

Beginner's Guide to Electronic Signatures

An introduction to the key concepts and considerations
for creating digital business processes

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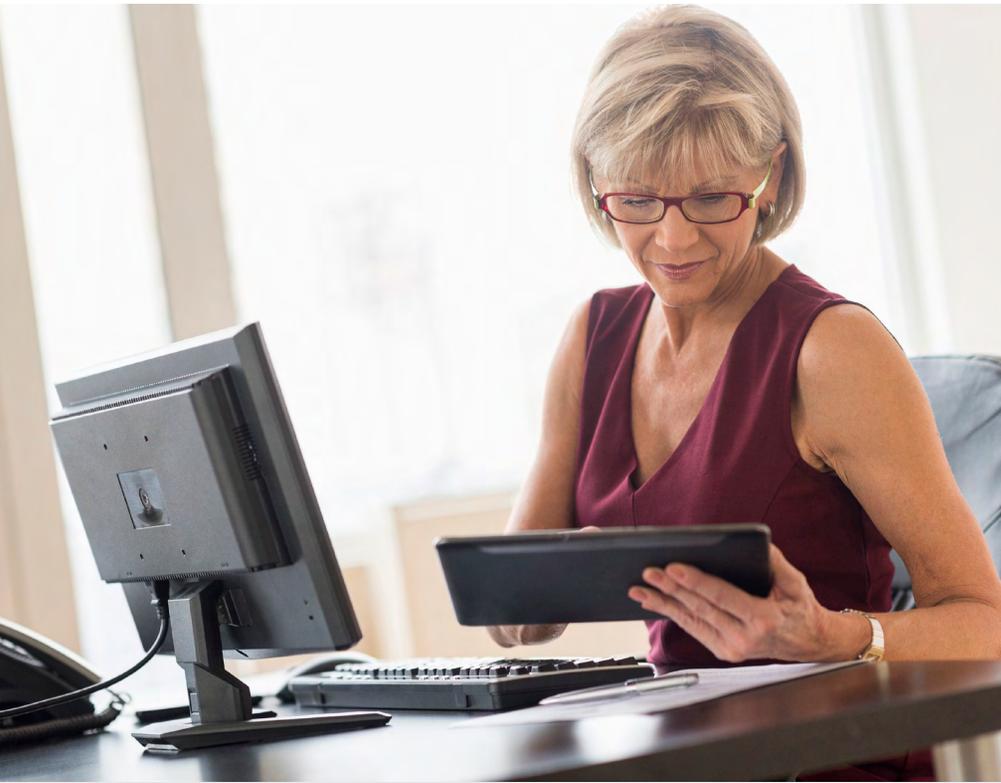
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Overview

E-Signatures Enable
100% Digital Business Processes



Organizations Are Using E-Signatures to Go Digital



The future of business is digital and the adoption of mobile technology is driving change. The trend to digitize and transform business is accelerating. Government and business leaders, analysts, media and industry associations agree: it is time to remove paper from everyday processes like contracting, HR, invoicing and transactions with customers and citizens. As a result, the traditional way of signing documents is changing - from paper to paperless. This requires electronic signatures.

What Thought Leaders Are Saying

“E-signatures have reduced paper burdens for consumers and streamlined business operations throughout the U.S., providing remarkable consumer gains in terms of convenience, ease of use, transaction speed and reduced costs.”



Sens. Ron Wyden (D-Ore.)
John McCain (R-Ariz.)
Rep. Anna Eshoo (D-Calif.)
- July 2014, The Hill

“Electronic signatures are safe, inexpensive, fast, easy, and 100 percent legal.”

Ken Hess
- ZDNet



“Digitizing your business requires eliminating paper. A good start is to remove any requirements for “wet signatures” from your processes — and many organizations are.”

FORRESTER

“Electronic signatures represent an opportunity for sales organizations to reduce the lead-to-win timeframe.”

Aberdeen Group

¹ Forrester Research, E-Signatures — A Few Simple Best Practices Drive Adoption, December 2014



The Value



- **Increase staff productivity and operational efficiency**

- Spend less time managing paper
- Easily index, archive and retrieve signed documents



- **Cost reduction and savings**

- Reduce document handling costs
- Cut costs by eliminating the need to manually prepare, ship and archive paper document packages



- **Strengthen legal and compliance position**

- Gather evidence of exactly what transpired during the signing process
- Improve compliance with an embedded audit trail



- **Transform customer experience in any channel**

- Provide a seamless digital process in the customer's preferred channel - whether that's a retail point of service, call center, online or mobile



- **Demonstrate green business practices**

Where Organizations are Adopting E-Signatures

Procurement & sourcing

Operations Supply chain management Accounting

Contract modifications HR Finance Audits

Delivery order requests Service agreements Payment processing Law firms & client files

