

Why Choose DocuSign eSignature

eSignature protects
confidential agreements,
delivers a better customer
experience and improves
business agility

Adoption of electronic signature solutions has grown rapidly in the last few years, driven in part by the shift to hybrid work environments. As the world continues to transition to a paperless, digital environment, electronic signatures are becoming a necessity. E-signatures create a more secure and customer-friendly experience, are legally recognised in most countries and also offer key advantages that can improve your organisation’s operational efficiency.

E-signature solutions can be used for almost any agreement across any line of business or industry. For example, human resources can use it for onboarding and employee paperwork, sales can use it for sending quotes and invoices and real estate agents can use it for efficiently completing transactions.

Here are just a few examples of documents that can be electronically signed

Human resources	Sales
Offer letters	Sales order processing
New hire paperwork	Special deal terms
Onboarding/offboarding checklists	Agreements
Marketing	Finance
Event registrations	Invoices
Customer communication approvals	Expense processing
Mass mailing/email approval	Audit and inventory signoff
Services	Legal
Account change	NDAs
Work orders	Contract management
Terms change	Internal compliance
IT/Operations	Procurement
Asset tracking	Purchase order
Change requirements	Statement of work
Incident reporting	Master service agreement
Facilities	Product management
Work orders	Change management
Lease agreements	Release management
Parking permits	Code review reporting

Over 1 million organisations use DocuSign, including:

15 of the top 15
Fortune 500 financial companies

14 of the top 15
Fortune 500 healthcare companies

13 of the top 15
Fortune 500 technology companies

If your organisation is evaluating e-signature providers, you may be wondering how to navigate the different solutions in the market. Today, over a million customers and more than a billion users around the world use DocuSign eSignature. DocuSign is a proven industry leader with first-to-market features that deliver a better customer experience and improve business agility.

In this eBook we explore some of the reasons to choose DocuSign as your e-signature provider:

- Protect confidential business agreements and data
- Deliver a superior customer experience with an intuitive signing experience
- Improve employee productivity with configurable and automated workflows
- Connect eSignature to the tools your teams use every day
- Support environmental sustainability

1/ DocuSign eSignature is a trusted product that protects confidential agreements and data

As more and more business is done in the cloud, organisations need to safeguard their data and comply with regulations to mitigate risk. In industries or departments where compliance and regulatory concerns rule document workflows, finding an e-signature provider you can trust with sensitive documents is more than just a matter of improving business performance—it protects your bottom line.

Managing compliance

Industry and government regulations put controls around commercial activities. Compliance with these guidelines has a significant impact on an organisation's bottom line and longevity. While compliance efforts can be costly, the risks of noncompliance are even more expensive.

Executing documents and contracts with eSignature creates an automatic record of all actions taken on the document including time received, opened and signed. The identifying information of each signee is recorded at the time of signing, along with a confirmation that each signee agreed to provide an electronic signature. This documentation gives your organisation a complete audit trail for compliance purposes. DocuSign also offers industry-specific solutions to support financial institutions, healthcare providers and other heavily regulated industries. Maintaining compliance can take up hours of employee time across the company. By leveraging eSignature, and automating documentation, you can make the most of limited legal and compliance resources.

DocuSign offers enterprise-grade security and compliance controls that ensure the safety of your customers' data. For instance, eSignature offers multiple ways to verify a signer's identity, like email addresses, SMS authentication, ID verification, one-time access codes and more. After a signature is completed, digital audit trails that follow Public Key Infrastructure (PKI) protocols are used to confirm a signature's validity.

When evaluating e-signature providers, ask to see their availability record. Check to see what certifications auditing and security monitoring solutions have to demonstrate they will protect your agreements and data compared to DocuSign eSignature.

- ☐ **Identity verification options:** Choose from a complete set of enhanced signer verification options to meet your business requirements with the DocuSign Identify platform.
- ☐ **Industry-leading security and compliance:** DocuSign meets some of the most stringent US, EU, and global security standards, and uses the strongest data encryption technologies available.
- ☐ **99.99% platform availability for eSignature:** DocuSign eSignature does not have upgrade or maintenance windows.
- ☐ **Complete digital signature solution:** DocuSign offers eIDAS-compliant AES signatures with flexible QES options.
- ☐ **Org Management:** Centrally manage DocuSign deployment across all departments and organisations to maintain control over security settings.
- ☐ **DocuSign Monitor:** An additional layer of security and advanced analytics to track eSignature activity from web, mobile and API. Detect potential threats with rule-based alerts and respond quickly with decisive action.

