

Adobe Sign, an Adobe Document Cloud solution

Using electronic signatures to save time and money

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

The rapid adoption of *electronic signatures* (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

E-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, all 28 member states of the European Union, Brazil, Canada, Chile, China, New Zealand, and many more.
- 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

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 Sign, 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 *Adobe Sign* contract template integrated into its Salesforce.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 Sign," 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."

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

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.

AmerisourceBergen works directly with hospitals, clinics and pharmacies to not only take pharmaceutical orders, but to also process returns. It needed to streamline its process for returning medications to recoup revenue more quickly and reduce waste. Customer service representatives had to copy information from Salesforce to a separate enterprise resource planning platform, print the return agreement and fax it to customers—and then wait for the agreement to be signed and faxed back. AmerisourceBergen decided to automate its entire return process through the Salesforce Service Cloud. Recognizing an electronic signature solution would help fast-track the process, AmerisourceBergen selected Adobe Sign for its compatibility with Salesforce and Conga Composer.

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We need to expedite our HR processes

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 Sign. 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 the Mega Sign capabilities in Adobe Sign.

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"Adobe Sign provides an intuitive and consistent workflow from the initiation of the contract within Salesforce, to sending contracts with Conga Composer and managing the contract once completed. We have streamlined managing and issuing multiple order contracts with one click."
Adam Foyston, Salesforce CRM manager, Exterion Media Group

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

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 Sign, 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.

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

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.

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Cynthia Wittig, project services manager, Northstar Travel Group

Northstar Travel Group is the leading business information and marketing solutions provider to the \$300 billion U.S. travel, tourism and meetings industries. Although its sales representatives managed all of its customer data through Salesforce.com, its contract workflow wasn't standardized. Looking to incorporate e-signatures and contract management into its contract workflow, the company integrated Adobe Sign into its Salesforce.com system. With the new integrated workflow, sales representatives initiate opportunities through Salesforce CRM. A standard, branded contract is automatically generated through Conga Composer using information from the CRM system, leading to accurate contracts that are customized for each customer. The contracts are then emailed directly to customers using Adobe Sign. The simple e-signature process drives faster contract completion rates for the media company.

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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 Adobe Sign 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, Workday, 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 Adobe Sign

Adobe Sign, an Adobe Document Cloud solution, is the trusted choice of industry leaders such as AmerisourceBergen, Foursquare, Groupon, KLM, Northstar Travel Group, Jaguar Land Rover, NetApp, Telefonica, Time Warner Cable, and TiVo. Adobe Sign has been ranked #1 electronic signature app by the Salesforce AppExchange community since 2006. 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 Adobe Sign 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 Mega Sign, which makes it easy to collect hundreds of signatures on a single document, efficiently documenting participation in important agreements.
- **Seamless integration with products already in use**—Adobe Sign integrates out of the box with industry-leading products such as Salesforce, Workday, Box, Dropbox, Microsoft Dynamics CRM and SharePoint, Google Apps, Conga, Apttus, NetSuite, Oracle CRM, SAP, and SugarCRM. In addition, as an Adobe Document Cloud solution, Adobe Sign includes the complete power of Adobe Acrobat and Adobe PDF plus online services for organizing, editing, and collaborating on high value business documents.
- **Industry-standard security**—Adobe Sign offers 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

Adobe Sign provides easy and powerful e-signature capabilities that help drive business faster. Small businesses and leading organizations such as AmerisourceBergen, Foursquare, Groupon, KLM, Northstar Travel Group, Jaguar Land Rover, NetApp, Telefonica, Time Warner Cable, and TiVo use Adobe Sign, to digitally send, store, and manage documents that require a signature. Adobe Sign works 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

Online: www.adobe.com/go/dc-enterprise

