Using an e-signature solution to save time and money

Enterprises in a broad range of industries are considering e-signature solutions for their ability to save time and money, increase efficiency, and enable employees to focus on more strategic activities.

Executive summary: more reasons than ever to adopt an e-signature solution

The rapid adoption of e-signature solutions and the continued strong growth in the market for services and software is driven by several factors:

• The legality of online signatures around the globe

• The increasing mobility of employees, customers, and business partners

• The popularity of cloud computing, the ideal platform for e-signature applications

Enterprises in a broad range of industries are considering e-signature solutions for their ability to save time and money, increase efficiency, and enable employees to focus on more strategic activities. E-signature use tends to spread across companies as they move processes that require tracking online in order to improve productivity.

Current enterprise users include sales, HR, finance, and legal. Each area faces common challenges, including the need to accelerate business cycles, track document status, reduce the waste and expense of a paper-based system, and improve the customer experience.

Organizations that consider adopting an e-signature solution should seek the following key capabilities:

• Ease of set up, administration, and use

• Flexibility and customizability

• Robust security

Adobe EchoSign is the world's easiest e-signing solution. Small businesses and leading organizations such as Aetna, British Telecom, Citrix, Groupon, Kia Motors, Penton Media, Procter & Gamble, TimeWarner Cable, TiVo, Twitter, and UC Berkeley use EchoSign to digitally send, store, and manage documents that require a signature. For the past seven years, EchoSign has received the Salesforce AppExchange Customer Choice Award and has been ranked the #1 e-signature solution in the Salesforce community.

Why consider an e-signature solution?

An e-signature solution is an automated, efficient, and cost-effective way to manage the signing of all types of enterprise documents. Rather than getting bogged down by time-consuming, manual processes, organizations can generate, transmit, and receive a signed copy of any document in minutes.

Adoption of e-signature solutions across the enterprise is driven by several factors:

• Online signatures are legal around the globe—including the U.S., Australia, Canada, Chile, China, Colombia, New Zealand, Spain, Switzerland, and the U.K.

• Employees, customers, and business partners are increasingly mobile and often not at their desks to approve or sign documents.

• The growth of cloud computing has encouraged companies to seek out applications that are well suited to this platform.

E-signature solutions are used in a broad range of industries, from healthcare and the media to financial services and technology. They have been adopted by sales, HR, finance, and legal. Interestingly, e-signature use tends to spread across companies as they move processes that require tracking online in order to improve productivity.

How your organization can benefit from an e-signature solution

E-signature solutions save time and money, two resources that require careful management, particularly in today's business environment. The customer stories highlighted in this brief describe how adopting an e-signature solution has met challenges and delivered measurable results for their businesses.

We're wasting resources on creating, printing, and signing documents.

Reducing waste is key to a successful operation. Regardless of industry, a contract management process that requires documents to be printed, manually signed, and physically filed consumes time and labor unnecessarily.

A global leader in advanced television services, TiVo processes contracts with hundreds of resellers every month. Prior to adopting Adobe EchoSign Enterprise Edition, TiVo sent interested retailers a paper application form and, at the end of a manual approval process, physically filed an executed contract.

Now, TiVo leverages an Adobe EchoSign contract template integrated into its Saleforce.com system to create a trouble-free workflow that has saved the company significant time and has eliminated printing, postage, delivery, and physical storage costs.

"Since we started using Adobe EchoSign," said Larry Denny, vice president and associate general counsel, "we eliminated 99% of the paper and were able to get rid of those cabinets: no more wasted time managing paperwork and no more wasted space."

It's almost impossible to get documents signed quickly when people are on the go or in different locations.

Getting a document signed can be as simple—and as challenging—as coordinating schedules. With customers and business partners more mobile than ever, a paper-based system often means that documents get lost in the shuffle. Across industries, organizations want a solution that delivers documents to wherever signers are during a business day.

Kia Motors America (KMA) is the U.S. marketing and distribution entity of South Korea's Kia Motors Corporation. Its corporate counsel handles up to 20 agreements a week between Kia and a growing network of nearly 800 dealers. These complex documents require signatures from multiple individuals located throughout the country.

