

eSIGNATURE BASICS

Measuring The Impact On Business Speed, Security & Efficiency

Organizations worldwide are looking for ways to break the chains of old, manual habits. Every day, employees print important documents to review and sign, only to scan and email them back to vendors and customers — a clear waste of time and resources, and a common cause of internal confusion.



A simple and modern solution, electronic signatures enable organizations to not only improve internal communication and collaboration, but to close deals faster and delight customers with quick and seamless approval processes. This infographic outlines the business possibilities that come with eSignature solutions.

TODAY, BUSINESSES ARE QUERLY RELIANT ON MANUAL SIGNING



Nearly 50% of companies print most of their documents to get a signature or seal.¹



60% of employees frequently print and sign documents and then scan them back in to their document management system.



64% frequently print, sign and file manually.²



On average, 3.1 days are added to processes in order to collect physical signatures. 22% of organizations add a full week or more to their processes.³

BUT PUTTING PEN TO PAPER DOESN'T SCALE WITH MODERN BUSINESS DEMANDS FOR SPEED AND MOBILITY



46% of business professionals travel up to 50% or more of the time.⁴



and (79%) of adult smartphone owners have their devices with them 22 hours a day.⁵



82% of people say getting their issues resolved quickly is the most important part of their customer experience.⁶



The new **instant gratification economy** requires employees to have anytime, anywhere access to business documents and workflows in order to execute on customer requests at speed.

AS A RESULT, businesses are embracing eSignatures to:

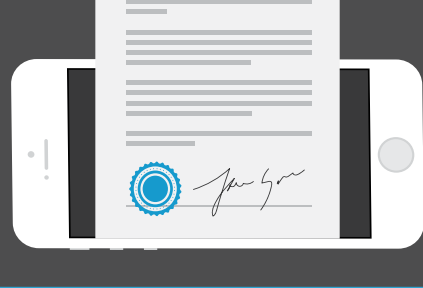


56% Meet customer and client demands for more digital interactions

31% Remain competitive as a business

24% Address growth in mobile device utilization

Nearly 40% of best-in-class organizations are using mobile-enabled eSignatures.⁸



SO, WHAT EXACTLY ARE eSIGNATURES?



An eSignature is a **legal concept** referring to an electronic indication of intent to agree to or approve the contents of a document.

An eSignature is not the same as a "digital signature," which alludes to the encryption technology used in security and web applications. In short, a digital signature is an optional element of an eSignature.

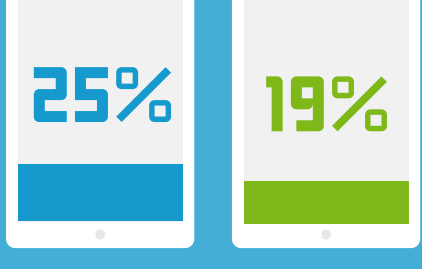


61% of decision makers in sales/sales operations, finance, procurement and HR departments are not aware of eSignature solutions.⁹



In 2011, the eSigning market grew by 48% and continued to grow through 2012.¹⁰

Today, 25% of organizations are using digital and eSignatures, with an additional 19% planning to implement the technology over the next 12 months.¹¹



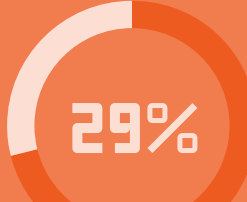
ARE THEY LEGAL, ARE THEY SECURE?

Most countries, including Australia, the U.S., UK and most of the European Union, legally allow and accept the use of eSignatures.

While standard "wet" signatures can link to and identify a cosigner, eSignature solutions provide a **detailed audit trail** of a document's history to ensure no changes have been made after a document is signed.¹¹



29% of organizations are implementing eSignatures because they're focusing more on compliance and security.¹²



WHY SHOULD YOU CONSIDER THEM?

Executives believe that the key benefits of eSignatures are:



- 46% Speed
- 29% Simplification
- 29% Efficiencies¹³

- eSignature users experience...
- 80% faster turnaround time
 - \$20 savings per document
 - 5x improved customer loyalty¹⁴

37% of eSignature users saw ROI in 6 months or less.



eSignature users ship 117% more proposals per rep and per month than non-users.



Customer retention for eSignature users improves by 6.4% each year.

Non-users see retention drop by 1.3%.¹⁵

ARE YOU READY TO EXPERIENCE THE BENEFITS OF KEEPING PACE WITH THE SPEED OF MODERN BUSINESS? SEE HOW eSIGNATURE TECHNOLOGY CAN HELP.

Try eSigning with Nitro today!

Sources

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