

Equifax is going digital with DocuSign globally

- DocuSign helps Equifax improve employee and customer satisfaction
- Equifax partners with DocuSign to improve efficiency and increase innovation

Summary

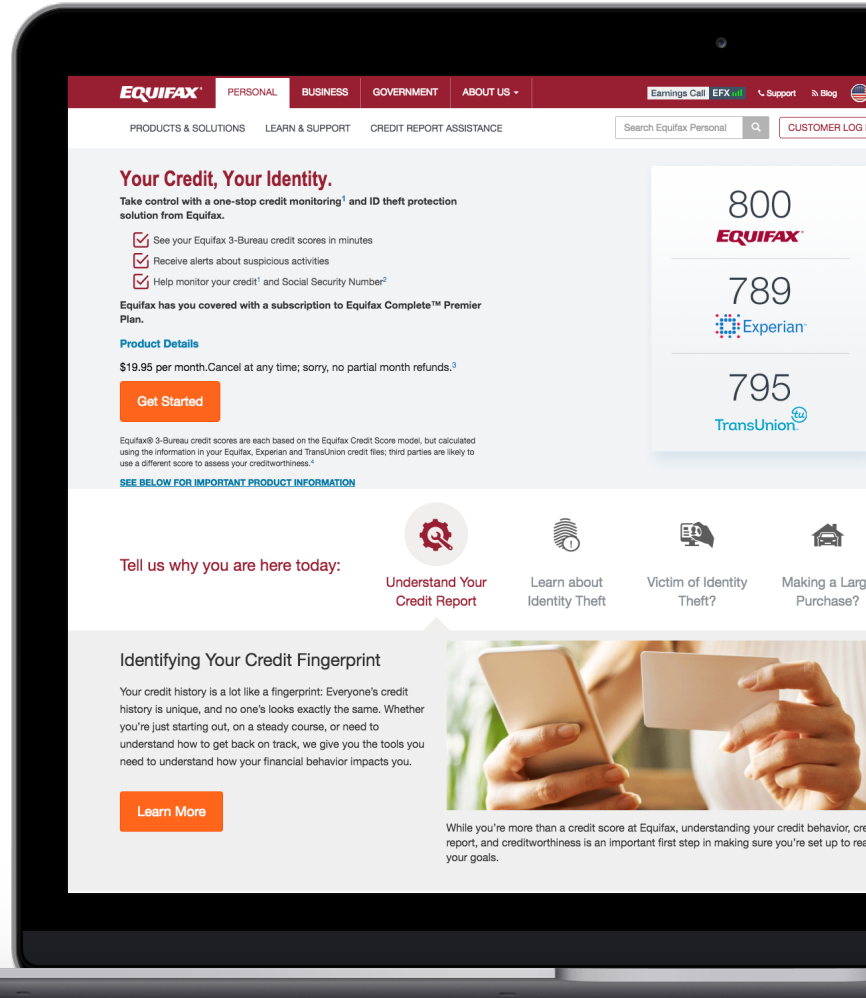
In today's rapidly changing tech world, the business landscape is perpetually evolving. It has been predicted that a significant percentage of today's Fortune 500 companies will not exist a few years from now. The demise of well-established companies such as Kodak and Blockbuster are well documented.

Equifax Inc. has been a trusted credit bureau since 1899. "We are a 118-year-old information technology company that is powering the world with knowledge with 9,500 employees in 24 countries," says Chairman and Chief Executive Officer Richard F. Smith.

There are several reasons for the company's long-standing success, but among other things, Equifax is forward thinking and open to change. The company recognizes the importance of digitization and has positioned itself to transition on a global scale by making key strategic moves and partnerships, including an alignment with DocuSign as a critical business solution and integration.

The Challenge

Equifax recognized several key needs in order to advance its success and to stay relevant, as well as ahead of the competition. The challenge is to make processes simple, fast and easy to use. The thinking is that if customers and employees are happy, business will thrive and grow in new ways. "The digital process can enable



Top Benefits Achieved

- ✓ Better customer satisfaction
- ✓ Better employee satisfaction
- ✓ More time reinvested in innovation
- ✓ Digitization being integrated companywide, worldwide

us to sign contracts faster and strive for revenue growth quicker. Additionally, any inefficiencies we can take out of the company, and take those savings and reinvest back in innovation of new products is good for our customers and good for our shareholders," Smith concludes.

Equifax needs a digitization solution that works, that they can trust, and that they can scale with. DocuSign is that solution.

Solution

Equifax incorporated DocuSign solutions on a large scale, using digitization to get contracts signed faster, to improve the onboarding and hiring process of new employees, and to make life easier for customers and employees alike. "DocuSign was a cornerstone of our digitization process in our onboarding. We have now taken DocuSign to other countries around the world that we serve. We're doing documentation of contracts, documentation of onboarding and documentation of sourcing. It is literally being deployed in more areas and more processes and more countries than I could have envisioned when I was trying to do an ROI calculation two years ago," proclaims Smith.

DocuSign not only solved current challenges, but the collaboration process brought new opportunities for Equifax as well. "The customer success assessment for Equifax was critical. That's a person working side-by-side with a DocuSign representative, making sure we're scoping out the next use case for the deployment of DocuSign in Equifax. It was vital to our success," says Smith.

Results

Results were essential for Smith. He beams when you ask him about the return on investment by going digital with DocuSign. "When we first started, the return on investment was a hot button for me and a hot button for my CFO," Smith begins. "At the end of the day, we said, let's go with DocuSign. It's a proven product that can accelerate time to revenue and take cost out. We've deployed it from the top down. It was a mandate I gave the organization. What you see now is that it's being used across the world. I recently asked our team in Operations to give me your best innovation highlight. It wasn't new products. It wasn't new processes. It was the digitization of

"If I can take inefficiencies out of my company through DocuSign, and take those savings and funnel them right back into innovation and build more products, my customers win, our employees win and our shareholders win."

- Richard F. Smith,
Chairman and Chief Executive Officer, Equifax

wing to wing, from contracting through the end of the business in onboarding clients."

He cites a specific use case where DocuSign has had a significant impact. "A very important global vertical for us is the automotive industry," Smith explains. "Through our digitization process with DocuSign, we take the onboarding of an automotive company from months to hours. The time to revenue and the satisfaction you get from a customer is unbelievable."

DocuSign has built its cloud service on a foundation of trust that has formed to become the DocuSign Global Trust Network. Trust is something Smith found with the DocuSign partnership. "The center of trust for us, as an information technology company, is security, and ensuring whatever I've used, and wherever I've deployed DocuSign in our company, we know those documents are in a very, very secure environment," explains Smith.

Equifax embraced DocuSign two years ago and has been so satisfied that expansion is on the horizon with more opportunity around the corner. "If I were to use a baseball analogy, we're still in the first or second inning," Smith concludes. "As companies, as countries, or as business units get quick successes that spread. You find an application that works, maybe it's the onboarding process for an employee or a customer – and once that business unit gets a success, it spreads. We're in very early days, very successful days, but very early days of deploying DocuSign further within our company."

About DocuSign

DocuSign® is changing how business gets done by empowering anyone to send, sign and manage documents anytime, anywhere, on any device with trust and confidence. DocuSign and Go to keep life and business moving forward.

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