NDA's Inspections
Licensing e-Contracting Federal tax returns
Credit card applications

Mortgage Disclosures Field force enablement Account openings

Lending HIPAA consent forms P.O.'s for narcotics and controlled substances

Real estate transactions Insurance policies

Agent licensing Claims and appraisals

Retail finance Loans

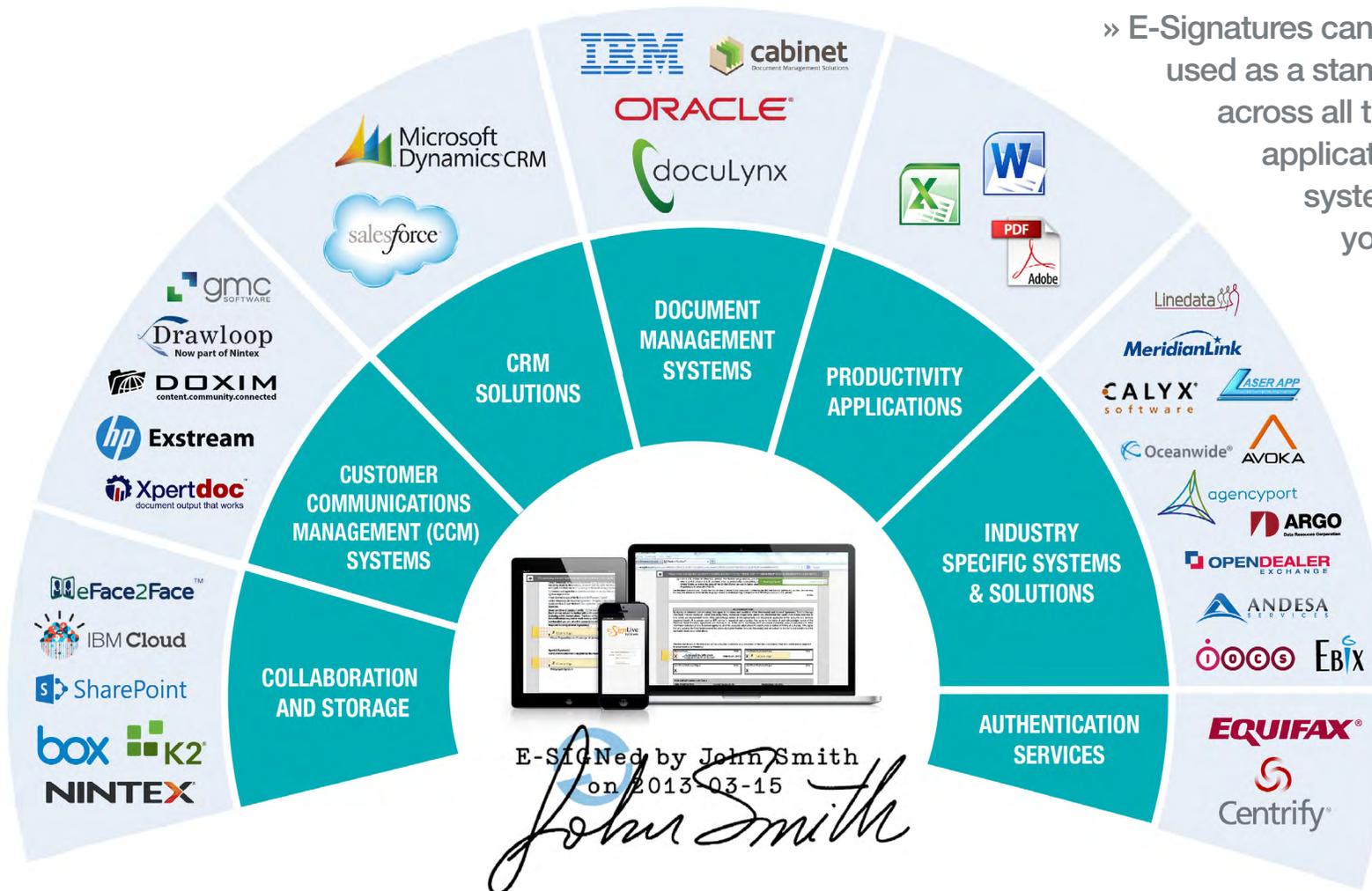
"Identify where customers and employees interact with a physical document, and how that physical experience can be replaced with a digital one."¹

