



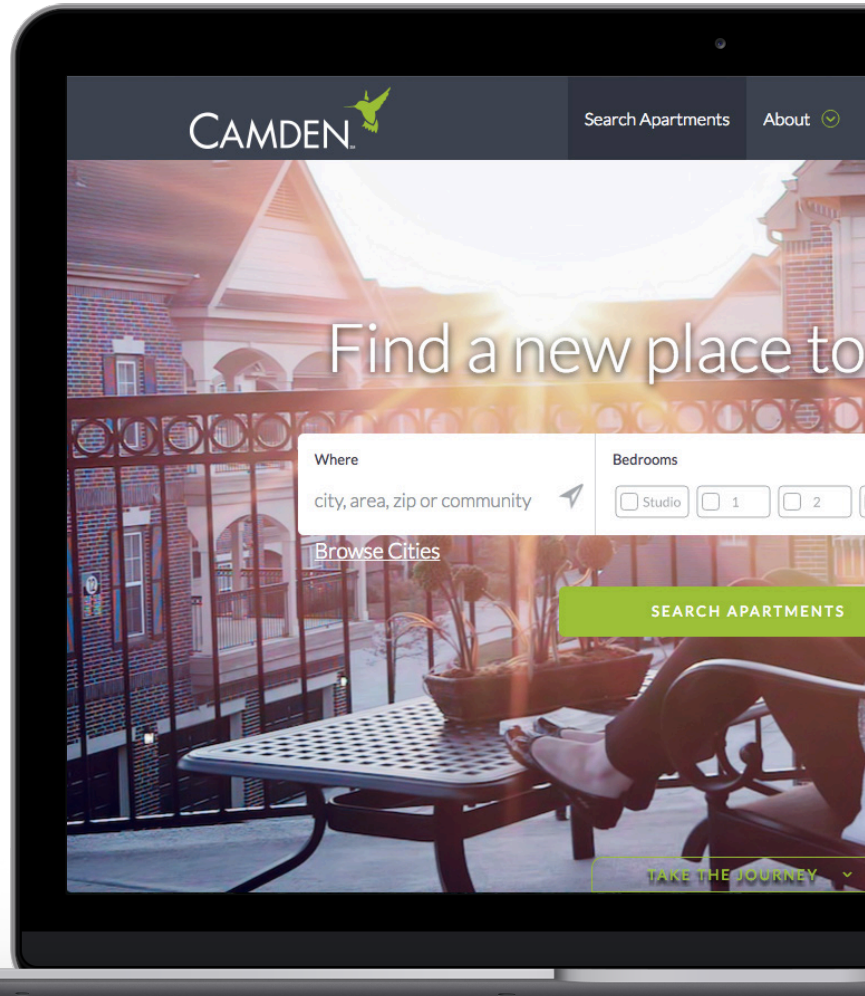
Camden Property Trust

The Company

Camden Property Trust has been setting standards for excellence in the multifamily rental housing market since 1993. The real estate investment trust builds, owns and operates communities across the country, ensuring happy homes for over 100,000 residents. Camden has its headquarters in Houston, Texas, but its reach extends across the United States. With 18,000 employees, Camden oversees the purchase, construction, maintenance and operations of 60,000 apartment units in 150 communities across 15 different markets.

The Challenge

Handling the purchase, construction and management of over a hundred apartment communities involves a lot of paperwork, from construction contracts to purchase orders to rental agreements. This paperwork alone can be a huge hassle, but on top of that Camden needed to ship these agreements back and forth from their headquarters in Houston to the building sites in any of their 15 markets across the country. Camden came to realize shipping paperwork back and forth was taking too much time and money, and that they would be able to greatly increase their efficiency and cost savings if they turned their process digital. Steve Hefner, Senior Vice President



Top Benefits Achieved

- ✓ Decrease time to close from 2 weeks to 2 days
- ✓ Decrease shipping costs up to \$25,000 annually
- ✓ Increase business satisfaction for customers, partners, vendors, and employees

of Construction, Facilities & Purchasing explains, "... we have projects in communities across the country and being able to do that through a software system on cell phones, iPads or whatever can make you much more readily available to transfer information and address any issues, especially with electronic signatures."

Camden was eager to go digital and jumped at an electronic signature solution, but underestimated the importance of selecting the right provider. After struggling with a tool that was prone to glitches, Camden realized they needed a reliable solution that could be trusted to work when and where they needed it. Additionally, they needed a solution that was easy to use and required little onboarding so their employees could immediately reap the benefits.

Solution

When an employee recommended DocuSign as Camden's electronic signature solution, Steve was "impressed and amazed that it was so user-friendly." DocuSign was the perfect fit because it was easy to use, reliable and could integrate into their existing management systems. Camden implemented DocuSign in several departments including construction management, purchasing, operations and HR.

Almost everyone was up and running with DocuSign after just one training session. DocuSign allowed Camden to go digital both internally, where DocuSign "makes it very easy and very efficient to get the appropriate sign offs", and externally, where efficiency is Camden's "number one concern," Hefner explains.

Results

Since implementing DocuSign, Camden has seen significant savings in time, cost and frustration. Before DocuSign, a change order in Hefner's construction management team

"It was so impressive to us that it was so user-friendly... it's set up in a way that it is very efficient and easy."

– Deborah Soland, Camden Property Trust

was a two-week process. Hefner explains how he would overnight contracts from Houston to the project site, and then wait for the site manager to sign and ship the paperwork back. With DocuSign, the average time for a document to be signed and completed has decreased 6x, from nearly 2 weeks to only 53 hours.

In addition to time savings, Hefner estimates DocuSign has helped his department save between \$17,000 and \$25,000 each year on shipping costs alone. Shipping contracts across the country is expensive and unpredictable, and now completely unnecessary thanks to DocuSign.

Also, the intuitive user experience has received a "positive response from everyone in the company," Deborah Soland remarks, "we absolutely love it." For Camden employees, DocuSign has eased the frustration of the cumbersome approval process that comes with a large public company, making workflows simple and fast.

Because of these positive results, Camden plans on expanding its use of DocuSign to include the management and operations of their buildings. The building managers want to make the process of renting units easy, efficient and organized with DocuSign. The Camden communities see hundreds of thousands of residents come through their doors each year, and they should be able to sign their leases in the easiest way possible. Camden sees DocuSign as an essential tool that helps uphold its promise of providing living excellence to families in their communities starting from the very moment a renter signs the lease.



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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