Beyond the dotted line.

How e-signatures improve digital workflows.

IT is the new driver in workflow innovation and efficiency.

As digital transformation continues to improve every aspect of modern business operations, IT departments must deliver new initiatives that drive efficiencies, foster innovation, and support end users—wherever they work.

While IT once focused on building and maintaining technology infrastructure, it has evolved significantly. Now IT must constantly improve methods for harnessing technical advancements—methods that deliver tangible results and keep businesses running.

If end-user productivity is suboptimal and established tools fail to support innovation, the entire organization suffers. Managers across all departments—especially IT—are seeking modern solutions to empower end users and drive workflow efficiencies.

That's why digital solutions are completely reimagining modern workflow capabilities. Paper contracts, filing cabinets, stacks of documentation: For the most part, we've gladly laid these dinosaurs to rest. In doing so, digital document management has also created opportunities to reduce time spent and increase top- and bottom-line wins that would have been unimaginable only a decade ago.

IT: Driving digital workflows further.

Implementing and automating digital document workflows fosters productivity and innovation. One of the greatest contributors to that mission is e-signature technology.

Industry leaders are turning to e-signature capabilities first when updating their teams' digital toolsets. Why? Because the power of e-signatures goes beyond simply putting virtual pen to virtual paper. Digitizing the process simplifies the transition to digital workflows and provides far-reaching benefits.

Businesses are digitizing their signing workflows to establish best practices for every single document they create, complete with prefilled information and a predetermined document workflow— frameworks that activate the moment a project gets a green light.

By using e-signatures to improve efficiency, forward-thinking IT departments are delivering tangible operational efficiencies to businesses of all types. These IT industry leaders are helping to mitigate:

· Distractions caused by inefficient paper-based workflows

· Delays caused by legal and technical compliance approvals

· Excessive approval cycles due to long email chains, manually routed documents, or rounds of "phone tag"

· Lost time spent fixing human errors

E-signature tools: Enabling the digital revolution—for everyone.

For industry leaders, e-signature capabilities are as important as business intelligence and sales analytics—and they directly affect personnel. Forward-thinking businesses recognize the potential for e-signatures to optimize employee productivity beyond the commonly accepted benefits of e-signature platforms.

The right e-signature technology can drive truly efficient digital workflows across any organization, and the change is tangible. Employees experience the benefits of digital transformation in the tools they use every day.

E-signature solutions stand out from other digital transformation technologies because they lead the way for digital workflows that fundamentally improve the effectiveness of your HR, sales, and legal teams.

Even if you're already in the process of digital transformation (75% of companies are in some phase of it), you may be missing its major impact on workforce productivity and customer satisfaction.

According to Forrester Research, only 30% of decision-makers have revamped business processes as part of their digital evolution.[1] While the focus on cloud migration, new data storage structures, SaaS, and data transformation is valid, the real revolution is about changing how we do business every day.

How that change affects your company's people, and in turn your customers, is the true measure of technology's impact on your performance and success.

[1] "Enterprise Fusion: Your Pathway to a Better Customer Experience," a Forrester Consulting Thought Leadership Paper, commissioned by Cognizant, September 2018.

Beyond the dotted line:
It's bigger than "sign and send."

E-signature capabilities can have a tremendous impact on streamlining business operations. And their functionality goes well beyond digitizing paper documents.

For example, Adobe Sign provided its users with a 28-times reduction in signature cycle times.[2] Adobe Sign is also credited with saving 1.5 work hours per transaction by eliminating manual signature steps. For a business at any scale, those transactions add up.

Flexibility and adaptability are also key, especially when multiple parties are required to provide input before closing. All stakeholders should be alerted and able to sign off immediately—no matter where they are or what device they're using. Adobe Sign supports every device with a browser and integrates with the Microsoft 365 apps organizations use every day.

[2] "The Total Economic Impact of Adobe Sign," a commissioned study conducted by Forrester Consulting on behalf of Adobe, September 2019.

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Industry leaders are also using Adobe Sign to:

Tailor and automate document workflows.
Collect form data, automatically reroute signed documentation, confirm delivery of important documents, and move business ahead in as few steps as possible.

Track, manage, and find documents.
Navigate paper trails easily to monitor document chains in process or for reference after sign-off.

Assign roles to stakeholders.
Include the signer, approver, acceptor, form filler, certified recipient, and delegator.

Route to recipients in a specific order.
Eliminate double handling and emails by automating document workflows.

Invite multiple participants with a single request.
Integrate your existing contact database directly into the Adobe Sign recipient list.

Enable anyone from a group to sign or respond.
Get full transparency within a group, so everyone can view, sign, or send documents for signature.

Industry leaders are also using Adobe Sign to:

Set up reminders and notifications.
Reduce human errors with auto-filled forms and help employees stay on track in document workflows.

Integrate artificial intelligence into document workflows.
Use the Adobe Sign bot to automate document routing and deliver key status updates by tracking documents "in the field."

Create reusable templates for teams.
Eliminate common mistakes from the outset and help ensure consistent, error-free results with easy-to-create, reusable workflow templates:

- Specify which documents need to be included in an agreement

- Prefill vital information fields

- Add agreement expiration dates or password/security options

- Provide instructions for end users

Best practices: 100% digital document workflows.

