

DocuSign helps SMBs succeed in emerging markets

DocuSign enables fast, secure, frictionless international business transactions
County employees, vendors and charities save time and money thanks to DocuSign

Summary

If any place understands the small business entrepreneur it would be Silicon Valley. With start-ups part of the daily culture, Silicon Valley understands the risks, rewards and challenges small businesses face. Enter "kountable" – a San Francisco based company that helps finance SMBs around the globe, but in particular in emerging markets that may not have much of an established financial system or technical infrastructure.

Like DocuSign, kountable understands that it is not necessarily how large a company is – but how fast and nimble it is – that can make the difference between success and failure.

That's just one reason kountable needed a digital solution that accommodates transacting business in remote locations under time sensitive deadlines.

For many businesses, going digital is part of the ever changing times. But not for kountable. Digital transactions are a matter of survival, "For us, its not so much about a digital transformation as it is about our business not even being possible without a technology like DocuSign." Says Founder and CEO Chris Hale.

In kountable's case, it wasn't a matter of finding the right digital solution. Because of past success with DocuSign, partnering once again in a new venture was the only option. "Right out of the gate we were using DocuSign," says Hale.

kountable is not a lending institution, but it does help fund and

finance SMBs, predominantly in East Africa. They find, vet and support small business partners who fulfill important needs in their countries.

Challenge

kountable needs to be able to conduct business internationally, often in markets that do not have developed financial systems. kountable and its business partners would simply not be able to exist in a paper-based system, "Doing business in paper would be – well – not even possible. It would take months to get anything done," says Founder and CEO Chris Hale.

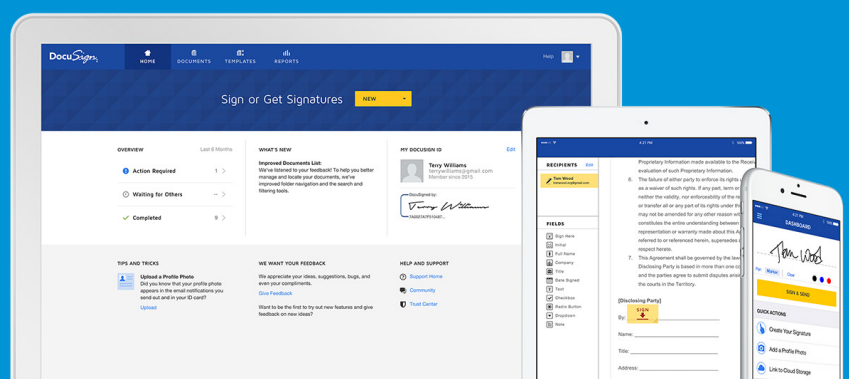
A core part of and consideration for kountable are international eSignature laws. The company can only operate in markets that have viable eSignature regulations, and having a digital solution that supports that is critical.

kountable's business model incorporates three geographical locations – East Africa, Dallas, Texas and the San Francisco Bay Area. Agreements must be processed in rapid succession in each of these locations. kountable also needed security, back-end analytics, and the trust of its international business partners.

The digital solution kountable chose had to be one that could be used quickly and easily by partners in emerging markets without training. "The entrepreneurs we typically work with are used to actually driving around the town, from place to place, delivering paper documents," adds Hale. "DocuSign eSignature would save them an incredible amount of time."

Results Achieved

- ✓ Ability to complete international business transactions in less than an hour.
- ✓ Ability to assist international entrepreneurs start and conduct global business.



Solution

Hale had incorporated DocuSign solutions in other companies he founded, and was extremely satisfied, so when he began kountable, he chose DocuSign once again. "It was just a natural progression for us to use DocuSign from the very beginning," says Hale.

Hale says tracking meta-data embedded in DocuSign documents is significant, and DocuSign's brand recognition in foreign markets is definitely a value add. From DocuSign's Legality Guide available at <https://www.docusign.com/how-it-works/legality/global>, he could also quickly and easily gain insights into the eSignature laws, local legal systems, and electronic signature technology preferences for countries where his team would be doing business.

The DocuSign system is also very easy to learn, understand and use. "We were able to send one business partner screenshots of how to navigate the digital documents. You could see her total surprise when she saw how quick and easy it is to execute a contract," recalls Hale.

Results

kountable's return on investment is fairly simple to measure. You won't find it in cost savings, increased productivity statistics, or even in customer satisfaction. In kountable's case, simply existing and thriving is the measure of success. "The ROI is significant. There is no way for us to implement our business model without DocuSign's electronic signature solution, so, the "R" is large," exclaims Hale.

Not only is the DocuSign system secure and easy to use, but it's fast and efficient. Hale recalls a face-to-face business transaction that sums up his DocuSign experience, "In Kigali, Rwanda, my team and one of our business partners happened to be together in a tiny room. It was the first time where we actually could have used paper, but we used DocuSign instead. Most other times we sign documents remotely, but in this rare case we were actually all together at the same time and location, and could have signed with pen and paper. Instead, we just DocuSigned it!," recalls Hale.



Our work would not even be possible without a technology like DocuSign."

- Chris Hale

Chief Founder / CEO, kountable

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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