Adobe Document Cloud eSign services

Using e-signatures to save time and money

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Executive summary: more reasons than ever to adopt e-signatures

The rapid adoption of e-signatures and the continued strong growth in the market for e-signature services and software is driven by several factors:

- The legality of online signatures around the globe
- The increasing mobility of employees, customers, and business partners
- The popularity of cloud computing, the ideal platform for e-signature applications

Enterprises in a broad range of industries are adopting e-signatures for their ability to save time and money, increase efficiency, and enable employees to focus on more strategic activities. E-signature use tends to spread across companies as they move processes that require tracking online in order to improve productivity. Current enterprise users include sales, HR, finance, and legal. Each area faces common challenges, including the need to accelerate business cycles, track document status, reduce the waste and expense of a paper-based system, and improve the customer experience.

Organizations that consider adopting e-signatures should seek the following key capabilities in their solution:

- Ease of set up, administration, and use
- Flexibility and customizability
- Robust security

Why consider e-signatures

Electronic signatures are an automated, efficient, and cost-effective way to manage the signing of all types of enterprise documents. Rather than getting bogged down by time-consuming, manual processes, organizations can generate, transmit, and receive a signed copy of any document in minutes.

Several factors are driving the rapid adoption of e-signatures and the continued strong growth in the market for e-signature services and software:

- Online signatures are legal around the globe—including the United States, Australia, Canada, Chile, China, Colombia, New Zealand, Spain, Switzerland, and the U.K.
- Employees, customers, and business partners are increasingly mobile and often not at their desks to approve or sign documents.
- The growth of cloud computing has encouraged companies to seek applications that are well suited to this platform.

E-signatures are used in a broad range of industries, from healthcare and the media to financial services and technology. Within the enterprise, they have been adopted by sales, HR, finance, and legal. E-signature use tends to spread across companies as they move processes that require tracking online to improve productivity.

How your organization can benefit from e-signatures

E-signatures save time and money, two resources that require careful management, particularly in today's business environment. The customer stories highlighted in this section describe how adopting e-signatures has met challenges and delivered measurable results for their businesses.

We're wasting resources on creating, printing, and signing documents

"Since we started using Adobe Document Cloud, we eliminated 99% of the paper and were able to get rid of those cabinets: no more wasted time managing paperwork and no more wasted space."

— Larry Denny, vice president and associate general counsel, TiVo

Reducing waste is key to a successful operation. Regardless of industry, a contract management process that requires documents to be printed, manually signed, and physically filed consumes time and labor unnecessarily.

A global leader in advanced television services, TiVo processes contracts with hundreds of resellers every month. Prior to adopting Adobe's e-sign services, TiVo sent interested retailers a paper application form and at the end of a manual approval process, physically filed an executed contract. Now, TiVo leverages an eSign service contract template integrated into its Saleforce.com system to create a trouble-free workflow that saved the company significant time and has eliminated printing, postage, delivery, and physical storage costs.

"Since we started using Adobe Document Cloud," says Larry Denny, vice president and associate general counsel, "we eliminated 99% of the paper and were able to get rid of those cabinets: no more wasted time managing paperwork and no more wasted space."

It's almost impossible to get documents signed quickly when people are on the go or in different locations

"With eSign services, stakeholders can sign contracts anywhere in the world using their smartphone."

— Darren O'Donnell, vice president of business development, Denver Broncos Football Club

Getting a document signed can be as simple—and as challenging—as coordinating schedules. With customers and business partners more mobile than ever, a paper-based system often means that documents get lost in the shuffle. Across industries, organizations want a solution that delivers documents to wherever signers are located during a business day.

The Denver Broncos Football Club of Denver, Colorado, has appeared in the playoffs 20 times and won the Superbowl two years in a row. Building relationships with a wide range of corporate partners requires hundreds of new and renewed sponsorship and suite contracts annually. Each one requires multiple signatures from busy stakeholders. If they are out of the office, contracts could be delayed weeks, or even months. Recognizing that contract delays were taking a toll on its corporate partners, many of which provide vital services to keep the team running, the Denver Broncos chose Adobe's e-sign services, now Adobe Document Cloud eSign services, to streamline contract management and improve partner relationships. The bottom line? Signers are empowered to view and sign documents from anywhere, and credibility and partner satisfaction have improved through prompt response to contracts.

