

THE DIGITAL HERO ALLIANCE

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



ATUL NARANG

Chief Information Officer and Co-Founder

HashChing

HIS JOB

As co-founder, one of Atul's major responsibilities is to find strategic partners to grow the business. He manages the product road map and assure that it aligns with short-term and long-term business goals. As CIO, Atul is solely responsible for the technology road map and product development making sure the platform is scalable, secure and operational at all times.

THE CHALLENGE As housing prices continue to rise in Australia, the topic of affordability continues to divide the nation. That's why HashChing is making real waves in the market as they are offering a real solution to a real problem.

As the first online home loan marketplace in Australia, home buyers can connect directly to mortgage brokers rather than having to go through the banks; the only problem is managing the volume of brokers who want to sign up.

The lengthy process of signing mortgage brokers up to the HashChing service through archaic paper documentation, was distracting the business from reaching their primary business goal – creating a revolutionary service for the home loan market and scaling the business locally to its full potential.

THE HEROIC ANSWER HashChing turned to DocuSign's e-Signature solution to digitally streamline brokers signing

up to the HashChing marketplace, speed up the approval time of broker applications, reduce the need and cost of printing and storing large contracts, provide ability to easily access contracts for compliance purposes, and reduce their carbon footprint.

Accelerating the registration process of HashChing's key user group – mortgage brokers – resulted in signing up 1,200 new brokers eagerly awaiting activation on the platform.

“As a young start-up and are always looking at ways to innovate and digitise inefficient business processes. We're moving too fast for paper-based processes – we don't want to reinvent the wheel by trying to rebuild something which is readily available.”

Learn more about DocuSign's Digital Heroes.

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THE OUTCOMES



PRINCIPLE 1 DELIGHT CUSTOMERS

As the first online home loan marketplace in Australia, home buyers can now connect directly to mortgage brokers rather than having to go through the banks. HashChing is a great example of a business model truly disrupting a traditional market.



PRINCIPLE 2 GROW BUSINESS

HashChing’s future is looking positive. As of January 2017, it has processed close to 6,700 home loan applications worth \$3,359 million and recently closed \$1 million in funding from investment firm Sapien Ventures.



PRINCIPLE 5 ENHANCE TECHNOLOGY

HashChing is an industry-first online brokerage platform who reached \$1 billion in loan transactions within the first year of operating and DocuSign was instrumental in assisting this acceleration.