Data breach costs rose from USD 3.86 million to USD 4.24 million, the highest average total cost in the 17-year history of the [Cost of a Data Breach Report](#) from IBM

M&T Bank integrated DocuSign ID Verification into its workflow for highly regulated accounts where Know Your Customer (KYC) rules apply

\$17
per document

>\$36K
savings overall

2/ DocuSign eSignature will help your organisation deliver a superior signing experience

As the world becomes increasingly digital, consumers, partners and vendors all expect convenient, fast and flexible experiences. eSignature provides modern, digital-first experiences that help accelerate the signing process which delivers real value to your business in a number of ways.

Increase completion rates

If paperwork and contracts are too complicated or too time-intensive, people may not complete them. Any friction in the signing process is an opportunity for abandonment. This is true for potential customers, existing customers (retention/upsell/cross-sell), partners and vendors. According to [commissioned research by Forrester](#), 32% of organisations report reduced completion rates and abandoned deals as a consequence of inefficient agreement processes. By reducing friction with eSignature, companies can increase document completion rate. For example, T-Mobile improved mobile signing completion rates by up to 20% with DocuSign. An improvement of just a few percentage points in completion rate could translate to a significant increase in revenue, particularly in high-volume cases.

Accelerate turnaround time

Time is money. Spending fewer days finalising an agreement means your company has more days to recognise the revenue that results from that deal. These additional collection days increase revenue without requiring additional resources. With DocuSign eSignature, 80% of transactions are completed in less than 24 hours.

Deliver a superior customer experience

Most importantly, a faster, simpler and more intuitive signing experience will delight your customers. DocuSign is a well-known brand that anyone will recognise and trust to sign important agreements. Signing forms is one of the first steps in the customer journey, a critical factor in how customers rate your business in surveys like Net Promoter Score (NPS). Finally, research has shown that [customers are willing to pay more for a great customer experience](#). It's the ultimate competitive differentiator.

When evaluating e-signature providers, check to see how other solutions measure up to the superior signing experience of DocuSign.

- ☐ **Top-rated mobile apps:** customers can easily sign documents on the go with DocuSign mobile apps that are top-rated across iOS and Android.
- ☐ **Mobile-responsive content:** eSignature automatically adapts the document viewing experience based on the signer's device type without requiring pinching or zooming to read long forms.
- ☐ **SMS Delivery:** Ensure signers receive and complete documents quickly with real-time SMS agreement notifications.

By using eSignature, Seattle-based wealth management firm Merriman saw:

50%

increase in signing efficiency

75%

increase in borrower packet completion

Reduced document errors

from 15% to 0%

83%

Reduction in time to open new customer accounts by Santander UK

88%

of errors reduced while document turnaround reduced **from 13 days to just 3** by Boehringer Ingelheim

3/ DocuSign eSignature offers features that improve employee productivity

Moving business forward quickly can be challenging when you're stuck using manual processes. eSignature provides the right tools to eliminate repeatable, manual tasks and save employee time.

Improve employee productivity

eSignature increases efficiency across the entire sending and signing process. If you send the same form frequently, DocuSign allows you to save and reuse the repeatable information into a template. In fact, DocuSign offers prebuilt templates for most common contracts and forms such as NDAs, SOWs, offer letters, lease agreements and more.

If you're sending the same document to a large number of recipients, you can save time and minimise errors by using bulk send functionality. Simply import a list of signers and each will receive a unique copy of the same form to sign.

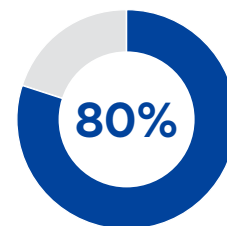
Reduce errors

Recent Forrester research commissioned by DocuSign found that the top challenge with manual agreement processes is rework due to errors from manually transferring data into agreements. Employees can waste significant time chasing down missing information in contracts and forms if they are not filled out correctly the first time.

eSignature walks the signer through forms and documents based on fields you designate for completion, reducing the chance for errors and eliminating the possibility of skipping a field. You can integrate eSignature with other systems like Salesforce to automatically prepopulate a contract with data you already have as another option to minimise errors.

