

# Adobe® EchoSign®

## Customer Benefits:

8% Increase in Customer Renewals  
— *Fortune 500 Insurance Company*

92% Contracts Signed in Under 1 Hour  
— *Comcast (Spotlight Division)*

Employee Recruiting Process Reduced from 1-2 Week to 2 Days  
— *Citrix*

Reduced the Contractor Applicant Process by 50%  
— *Liveops*

Reduced Invoice Cycle by 2-3 Days (sending approx 100 contracts each month)  
— *Brainshark*

Reduced Cancellations from 10-15% down to 2%  
— *Atlantic Realty*

54% of Insertion Order Closed in Less than 1 Hour  
— *Facebook*

50% Reduction in Contract Signing Time  
— *California Community Colleges Technology Center*

## How will Web-based Contracting Help my Business?

Businesses across all industries have realized that the traditional, manual business process of getting a contract signed can cost millions of dollars in lost revenue, as it is expensive, inefficient, does not scale, and lengthens revenue cycles. Electronic signatures and web-based contracting represent an inexpensive and automated way to finalize contracts – companies can now expediently close business deals, as customers can sign on the “virtual dotted line” in the blink of an eye. Electronic signatures deliver a proven ROI of a 200-400% decrease in close cycles allowing businesses to sell smarter, sell more and sell faster. Review the questions to see how web-based contracting can benefit your business:

- Is the delay in getting your contracts signed resulting in delayed revenue?
- How much is your current signature process costing your business in time and money?
- How many contracts does each sales rep send out each month? Can you easily track all your contracts out for signature?
- Who needs to access the executed contract – sales, service, finance legal?
- What is your internal authorization process? How many signatures do you require?
- How much time do your sales reps spend on post sales paperwork? How much additional productivity and revenue might you gain from eliminating post sales paperwork?

## What is Unique About Adobe EchoSign's Application?

EchoSign is the first vendor to deliver an e-signature solution that manages the entire web-based contracting process quickly, easily and securely. EchoSign mirrors your existing contract signature processes – with counter, sequential and parallel signatures, document controls, reminders, password protection, cc's to all parties, and support for both e-signatures and fax signatures. EchoSign has been delivered proven ROI to over 3 million users across the globe in both small and medium businesses (SMBs) and enterprise organizations.

## EchoSign Delivers the Following Benefits:

- **Ease of use:** EchoSign delivers a user experience that mirrors using email – extremely easy to use and implement.
- **Business processes and reporting:** EchoSign’s transparent workflow delivers frictionless automation for both fax and e-signing paradigms so an organization can continue to conduct business without disruption. In addition, EchoSign delivers enterprise-wide contract status visibility with a reporting dashboard to measure performance at a glance, and custom reporting and analysis to measure the status of your agreements over time.
- **ROI:** EchoSign’s proven benefits include reducing close cycles by 50-500% (literally, from weeks to hours or days) and reducing post sale internal contract processing costs by 50-75%. For additional ROI examples, see customer benefits in the sidebar on the previous page.
- **Customer Experience:** EchoSign improves the customer signing experience with ease of use and convenience. Your customers do not need an EchoSign account to sign a contract, and they can sign contracts remotely with a Blackberry, iPhone, or iPad.
- **Global Reach:** EchoSign’s global edition allows both US and European-based organizations to leverage localized electronic signatures for their customers and partners. Signers can electronically sign documents in their native language. EchoSign Global supports a variety of European languages including English, German, French, Spanish, Italian, Dutch, Japanese, simplified Chinese and more.
- **Integration:** EchoSign’s API is commonly used to integrate contract signature events with finance, database and CRM applications. EchoSign offers integration to applications such as salesforce.com, Netsuite, SugarCRM, SAP CLM, Selectica and many more.
- **Security:** EchoSign is completely secure, using both email and password authentication. All documents sent through EchoSign are encrypted with full 128-bit SSL security, and all account data is encrypted with RSA keys. EchoSign captures every transaction in the contract signature process and records 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.
- **Fast implementation:** As a software as a service (SAAS) application, EchoSign is implemented in minutes and requires no IT resources for implementation or maintenance. There is no requirement for end user or customers to install a plug-in or download a software client.
- **Business Continuity:** Pick the vendor you know will be there whenever you need backup to enforce a contract. Adobe has a 20 plus year history in digital documents. Today more than 95% of all documents are signed by or in Adobe products (EchoSign, LiveCycle/ADEP, Acrobat and Reader). Adobe has been creating and innovating compliant solutions, and EchoSign has been delivering a proven E-SIGN compliant solution for over six years. Adobe EchoSign – legal, tested, trusted and here to stay.

