DocuSign®

Don't Leave Anything to Chance When Going Digital

8 DIGITAL BEST PRACTICES FOR IT PROFESSIONALS

What Does It Take to Drive Digital Transformation?

Industry experts predict that successful businesses will soon become 100% digital for all transactions. The key challenge is how to "go digital" in the right ways. For most companies, it will be an incremental journey.

BusinessNewsDaily.com notes that CIOs and business-minded technology leaders are moving beyond being supportive functions and into being an integrated part of overall business strategy and operations. IT is delivering added value, enhanced business performance, and greater security.

This best practices paper outlines eight important ways that IT teams can make meaningful progress in their digital transformations.

① Look for paperless opportunities in core tasks.

Most companies that have achieved the greatest digital efficiencies began the journey with small initiatives. *GlobalKnowledge.com* suggests that IT leaders need to gain a solid understanding of the organisation and the challenges its users face before assessing the fit of new technology.

A good place to start is to map document touch-points across your organisation to determine which tasks would most benefit from digital transactions.

In a recent survey, cross-functional teams identified common ways in which they are reducing paper-based processes using digital documents, electronic signatures and cloud-based file management. Here are examples of traditional paper-based tasks that can be made more efficient with digital capabilities.

Legal and Operations	Service contracts, M&A agreements, document retention, policy management, policy compliance, and board documentation.
Human Resources	NDAs, releases for background checks, offer letters, benefits enrollment, direct deposit forms, and severance agreements.
Procurement	RFPs, NDAs, sole source justifications, contracts, MSAs, statements of work, POs, and supplier compliance documentation.
Sales	NDAs, contracts, end-user agreements, T&C's, POs, deal split requests, compensation agreements, and reseller agreements.

② Cultivate IT and line of business partnerships.

According to *CIO's 15th Annual State of the CIO survey*, the top strategic focus of today's IT leaders includes fostering IT/business unit partnerships and leading organisational change efforts to align IT initiatives with business goals.

As highlighted in an article on aligning IT projects with business priorities, *WallStreetandTech.com* emphasises that setting up an ongoing system of communication with other teams is imperative to success.

Company-wide Successes in Digital Transformation

Salesforce.com **Cuts Average Closing Time from Two Days to Closing 71% of Deals in 1 Hour**

Managing client information for more than 100,000 customers, *Salesforce.com* was looking to scale business and increase efficiency, using the same level of resources.

By standardising on DocuSign for electronic signature within their sales process, *Salesforce.com* cut deal close time from an average of two days down to 90% of deals closing in 1 day, and 71% of deals closing in 1 hour. And 50% of contracts now "auto-convert" with no touch at all.

AstraZeneca Serves Patients 5X Faster, Boosts Satisfaction Scores

Employing 65,000 people globally, AstraZeneca needed to simplify clinical operations, decrease development costs, and reduce compliance and security risks.

The organisation's "simplification" initiative included adoption of DocuSign to streamline business operations, with an end goal of improving the customer experience.

With DocuSign, AstraZeneca is now able to process 85% of e-signature documents in less than one day, and customer satisfaction was increased by 16 percentage points.

Doing so allows IT to better understand the unique contextual requirements and processes of each department, and more effectively fulfill requests for technological enablement.

③ Identify and mitigate information security risks.

IT leaders are under increasing pressure to protect their businesses from risk and comply with privacy policies and legal regulations. According to *Gartner.com*, this type of IT risk management must be advanced on a continuous basis.

IT teams can more effectively help improve day-to-day operations by limiting vulnerabilities related to printing, signing, scanning, emailing and/or faxing documents.

In using electronic signatures, you can safeguard confidential information and guarantee a secure chain of custody. Robust audit logs retain date and time stamps, as well as authentication methods, making it easy to verify execution status and signature validity.

④ Integrate new capabilities within existing platforms.

