

## Digital solutions, including DocuSign applications, improve access to critical city services, and streamlines governmental processes.

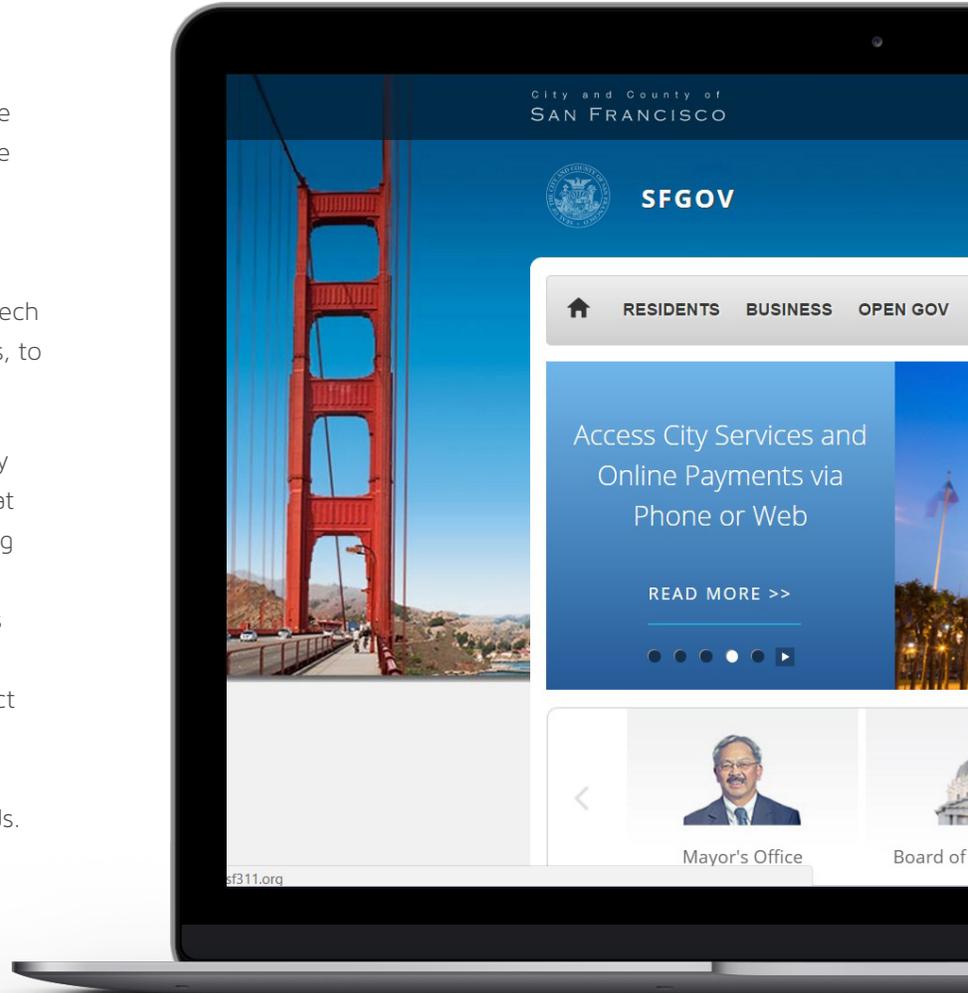
- Going digital with DocuSign helps the city and county of San Francisco better serve the public.
- Going paperless reduces city costs by a factor of 10x.

### Summary

San Francisco, the city by the bay is a world renowned tourist destination, famous for its cable cars, incredible restaurants, culture, and of course breathtaking beauty. But San Francisco is also known in the tech industry as the tech capitol of the world. Skyscrapers, warehouses and loft apartments are occupied with a broad range of tech entrepreneurs – from the largest tech companies, to the most recent garage-based start-ups.

Within this backdrop it only makes sense that city leaders embrace the cutting edge technology that pops up on a daily basis in and around its bustling streets. So when the city and county of San Francisco made the commitment to go paperless and engage in digital solutions, it wanted to go “all in”. San Francisco’s Business Portal is a perfect example of what modern government is capable of achieving. The business portal is acclaimed internationally and has received numerous awards.

Forward thinking city leaders began examining a digital transformation more than a decade ago. The process is still evolving as new technology is developed, and thought leaders gather more input



## Top Benefits Achieved

- ✓ More efficient workflow and processes
- ✓ Better able to serve the public
- ✓ Significant improvement in user experience

from end users and partners like DocuSign.

The city and county wanted to reduce costs, become much more efficient, and fulfill one of its main charters, which is to better serve its public.

**The Challenge**

It is not difficult to imagine the amount of paper a city the size of San Francisco utilized on a daily, monthly and yearly basis. The physical storage problems associated with hundreds and hundreds of file cabinets was a significant issue. "We had to consider the physical real estate each file cabinet occupied, the man hours to organize them - to retrieve from, and file into them, and the cost of lost files or not being able to locate files that were in use" says Chief Information Officer and Director of the Department of Technology Miguel Gamino.

Departments such as the Office of Document Administration, or the Tax Collector's Office not only process large numbers of documents each year, but each document can be quite voluminous and detailed. The workflow and efficiency to properly execute these documents in an analog, paper world is tedious and cumbersome.

The city and county of San Francisco also needed a more efficient and partice way for executives to review, sign, send and store any document that required their signature.

As more and more digital solutions became available, various departments began implementing those solutions, but the effort was fragmented. As a result, a user might have been able to utilize a digital process in one department, but it didn't flow and couldn't be incorporated by another department.

And of course, because the city serves the people. San Francisco wanted a much more affective user experience. For example, the process to grow or start a business in an analog, paper system was tedious to say the least. It involved a collection of forms, different departments and different agencies in different buildings, users having to take time off work to stand in multiple lines, answering the same questions over and over.



"The soft costs alone were enough to justify a digital transformation that included DocuSign."

**- Miguel Gamino**

Chief Information Officer/ Director of Technology, City of San Francisco.

**Solution**

It didn't take long for city leaders to grasp the importance and value of going digital. The first step was to "organize the disorganized" - and DocuSign was a key component in that solution. "Several departments began using DocuSign in little bits and pieces. And we looked at it and said, hey, this has really strong city-wide value," recalls Gamino.

Not only could DocuSign help streamline a clunky paper system, but it could work cross-functionally to connect one department to another.

Besides reducing the financial costs associated with a paper system, going digital with DocuSign was critical in making life easier for the taxpayers who need city services or want to conduct business in a more efficient and affective manner. This was a high priority for the city. "The improvement to the user experience tremendously outweighed the cost avoidance or cost reduction" says Gamino, and he adds, "The private sector isn't the only ones to be thought leaders and to aggressively create. Government can do it too."

**Results**

San Francisco conducted an internal audit and discovered the cost of maintaining and operating each paper file cabinet was about 50 thousand dollars per file cabinet per year. Going digital with DocuSign significantly impacts those costs in a positive way.

In another use case, the Tax Collector's office integrated DocuSign APIs and went from processing 10 thousand business registrations per year – to 30 thousand in 60 days!

Going digital made accessing and utilizing city services much easier, faster and efficient.

Gamino's own department employs some 250 people and he wants them to lead by example. While they already embrace digital with DocuSign, he hopes to be fully paperless by the end of the fiscal year.

"Digitization isn't just about modernizing. Its about genuinely improving access for people who need it the most," adds Gamino. "People can now apply for city services between shifts, from home, while watching their kids. I think that really changes the world."

Gamino says tangibles such as efficiency, costs, and commerce can often overshadow the true benefit to the people.



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**About DocuSign**

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