e-Signature 101
What You Need to Know for Success

Executive Summary:
Why e-Signatures, Why Now?

e-Signatures represent an inexpensive and automated way to finalize contracts and conduct business amongst trading partners. This technology empowers those who want to expediently close legally compliant business deals, as customers can sign on the "virtual dotted line" in the blink of an eye. For several years, legislation in the US, Canada, the EU, and the UK has permitted the use of electronic signatures:

US: The Electronic Signatures in Global and National Commerce Act ("E-Signature Act") became effective in the US on October 1, 2000.

European Union: The 1999/93/EC Directive on Electronic Signatures was signed in December 1999 to establish a common framework for electronic signatures.

UK: The UK has adopted and implemented certain provisions of the EU's Electronic Commerce Directive in the Electronic Communications Act 2000, which makes e-signatures legally admissible in the UK.

So if e-signatures have been legal for so long, why aren't they more prevalent in everyday business? Electronic signatures have been slow to take hold as a common business practice because vendors have delivered this technology in complex, complicated and expensive forms. In addition, vendors typically focus on the technology of e-signatures, and do not deliver offerings that incorporate e-signatures in the overall contract signature process.

Signature Automation Service:
Manage the Business Process of Getting Contracts Signed, Tracked and Filed

In 2005, EchoSign came to market with a revolutionary Web 2.0 contract signature automation service that manages the business process of getting contracts, signed, tracked and filed. EchoSign's application has made using e-signatures as easy to use as written, paper-based signatures. EchoSign drastically improves the customer's signing experience; it does not require IT resources for implementation or maintenance; there is nothing to download or install; and it is affordable for all organizations. With these simple and innovative tenets, EchoSign's signature automation application has quickly captured the market and is rated as the #1 vendor by Comscore, Alexa and Compete.com. In July 2011, EchoSign was purchased by Adobe Systems. Now, the trusted leader in documents supports the trusted leader in electronic signatures.

The Benefit of Signature Automation in the Enterprise: Operational Efficiency, Visibility, and Reduced Revenue Cycles

e-Signatures are recognized as legally binding in countries around the world, are inherently more secure than faxed signatures, and have been tested by industry leaders such as Facebook, Google, Groupon – all of which use e-signatures each year to conduct business.

Leading companies use e-signatures across all departments – legal, HR, sales, customer service, finance and IT – to improve performance, increase visibility, and ensure internal compliance for sales contracts, employee recruiting and on-boarding, internal support approvals, and vendor contracts.

e-Signatures Deliver Value Throughout the Enterprise

Organizations across all industries have realized that the traditional, manual business process of contract signature authorization is expensive, inefficient, does not scale, and lengthens revenue cycles. By contrast, contract signature automation saves organizations millions of dollars each year in operational efficiency. Equally important, contract signature automation has proven to decrease "close cycles" by 500%, allowing organizations to improve forecasts, and deliver an improved contract management experience for their customers. Typical benefits include:

- **Improved sales performance and reduced revenue cycle:** shorten contract signature cycles from weeks, to days or even hours. Sales reps can sign customers while on the phone, increasing close rates dramatically; in addition streamlined visibility across the sales, and finance departments, also improves operational efficiency.
- **Improved compliance and governance:** thousands of employees can sign on-boarding documents, performance plans, benefits and T&E requests in minutes; laggards are easily spotted and are sent reminders reducing the risk of non-compliance.
- **Channel efficiency:** reduce the operational overhead to manage hundreds or thousands of partners with secure e-signatures for certification and training documents, partner program agreements, requests for market development funds (MDF) documents, and non-disclosure agreements.

Critical Criteria For Evaluating Signature Automation

Applications Organizations evaluating the use of e-signatures should measure how easily the application fits into their environment, and ensure the application meets critical criteria such as:

- **User adoption** – how easy is it to use? What kind of training and support is required? Does every user need to download or install a client or plug-in?
- **Implementation and maintenance** – how many resources does it take to implement and maintain?
- **Business processes** – how closely does it follow my existing processes? What kind of disruption will it cause to my existing operations?
- **Customer relationships** – what if my customers don't accept e-signatures? Will the application support written/fax signatures?
- **Integration** – how easily does it integrate with existing critical operational applications?
- **ROI** – does the pricing model work for my organization? What kind of return on investment will the organization receive, and how fast will the organization realize this benefit?
- **Security** – does the application require the organization to implement new security measures?

What is Unique About Adobe EchoSign?

While there are many vendors that deliver e-signature technology, EchoSign is the first vendor to deliver an e-signature application that securely manages the business process associated with contract signatures. EchoSign's application mirrors your existing contract signature processes with document controls, reminders, alerts, password protection, cc's to all parties, counter, serial and parallel signatures, and support for both e-signatures and written signatures. EchoSign is quickly adopted by internal user communities and has delivered proven ROI to over 4 million users from both small and medium businesses (SMBs), and Fortune 1000 organizations such as Aetna, British Telecom, Delta Airlines, Time Warner Cable, The American Lung Association:

EchoSign delivers the following benefits to any organization:

- **Ease of use:** EchoSign delivers a user experience that mirrors using email -- there is nothing to download or install, and training is minimal and typically conducted via phone
- **Fast implementation:** As a software as a service (SAAS) application, EchoSign is implemented in hours and requires no IT resources for implementation or maintenance. There is no requirement for end users to install a plug-in or download a client.
- **Security:** EchoSign is completely secure, using email and password authentication. All documents sent through EchoSign are encrypted with full 128-SSL security, and all account data is encrypted with RSA keys. EchoSign records every transaction in the contract signature process and deliver a comprehensive and detailed audit trail in PDF format. In addition, all contracts are automatically converted to PDF format just prior to being sent for signature, eliminating any last minute unapproved revisions.
- **Business processes/workflows:** EchoSign delivers over 150 transparent workflow sequences to deliver frictionless workflow automation for both fax and e-signing paradigms so an organization can continue to conduct business without disruption.
- **Visibility:** Automated hierarchical accounts allow enterprise-wide contract status visibility.
- **Customer Experience:** EchoSign improves the customer signing experience with ease of use and convenience.
- **Integration:** EchoSign's API is commonly used to integrate contract signature events with finance, database, contract lifecycle and popular CRM applications.

- **ROI:** EchoSign is priced on a per user basis (contract sender). EchoSign's proven benefits include reducing internal contract processing resources by 500%, and reducing contract signature cycles by 100-500% — or from weeks to hours or minutes.
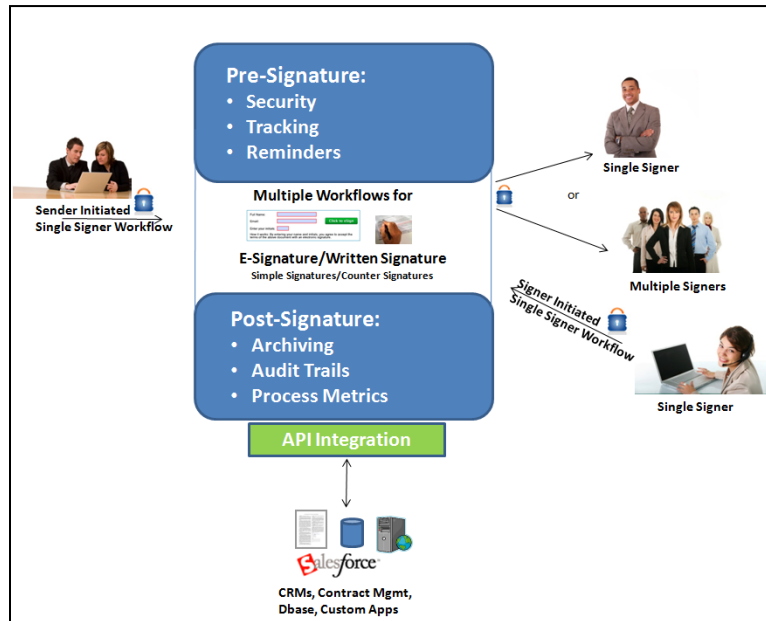
*Contract Signature Automation: Manage the Business Process of Getting Contracts Signed*

In addition, EchoSign offers the ability to post an interactive form as a "widget" on any website or secure portal without any HTML programming. PDF forms can be posted, reviewed online, and e-signed in seconds. This functionality yields high results when there are hundreds or thousands of required signers and the process of emailing contracts to all signers is not optimal. For example, large organizations with a high volume of channel partners or a global employee base will experience an instant benefit when using the EchoSign "widget".

EchoSign's "widget": post forms for e-signatures on websites or secure portals

EchoSign for Integrated with Leading CRMs

EchoSign has been integrated with popular CRM applications such as Netsuite, SugarCRM and salesforce.com. With over 900 five star reviews (as of Nov 2011), EchoSign is highest rated application on the salesforce.com AppExchange. In addition EchoSign is a 'three-peat' winner of the Users Choice Award for Contract Management – winning the award in 2008, 2009, and 2010. EchoSign is the only 100% legal solution that supports over 20 global languages such as Spanish, French, German, simplified Chinese and Japanese. Using EchoSign for Salesforce organizations can send contracts directly from salesforce.com, view contract history, and save signed contracts with the sales opportunity or sales contact. EchoSign for Salesforce offers visibility, operational efficiency, and reduced revenue cycles, and enables sales teams of any size to:

- Accelerate the sales process
- Track every deal in real-time across the sales, legal and finance
- Deliver accurate forecasts
- Dramatically improve the customer's signing experience
- Merge Salesforce data into agreements and save data collected from signers back to Salesforce
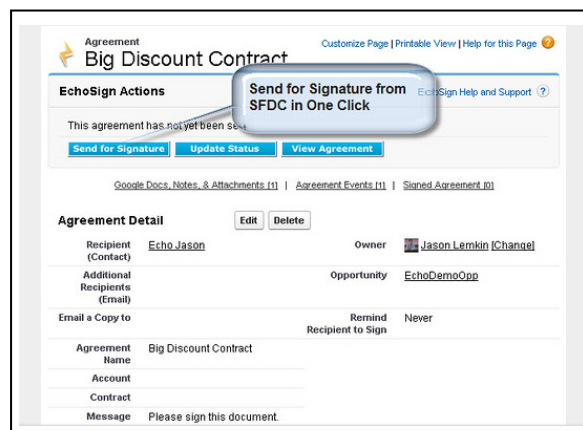
EchoSign for Salesforce accelerates the sales process

Use EchoSign for Salesforce to track your team's performance

For More Information

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