



5 Factors to Consider When Choosing an E-Signature Vendor



You don't need a crystal ball to see it: e-signature technology is essential to business in the digital age. It's used in almost every industry and every department, from offer letters to non-disclosure agreements, sales contracts and procurement agreements. And why wouldn't it be? E-signature improves your customers' experience, increases visibility, saves time and money and reduces delays—all things essential for small and medium-sized businesses seeking to grow in a highly competitive and challenging business environment.

Whatever your line of business, you're probably looking to bring in or expand your usage of e-signature technology. But not all e-signature solutions provide the same benefits. As you prepare to advance your business using e-signature technology, you should know what you're getting from your provider.

DocuSign eSignature is an easy-to-use e-signature platform trusted across industries and borders. With over a million customers and a billion users globally, DocuSign eSignature is the world's #1 e-signature solution.

A survey of decision makers representing an array of industries identified five key areas they most value in an e-signature solution. Read what factors your peers look for when evaluating vendors, and see why DocuSign eSignature checks all boxes in delivering a superior signing experience.

1. Ease of use

Why this matters

When an e-signature solution is easy to use, it drives customer satisfaction, leading to higher conversion rates, better customer experiences and, above all, increased customer loyalty. For a small-to-medium-sized company, this is essential to helping your brand—and your bottom line—grow.

What DocuSign offers

The ubiquity of DocuSign eSignature gives it the advantage of familiarity. Your customers and prospects have typically already used DocuSign for signing a lease on a car or a job offer. Your customers, partners and suppliers don't have to struggle to navigate an unfamiliar solution: they know what they have to do and how to do it. You can also be sure that they'll know when they need to complete a form with notifications through various channels, including email, SMS (text) and mobile app notifications.

At the other end, your employees benefit from increased efficiency and productivity. Small teams can spend more time doing work that matters—instead of searching for contracts, following up to make sure everything has been completed or figuring out the best place to store a document. A smarter, automated and more efficient work process improves employee retention and reduces the need to add headcount.

At DocuSign, we greatly value the feedback, experience and recommendations from our customers and use it to constantly improve our renowned user-friendly intuitive interface. For on-the-go smartphone and tablet users, we built in responsive mobile design so you never have to pinch and zoom to view PDFs. It's thoughtful and proactive design like this that makes DocuSign eSignature **the top-rated mobile app in our sector** across iOS and Android.



2. Trust and Reliability

Why this matters

Security and control are critical as more and more business moves into the cloud. Breaches, leaks and misplaced documents can damage customer faith and loyalty. For small and medium-sized businesses with limited resources, you want to work with providers you can trust and who can do the heavy and complicated security lift for you.

What DocuSign offers

With DocuSign, whether you have one or 1000 employees, you can still get enterprise-grade security and compliance controls. DocuSign eSignature meets the highest level of security certifications, including IL4 and FedRAMP certification from the federal government. And because your business is always on, our platform provides 99.99 percent availability with no maintenance downtime.

To supplement eSignature, [DocuSign Monitor](#) offers real-time visibility into your organization's e-signature processes, and includes automated threat detection capabilities. That means identifying potential security threats before they turn into disaster scenarios. Our three-step process detects potential threats, investigates incidents and helps mitigate risk.

3. Scalability

Why this matters

As your business grows, your needs evolve and expand. Selecting an e-signature partner with only basic functionality may be fine as your business is starting out, but in the long term, you need a solution that offers more features to meet new challenges—quickly and seamlessly.

What DocuSign offers

DocuSign eSignature provides you with the functionality you need to scale your business. Our suite of features covers the wide range of situations and demands you'll encounter as your business grows and gives you full control over the contract lifecycle. Here are just a few of our many features that small to medium-sized businesses use to help their businesses scale smoothly and effectively.

[Templates](#) let you say goodbye to reinventing the wheel every time for commonly used forms such as an NDA or offer letter, boosting your efficiency and productivity. Our [extensive template library](#) includes templates for budget approval, statements of work, event registration and much more.

