

EchoSign is the Web's #1 signature and contract execution service. EchoSign has captured the communications market with a revolutionary web-based contract signature automation service that manages the business process of getting contracts, signed, tracked and filed. EchoSign drastically improves the customer's signing experience; does not require IT resources for implementation or maintenance; does not require any software to download or install; and is affordable for all organizations

Leading communications companies are using EchoSign for "revenue assurance". They are protecting their revenue stream and market share by implementing best practices in their sales process to profitably close new and existing customers within 24 hours.

Reduce Risk and Close Customers Faster

Every extra day in your "quote-to-bill" cycle means risk – closing your customer is at risk, recognizing revenue is at risk, and provisioning services is at risk. With EchoSign, communications companies are reducing their "quote-to-bill" cycles from 7-14 days to 24 hours or less, resulting in increased revenue, efficient operations and higher customer satisfaction rates:

- Qualcomm has reduced their "quote-to-bill" from two weeks to less than 2 days – their fastest agreement was closed in 14 minutes using EchoSign
- Abica Telecomm has reduced their close time from 1 week to under 24 hours
- SureWest Communications has reduced their close time from 1-2 weeks to under 3 days, and their service provisioning cycle has been reduced from 2 weeks to just under 1 week

Make it Easy for Your Customers to do Business with You

Customer contracts are not like wine – they do not get better with age. In fact, the longer it takes for your customer to sign your contract, the greater the chances they will walk away and sign with a competitor. Your customers are busy, distracted, or traveling, and they need an easy, convenient way to do business with you that doesn't disrupt their daily process. EchoSign delivers a seamless, easy and efficient way to sign contracts. Your customers don't need to have an EchoSign account to sign your contracts, they simply need an email address. In addition, contracts can be signed on a remote device – iPhone or Blackberry – so if necessary, you can even get your contracts signed on the last day of the quarter.

"With EchoSign, our book-to-bill time has come down significantly, from about 48 hours previously to within 42 minutes."

**-- General Manager,
British Telecomm**

Leading communications leaders rely on EchoSign for revenue assurance. A subset of communications industry customers include:

Abica Telecomm

Alaska Communications Systems

British Telecomm

Comcast

i-Fortuity

Qualcomm

Radiant Communications

SureWest Communications

Time Warner Cable

XO Communications

Visibility and Compliance

EchoSign provides an unprecedented level of real-time visibility into your contract execution process. Using EchoSign alerts, a sales rep knows instantly when a prospect is reviewing their contract. Status tracking allows your sales rep to quickly contact the customer to resolve any issues delaying or threatening the sales cycle. Managers can easily track team performance with automated report delivery, while the executive staff gains valuable insight into contract volume and velocity for the company or a department. EchoSign automatically gives communications companies more control in the contracts process, more consistency in the filing and routing of critical documents, and automatic audit trails that support compliance or governance requirements.

Improve Sales Efficiency and Productivity

Sales reps bring in revenue, and the more efficient they are, the more revenue comes into the company. Typically, sales reps spend 20-50% on post sale paperwork. However, with EchoSign, post sale paperwork is easily minimized to 5% or less. Why? Because EchoSign automatically takes care of the signing, tracking, and filing of executed contracts so the sales rep can focus on selling and not chasing paperwork.

- SureWest Communications has reduced post sale paperwork from 20% to under 5%

EchoSign Business Case: How Much is it Costing You to Not Use EchoSign?

The following business case demonstrates the additional revenue that EchoSign can bring into an SMB company by decreasing the close cycle by 7 days (i.e. getting your contracts signed 7 days faster). The calculations represent a company with an annual contract value of \$5000. The company has 10 sales reps, and each rep sends out 15 contracts per month. **In the following example, EchoSign costs \$3594 for 10 licenses and helps bring in over \$200K annually in revenue recognized sooner.**

EchoSign Business Case	
Average Daily Revenue per \$5000 annual contract	\$ 14
Average # of Days Reduced from Your Close Cycle with EchoSign	7
Additional Revenue per Contract	\$ 98
Average # of Contracts Sent per Month (10 Reps Send out 20 Contracts Each per Month)	200
Increased Monthly Revenue	\$ 19,178.08
Increased Annual Revenue	\$ 230,137
EchoSign Cost for 10 Seats	\$ 3,594

Plug in your company's numbers to see how you can bring in more top line revenue with EchoSign.

"Both the sales team and our customers love EchoSign. From our customers' perspective, we are definitely 'easier to do business with' and we're yielding tangible results — everybody wins!"

**-- Contracts Manager,
Qualcomm**

"EchoSign has helped SureWest revolutionize a critical function of our business by optimizing our sales effectiveness. With EchoSign, we can have signed contracts within minutes. This system is extremely efficient related to reporting efficiencies, receiving real time information to ensure all contracts are tracked and signed on time, and providing one central location for contract management."

**-- Executive Director of
Business Services,
SureWest Communications**