FORRESTER®

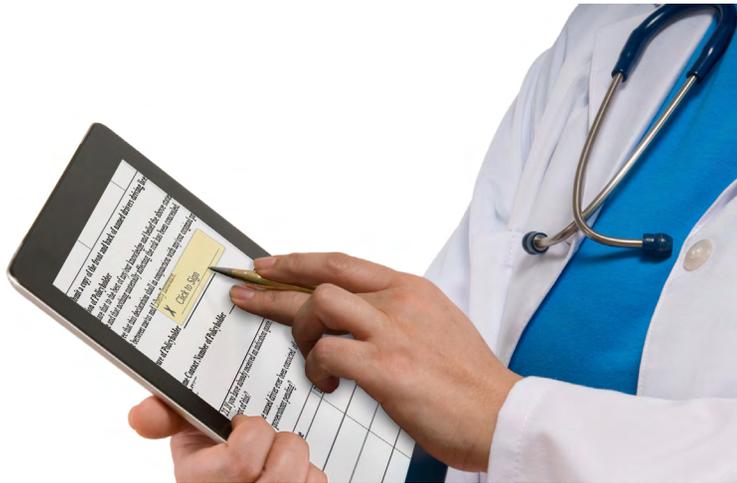
¹ Forrester Research, E-Signatures — A Few Simple Best Practices Drive Adoption, December 2014

Documents and Forms Remain Digital

» E-Signatures can be integrated or used as a standalone solution across all the productivity applications, programs, systems and devices you already use



Employees and Customers Can E-Sign Anywhere



Mobile E-Signatures for Customers & Employees

- In the U.S., **58% of adults own a smartphone** and 42% own a tablet.¹
- According to Google, **83% of people don't leave home** without their mobile device.
- **Mobile e-signing is not only a consumer trend.** Gartner predicts by 2017, **50%** of employers will require employees to BYOD.³

“Mobility will be a strong driver of e-signature adoption and the point of entry for many processes.”²



¹ Pew Research

² Forrester Research, E-Signature Wave™ Q2 2013

³ <http://www.gartner.com/newsroom/id/2466615>

E-Signature 101

Top 5 Questions Organizations Ask

What is An Electronic Signature?

An e-signature is first and foremost a legal concept. It is about having a lasting record of someone's intent.

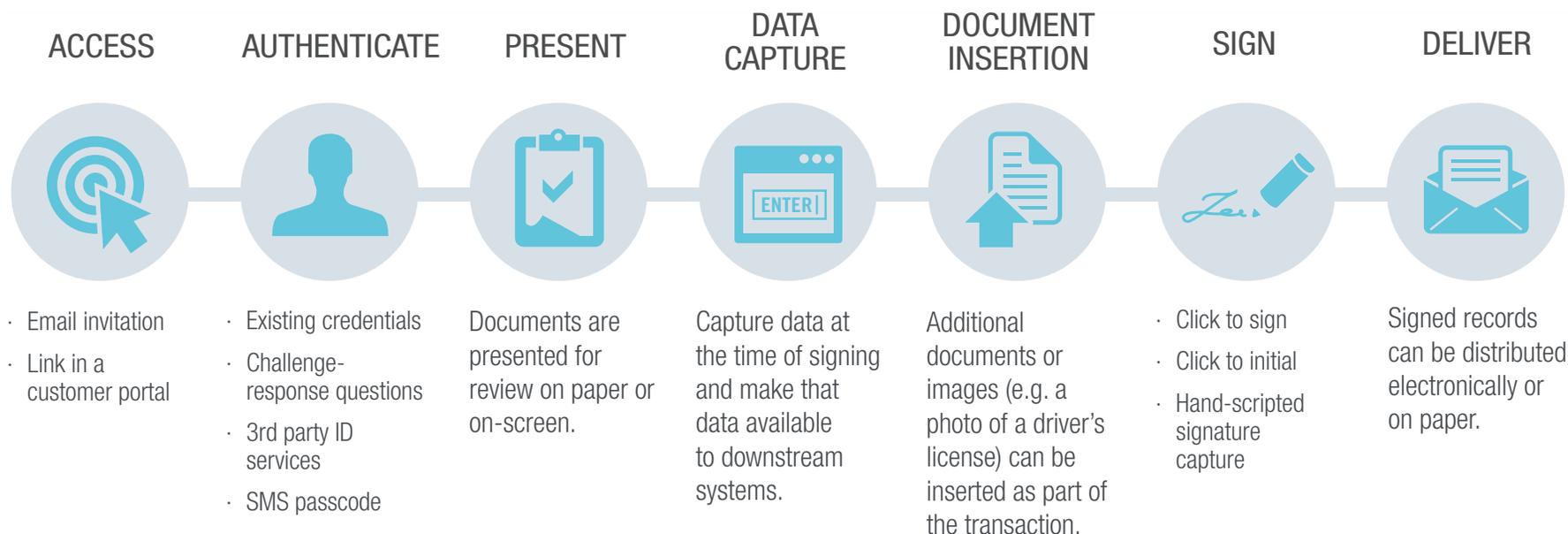
The US Federal E-SIGN law defines an electronic signature as “an electronic sound, symbol, or process attached to, or associated with, a contract or other record and adopted by a person with the intent to sign a record”.