With increased budgetary pressures, it's important to identify ways to make the most of your existing investments in department-specific technology. Tools that are an integral aspect of daily productivity—such as sales CRM, HR, finance, legal, and marketing platforms—can be enhanced with out-of-the-box solutions.

By researching and selecting tools and applications that dovetail within your existing systems, you can achieve faster and broader adoption of digital workflows.

⑤ Align technology with customer and vendor systems.

Your company's external customers and vendors are likely focusing on their own digital efficiency initiatives. A few factors are driving the shift to digital transaction management:

- The need to streamline operations and go paperless
- Requirements to transact via mobile devices
- A desire to improve employee and client experiences

It is important for IT teams to align with client and vendor processes and technologies. As an example, electronic signatures are rapidly becoming the de facto standard in corporate transactions. Using this technology can help your firm more effectively conduct business.

Survey Reveals Common Digital Requirements Across IT Roles

Directors of IT Services
Drivers for Going Digital: Making processes easier for departments company-wide, eliminating paper, and centralising resources across departments.

Key Requirements for Digital Solutions: Ease of use, cost savings, mapping to specific business requirements, and legally binding.

Initial Focus for Going Digital: Contract management and processing confidential documents.

IT Managers
Drivers for Going Digital: Need to expedite the distribution, signatory execution, and return of contracts.

Key Requirements for Digital Solutions: Industry-standard tools, robust security, legally binding, and clear return on investment.

Initial Focus for Going Digital: External contracts and internal approvals.

IT Analysts
Drivers for Going Digital: Initiative to identify ways to modernise processes, save time and money, and reduce use of paper.

Key Requirements for Digital Solutions: Easy to use while meeting complex security and legality requirements.

Initial Focus for Going Digital: NDAs, HR documents, time sheets, and contracts.

6 Empower mobile technology and workflows.

Fast reaction times are crucial to success in high-service, deadline-driven businesses. In today's multi-platform BYOD environment, it's challenging for IT leaders to protect confidential information while delivering operational conveniences to a global workforce.

Mobile-enabled digital signature technology can help improve employee productivity and enhance client satisfaction. Being able to securely complete agreements from any mobile device, anywhere in the world, helps ensure that teams throughout your organisation can securely attend to important opportunities and issues as they arise.

7 Understand geographic standards and regulations.

It's commonplace for employees, vendors and customers to be located around the world. This creates challenges in document execution given strict national and international security laws and standards.

You'll need to be certain that your signature processes are legally binding, and comply with laws such as:

- U.S. federal ESIGN Act and UETA
- Electronic Transactions Act 1999 in Australia
- EU Regulation No 910/2014 on electronic identification and trust services

8 Learn from best practices in consumer services.

The transactional experiences we have in our daily lives—online shopping, communication and support—are setting a new bar for expectations in professional services. Trends in the consumer realm that are fueling digitisation include:

- Increasing prevalence of mobile technologies
- Demand for instant access to information
- Stringent identity and authentication standards

Look for ways to mimic consumer services best practices in your internal and client-facing transactions. As an example, reducing the number of clicks required to sign and store documents, and providing automatic "you are here" progress tracking will mirror the customer-friendly aspects of e-commerce.

The Environment Matters: Employees Care About Going Green

According to *Time Magazine*, studies show that generations born after the normalisation of recycling don't want to work for companies known for polluting practices.

Similarly, in-depth studies by the staffing firm Adecco USA reveal satisfaction-based benefits that companies gain from more efficient digital practices.

33% of workers are more inclined to work for a green company.

52% of workers wish their company was more environmentally friendly.

In a ForestEthics report on the benefits of paper reduction in corporate settings, experts note the use of paper has negative effects beyond business process inefficiencies.

Specifically, each of the steps involved in creating paper—wood extraction, processing, transportation and disposal—has a profound negative environmental impact.

When candidates and employees are evaluating the social benefits of working for your company, going green via electronic signatures could be a deciding factor in your favor.

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