Increase visibility

In eSignature you can see the details of who has signed and who still needs to sign, so you know exactly what the status of your contract is and who you need to nudge to move the process forward. Or you can customise notification settings to have DocuSign remind signers when actions are required.



of DocuSign eSignature transactions are completed in less than 24 hours

£30

saved on average per document by DocuSign eSignature compared to traditional paper processes

Accelerate time to revenue

eSignature removes mistakes and frustrating manual experiences that slow sales. Closing contracts faster means recognising revenue faster. With eSignature, up to 80% of agreements are completed in less than a day, and 44% in less than 15 minutes.

★★★★★ Sep 11, 2021

"The best alternative to the real signature"

What do you like best?

DocuSign is an excellent piece of software that allows for rapid and secure document signatures as well as easy-to-follow logging to establish who and when a document was signed. It also maintains track of any changes made to a document with each person who receives it for signing.

★★★★★ Sep 28, 2021

"This is how I get agreements signed!"

What do you like best?

I like how intuitive the dashboard is. We have it integrated with Salesforce and I appreciate the notifications when the contract is viewed or signed. Using DocuSign has helped get the agreement signed by both parties and notifies me when the envelope is completed.

Source: G2 Crowd

When evaluating e-signature providers, check to see how other solutions help eliminate manual tasks and automate workflows to increase productivity compared to DocuSign eSignature.

- ☐ **Templates:** DocuSign offers prebuilt templates for many common contracts and forms such as NDAs, SOWs and purchase orders. You can also create your own templates for common forms your organisation uses.
- ☐ **PowerForms:** Generate self-service documents for signature and embed into a website or send directly to signers.
- ☐ **Advanced Recipient Routing:** Build automated routing workflows without using any code.
- ☐ **Automated post-signature tasks:** Automate common post-signature tasks like archiving completed documents to a specific folder, exporting data to Google sheets for analysis and starting contract workflows in CLM.
- ☐ **Signing insights:** Admins can identify patterns in signing behaviours, like where signers drop off in the signing process, to optimise the signer journey and increase agreement completion rates.

**The University
of Texas saved:**

\$2.4M

1.5M
pages of paper

19.7K
employee hours

Dupont saved:

**\$50K and
500+ hours**
of admin time in less
than 10 months
with DocuSign

Boston Scientific:

Reduced error rate
**from 48%
to 0%**

>\$4M
saved

4/ DocuSign eSignature connects to the systems where you already work

The documents you are sending for signature are likely part of a larger contract process that touches multiple departments across your organisation. However, the systems each of those departments uses aren't often connected to one another. For example, an HR offer letter initiates in HR (HCM), and before it can be sent, finance might have to approve it (ERP). Once signed, IT must provision the new employee (ServiceNow).

Leverage existing infrastructure investments

In a DocuSign survey of sales, HR, legal and procurement professionals, over 90% of these teams felt that their existing software wasn't being used to full capacity, and the top reason is lack of integration with other tools and systems. You can save time by seamlessly connecting eSignature with the tools your teams use every day.

DocuSign has integrations across the common software systems that you use to run your business. That means less time building and maintaining integrations and faster time to value.

DocuSign also offers an award-winning eSignature REST API. Your organisation can improve process efficiency by eliminating the need to duplicate data across multiple systems, automating the data transfer between those systems and creating custom experiences and workflows that fit your business objectives. Approximately 60% of all DocuSign transactions take place via API.

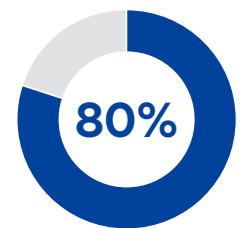
32 days

The average employee spends up to 32 days a year switching between different tools

By integrating DocuSign and Workday, Salesforce's recruitment team digitally recruits thousands of candidates every year

1 day

average time to complete an offer letter



reduction in average cost per letter sent



E-signature integration checklist

When evaluating e-signature providers, check to see which systems and capabilities other solutions offer to connect to the systems your organisation uses or may use in the future.