Recognizing the toll that misplaced paperwork, loss of access to a printer, or illegible scans were taking on its process, Kia chose Adobe EchoSign Enterprise Edition to streamline contract management. The bottom line? EchoSign has increased transparency through real-time monitoring and tracking and has dramatically reduced turnaround time by allowing contracts to be signed at the desktop or on the road.

"Adobe EchoSign is accessible from any computer, smartphone, or tablet. It cuts contract execution by half, and often more," said Casey Flaherty, corporate counsel, Kia Motors America.

We need to expedite our HR processes.

HR professionals are typically evaluated on their skill in onboarding—and helping retain—exceptional employees. The ability to streamline hiring processes and easily track important employee documents is vital to a successful HR operation. And HR, like every other enterprise function, is concerned with directing staff toward strategic rather than administrative activities.

Foursquare, with offices in New York and San Francisco, uses innovative technology to help subscribers locate nearby friends and discover interesting places and experiences. To facilitate acquiring and retaining the talented employees it requires, the company selected Adobe EchoSign. Now, instead of using manual processes that waste time and create redundant documents, Foursquare distributes and tracks employee-related paperwork in a few clicks. For example, the company recently sent annual new wage notices to all 130 New York employees in seconds using using the MegaSign capabilities in EchoSign..

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Integration with our other business systems, such as our CRM, is essential.

Advertising is driven by creativity—and contracts. Every day, an army of advertisers signs insertion orders that dictate when and where their ads will run. The need to develop consistent, standardized contracts, while providing visibility and meeting deadlines, is important to a successful media sales operation. And, as in other industries, the ability to integrate out of the box with commonly used enterprise applications is vital.

A respected independent publisher of trade magazines and industry-specific websites, Penton Media connects with millions of business owners and decision makers every day. More than 1,000 employees work to complete insertion orders, with sales representatives typically creating and transmitting contracts and following up on signatures.

Penton realized that electronic signatures were essential to managing these activities. Among other criteria, the company wanted to integrate with salesforce.com and Conga, a popular document generation and mail merge platform. Penton selected Adobe EchoSign Enterprise Edition, quickly benefitting from automated contract creation, one-click transmission, and streamlined signature tracking. Salespeople and managers alike appreciated easy-to-understand dashboard views of contract milestones and key performance metrics, as well as the ability to more accurately forecast sales.

"The automated, integrated process provided by Adobe EchoSign improves ad placement and revenue because we can complete a contract and start a campaign within minutes," said Jarrod Kingston, business systems manager, Penton Media, Inc. "Adobe EchoSign's success is evident with our sales team and our clients."

Business is lost or delayed because obtaining signatures on contracts is so cumbersome.

In sales, delay in signing a contract can stall a deal—or kill it altogether. With little or no visibility into the process, it can be very difficult to close business quickly. As a result, sales organizations across industries are looking to speed execution and free salespeople to pursue additional opportunities. Sales executives also want—and need—to automate contract creation and rapidly access executed documents. Given the plethora of responsibilities salespeople handle, ease of use and minimal training requirements are important as well.

Stonehenge Partners owns and manages 27 buildings containing 3,200 apartments and 750,000 square feet of retail, office, and garage space in Manhattan. The company focuses on providing a high level of service to prospective and existing tenants and wanted to accelerate a contract-signing process that was fraught with delays and other logistical challenges. The company believed an e-signature solution would allow it to work more effectively with tech-savvy clients and close business more quickly. It chose Adobe EchoSign Enterprise Edition for its ability to support multiple signers and recipients in multiple locations, its end-to-end integration with salesforce.com, and its security and simplicity of use.

"Each day that an apartment stays vacant in our portfolio is a loss of rental income. Moving to an electronic workflow reduces the amount of time apartments stay unoccupied, so as a result, we have increased revenue by thousands of dollars per month in the aggregate," said Jonathan Fishman, director of business development.