"With eSign services, stakeholders can sign contracts anywhere in the world using their smartphone," says Darren O'Donnell, vice president of business development, Denver Broncos Football Club.

We need to expedite our HR processes

"With eSign services in Adobe Document Cloud, we've moved toward a paperless environment and streamline our agreements with a tool so easy to use, groups across the company are pushing to adopt it."

— Matt Maimoni, talent operations manager, Foursquare

HR professionals are typically evaluated on their skill in onboarding—and helping retain—exceptional employees. The ability to streamline hiring processes and easily track important employee documents is vital to a successful HR operation. And HR, like every other enterprise function, is concerned with directing staff toward strategic rather than administrative activities.

Foursquare, with offices in New York and San Francisco, uses innovative technology to help subscribers locate nearby friends and discover interesting places and experiences. To facilitate acquiring and retaining the talented employees it requires, the company selected Adobe's e-sign services, now Adobe Document Cloud eSign services. Now, instead of using manual processes that waste time and create redundant documents, Foursquare distributes and tracks employee-related paperwork in a few clicks. For example, the company recently sent annual new wage notices to all 130 New York employees in seconds using using the Mega Sign capabilities in the eSign services.

"With eSign services in Adobe Document Cloud, we've moved toward a paperless environment and streamline our agreements with a tool so easy to use, groups across the company are pushing to adopt it," said Matt Maimoni, Foursquare talent operations manager.

Integration with our other business systems, such as our CRM, is essential

"eSign services in Adobe Document Cloud make the contract process completely seamless for our business consultants and merchants. We can update templates centrally and maintain control over our client and sales communications, safe in the knowledge that all contracts adhere to legal requirements."

— Jay Klauminzer, head of sales operations EMEA, Groupon

Commerce is driven by providing products and services customers want to buy—and by contracts. Every day, buyers and sellers are connecting through new and innovative ways to exceed customer expectations. The need to develop consistent, standardized contracts, while providing visibility and meeting deadlines, is important to any successful commerce company. And, as in other industries, the ability to integrate out of the box with commonly used enterprise applications is vital.

A global leader in local commerce, Groupon offers consumers a vast marketplace of unbeatable deals worldwide. Featuring more than 500,000 merchant partners globally, it was important for Groupon to find a solution for efficiently issuing and storing merchant contracts.

Groupon realized that electronic signatures were essential to managing these activities. Among other criteria, the company wanted to integrate electronic signatures with Salesforce.com and Conga, a popular document generation and mail merge platform. Groupon selected Adobe's e-sign services, now Adobe Document Cloud eSign services, quickly benefiting from automated contract creation, one-click transmission, and streamlined signature tracking. Business consultants and merchants alike appreciated an efficient and easy-to-use solution for creating, reviewing, and saving, their contracts allowing them to automate contract management for the majority of contracts every month.

"eSign services in Adobe Document Cloud make the contract process completely seamless for our business consultants and merchants. We can update templates centrally and maintain control over our client and sales communications, safe in the knowledge that all contracts adhere to legal requirements," says Jay Klauminzer, head of sales operations for EMEA, Groupon.

Business is lost or delayed because obtaining signatures on contracts is so cumbersome

"eSign services in Adobe Document Cloud reduce signing time, improves tracking, and provides a more robust contract management for our customers than other offering. With the improved productivity, we accelerated contract completion times, going from an average of four days to eight minutes."

— Thomas Swimbourne, sales project manager, Shred-it

In sales, delay in signing a contract can stall a deal—or kill it altogether. With little or no visibility into the process, it can be very difficult to close business quickly. As a result, sales organizations across industries are looking to speed execution and free salespeople to pursue additional opportunities. Sales executives also want—and need—to automate contract creation and rapidly access executed documents. Given the plethora of responsibilities salespeople handle, ease of use and minimal training requirements are important as well.

Shred-it is one of the world's first information destruction companies. With 140 service centers around the world, Shred-it is constantly looking for ways to provide its customers with the best security and customer service in the business. The company believed e-signatures would allow it to streamline the document signing process and enhance the customer experience. It chose Adobe's e-sign services, now Adobe Document Cloud eSign services, for its end-to-end integration with Salesforce.com, its tracking features that provide visibility into the progress of each contract, and its security and simplicity of use.

