part of the year planning the details of who we wanted to hire, how that process would differ from normal hiring, what our goals were, how we would track them and improve, and where we would advertise the position. We're happy to say our efforts resulted in an intern joining us in November! We're excited to have a new member of our Hybrids team, and we're looking forward to learning and growing together.

Quarterly AMAs

As PSPDFKit grows, it's important to communicate well and maintain transparency. As a direct response to our growth, our CEO increased the cadence of our company AMAs from twice a year to quarterly. Anyone can submit anonymous questions, and topics range from the serious (employee benefits and compensation, product focus and direction, financial health of the company, improvement proposals, management and career) to the lighthearted (Favorite popsicle flavor? Messi or Ronaldo? Would you rather fight 1 horse-sized duck or 100 duck-sized horses?).

WHAT'S YOUR FAVORITE TYPE OF CHEESE?

PSPDFKit Talent Show

As we closed in on the one-year anniversary of the Corona pandemic, Wei in Finance and Administration pitched the idea of a talent show, which was held in early 2021. We had 14 acts, ranging from juggling, dancing, and Rubik's Cube solving, to musical, artistic, and stand up performances. In addition to learning just how talented all our colleagues are, we all had a lot of laughs.

PSPDFKit Theme Song

For her entry, Natalye rewrote the lyrics to John Denver's classic "Take Me Home, Country Roads," to "Take Me Home, Austrian Roads." And bam! Just like that, it became the new PSPDFKit anthem.

PSPDFKitty

For his entry, Samo showcased his painting skills, and the end result was PSPDFKitty, who we promptly adopted as our company mascot.

Weekly Virtual Social Meetup

Before COVID-19, our company met twice a year on European retreats. But with a worldwide pandemic, we had to find other ways to connect. Initially, we had coffee chats one morning a week and happy hour meetups one afternoon a week, but after the pandemic became a constant in our lives, these informal meetups began to fade into the background.

To encourage people to take a break and socialize more, we reworked the format, and in mid-2021, we kicked off a weekly social meetup. These meetups have no format or rules, other than someone is a host and leads the group in an activity or discussion.

We played games like Geoguessr and Werewolf; did team building exercises like Who Wrote That? and Two Truths and a Lie; participated in quizzes like British Pub Quiz and Art or Cheese?; learned about where different colleagues come from in the Where Are You From? series; and learned about things like speaking Chinese, going on endurance adventures, and practicing Ashtanga Yoga.
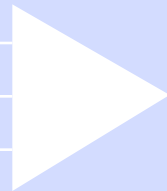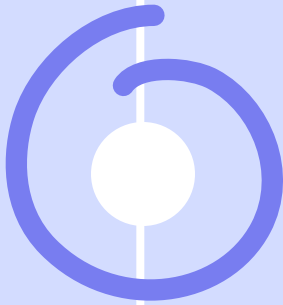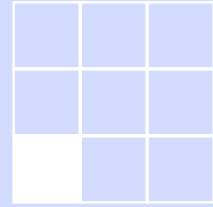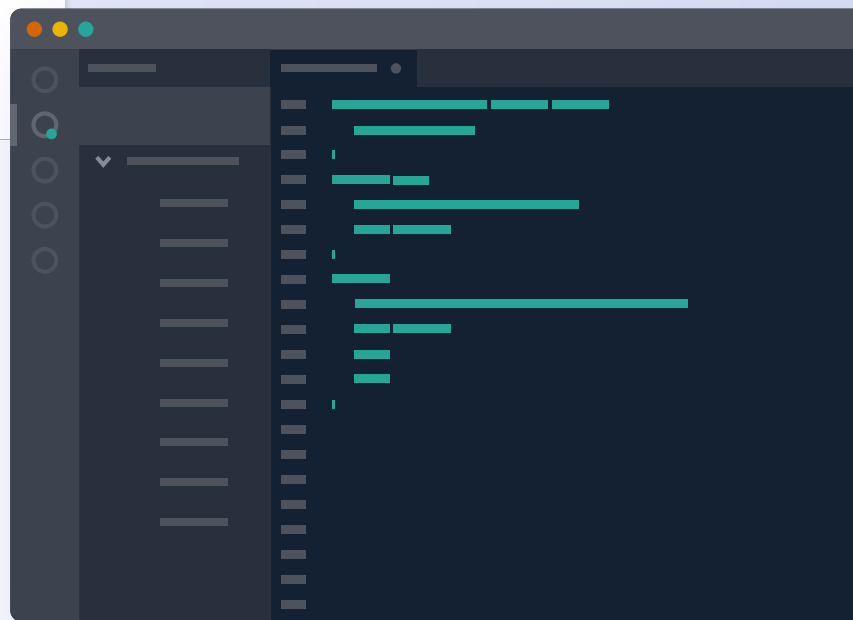
Chapter 2
New Products and Features

PDF
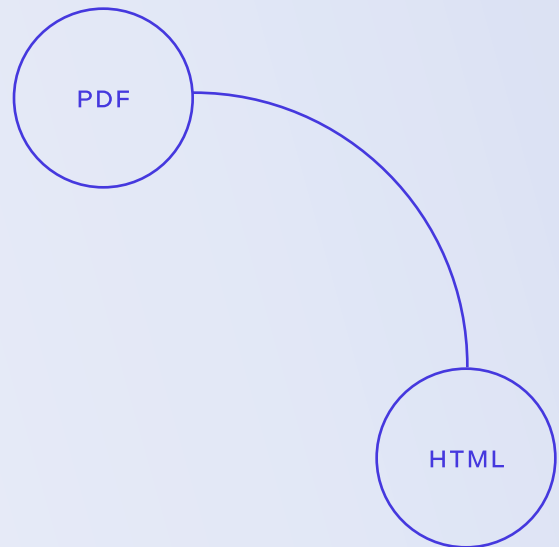
HTML

PDF Generation

NEW

PDF Generation is a seamless way of generating PDF documents within web or server apps, including generating PDF forms from HTML form layouts.
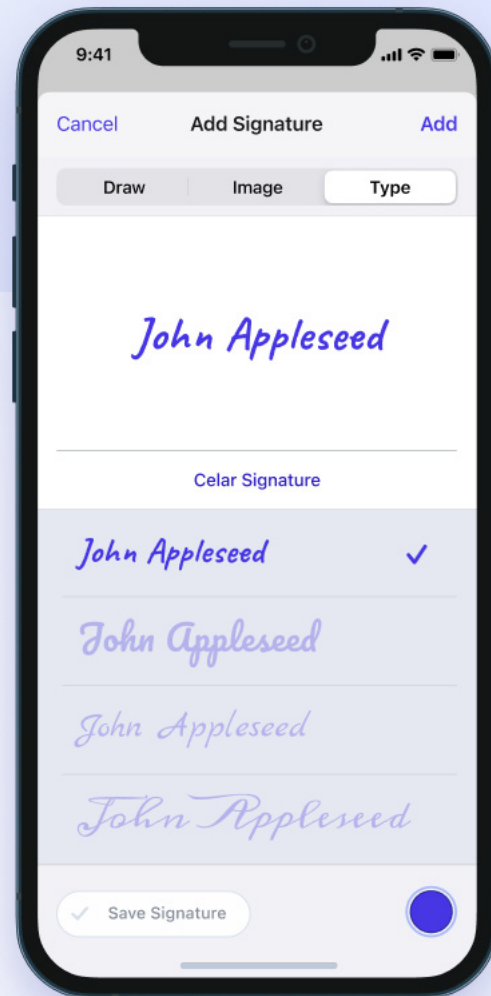
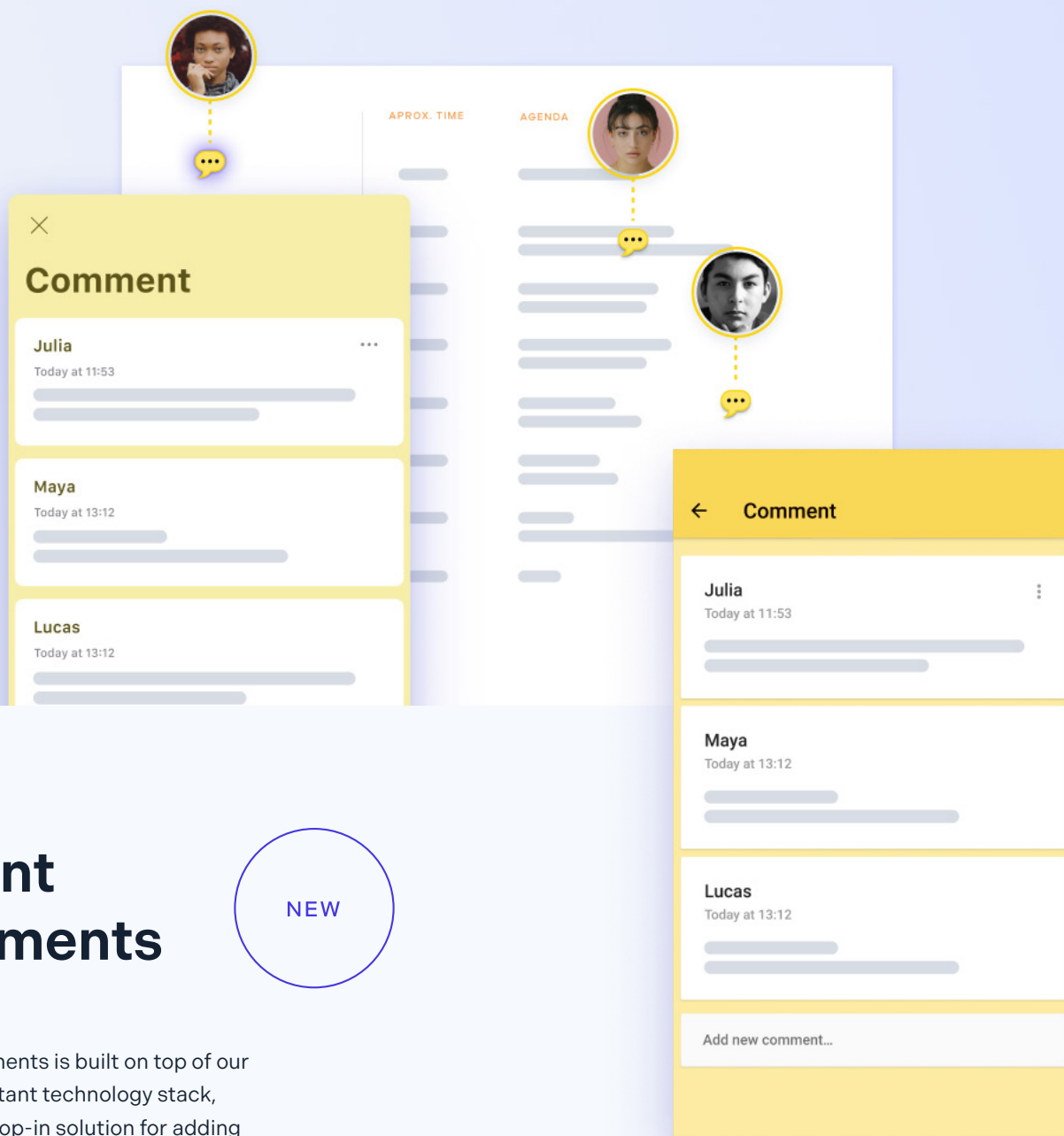Web   iOS   Android   Windows   Mac Catalyst   Flutter   React Native   Electron

Electronic Signatures

NEW

We added the new Electronic Signatures component to many of our products. It can be used to quickly add drawn, scanned, or written signatures to documents.

AVAILABLE ON

Web   iOS   Android   Windows   Mac Catalyst   Flutter   React Native   Electron

Instant Comments

NEW

Instant Comments is built on top of our PSPDFKit Instant technology stack, and it's the drop-in solution for adding real-time document discussions to PSPDFKit for Web, iOS, Android, and Mac Catalyst.

AVAILABLE ON
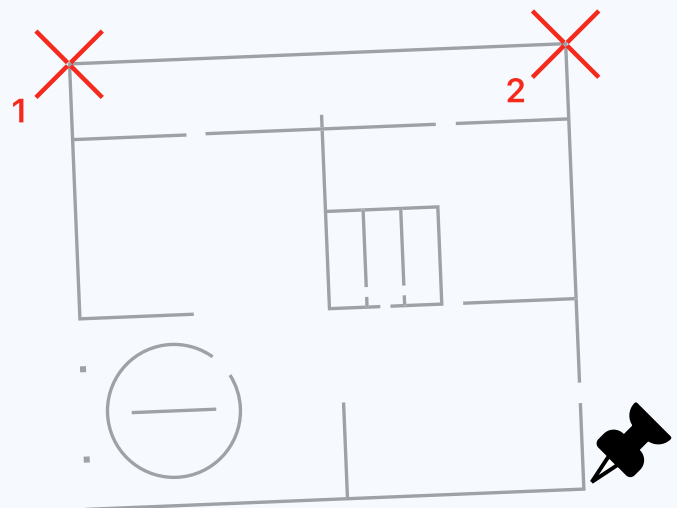
Web   iOS   Android   Mac Catalyst