Key Capabilities to Seek in an E-Signature Solution

Your choice of solution will inevitably be driven by your organization's needs. The beauty of a cloud-based application like Adobe EchoSign is that it scales easily to accommodate increasing demand as functional areas across your organization uncover new uses for it. Following are key capabilities to seek in an e-signature solution:

Ease of Set Up, Administration, and Use

With IT and training resources often scarce, an e-signature solution should be easy to set up, administer, and use. A transparent user interface is essential, as is a short learning curve. Clear and simple training materials should be readily accessible, but users should be able to get up to speed with little formal instruction.

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Flexible and Customizable to Meet Your Business Needs

Some companies want to be able to customize an e-signature solution with their own brand. And almost without exception, organizations want their solution to work comfortably with popular applications such as Google Apps, Box, Dropbox, Microsoft SharePoint, SAP, and Adobe Acrobat and Reader. In addition, it is important for an e-signature solution to integrate seamlessly with leading CRM systems such as salesforce.com, Microsoft Dynamics CRM, NetSuite, Oracle CRM, and SugarCRM.

Robust Security

Secure document sending, signing, and storage are essential. If you operate in a highly regulated environment like banking or healthcare, security is a prime concern. Even if your company is not subject to stringent regulatory scrutiny, a solution should protect against hacking or malicious attacks with industry-standard technology.

Why Choose Adobe EchoSign?

Adobe EchoSign is the trusted choice of industry leaders such as Aetna, British Telecom, Citrix, Groupon, Kia Motors, Penton Media, Procter & Gamble, TimeWarner Cable, TiVo, Twitter, and UC Berkeley. For the past seven years, EchoSign has received the Salesforce AppExchange Customer Choice Award and has been ranked the #1 e-signature solution in the Salesforce community. Companies around the globe prefer Adobe EchoSign for several reasons:

- **Ease of set up and administration.** A simple wizard interface walks administrators through the configuration process in five minutes. Administrators can quickly and easily build templates and customize them with an organization's "look and feel." Menus drive user experience and option control. Merge and mapping definitions do not require form field inputs, and technical knowledge is not required to accommodate specialized use cases.

- **Ease of use.** The Adobe EchoSign interface is intuitive both for those who send documents and those who sign them, with minimal instruction needed to prepare documents for signature. A single click initiates a document and signature workflow. Dashboard views are clean and simple to understand. And anyone can quickly and easily sign a contract wherever they are, even executing it offline if Internet access is unavailable. A particularly popular feature is MegaSign, which makes it easy to collects hundreds of signatures on a single document, thus efficiently documenting participation in important agreements.

- **Seamless integration with products you already use.** Adobe EchoSign integrates out-of-the-box with a wide variety of popular applications. These include industry-leading products like salesforce.com, Box, Dropbox, Microsoft Dynamics CRM and SharePoint, Google Apps, Conga, Apttus, NetSuite, Oracle CRM, SAP, and SugarCRM. In addition, many organizations benefit from being able to integrate Adobe EchoSign with Adobe Acrobat, Reader, and LiveCycle.

- **Industry-standard security.** Adobe EchoSign offers complete document confidentiality and secure storage in the cloud using email and password authentication. Documents are encrypted with full AES 256-bit SSL security, and customer account data is encrypted with RSA keys. Every action taken during the signature process is recorded and reported via a detailed audit trail. Contracts are converted to a secure PDF format prior to transmission to eliminate last-minute unapproved revisions.

About Adobe EchoSign

Adobe EchoSign is a leading e-signature solution. Small businesses and leading organizations such as Aetna, British Telecom, Citrix, Groupon, Kia Motors, Penton Media, Procter & Gamble, TimeWarner Cable, Twitter, and UC Berkeley use EchoSign to digitally send, store, and manage documents that require a signature. EchoSign works seamlessly with CRM systems and other line-of-business applications you use today, and signers can sign on any smart phone, tablet, or browser from anywhere in the world. You'll save time, close business faster, and manage all your documents on a trusted cloud platform from Adobe, the global leader in digital document management.

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