Is Your E-Signature Solution A Sunk Cost? The Business Case For Finding An Alternative

Introduction

> **Is it worth waiting for a contract signature for weeks when you need to source urgent supplies in 3 days?**

So, even though you may already be having an e-signature solution but it could be suffering from low adoption. This low adoption is because of two main reasons –

❖ The solution is too complicated to use

❖ It lacks key features required in your industry

If you did not implement a digital signature solution until now - the pandemic has made it a requirement. Teams are working remotely, and business has gone digital.

Key Reasons Propelling the Growth of the E-Signatures Market

Government Initiatives

Governments across the globe are framing regulations governing the use of e-signatures, creating compliance requirements, creating an ecosystem that favors the use of e-signatures.

Pandemic

The COVID-19 pandemic has transformed business. Digital is the new way of life and when all business processes have gone digital, so has the method to send documents and receive signatures.

Digitalization

Business processes are going digital and crossing borders. In this scenario, waiting a week to receive signed paper contracts does not make sense to businesses.

Demand for high-end security solutions

Electronic signatures provide archiving features and are tamper-proof, which means they protect both the sender and recipient against any fraudulent activity.

Sectors Experiencing Maximum Growth

01 BFSI

Digital signatures help BFSI firms simplify complex business processes by offering enhanced security and improved turnaround time for providing customer services. Hence we see an uptrend in the use of digital signatures in the BFSI sector.

02 Software and Services

The software and associated services category will continue to dominate the digital signature market until 2030[1], on account of the advancements being carried out in such solutions, including encryption and public key infrastructure (PKI) services, which make the communication and sharing of digital documents secure.

03 Healthcare

Regulations concerning data privacy, secure information storage, and acceptable forms of electronic documents and signatures are important in the healthcare industry. Electronic signatures that meet regulatory criteria can improve compliance, increase security and reduce paper waste. Managing contracts and signatures for doctors, patients, suppliers, partners, and employees is essential.

Source 1 : E-Signature Market is Predicted to Witness 24.6% CAGR by 2030: P&S Intelligence

04 Legal Services

Legal professionals belong to an industry that is loaded with paperwork and signature requirements. Using a centralized system gives the users automatic access to updated files. Multiple authentication methods strengthen the security measures and validate the identity of the signer.

05 Real Estate

Real estate agents need to complete paperwork quickly. In such a situation, meeting close deadlines while relying on traditional signatures creates problems. Clients can use electronic signatures to sign and send from home, thereby reducing the documentation turnaround time.

06 Government

Constituents usually complain about slow government processes. However, digital signatures using a secure, cloud-based solution can help employees collect necessary approvals faster and without compromising security. Therefore, it will provide speedier services to citizens.

3-Step Approach For Finding The Right Solution

Step 1: Identify your needs – your needs are yours alone

Each organization has unique needs depending on the sector that it operates in. While BFSI organizations need high-level security, pharmaceutical companies need compliances and retail organizations deal with a volume of contracts. Even within a company, different departments have unique needs. Contracts are the backbone of the Procurement Department, the Human Resources department spends most of its time managing documents related to the employees, and the finance department is loaded with paperwork. Because departments and organizations vary in needs, when an eSignature solution does not fulfill these needs, it lies obsolete.

Please rate the following criteria for selecting an e-signature solution based on importance to your organization
(1 - not at all important, 5 - most important)

Core criteria	1	2	3	4	5
Trust: Security, Compliance, Legality					
Feature intensiveness					
Integrations					
Service & support					
Cost economics					
Reducing carbon foot-print / paper usage					

Step 2: Evaluate your needs and use-cases

Are you using a combination of eSignatures and wet signatures for the following use cases? As you have initiated the evaluation journey, it is important to think through and write down what is most important across these use cases. It is now time to prioritize these use cases.

	Annual volumes (# envelopes per year)	Current solution being used	How satisfied are you with the current solution (1-5)	Most important Core Criteria(s)
Sales contracts				
Vendor contracts				
Employment contracts (new hire letters)				
Internal approvals/ forms				
Special use cases (e.g 1 sided signatures / Registrations / consent forms etc)				
Government contracts				
Others				
Total				

Any use case with over 100 signatures annually and a satisfaction level of 3 or less, is a prime candidate for change. If you are currently using a wet signature then you need to adopt an electronic signature. And if you already have an eSignature solution you should consider changing it.

Step 3: Sizing the opportunity

E-signatures deliver significant value and ROI across business processes, and business functions like customer contracts, and employees across sales, HR, legal, and procurement teams. Each business function has its unique needs which are met by the eSignature solution.

