



Why It Pays to Use Electronic Signatures

WHITE PAPER



Every day, all over the world, businesses and individuals are forgoing paper and signing important business and personal documents online. From signing a vendor contract, to signing a home mortgage, and everything in between. You may have already electronically signed a document yourself and are looking to find out more.

No matter the size of the business and no matter what type of business you're in, you want to save money and increase revenue. And you want to make it all easy. Electronic signatures are a powerful way to accomplish all that.

Reasons to Consider Electronic Signatures

If you're looking into electronic signatures, you may have already had an experience with one. Or else you have experienced for yourself the frustration of needing to sign a form, not having paper in the printer, or not having access to a fax machine—or the other side, waiting around for a signed fax, or driving all over town just to get the signature. Not to mention the expense and waste of paper. How many times have you printed and signed a document, then scanned it just so you could attach it to an email to return to the sender? Once that digital copy is saved, the signed piece of paper is just shredded and tossed out.

This experience is common whether you're an account executive looking to get the last signed contract to meet your quota, or a parent who needs to return a field trip permission slip. It's universal. The good news is, there's a simple, fast solution for all: electronic signatures.

The Future Is Now

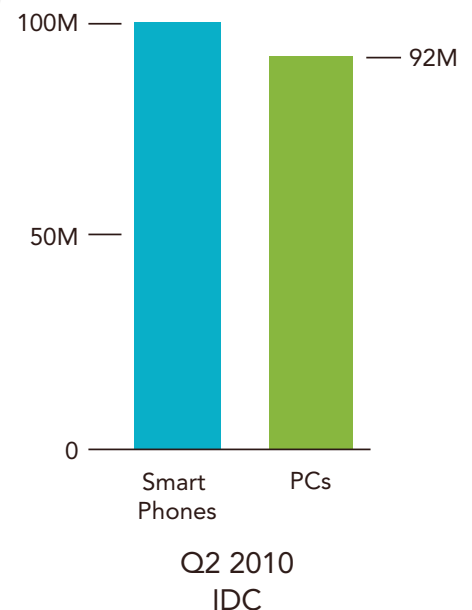
Signing with a pen in your unique scrawl to demonstrate your commitment to what's on the paper is a tradition that dates back thousands of years. So it's not surprising that *electronic* signatures are still somewhat misunderstood. Let's clear one thing up right now: electronic signatures have been legally binding in the United States since 2000, when Congress passed the E-SIGN Act. They became legal in Europe even before that, and over the past 10 years electronic signatures have been embraced throughout the world.

Electronic signatures make sense today because so much of our daily lives—whether it's our personal or business—is now conducted online, and especially on mobile devices. Internet access is a basic utility, and according to IDC, more smartphones were sold in Q4 2010 than PCs. With so much of our lives and businesses now online, the traditional signature, as the last critical piece of business that's **not** digital, causes too much hassle to ignore. Maintaining a pen-and-paper signature process is expensive, with all that paper, faxing, and overnight shipping. Then there's accuracy—because errors are generated from retyping form information back into a computer after the form is signed—plus wasted time and needless damage to the environment.

This, of course, is where electronic signatures begin to make a lot of sense.

eSignature Legally Binding with U.S. E-SIGN Act

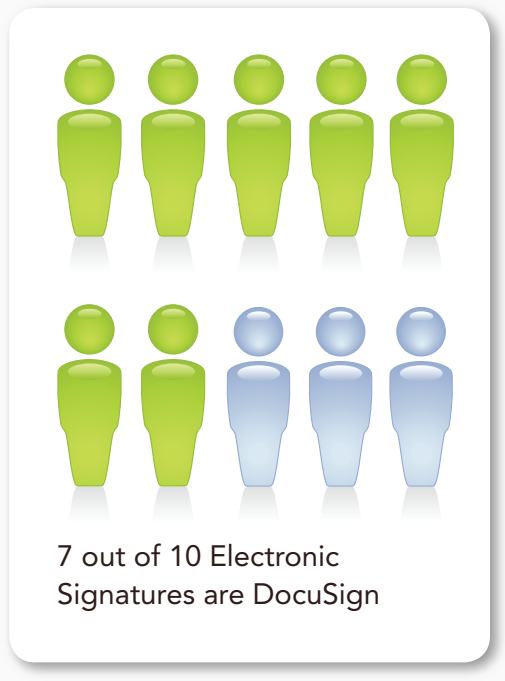
In 2000, the U.S. Electronic Signatures in Global and National Commerce (E-SIGN) Act established electronic records and signatures as legally binding, having the same legal effect as traditional paper documents and handwritten signatures. But not all eSignature solutions are created equal.



The Return on an E-Signature Investment

Electronic signatures afford you any number of benefits. Combined, they add up to single terrific reason to add them to your business life.

- **Lower cost** – The direct savings are many: paper, gas, shipping costs. The indirect savings include rekeying of data, time saved in waiting for documents to return, storage costs. Maybe you could even get rid of that fax machine and separate phone line altogether.
- **Better customer relationships** – No matter who you’re asking for a signature—whether it’s a customer for your landscaping business or a vendor for maintenance of your office equipment—the speed and convenience that electronic signatures give your customers can lead to increased satisfaction with you and your business. And satisfied customers are all too happy to send you referral business.
- **Increase efficiency** – Time is money: it’s a cliché because it’s true. Electronic signatures help you save time because you’re not waiting for the printer to warm up, waiting for the fax to go through, waiting for the signed documents to come back.
- **Accelerate and increase revenue** – Thanks to the significant convenience factor of electronic signatures, companies of all kinds see a faster turnaround time for contracts. And when you get the signature more quickly, you can also start getting paid more quickly than before.
- **Track your success** – If you’ve ever wondered, “Did he get it? Has she signed yet? Should I be waiting by my fax now? Did it go through?” electronic signatures can give the answers to all those questions.
- **Reliable** – As any child who ever claimed, “The dog ate my homework” will tell you, paper can be easily lost or damaged. Electronically signed documents are stored (and safely backed up) in the cloud, accessible anytime, anywhere.
- **Legally binding** – With a complete audit trail and tamper-proof virtual seal of the signed documents as DocuSign provides, you can have confidence in your documents’ legality as much as—or even more than—traditional pen-signed documents.
- **Mobile** – Because the speed of business is now faster than ever, leading electronic signature providers let you send, sign and track documents via mobile devices. That way you’re not trapped at the office anymore.



“DocuSign provides a benefit to our clients by making it easier and faster to engage with us.”

J.T. Monahan
Executive Vice President, LG Consulting

Who Can Use Electronic Signatures

What’s great about electronic signatures is just about anyone can start using them now, for personal or business use. You don’t need expensive new software or hardware. You can add “Sign Here” tabs to any contract or form in just a few clicks.

Service-based businesses like law firms, maid services or web design agencies can benefit, or not to mention any business that would like to lock in pricing quickly with a vendor. When it comes down to it, electronic signatures are for anyone who’s looking for an affordable, convenient way to finish the day-to-day business—and the freedom to enjoy life.

About DocuSign

DocuSign, Inc. is the world’s most trusted electronic signature solution with more than 7 million customers who have DocuSigned more than 62 million documents. With DocuSign you can accelerate the speed of business using the easiest, fastest, most secure way to send, sign, track and store documents in the cloud. To learn more, go to docuSign.com or call 866.219.4318.