The term “e-signature” is often confused with “digital signature”. Digital signature refers to the security technology used in a number of e-business and e-commerce applications, including e-signatures.

In short, you want an ELECTRONIC signature application that is built on DIGITAL signature security.



How Does It Work?



Flexible e-signature workflow options ensure an **optimal signer experience** across all channels and ultimately higher adoption by employees, reps and customers.

What Does It Look Like?

How the signer's signature will appear if they e-sign using the click-to-sign method.



E-SIGNED by J.Smith
on 2014-10-02 16:56:16 GMT

..... The e-signature will appear in a standard font.

How the signer's signature will appear if they e-sign on their own personal mobile device.



..... Your organization may choose to display information such as a date/time stamp behind the signature.

Is it Legal?

Yes.

Today, more than a decade after the passing of the E-SIGN Act, there is no longer any question about whether electronic signatures are legal. Recent legal disputes indicate that e-signatures can actually provide a stronger legal defense than is possible with paper.

“...the E-SIGN/UETA combination has been an unqualified success, especially in connection with banking and financial services. **Millions** of banking and financial services transactions are completed each year that rely on the rules established by the E-SIGN/UETA structure for an effective electronic signature.”



[▶ Read the Article](#)

**Buckley
Sandler** LLP

David Whitaker, Counsel with BuckleySandler LLP and a recognized legal authority on electronic financial services and payment systems



“The digital footprint doesn’t lie.”



Frank Zacherl

Partner at Shutts & Bowen LLP

Is It Secure?

Yes.

There are a number of security safeguards and checkpoints that help ensure that your electronic records are reliable. These security features include digital signatures, cloud security and process evidence. To learn more, read this white paper on e-signature security.



▶ **Read the Whitepaper:
Security for E-Signatures
& E-Transactions**



**e-SignLive™ is now
SOC 2 certified**

SOC 2 is among the highest standards for cloud security and data protection



Common Use Cases

Automated Workflows

B2B E-Contracting - New Supplier Agreement

The paper process

Can take **Weeks**



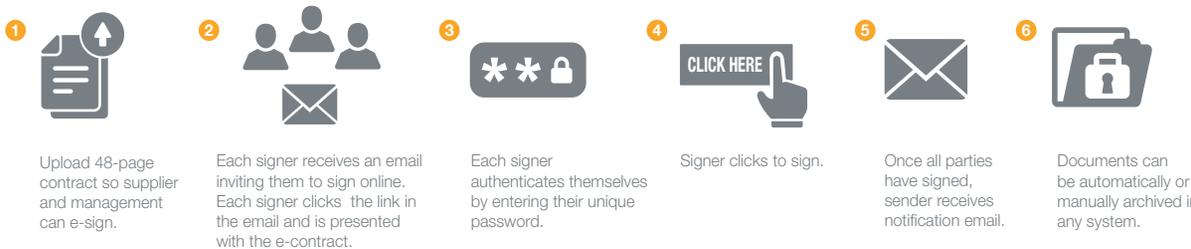
“A new solution for finalizing contracts is making its way through state agencies and departments in Vermont. The Department of Information and Innovation (DII) introduced e-signatures using e-SignLive, which has shortened its contract approval process by at least 75 percent. In some cases, contracts are finalized within two business days.”