The benefits include direct cost reduction, benefits from digitization like higher flexibility, greater efficiency, reduction in cycle times, reduction of efforts (across processing and governance), and reduction of risks. Additionally, e-Signatures deliver a superior user experience for both internal users and end customers.

Quantifying these benefits can help organizations to demonstrate, justify and realize the value of their investments in e-signatures.

Certinal's Value Framework

Certinal can assist you with a detailed business case and value quantification process if necessary. However, you can use the following simplified framework to do it yourself to start with.

Business Outcomes

Productivity

Assuming you are already using Zycus's Contract Lifecycle Management solution, your employees will be able to save an additional 1-1.5 hours per contract by integrating Certinal e-signatures into the Zycus CLM. At an approximate employee cost of $40-60, and assuming a 50% value capture, each signature can save $20- $45 in terms of employee-related costs. Or put differently, the employee can gainfully use this time for more value-adding work instead of signing contracts or chasing up for signatures.

If you are yet to implement Zycus CLM, the savings would be significantly higher.

Savings

Physical contracts can cost anywhere from $5 to $10 towards printing and courier. The cost of storing, retrieving, producing additional copies, etc. can be much higher.

Revenue

Your sales reps need to get print out of documents, send them for signatures, and follow up with clients over phone calls. This process is time-consuming and frustrating. By automating transactions the speed of contract closure increases and sales revenue increases.

Efficiency

Remove manual processes and increase efficiency. By automating document management, you don't need to manually check who hasn't signed the document. Notifications are automatic and therefore you get signatures faster.

Digital Transformation

Moving away from paper signatures is the first step towards bringing about a digital transformation. An eSignature solution integrates with popular business tools and automates a lot of manual processes. This improves information exchange and connectivity across departments.

Customer experience

Your customers get an email notifying them of a document that they have received for signatures. They can simply click on the email to sign the document and send it back. The entire process is seamless and quick.

Risk Mitigation

Digital signatures reduce the chances of forgery and detailed audit logs prevent disputes. It is always a bonus to have an AI-powered eSignature solution that can highlight risk areas in contracts.

Compliance

An eSignature solution meets some of the most stringent global security standards — and complies with the U.S. ESIGN Act, UETA, and EU eIDAS Regulation. These legally binding agreements also come with a detailed audit trail.

Lower Carbon Footprint

Paper signatures mean that you need to print a document, scan it, get signatures. It consumes a lot of time, energy, and effort. Make a positive impact on the environment by going paperless and adopting e-signatures.

Quantifiable	Value Driver	Typical impact	Your Volumes	Total Impact
Straightforward	Employee productivity	$ 30 per contract/ signature		
	Cost Reduction	Upto $ 10 for physical contracts		
Somewhat difficult	Legal Compliance	Save on lawsuit costs		
	Reduced Risk	Prevent frauds		
Largely Intangible	Environmental Impact	Contribute positively to the environment		
	Customer Experience	Revenue growth		
	Digital Transformation	Higher ROI		

Conclusion

An eSignature solution improves your business performance. It is also important to choose the right eSignature solution. Cloud-based e-signature solutions offer benefits like cost-effectiveness, easy deployment, security, and a central management facility across all endpoints. Hence, businesses deploy these solutions as they have offer exceptional security and have less implementation time. These solutions utilize a cloud-based signing key to authenticate documents.

This eliminates the need for installing on-premises hardware. Since the user's key is located on the cloud, the document signing process can be completed over the internet from anywhere.

Organizations should look for ways to reduce costs, improve workflow processes, and reduce waste. Therefore, using signatures is an economical and secure alternative to traditional contract signatures.

If you are already using an e-signature solution, this is a good time to re-think your investment based on the benefits that you are getting from that solution.

When an organization decides to onboard a Digital Solution provider, it usually starts with a smaller group of users. As the adoption increases and the potential for the solution grows, the organization rolls it out on a larger scale. Thus it is important to select a solution provider that offers a flexible pricing structure. Starting with Certinal eSign is low touch and suited to the growing needs of your organization.

The AI-powered features assist you with fast decision-making and quick document preparation. Organizations can acheive cycle time reductions of upto 80 percent with Certinal eSign.

To know more about Certinal or request a demo,
contact us at marketing@certinal.com

CERTINAL

Certinal eSign is a future-ready Digital Transaction Management solution that provides trust, security, and compliance. It is committed to providing a one-stop solution to its customers' global regulatory compliance requirements for enterprise clients. It is compliant with various security standards confirming different regional regulations.

It is your trusted partner delivering the highest compliance standards across the industries.