"eSign services in Adobe Document Cloud reduce signing time, improves tracking, and provides a more robust contract management for our customers than other offering. With the improved productivity, we accelerated contract completion times, going from an average of four days to eight minutes," says Thomas Swinbourne, sales project manager for Shred-it.

Key capabilities of an e-signature solution

Your choice of solution will inevitably be driven by your organization's needs. The beauty of cloud-based applications like eSign services in Adobe Document Cloud is that they scale easily to accommodate increasing demand as functional areas across your organization uncover new uses. Following are the key capabilities to seek in an e-signature solution.

Ease of set up, administration, and use

With IT and training resources often scarce, an e-signature solution should be easy to set up, administer, and use. A transparent user interface is essential, as is a short learning curve. Clear and simple training materials should be readily accessible, but users should be able to get up to speed with little formal instruction.

Flexible and customizable to meet your business needs

Some companies want to be able to customize an e-signature solution with their own brand. And almost without exception, organizations want their solution to work comfortably with popular applications such as Google Apps, Box, Dropbox, Microsoft SharePoint, and SAP. In addition, it is important for the solution to

integrate seamlessly with leading CRM systems such as Salesforce.com, Microsoft Dynamics CRM, NetSuite, Oracle CRM, and SugarCRM.

Robust security

Secure document sending, signing, and storage are essential. If you operate in a highly regulated environment like banking or healthcare, security is a prime concern. Even if your company is not subject to stringent regulatory scrutiny, a solution should protect against hacking or malicious attacks with industry-standard technology.

Why choose eSign services in Adobe Document Cloud

eSign services in Adobe Document Cloud, formerly known as Adobe EchoSign, are the trusted choice of industry leaders such as Denver Broncos, Foursquare, Groupon, KLM, Shred-it, Jaguar Land Rover, NetApp, Telefonica, Time Warner Cable, and TiVo. For the past seven years, Adobe's e-sign services, formerly Adobe EchoSign, have received, have received the Salesforce AppExchange Customer Choice Award and have been ranked the #1 e-signature solution in the Salesforce community. Companies around the globe prefer it for several reasons:

- **Ease of setup and administration.** A simple wizard interface walks administrators through the configuration process in five minutes. Administrators can quickly and easily build templates and customize them with an organization's "look and feel." Menus drive user experience and option control. Merge and mapping definitions do not require form field inputs, and technical knowledge is not required to accommodate specialized use cases.
- **Ease of use.** The interface of eSign services in Adobe Document Cloud is intuitive both for those who send documents and those who sign them, with minimal instruction needed to prepare documents for signature. A single click initiates a document and signature workflow. Dashboard views are clean and simple to understand. And anyone can quickly and easily sign a contract wherever they are, even executing it offline if Internet access is unavailable. A particularly popular feature is MegaSign, which makes it easy to collects hundreds of signatures on a single document, efficiently documenting participation in important agreements.
- **Seamless integration with products already in use.** eSign services in Adobe Document Cloud integrate out of the box with industry-leading products such as Salesforce.com, Box, Dropbox, Microsoft Dynamics CRM and SharePoint, Google Apps, Conga, Apttus, NetSuite, Oracle CRM, SAP, and SugarCRM. In addition, eSign services are part of Adobe Document Cloud, which provides the complete power of Adobe Acrobat and Adobe PDF plus online services for document protection, analytics, and publishing.
- **Industry-standard security.** eSign services in Adobe Document Cloud offer complete document confidentiality and secure storage in the cloud using email and password authentication. Documents are encrypted with full AES 256-bit SSL security, and customer account data is encrypted with RSA keys. Every action taken during the signature process is recorded and reported via a detailed audit trail. Contracts are converted to a secure PDF format prior to transmission to eliminate last-minute unapproved revisions.

Summary

eSign services in Adobe Document Cloud provide easy and powerful e-signature capabilities that help drive business faster. Small businesses and leading organizations such as Denver Broncos, Foursquare, Groupon, KLM, Shred-it, Jaguar Land Rover, NetApp, Telefonica, Time Warner Cable, and TiVo use Adobe's e-sign services, now Adobe Document Cloud eSign services, to digitally send, store, and manage documents that require a signature. eSign services in Adobe Document Cloud work seamlessly with CRM systems and other line-of-business applications you use today, and signers can sign on any smartphone, tablet, or browser from anywhere in the world. You'll save time, close business faster, and manage all your documents with cloud technology from Adobe, the global leader in digital document management.

For more information

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