- Government Technology

SOLUTIONS FOR STATE AND LOCAL GOVERNMENT
GOVERNMENT TECHNOLOGY

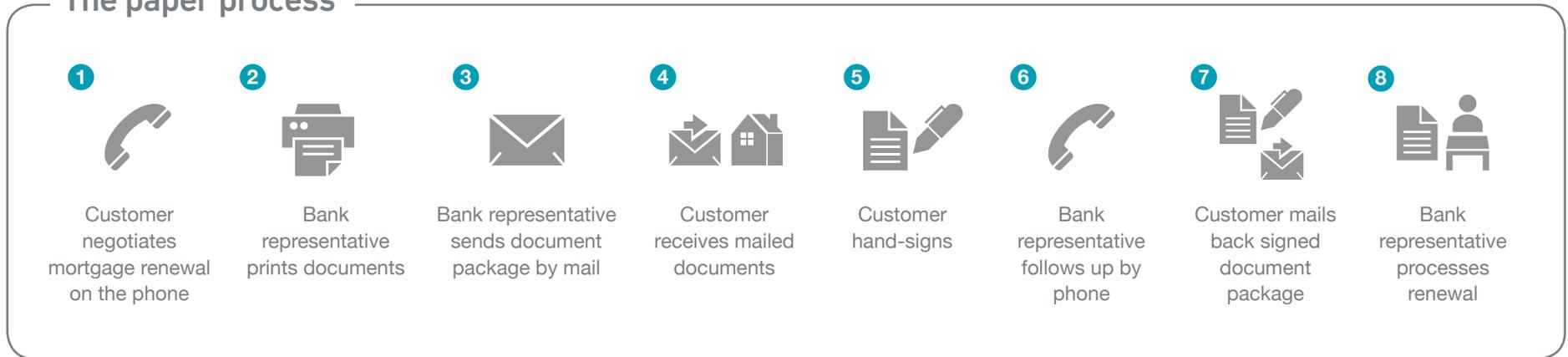
The digital process

Weeks to Minutes

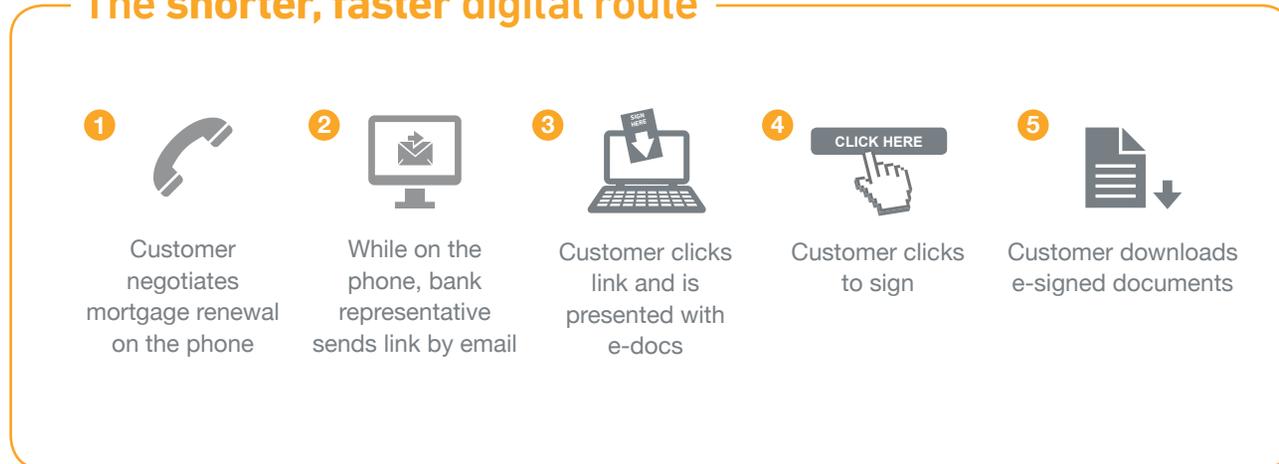


Accelerate Mortgage Renewals With Remote Customers

The paper process



The shorter, faster digital route



SOMERSET
LENDING CORP™

- Somerset Lending uses e-SignLive for mortgage renewals
- Gathering signatures by mail used to take up to 5 days - now it's less than 24 hours
- Increased revenue by 30%

Streamline Insurance Applications Face-to-face

Reviewing documents on an agent's web-enabled tablet, using the touchscreen to capture a handwritten signature image

No more follow-up phone calls or repeat visits to correct document errors

The shorter, faster digital route

1



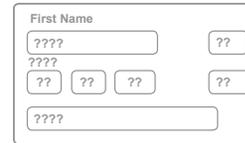
The customer and agent meet face to face

2



The agent authenticates the customer by verifying his government-issued ID

3



The agent enters the customer's application information into e-app as part of agency management system or carrier portal

4



The agent shares his tablet so the customer can e-sign

5



The customer reads the application documents and disclosures on-screen before e-signing

