

# THE DIGITAL HERO ALLIANCE

Real champions of change.  
One electronic signature at a time.



## PEGGY SULLIVAN

Director for Market Data Administration  
New York Stock Exchange

### HER JOB

As the Director of Strategic Analysis & Market Data at the New York Stock Exchange, Peggy Sullivan manages several teams responsible for product support, contracting, invoicing, customer service, and market data regulatory policy, plus the U.S. Account Management Team, Global Market Data Operations, and U.S. Compliance Team.

**THE CHALLENGE** The world’s markets run on information; up-to-the minute data on trends, challenges, and opportunities. Older methods and systems within the Exchange required information requesters to use separate manual forms which then would be reviewed, approved — many times on paper — and finally delivered. The processing time for the 900 market data vendors and 270,000 professional subscribers was not a conducive to the speed at which the markets work.

**THE HEROIC ANSWER** Sullivan led a sweeping adoption of DocuSign into their Market Information request and delivery systems. Now clients have a faster, easier, and secure way to access trading and settlement data directly from the markets.

### THE OUTCOME



#### TENET 1. DELIGHT CUSTOMERS

“DocuSign has really helped the NYSE to provide a higher service standard to our clients, by enabling us deliver crucial market information to them in a far more efficient and effective way” says Sullivan. “My life is a lot easier, my team’s lives are a lot easier because when they are talking to a client, they can just pull up their DocuSign and send it to them. Everything is just right their at our fingertips.” Licenses, which previously took up to a week to process using paper documents, are now granted in less than 24 hours.

“The turnaround time is so much quicker, people are finding it easier to connect, and they’re receiving their data quicker and that’s good for everyone in the industry.”

Learn more about DocuSign’s Digital Heroes.