[DocuSign Identify](#) enables digital signer identity verification through a variety of methods: phone, SMS, ID verification, among several others. We support compliance worldwide, allowing you to meet requirements without stress. You can extract ID information for your own records or download it as a PDF for audit purposes. Every Certificate of Completion records verification status to help meet KYC and AML regulations

[DocuSign Notary](#) makes remote online notarization a breeze. Notaries and customers alike enjoy a seamless experience while you get the benefit of a detailed audit trail and secure identity-proofing technologies..



DocuSign Click, our quick and easy-to-deploy clickwrap solution, makes it simpler than ever to capture consent to standard agreement terms such as privacy policies. Click also comes with valuable features such as a complete audit trail and customizable display.

SMS Delivery meets customer expectations for a total digital, on-the-go experience and helps to close business faster. **Research by Twilio** shows that customers prefer SMS notifications to email by a factor of 2.5 for receiving important documents. Communicating across multiple channels is essential to ensuring that your documents are returned quickly; text messaging enhances email notifications by sending invitations and reminders directly to a signer's mobile device.

DocuSign Admin Tools help you administer even complex accounts. Manage your settings and permissions, get centralized reports across all your accounts and carry out bulk actions—all from one place.

DocuSign Organization Management helps administrators manage agreements across their organizations and teams. It also provides a complete audit trail of all administrator actions, so that any unintentional changes to the system can always be corrected. You can do more with the resources you have to oversee all corporate accounts and be sure that your business functions are secure and reliable.

DocuSign Access Management with Single Sign On (SSO) allows you to log in to our system with a single ID shared with other software systems. SSO offers convenience and peace of mind: you don't need to re-enter login details when working in one application and opening documents in another.

With these and other features at your fingertips, your company can quickly enjoy the scaling benefits of DocuSign eSignature.

4. Customization

Why this matters

Your business has its own unique identity that should shine at every touchpoint, from proposal to contract signing. Even when you're using a third-party solution, your company name should be front and center—whether you're sending documents directly via the e-signature platform or through one of the e-signature integration partners.

What DocuSign offers

DocuSign eSignature provides you with the functionality you need to scale your business. Our suite of features covers With DocuSign **branding options** you can shape your customer experience— everything from your custom logo to colors. Once you've created a brand theme, you can easily apply it to new documents, reinforcing your brand and reassuring signers that documents are from your secure DocuSign eSignature account. With elevated professionalism baked into your e-signature process, your customers will associate your brand with trustworthy, cutting-edge service.

What's more, DocuSign integrates with other software tools you're already using, including Microsoft, Google Workspace, and more than 400 other applications. You can use all the functionality of DocuSign—including selecting documents, sending to recipients and monitoring agreements—without leaving these applications. This seamless workflow takes friction out of the equation, speeding up the process for employees and customers.



5. Price and ROI

Why this matters

All too often, growing businesses are tempted to go with the lowest-priced provider. But choosing based on price alone can end up costing you money because you may lose capabilities that deliver a stronger return on investment (ROI). ROI is based on how the solution delivers benefits to your business: fast turnaround, uptime, retention, shortened sales cycle, higher closing rate, time and money savings—and a whole host of other factors that help you grow your customer base and the size of each sale. An e-signature solution that makes you look more professional, that gets up and running quickly and that provides faster time to value accelerates your ROI.

What DocuSign offers

Recognized around the world for trust and ease of use, the DocuSign brand conveys professionalism for your business and inspires confidence in your customers. With our easy integration and 24/7 support, you don't have to worry about downtime and long run-up periods, enabling your success from the get-go. Most of our new customers are up and running with eSignature within a day.

Check all the boxes

On the surface, e-signature providers may look fairly alike. But as you dive into what really matters to growing businesses like yours, you'll see substantial differences that can be the tipping point to serving, satisfying and impressing your customers—enabling your company to scale and achieve tangible ROI.

When deciding which e-signature vendor is right for your business, make sure your provider can check all the boxes. For an e-signature solution that saves you time and money, grows with you and provides expert support, check out DocuSign eSignature.

Learn more about the benefits [DocuSign eSignature](#) offers to help your business grow and thrive. [Start a free trial today.](#)