6



The customer draws his hand-scripted signature on the tablet

7

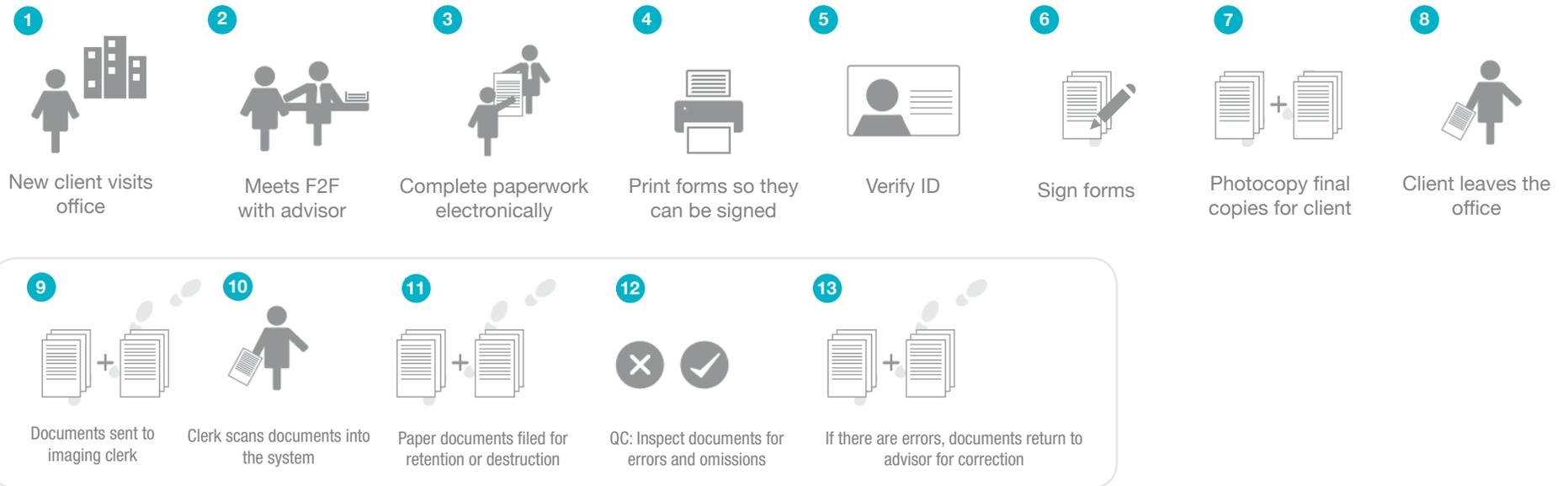


The agent asks the customer if he prefers to receive the signed documents through email or regular mail

A top carrier offered its reps and customers the ability to complete, sign and submit life insurance applications electronically. 95% of their 2,200 reps are now using the e-app, and 75% of applications are e-signed. "What we've found is that, with most of our representatives, if we can get them to try it once, they continue to use it," says the carrier's SVP of life/ health operations.

Streamline the On-boarding Process

The paper process



The shorter, faster digital route



E-Signatures in Action

How Others Are Using It



Retail Point-of-sale Case Study

PROBLEM

- High-end customers expect a modern digital experience*
- Slow, expensive, labor intensive paper-based contracting*

GOAL

- **Improve customer and dealer experience** for end-of-lease inspections, e-contracting and credit applications
- **Add mobile e-signing capability** to the on-premises e-SignLive and e-Vault solution deployed 8 years earlier

BENEFITS

- **Customers e-sign directly on the iPad**
- **30% reduction** in contracting cycle
- All contracts are properly filled in the first time - customer data are complete and accurate
- No manual processing (opening envelopes, re-keying data, etc.)
- Better service with same-day funding for dealers

*Source: CEB TowerGroup, Digital Financing Processes For The New Normal, 2014



BMW Financial Services



“Dealers and customers can do wear-and-tear inspections together using iPad screens to document vehicle damage and generate the proper paperwork on the spot without returning to the F&I office to look at a computer screen.”

Automotive News

[Read the Article](#)

Government Contracting Case Study

PROBLEM

More than 19,000 businesses sell to the government through GSA. As they launch new products or change existing offerings, they must modify their GSA Schedule listings. For years, this resulted in massive volumes of paper processing, data re-keying and paper storage.

SOLUTION

E-Contracting portal with integrated e-signatures. E-Signatures became mandatory in 2011, enabling a 100% electronic contracting environment online.

BENEFITS

- **Processing times shortened from 1 year to a few days/weeks**
- **Stronger legal enforceability and regulatory compliance** through workflow rules, electronic evidence, audit trail
- Dramatic reduction in the amount of paper processed
- Elimination of mail, fax and overnight delivery fees
- Reduced need for paper storage space
- No more lost or misplaced paper records



Users apply an enforceable e-signature to documents using nothing more than a browser. To the user, the experience is similar to clicking an “I Agree” button, but the agency benefits from the capture of electronic evidence.



[▶ Read the case study](#)

Call Center Case Study

PROBLEM

For this insurance carrier, paper-based processing was a problem. Paperwork had to be mailed to the customer for signing. After signing, the customer would mail the completed package back. Often documents were not returned, despite persistent follow up by the carrier, resulting in significant lost business.

SOLUTION

The carrier implemented e-signatures for all their personal home and auto insurance lines.

Now, call center agents provide documents to customers over the web within 20 seconds of the customer's agreement to purchase.

BENEFITS

- Reduced abandonment rates - transactions are closed immediately over the phone
- Streamlined the process: 45 days to 10 min.
- 1 million documents e-signed per year
- 75% adoption in call center
- E-Signatures save \$10 per transaction
- Reduced customer acquisition costs



[Read the case study](#)

Learn how this leading P&C insurance carrier has been using e-signatures since 2008 to enable end-to-end policy issuance online, in minutes.