DocuSign offers:

- ☐ **350+ Prebuilt integrations:** Connect eSignature with the systems and tools you already use—Salesforce, Microsoft, Oracle, Google, Slack, SAP and hundreds more.
- ☐ **Faster time to deployment in Salesforce:** Quickly deploy DocuSign eSignature for Salesforce with an intuitive guided setup experience and automatically configured sharing settings. Leverage an extensive developer guide with an Apex Toolkit, and sample code.
- ☐ **Award-winning, highly customisable API:** Easily embed eSignature into your web and mobile apps to further optimise your processes and deliver a seamless customer and employee experience. Customise the signing experience, monitor signing events as they happen and integrate eSignature into your own apps and backend systems. Deploy two to four times faster with the DocuSign API than other e-signature solutions in the market.

5/ DocuSign's commitment to environmental sustainability

From the very beginning, environmental sustainability has been an important part of the DocuSign story. eSignature alone has replaced billions of pieces of paper, along with significant amounts of the waste, water, carbon and wood required to make that paper. This core strength—along with our belief that DocuSign has an important role in creating a low-carbon, sustainable future—led us to launch DocuSign for Forests in 2019. This initiative includes support for nonprofit organisations protecting the world's forests and the inclusion of an environmental impact calculator in our core eSignature product so our customers can see the environmental benefits of using the product.

DocuSign IMPACT


With DocuSign IMPACT, and as founding members of Pledge 1%, we are committed to harnessing the power of DocuSign's people, products and profits for good. Our goal is to make a difference in the global communities where our employees and customers live and work.

When evaluating e-signature providers, ask how other organisations are demonstrating their commitment to environmental sustainability and supporting their local communities.

- ☐ DocuSign has committed to being carbon neutral by calendar year 2022.
- ☐ DocuSign for Forests has committed over \$2.5 million to organisations doing critical work to preserve the world's forests, including a \$1 million commitment to the Jane Goodall Legacy Foundation.
- ☐ DocuSign IMPACT Foundation matches employee donations to qualifying 501(c) (3) organisations and global equivalents.
- ☐ DocuSign offers employees up to 24 hours paid time off a year to volunteer with organisations and causes they believe in.
- ☐ DocuSign offers eSignature to qualifying nonprofit organisations at a discount.
- ☐ Since 2003, DocuSign has helped hundreds of millions of people around the world to replace over 38 billion sheets of paper with digital processes that do not require paper. Together we've saved:

 **4M**
trees

 **15B**
litres
of water

 **1.4M**
tonnes
of CO₂

 **600K**
tonnes
of wood

 **100K**
tonnes
of waste

E-signature is the first step toward a truly digital agreement process

Implementing e-signature is a great first step to doing business faster, simpler and more cost-effectively while also delivering a great experience for everyone. Those benefits can be extended to other stages of the contract process, such as preparing agreements, acting on next and managing completed agreements. It's important to choose an e-signature partner that will allow you to continue your digital transformation journey and add functionality that automatically integrates with your existing investments.

DocuSign eSignature is part of the DocuSign Agreement Cloud, the most comprehensive set of applications and integrations to help organisations of all sizes automate and connect the entire agreement process. As your organisation progresses on your digital transformation journey, you can easily add additional functionality such as:

DocuSign Gen for Salesforce

Automatically generate polished, customisable agreements with just a few clicks from Salesforce.

DocuSign Payments

Collect and process payments during the signing process.

DocuSign Click

An easy-to-use, simple-to-deploy clickwrap solution that lets you capture customer consent to standard terms and conditions with a single click.

DocuSign CLM

Manage the full agreement lifecycle, with seamless document generation, automated contract workflows and a centralised repository so all contracts are stored in the same place.

DocuSign Insight

Analyze existing contracts to uncover organisational risks, obligations and opportunities with powerful AI-driven analysis.

DocuSign eSignature can help your organisation automate a wide range of documents, forms and contracts, from simple NDA agreements to complex loan applications. DocuSign is the best choice to leverage your technology investments as you expand digitisation across new workflows and new functions throughout your organisation.

It's time to agree better. Let us show you how.

Learn more about how [DocuSign eSignature](#) can help your business today.

About DocuSign

DocuSign helps organisations connect and automate how they prepare, sign, act on and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature, the world's #1 way to sign electronically on practically any device, from almost anywhere, at any time. Today, over a million customers and more than a billion users in over 180 countries use the DocuSign Agreement Cloud to accelerate the process of doing business and simplify people's lives.

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