

SMB DocuStories

How DocuSign Helps Small
Businesses Succeed



App Annie

APP ANNIE BUSINESS CHALLENGE:

- High rate of growth needed better management, paper-based, manual processes were no longer scalable.
- Needed better visibility and control over sales contract processes, start to close.
- Easy adoption of new management technology needed across 14 global offices.

10x

Growth achieved with automated, digital processes

100%

Visibility for sales mgmt. from start to finish

14

Offices worldwide using DocuSign to close deals

Case Study: Reed Construction



ABOUT

Company: Reed Construction

Headquarters:
Chicago, Illinois

Industry: Construction

Products & Services:
Full-service brokerage, Analytical models and Strategy, Actuarial Support, Risk Management Advice, Global Platform Technologies

Employees: 70

Revenue: \$75M USD

Website: Reedcorp.com

Partner: DocuSign

EXECUTIVE OVERVIEW

DocuSign / Reed Construction Initiative

Company's Top Objectives

- Improve client experience and subcontractor management with better contracting, billing, and closeout procedures
- Ensure employees have the resources and technology to do their jobs well and deliver on commitments

The Resolution

- Replace manual, paper-based processes with DocuSign's trusted Digital Transaction Management (DTM) platform

The Key Benefits

- Quick deployment of DocuSign solution with zero problems from users
- Faster signing cycle leading to better client experience, higher referral volume, and increased internal productivity
- Easy application of product, expanded to far more use cases than initially intended

TOP BENEFITS ACHIEVED

93%

Revenue Growth Over
Prior Year

65%

Clients Who Are Promoters
Post-Implementation

+55

NPS Score Post-
Implementation

Case Study: Sattler Insurance Agency



ABOUT

Company: The Sattler Insurance Agency

Headquarters:
Lewiston, ID

Industry: Insurance

Products & Services:
Home Insurance, Life Insurance, Auto Insurance

Employees: 9

Website: Sattlerins.com

Partner: DocuSign

EXECUTIVE OVERVIEW

DocuSign / Sattler Insurance Initiative

Company's Top Objectives

- Speed up contracting by automating and digitizing paper-intensive business processes
- Reduce administrative labor, enhance trust and security, and increase customer satisfaction

The Resolution

- Replace manual, paper-based processes with DocuSign's trusted Digital Transaction Management (DTM) platform and DocuSign for Mobile

The Key Benefits

- Reduced time needed for administrative tasks, eliminating need for new admin hires
- Significantly shortened contract renewal process
- Rapid adoption and satisfaction achieved both among employees and customers

TOP BENEFITS ACHIEVED

35%

Reduction In Contract
Turnaround Time

251

Admin Hours Saved
Annually With DocuSign

"DocuSign's strength in security was the number one reason we adopted the company's Digital Transaction Management platform."
—Nancy Sattler, Principal Owner,
Sattler Insurance

Case Study: OAS Federal Credit Union



ABOUT

Company: Organization of American States Staff Federal Credit Union

Headquarters:
Washington, DC

Industry: Credit Union

Products & Services:
Checking & Savings, Loans, Credit Cards, Wealth Management, Insurance, Investment, Retirement Planning

Employees: 20

Revenue: \$5M USD

Website: Oasfcu.org/

Partner: DocuSign

EXECUTIVE OVERVIEW

DocuSign / OASFCU Initiative

Company's Top Objectives

- Find an experienced, globally trusted Digital Transaction Management platform to modernize processes for 6,000 members in 35 countries using 4 languages
- Reduce errors and speed up membership enrollment to provide a top-shelf customer experience

The Resolution

- Replace manual, paper-based processes with DocuSign's trusted Digital Transaction Management (DTM) platform

The Key Benefits

- Sped up turnaround time on transactions requiring signatures, reducing a 2-day process to 1 hour
- Enhanced customer experience, allowing local and international members
- Allowed for better transparency, faster audits, and ability to authenticate standards compliance

TOP BENEFITS ACHIEVED

98%

Improvement In
Turnaround Time

10%

Membership Increase After
6 Months With DocuSign

"DocuSign is a key part of providing the highly personalized, top quality, high-tech but high-touch services that fit with our organizational philosophy."
—**Maria Arraya, Information Systems Specialist, OASFCU**

Case Study: Butte County District Attorney's Office, CA



Government: Butte County

Sector: Local Government

Population: 220K citizens

Employees: 125

Budget: \$476MM USD

Website: www.buttecounty.net

Partner: DocuSign

DocuSign / Butte County Initiative

Butte County DA's Top Objectives

- Provide professional, reliable services that further the protection of all residents
- Modernize and streamline the approach to warrant authorization to enable officers to focus their time on criminal investigations

The Resolution

- Replace paper warrants with DocuSign's Digital Transaction Management (DTM) platform

The Key Benefits

- Accelerated warrant processing from hours to minutes
- Increased availability of officers on the scene by eliminating need for officers to drive a warrant to a judge for signature
- Allowed officers to move quickly in 2012 high-profile SWAT operation, reducing risk of harm to bystanders
- Maintained signature validity

"Leaving a crime scene to get a judge's signature can create a manpower deficit that puts officers and bystanders at risk. Using DocuSign and iPads, officers never have to leave a crime scene to drive to the courthouse or judge's home in order to get signatures – that creates a much safer, more stable situation."

- Albert Tong, Information Systems Analyst, Butte County District Attorney's Office

Case Study: KAYAK



ABOUT

Company: KAYAK

Headquarters:
Stamford, CT

Industry: Travel Services

Products & Services:
Travel, Technology, Search Engine

Employees: 202

Revenue: \$292.7M USD

Website: Kayak.com

Partner: DocuSign

EXECUTIVE OVERVIEW

DocuSign / KAYAK Initiative

Company's Top Objectives

- Provide customers with a travel search engine that scans hundreds of websites for top deals
- Automate and digitize paper-heavy contracting processes for selling advertising on the Kayak website

The Resolution

- Replace manual, paper-based processes with DocuSign's trusted Digital Transaction Management (DTM) platform integrated with Orbitz' CRM provider, Salesforce

The Key Benefits

- Greatly improved efficiency and status tracking while ensuring trust, compliance, and customer satisfaction
- Reduced the contracting process significantly from 2 weeks to just 6 hours
- Increased accuracy of ad campaigns matched to signed contracts to nearly 100%, up from 30%

TOP BENEFITS ACHIEVED

98%

Reduction In Contract
Processing Hours

70%

Increase In Matching Ad
Campaigns To Signings

"We wanted the global market leader and that's what we got with DocuSign. It's recognized and trusted around the world."
—Tony Leung, Director of System Administration, KAYAK

DocuSign® is changing how business gets done by empowering more than 225,000 companies and more than 85 million users in 188 countries to send, sign and manage documents anytime, anywhere, on any device with trust and confidence. DocuSign replaces printing, faxing, scanning and overnighting paper documents to transact business. DocuSign enables organizations of every size, industry and geography to make every decision, approval, workflow and signature fully digital. DocuSign and Go to keep life and business moving forward.

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