Mobile Case Study

PROBLEM

Prior to smartphones and e-signature technology, managers at the Grand Hospital de Charleroi, a Belgium hospital complex, were difficult to reach, since they were often in meetings or located at various sites and buildings throughout the hospital complex. With paper, it would often take a week to obtain signatures via internal mail. Among other things, this slowed the contracting process and delayed delivery of urgent IT supplies.

SOLUTION

Enable mobile professionals to e-sign documents directly on their smartphones.

BENEFITS

- Up and running within a day or two
- Goods are ordered and delivered faster
- Invoices are sent for processing on time
- The hospital saves the hassle of administrative paper chasing
- Reduced paper consumption
- Electronically signed contracts are accepted by external parties



If you've ever had to sign a contract with an organization that is not using e-signatures, you're familiar with the additional work – open an email, print a document, sign it, scan it into digital format, convert it to PDF, email it to the vendor and archive it. Keeping the process digital saves these time-consuming tasks. Learn more from this e-contracting white paper.

[Read the white paper](#)



GRAND HÔPITAL de CHARLEROI

In-branch Case Study

PROBLEM

Storing and retrieving paper signature cards was time consuming and expensive.

GOAL

Eliminate the manual paper process, increase efficiency and give time back to bank personnel to better serve customers. Most importantly, improve customer experience.

BENEFITS

- **No more paper signature capture cards**, no storage space needed
- Complete the account opening in **one session, without errors**
- Spend less time on paperwork, **more time generating revenue**
- **92% adoption across 3,000+ branches** in two weeks
- All branches **instantly access electronic signature cards**



Ombud Open Research:
U.S. Bank Streamlines Account Openings and Loans with Silanis

\$20 Billion
12 Annual Revenue

17.6 Million Customers
352x Seating Capacity of Roman Colosseum

Customer Experience

Paper Signature Cards

Account Openings & Loans

Enterprise-Wide Innovation
460,000 Documents

Offer Floorline Consumer Loans with 85% Adoption Rate

Initial Electronic Workflow Routed Across Business

Weekly eSigned for Account Openings & Deposits*

* 92% adoption of eSignatures for account openings in first two weeks.

OMBUD

➔ **Download the U.S. Bank case study & infographic**

Best Practices

Security, Flexibility in Deployment, Mobility

Best Practices: E-Signature Security



User authentication

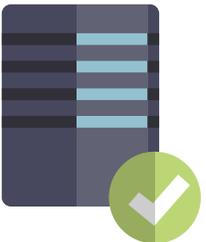
e-SignLive offers multiple ways to verify the signer's identity:

- Traditional login /password
- Third-party identification services
- And more.
- Secret question and answer
- SMS passcode sent to the signer's phone



Document security

Digital signatures **placed at every signature in the document** produce a tamper-evident seal. If there is an attempt to make unauthorized changes after the fact, the e-signed document will be marked invalid. The signature audit trail and digital signature security is embedded in the e-signed record, making it possible to verify signed records in one click without coming back to the e-signature service on which it was signed.



Process evidence

The goal of process evidence is to prove what took place during the signing process. This is accomplished by capturing a record of all web pages, documents, disclosures, or pop-up windows that were displayed; emails or SMS messages sent; any image capture; IP address; as well as the time/date of each event.

Best Practices: Deployment Options

e-SignLive offers a single e-signature platform for on-premises and SaaS deployment. Support for multiple deployments makes it easy to implement e-signatures in a consistent way across many lines of business.

- **On-premises** - for organizations that need complete control over servers and data location.
- **Software-as-a-service** - for departments that want to start e-signing right away.



Best Practices: Evidence

e-SignLive provides the strongest legal protection, bar none.

- **Dual protection** with both document and process-level evidence.
- **Secures the signatures** to prevent tampering.
- Enables you to **prove the exact process** that was used to capture signatures.
- **Reduces the time and cost** of gathering evidence and demonstrating compliance.
- **Deters legal disputes** from going to court.



Why E-SIGN
is Not Enough

Read the
Whitepaper



Beyond E-SIGN: Evidence
Considerations for
Electronic Signatures
and Transactions

Watch the
Webcast

“Silanis allows you to re-create the signing ceremony in case there is a dispute. This feature provided us with a great level of comfort in ensuring the e-signed contract is enforceable.” - **Customer review** www.g2crowd.com

Best Practices: User Experience

- Using e-SignLive is easy. Yellow signature cues guide signers through the document.
- **Customers, suppliers and business partners don't need an account to sign.**
- The interface is customizable, so you can create a seamless signing experience that promotes your brand. After all, if the customer doesn't recognize the interface as belonging to your organization, they may lose trust – especially if it involves entering personal information into a web form.



