An Introduction to Electronic Signatures and DocuSign

Overview

Companies excel when they embrace digital technologies like electronic signatures. Studies have found that 71% of businesses are developing digital strategies but only 43% are satisfied with their response to the digital trend.

DocuSign has partnered successfully with thousands of organisations to implement a fully digital, end-to-end electronic signature process. As a result, these companies have seen higher levels of customer satisfaction, positive return on investment, and greater security and compliance.

Key Takeaways

All successful businesses will be 100% digital.
In 2015, MIT Sloan Management Review and Deloitte conducted a global study of digital business which found that digitally mature organisations enjoy 13% more revenue, are 50% more profitable, and have 19% higher market valuations than their less mature peers.

When companies embrace technology like electronic signatures, they excel in:

1. **The customer experience.** Electronic signatures make it easy for companies to interact with businesses, which leads to an enhanced customer experience. Many DocuSign customers find that after integrating electronic signatures into their workflows, their Net Promoter Scores rise.

2. **Return on investment.** As companies eliminate manual and paper-based processes, their printing, scanning, and document posting costs decrease. Organisations also see soft savings, since staff can focus on tasks that matter.

3. **Security and compliance.** Electronic signatures support document audit trails. Greater traceability and visibility into documents is ideal for companies in highly regulated industries like pharmaceuticals and financial services.

While many enterprises have invested heavily in various technology applications to support the business, most interactions with customers, partners, employees, and suppliers are paper-based and prone to breakdowns. These disconnected manual processes lead to poor customer experiences.

DocuSign replaces paper-based processes with electronic signatures.

Fortunately, a better alternative to manual, paper-based processes exists. The DocuSign solution focuses on three areas:

1. **Prepare.** Documents are prepared. This includes applying signature fields, identifying data to be captured, and configuring the workflow.

2. **Execute.** This phase addresses authentication of signers, the signature process, and payment elements.

3. **Manage.** After documents have been executed, they must be managed. This stage includes reporting, retention, and transfer back to other systems such as CRM. DocuSign offers traceability and insight into documents that simply isn't possible without electronic signatures.

The DocuSign Solution

The DocuSign Trust Platform underpins these three phases, with legal enforceability, security, configurability, an open ecosystem, and more.

DocuSign makes it easy to prepare, execute, and manage documents.

DocuSign users appreciate how easy it is to set up documents for signature, execute the signing, and manage documents.

- **Preparing documents for signature.** Documents can be uploaded to DocuSign from the user's computer or from cloud storage applications like Dropbox, Box, or Google Drive. When preparing a document for signature, it is possible to import a list of signers from Excel or identify signers based on email contacts. If multiple signers are required, users can designate a sequence for signatures.

- **Signing documents.** Individuals are invited to sign a document via email. This message can be branded to reflect the organisation's logo or colors. When users click on the "Review Documents" link in the email, they are directed to a cloud-based environment for the signing ceremony. It is possible to print documents, sign, decline to sign, and assign documents to someone else. DocuSign also supports different signature styles. For example, users can draw their signature or upload a picture of their signature.

- **Managing documents.** DocuSign provides transparency and visibility into documents at any point in time. Users can see document completion rates, document volume, and document velocity. Clicking into completed documents gives visibility into the history and audit trail. The audit trail includes the time, date, and location when documents were signed.

Customers select DocuSign based on choice, experience, and trust.

DocuSign has found that customers select DocuSign for three primary reasons:

1. **Choice**. DocuSign works with applications, services, and devices that organisations already use. In addition, DocuSign supports 43 languages.

2. **Experience**. DocuSign is simple to use, implement, and manage. This drives immediate user adoption. DocuSign's flexible technology can be customised to meet any business requirements. With DocuSign's out-of-the box integrations and award-winning API, organisations can integrate customised workflows into their legacy systems.

3. **Trust**. DocuSign is the most reliable and globally trusted service for digital transactions. Over 250,000 companies worldwide use DocuSign. DocuSign offers the strongest encryption practices in the electronic signature arena. Under Australian law, The Electronic Transactions Act 1999 deems that electronic signatures are valid for general business use and are court admissible.The Electronic Transactions Acts in the Commonwealth, States and Territories of Australia specifically confirm that provided certain requirements are met, and a relevant exception does not apply, contracts cannot be denied enforceability merely because they are concluded electronically.

Case Study: Dentons

Dentons is an example of a DocuSign success story. Dentons is using DocuSign's eSignature technology within its property arm for the sale of large scale residential lots. With a new development like Crown's Infinity 300 apartment complex at Green Square in Sydney, Australia, DocuSign was able to help Dentons save over $70,000 in paper and transportation costs.

DocuSign®

About DocuSign

DocuSign is changing how business gets done by empowering anyone to transact anytime, anywhere, on any device with trust and confidence. DocuSign keeps life moving forward.

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