Document Comparison

NEW   IMPROVED
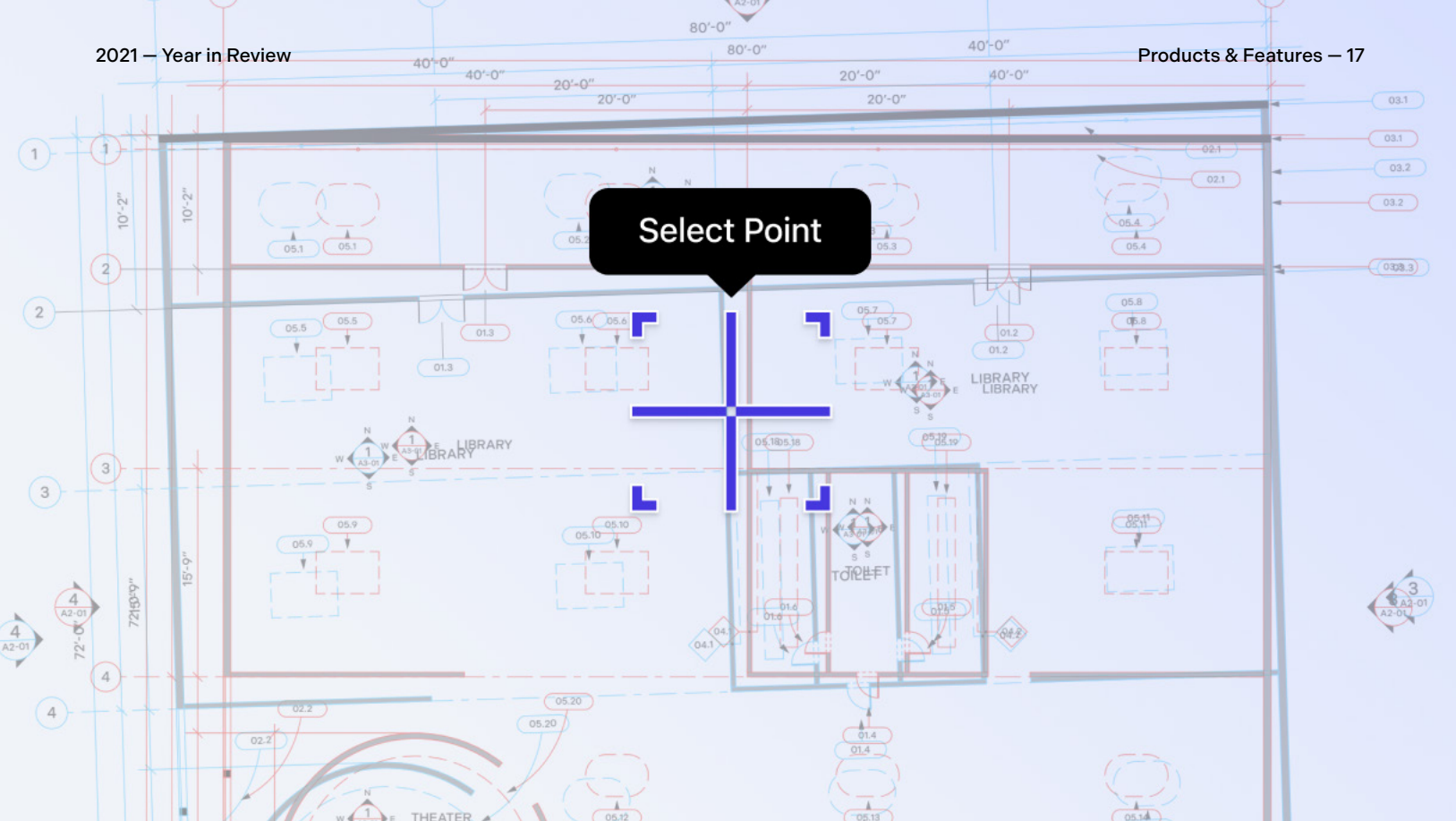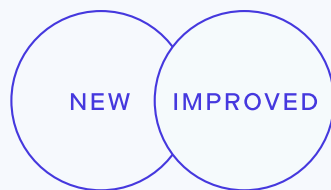
Document Comparison works by coloring two pages and laying them on top of each other to visually highlight the differences. It's a quick and effective way to compare two versions of a document, and it's available on Web, iOS, Android, Mac Catalyst, and Electron.

