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## Scaling digital transformation globally

As one of the largest insurance brokers in the world, Aon, a global professional services company, has nearly 500 offices with 50,000 employees. Offering an abundance of insurance products, the company provides risk, retirement and health consulting to 120 countries worldwide.

With the goals of eliminating paper processes, integrating systems, and remaining compliant with regional – and often rapidly changing – legal requirements in a heavily regulated industry, Aon decided to embark on a digital transformation journey with DocuSign. Already committed to moving away from their manual paper processes for managing agreements, Aon realized they had an indisputable opportunity to expand their digital efforts across the entire organization.

### Navigating global complexities.

Like many other large global enterprises, creating business agility, navigating global complexities, and driving greater operational efficiencies were critical. To help execute their vision for the DocuSign Agreement Cloud, Aon partnered with Customer Success to implement their first high volume use case – which required nearly 30,000 envelopes annually. To support their growth strategy tied to mergers and acquisitions, change management would also be critical to drive adoption for the large global company. Lastly, because manual processes were heavily ingrained within the business, Aon worked with our team to form a Center of Excellence (COE) to best support adoption of their eSignature solution.

Backed by our team of Agreement Experts, Aon then set out to deploy more high-impact use cases in other areas of the business such as Human Resources, IT, and Legal. To accelerate deployment, Aon relied on our Professional Services team for advisory services to help build a strategic roadmap, identify and prioritize use cases, advise on the creation of a governance and funding model, provide global rollout support, and help advocate for the results being delivered to the business.

Armed with our deep vertical, functional and technical expertise, Aon rolled out EU Advanced Electronic Signature in Italy and Qualified Electronic Signature (in-person signing) in Belgium, a major feat due to strict European compliance standards and complex signing requirements. By partnering with Customer Success, Aon was able to build templates and solidify agreement processes, all while remaining compliant with regional eSignature regulations. Aon quickly realized that our capabilities supplied them with the strategic guidance to globalize Human Resources operations – which had been plagued by manual and time-consuming paperwork.

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## Results

**200**

hours saved per  
year per user

**52**

countries that have  
deployed DocuSign

**67%**

increase in consumption  
within one year

**80+**

new use cases  
identified

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**“[It’s] pretty amazing to be able to navigate all of the legal jurisdictions that are impacted and to look at what we could push through DocuSign in terms of a legal point of view.”**

**Richard Bullock**  
Global Product Manager  
Aon

By consulting with our Agreement Experts to adapt the platform to fit specific departmental and regional needs, Aon was able to reinvent the way offer letters and job change letters were sent and received by their recipients and more. Despite the complexities – and different legal jurisdictions and language requirements across EMEA, APAC and LATAM – we have been able to help Aon accelerate the rollout of DocuSign to support HR processes in over 52 countries.

Aon engages with a designated technical success manager to support a wide array of needs, ranging from escalating issues and routine troubleshooting to advising on product roadmap readiness as it relates to Aon's business and technical requirements.

### Driving awareness and value globally.

To help scale their blueprint for success and reinforce the Center of Excellence framework we helped establish, Aon set out to create a solid communications plan, socialize the benefits of DocuSign, obtain stakeholder buy-in from key departments, and tailor enablement to specific roles.

Aon has been successful driving business stakeholder conversations and will look to gain greater executive sponsorship of DocuSign, especially as they fold their DocuSign COE in to support larger business innovation efforts around machine learning, artificial intelligence, and other transformational capabilities moving forward.

In the past 18 months alone, Aon has been able to scale its global rollout of the Agreement Cloud for various use cases in HR, Legal, Procurement, and IT benefiting from our deep subject matter expertise. Today, Aon has nearly 70 departments globally using DocuSign and has been able to effectively scale at a tremendous rate; accelerating growth from 200 to almost 3,000 users worldwide.

Within one year, Aon realized a 67 percent increase in consumption. They've also been able to save more than 200 hours of work per year and bring their compliance documentation error rate to zero. With over 80 use cases live and nearly 3,000 active users in 52 countries, Aon has been able to increase employee productivity and experience cost savings by redirecting resources to focus on the core business.

With a solid foundation in place, Aon now leverages their Customer Success Manager to orchestrate executive engagement and to drive adoption and expansion of the DocuSign Agreement Cloud globally. Through this partnership, Aon has not only realized the business impact of going digital but also the value of engaging our teams to navigate the inherent complexities of doing so.

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**“Having a DocuSign expert that’s ‘done it before’ gave us comfort because we knew we had the support to roll this out and be successful the first time around.”**

**Richard Bullock**  
Global Product Manager  
Aon

## Services

Advisory Services  
Implementation Services  
Success Management  
Learning Services

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### About DocuSign

DocuSign helps organizations connect and automate how they prepare, sign, act on, and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature: the world's #1 way to sign electronically on practically any device, from almost anywhere, at any time. Today, more than 500,000 customers and hundreds of millions of users in over 180 countries use DocuSign to accelerate the process of doing business and to simplify people's lives.

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