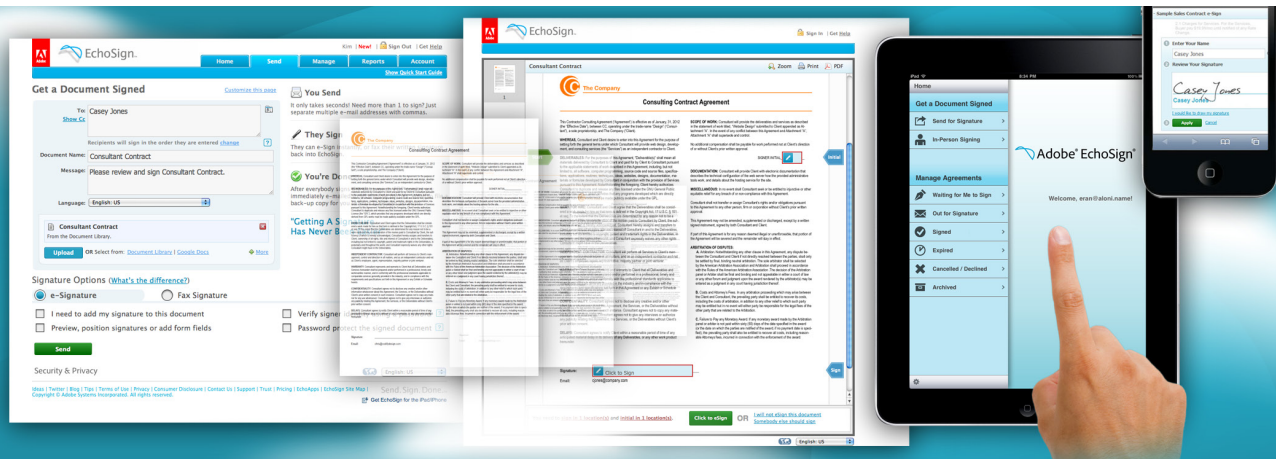


# Adobe® EchoSign® Web Contracting: Welcome to the Age of Contracting in the Cloud



A fully automated, cloud-based contracting process benefits organizations and meets customer demand for an exceptional user experience

Electronic signatures have been gaining momentum for years, but until the past few years they were slow to take hold as a common business practice. Vendors tended to deliver e-signature technology in complex, complicated, and expensive forms, rather than deliver offerings that incorporate e-signatures into the overall contract process. As a result, e-signatures did not realize their potential to improve the customer experience and organizations continued the way they always have: with inefficient, paper-based contract processes.

Today, the rise of electronic signatures and web contracting is changing the industry landscape.

Web contracting is more than just collecting signatures electronically; it entails the automation of the entire contract process, from creation, collaboration, and execution to archiving and management. It replaces the traditional, manual steps of getting contracts signed, and combines the security of a paper-based process with the advantages of working on the web: speed, efficiency, flexibility, compliance, and instant global access. Leading organizations are embracing web contracting as a way to do business, both locally and globally.

The driving force behind web contracting and e-signatures has also changed. Whereas adoption once was pushed by businesses wanting to eliminate inefficiency, consumers—including customers, partners, and internal users—are now the main drivers. Customers are increasingly comfortable conducting business via the web and mobile devices, and they are demanding that companies move more of their customer-facing processes online. And now that vendors are offering full-featured web contracting solutions, the customer experience has caught up with the vision: web contracting is intuitive, fast, flexible, secure, and compliant.

## How esignatures and web contracting benefits organizations

Leading competitive companies already use web contracting for external, customer-facing workflows—primarily for sales or partner agreements. Now, companies also are seeing the value that web contracting adds to internal processes across the organization: in legal, HR, sales, customer service, finance, and IT. In all cases, web contracting and esignatures can shorten the contracting process from days or weeks to hours, from start to finish. It benefits organizations in multiple ways:

- **Improved sales performance and reduced revenue cycles.** Customers can sign deals with sales reps at any time and from anywhere, increasing close rates dramatically. Streamlined visibility across sales and finance departments also improves operational efficiency.
- **Improved compliance and governance.** Thousands of employees can sign on-boarding documents, performance plans, benefits, and T&E requests in minutes; laggards are easily spotted and receive automated reminders, reducing the risk of non-compliance.
- **Vendor and Channel efficiency.** Organizations can reduce the operational overhead to manage hundreds or thousands of partners or vendors with secure e-signatures for certification and training documents, partner program agreements, requests for market development funds (MDF) documents, non-disclosure agreements and procurement documents.
- **Transparency and reporting.** Web contracting enables a transparent workflow with enterprise-wide contract status visibility.
- **Ease of deployment and rollout.** Cloud-based web contracting offers organizations a hosted solution that requires virtually no IT resources to deploy or maintain.

## How web contracting benefits customers

In the past one goal of e-signature technology was to make it easier for customers to sign documents. Today, however, signatures and web contracting encompass the entire contracting process to improve the customer experience, in several ways:

- **Ease of use.** Web contracting can be as simple and intuitive to use as email.
- **Convenience.** Customers can sign contracts at their convenience, and even via their mobile devices without printing documents, installing software, creating new logins, or physically signing anything. They automatically receive a digital record.
- **Faster results.** Whether customers are waiting for a mortgage approval, opening a new bank account, or signing a waiver, speed is always desirable. Web contracting enables a signature with a click of the mouse, and can compress the entire contract process to minutes or hours.

## Adobe EchoSign leads the web contracting market

Adobe has been a trusted name in documents for over 20 years. Now Adobe is the trusted name in esignatures and web contracting. More than 35,000 companies worldwide already use Adobe EchoSign to sign hundreds of millions of dollars in contracts every month and manage the entire web-based contracting process quickly, easily, securely, and legally. EchoSign has helped these organizations cut sales close cycles by 50 -500% and reduce post-sale internal contract processing costs by 50-75%. And now, integration with other Adobe products makes web contracting even easier. Adobe Reader users can send PDF files to be signed from within the application as well as sign documents electronically themselves. The integration of Adobe Reader and EchoSign creates a one-stop shop for electronic signatures for more than 1 billion Adobe Reader users around the world. EchoSign offers pre-packaged integrations with popular CRM applications such as salesforce.com, MS CRM and SharePoint, Netsuite, SugarCRM as well as contract lifecycle management applications. In addition, the EchoSign API is used by companies all over the globe to integrate EchoSign signature events with commonly used finance, database, and CRM applications, further automating the contract workflow and other downstream processes.

To learn more about web contracting and how Adobe EchoSign can benefit your organization visit [www.echosign.com](http://www.echosign.com) or call 877-324-6744 in the US or 44 (0) 1628 590 307 in the UK.