AVAILABLE ON

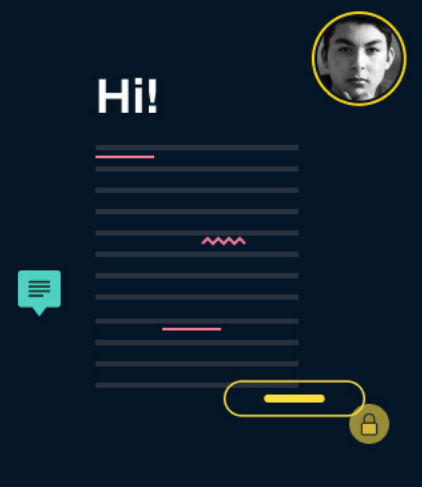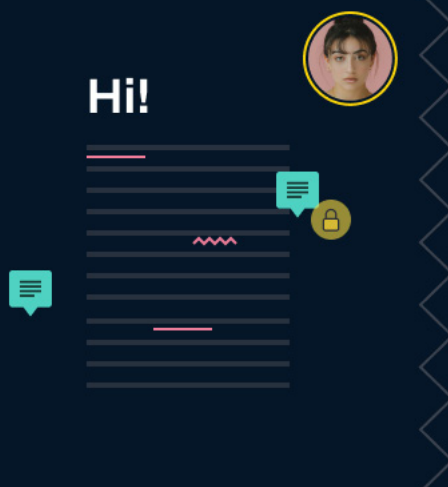🌐 Web   Apple iOS   Android Android   💻 Mac Catalyst   Electron

Collaboration Permissions

A fine-grained permission system for defining actions allowed by individual users when multiple users are working on the same document.

Undo and Redo Support

PSPDFKit for Web supports undo and redo for creating, updating, and deleting annotations in both Standalone and Server-backed deployments.

TIFF Image Support

We expanded the supported file formats of our Image Documents component to include TIFF.

PDF- and Office-to-Image Conversion

Convert PDF, Word, Excel, and PowerPoint files to PNG, JPG, and WebP images using our new APIs.
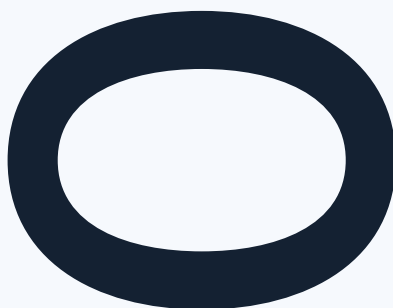
3

Chapter 3
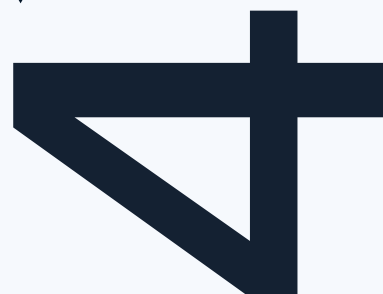PSPDFKit in Numbers

PSPDFKit
in Numbers

This year, our Diversity Breakout Group met five times. We used these meetings to come up with an actionable plan for building and scaling a culture of diversity and inclusion.
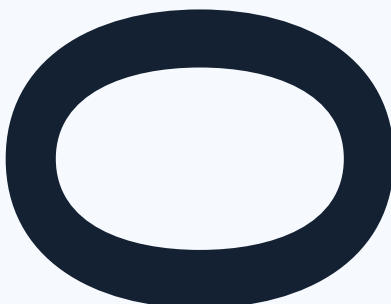
5

We held four virtual AMA (ask me anything) meetings, where people can submit anonymous questions and our CEO answers them.

05

We held five internship planning meetings, which resulted in our first internship program hire.

15

Fifteen new team members joined us in 2021.

04

19

We now have colleagues located in 19 countries.

86

We published 86 blog posts.

106
Releases

1,036 Changelog
Entries

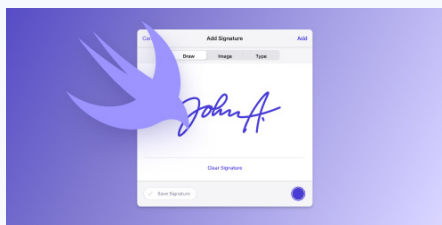# 1,130 Issues
Closed

4,518 Merged
Pull Requests

2,343 New Guide
Articles

250+ New Code
Samples

Top Blog Posts

Peter Steinberger

SwiftUI in Production

We expanded the supported file formats of our Image Documents component to include TIFF.