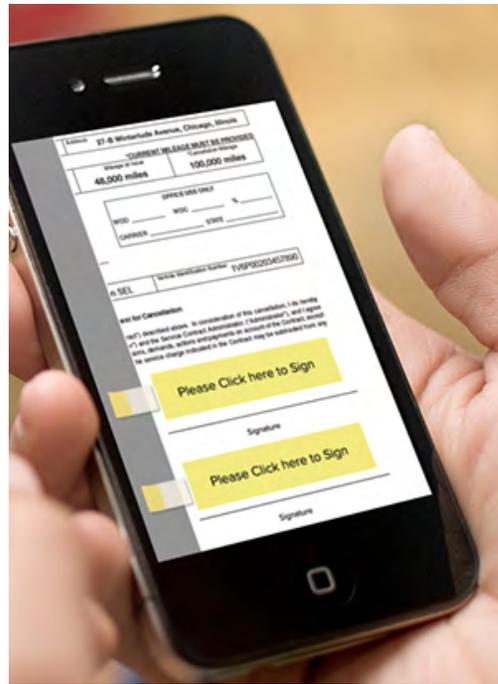
X Please sign here

“This product is **used daily for thousands of signatures** across our business. The ease of use is point and click, so for most of our customers it is a no-brainer, they just sign and click as if they were buying groceries.”

- **Customer review** www.g2crowd.com

Best Practices: Mobile Support

Staff and customers are increasingly mobile and want to be able to access information and take action anywhere, anytime, on any device. That means choosing an e-signature solution that is mobile-ready.



Flexible Options for Getting Started



Free Trial

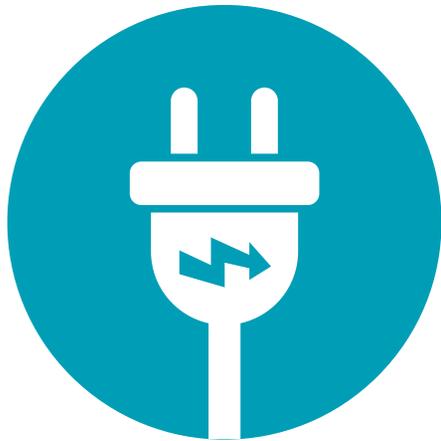
Our Professional and Integrated Plans both offer the first 30 days free. You can then continue for a low monthly subscription fee.



FREE TRIAL	PROFESSIONAL	INTEGRATED	ENTERPRISE
			
Try e-signing over the web for free for 30 days.	Start e-signing within minutes with our Software-as-a-Service.	Integrate e-signing into your applications.	Customize e-signing for your exact requirements.
FREE 30 Day Trial	Starting at 20\$ per month	Call for pricing	Call for pricing
Try now >	Buy now >	Test now >	Call now >

To speak with an e-SignLive representative about getting started, call **1-888-SILANIS (745-2647)**

Leverage E-Signatures in the Applications You Already Use



Connect to the Business
Applications You Already
Use Everyday

salesforce® box

SharePoint

e-SignLive™
Print Driver

Microsoft Dynamics® CRM

Word, Excel, PDF icons

The Highest Levels of Customer Satisfaction



#1 in Customer Satisfaction e-SignLive by Silanis earned the highest customer satisfaction rating and NPS score in three consecutive reports from software review site G2 Crowd - earning the status of Leader among electronic signature technologies. [▶ READ MORE](#)

IBM Beacon Award for Best Industry Solution for Banking and Insurance This prestigious award recognizes IBM Business Partners who bring a key innovative solution to these markets.



Silanis was named a leader in “The Forrester Wave: E-Signatures, Q2 2013”. This report evaluates 10 e-signature vendors. Forrester gives Silanis top marks in nine categories and confirms, “Silanis is the strongest vendor with both an on-premise and a cloud offering.”



“Silanis has been a leader in providing on-premises electronic signature software and implementation services, and has particular strength in North American financial services.”



GEICO's Partnership Excellence Award recognizes those who, through partnership with GEICO, “demonstrate their dedication, customer focus and fanatical service”. Silanis earned the award based on an e-signature project that had a significant impact on the business.



The Novarica RAVE Awards recognize solutions that deliver exemplary value to customers. They are audited and independent, providing a transparent, unedited picture of how well a solution or provider meets its users' needs.

Leader in E-Signatures

Businesses of all sizes choose e-SignLive™ by Silanis when electronic signatures matter. With more than 600 million documents processed every year, e-SignLive is the most widely used e-signature solution around the world. Thousands of organizations, big and small, including the leading banks, insurers, credit providers, pharmaceutical and government agencies trust e-SignLive as their platform to make business digital. On premise or in the cloud, e-SignLive delivers the best customer experience while improving legal and regulatory compliance.



[Learn about e-SignLive](#) [▶ Watch video](#)

Trusted by:

