



DocuSign, The Global Standard for Digital Transaction Management™, delivers significant return on investment, improved customer experiences, and enhanced security & compliance. DocuSign helps organizations of every size, industry and geography to keep business digital with the easiest, fastest, most secure global DTM platform for sending, signing, tracking, and storing documents in the cloud.

DocuSign's dedication to customer success is demonstrated through its alignment of resources and services to ensure the best solution fit. This commitment extends from confirming the technical fit of the DocuSign DTM platform to determining the financial fit associated with the customer's investment in DocuSign. DocuSign ensures its solution meets customers' financial success metrics by working with IntelliCap to offer services that measure and forecast the value of the DocuSign platform.

Organizations today are under significant pressure to find ways to grow revenues, while increasing overall efficiencies and profitability. They're also looking for ways to fundamentally improve customer experiences, while also better comply with various regulations. These pressures are driving customers to invest in technology solutions that maximize reward while minimizing risk. To realize these goals, companies need to accurately quantify the value impacts of their technology spend on their key financial metrics, including ROI.

Through engagements with DocuSign customers and prospects, IntelliCap has developed a deep understanding of DocuSign's value drivers based upon hundreds of use cases and thousands of data points. Sample benefits include the following:

- Average value per document of \$22.18 (with a typical range from \$5 to \$100 per document depending on use case)
 - DocuSign delivers significant benefits through hard dollar savings, productivity improvements and revenue gains with every transaction.
- Return on Investment (ROI) of more than 300% on average
 - DocuSign delivers value that far exceeds the cost, justifying immediate investment.
- Reduction in Turn Around Time (TAT) by 13.5 days or 97%
 - DocuSign improves speed of transactions from days to minutes.
- Reduction in Not in Good Order (NIGO) from 27.5% to 5.1% or 81.6%
 - DocuSign removes errors and lost documents from transactions.
- Improvement in productivity by more than 61%
 - DocuSign saves time and drives efficiencies in key business processes.

Customers in a range of industries report improvements to critical business processes from using DocuSign across their organizations. Examples include:

- One Fortune 100 Software as a Service (SaaS) company used DocuSign to improve productivity by as much as 75% and reallocate resources and personnel to higher yielding activities in sales operations to drive additional revenue.
- A leading vacation ownership company found DocuSign drove 90% savings in printing and overnight costs and improved customer conversion and retention rates by 11% with a paperless contract experience.
- A global pharmaceutical company mitigated risk of non-compliance for certain regulated processes by using DocuSign with physicians and other key stakeholders and realized savings of \$51 per document and decreased document Turn Around Time (TAT) by 95%.



- A large US insurance company switched from a leading competitor to DocuSign to reduce its Not In Good Order (NIGO) rate from more than 8.5% to 0% and realize significant productivity gains leading to incremental value of almost \$11 per document.
- A major wealth management firm reduced Turn Around Time (TAT) by 63% (from 7 days to less than 3 days) for new client enrollment documents and increased revenue and customer experience using DocuSign.
- An 80+ year old credit union used DocuSign to reduce its Not in Good Order (NIGO) rate by 85% (from 13% to less than 2%) and reduce the time to fund consumer loans by 4 days. This dramatically improved customer satisfaction and enhanced the productivity of credit union employees.
- A mid-sized commercial bank reduced overall document Turn Around Time (TAT) by 8.5 days and realized average benefits per document totaling more than \$24 with DocuSign.

Successful companies in today's economy need to ever more closely and precisely scrutinize their resource allocation and strategic technology directions. And they need experts and resources to help them gather the right data to help them make the best decisions. As a true customer company—DocuSign provides the resources customers require for successful outcomes—with the evidence to prove it!

IntelliCap offers services to quantify the value DocuSign delivers and provides CFO-credible economic analyses customized to meet the unique needs of DocuSign prospects and customers. To learn more about the services available to help your company measure the value impact of DocuSign and understand the financial fit of DocuSign for your organization, please contact a DocuSign sales executive.

About IntelliCap LLC

Founded in 2002 as the original architects of SAP's Value Engineering organization, the Partners of IntelliCap have grown our firm from a sole source provider to the leading consultancy in the software, services and technology industry for Value Quantification. For more information, visit www.intellicap.com.

About DocuSign Inc.

DocuSign® is The Global Standard for Digital Transaction Management™. Global enterprises, business departments, individual professionals, and consumers have standardized on DocuSign, with more than 40,000 new users joining the DocuSign Global Network every day. Today, that network includes millions of users in 188 countries. DocuSign's DTM platform supports legally compliant electronic and digital signature processes tailored to meet requirements globally with localization in 43 languages. Companies and individuals use DocuSign to accelerate transaction times to increase speed to results, reduce costs, increase security and compliance, and delight customers across nearly every industry — from financial services, insurance, technology, healthcare, manufacturing, communications, real estate, retail, and consumer goods to higher education, non-profit and others—as well as every business department, including sales, finance, operations, procurement, HR/staffing, legal, and customer support. For more information, visit www.docusign.com or call 877.720.2040. Visit the DocuSign blog at www.docusign.com/blog and follow DocuSign on Twitter, LinkedIn, and Facebook.