Read more →

Adrian Kashivskyy

Reverse Engineering UIKit to Fix Out Top Crash

This blog post describes the process of reverse engineering UIKit to identify and fix our top crash in PSPDFKit for iOS.
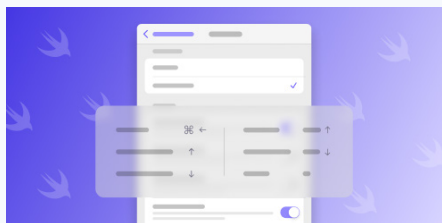
Read more →

Rad Azzouz

Advances in XCFrameworks

With Xcode 12, Apple improved the XCFramework format, which unlocks great new capabilities.

Read more →

Peter Steinberger

Keyboard Navigation in SwiftUI

SwiftUI wasn't built with keyboard support in mind, and it shows. Learn how you can rewrite keyboardShortcut to work with iOS 13 and access the underlying navigation controller to pop views on ⌘-Left Arrow.
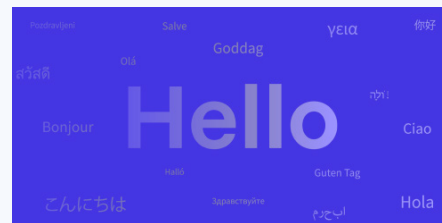
Read more →

Markus Woschank

Time Travel Debugging for C/C++

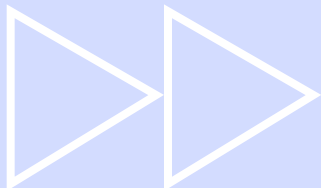A quick look at reverse debugging/time travel debugging for C/C++.

Read more →

Daniel Martín

String Literals Character Encodings, and Multiplatform C++

How string literals are encoded by Clang and MSVC.

Read more →

NEW

Chapter 4
New Customers

New Customers

We're incredibly appreciative for the opportunity to work with so many amazing customers. In addition to maintaining our longstanding partnerships, in 2021, we welcomed 136 new customers to the PSPDFKit family.
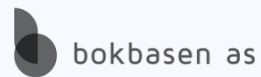
10 Trees Planted for Each Customer

We decided to plant 10 trees in each of our customer's names through One Tree Planted! Our team is committed to improving the environment by empowering digital transformation through our SDK and by supporting organizations that create a healthier climate, protect biodiversity, and help reforestation efforts.
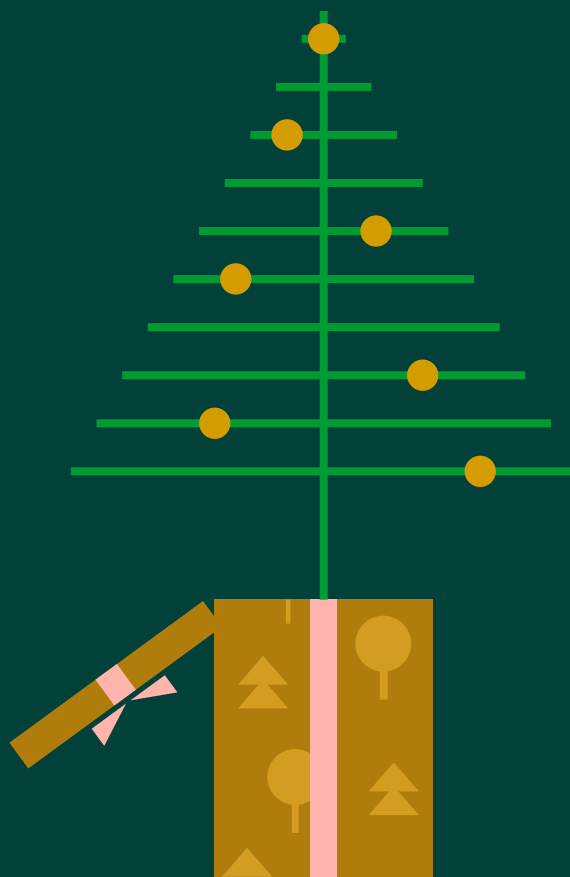
ONETREEPLANTED

... and many more!

Future Outlook

It's been a big year for our company in terms of innovation and culture, and we have no plans of slowing down. We can't help but feel proud of how much we accomplished this year, and we look forward to what's in store in 2022. Thank you again for your partnerships and your trust.

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1070 Vienna, Austria

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