Right from the beginning, Adobe Sign helps you create best-practices workflows. By creating self-serve documents, you can guide customers, partners, or employees as they engage in new business initiatives, and preset your desired workflow for each project.

Your initial workflow might include:

1. **Creating a new process.**
   Arrange HTML forms to prequalify requests, and assign the right form or document package to each situation.

2. **Establishing next steps.**
   Use conditional logic to route each request correctly, so documents move automatically from one task to the next.

3. **Monitoring (or taking) action.**
   Route tasks to the right people, automatically. Digitally assemble, review, approve, sign, and deliver documents—and more.

4. **Using dashboards.**
   Manage signed and received documents, generate reports, and get real-time visibility into all your document cycles.

In addition, Adobe Sign goes beyond basic e-signature platforms with:

- A robust, enterprise-level security framework

- A drag-and-drop interface

- Email templates

- Password management and performance reporting

- Multifactor authentication

- User management features

Adobe Sign represents an exciting move forward in digital document management—helping your organization achieve 100% digital document workflows. And by integrating Adobe Sign with other compatible applications, you can unlock even more advantages for your business.

Integrate.
Don't complicate.

Adobe Sign is Microsoft's preferred e-signature solution. Working together, Adobe and Microsoft allow you to accelerate your digital transformation while delivering immediate benefits throughout your organization.

The Adobe Sign integration with the entire Microsoft 365 platform gives your users additional performance-boosting capabilities.

Instant familiarity with the interface.
Get instant productivity—your employees can access Adobe Sign from the Microsoft 365 applications they use every day.

Faster time to revenue.
Harness the power of Adobe Sign plus Microsoft business solutions. Your teams can use Adobe Sign from your existing business applications—like Microsoft 365, Dynamics 365, and Teams.

Ultimate user mobility.
Using Adobe Sign with the Microsoft Azure cloud platform, your staff can track, sign, and reroute documents from any location, on any device.

The benefits for your company aren't just end-user friendly—they're truly end to end. With Adobe Sign, IT teams can save time and increase their productivity.

Fast, easy setup.
With its built-in integration capabilities, Adobe Sign makes it easy to set up and track signing processes.

# Integrate with ease.

Prebuilt integration capabilities.
With seamless integration of Adobe Sign across the entire Microsoft portfolio, all you need to do is download and go. You can automatically add data from Dynamics 365 or Outlook into contracts you send for signature—and then capture data from signed agreements back into customer records.

Increased visibility.
Real-time visibility into the contract cycle—across your organization—allows better forecasting, more productive planning, and additional eyes on projects with multiple stakeholders.

Reduced legal and compliance risks.
By replacing manual processes with a 100% digital solution, you can minimize costly legal and business risks. For example, using the LinkedIn Sales Navigator integration, teams can validate the recipient's name, company name, and job profile before sending the contract for e-signing.
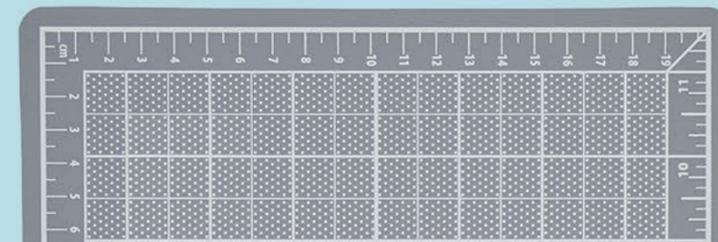
World-class security.

Security and privacy practices are under increasing legal scrutiny, and it's up to businesses to stay ahead of changing laws. With Adobe and Microsoft's world-class compliance measures, you can be assured that all your bases are covered.

You can stay confident knowing that your systems are benefiting from enterprise-level security practices—for identity management, data confidentiality, and document integrity—to protect documents, data, and personal information.

Adobe's service infrastructure resides in American National Standards Institute (ANSI) tier 4 data centers managed by Microsoft Azure. These robust measures enable Adobe Sign to securely handle large volumes of e-signature processing, including:

- Managing user identities with capability-based authentication

- Certifying document integrity

- Verifying e-signatures

- Logging recipient acceptance or acknowledging receipt of documents

- Maintaining audit trails

- Integrating with your most valued business applications and enterprise systems

Adobe Sign is certified compliant with rigorous security standards, including SOC 2 Type 2, ISO 27001, FedRAMP Tailored, and PCI DSS used in the payment card industry. Adobe Sign can also be configured to support compliance with industry-specific regulatory requirements, such as HIPAA, FERPA, GLBA, and FDA 21 CFR Part 11.

Plus, all Adobe Sign data and documents are encrypted, both in motion and at rest. This reduces legal risk by maintaining a complete audit trail for every transaction. You can also rest assured that your documents are tamper-evident, thanks to a digital seal that helps ensure contract integrity.

Digital workflow = dramatic profitability.

1. **By integrating digital document management, businesses typically see:**

   36% increase in revenue

   30% reduction in overall document management costs

   65% opportunity for lower customer acquisition costs

2. **Business leaders agree:**

   77% say that a better document workflow improves customer experience

3. **Sales teams agree:**

   94% of e-signature users report an increased ability to identify the most profitable buyer profiles, customers, and accounts

4. **The numbers agree:**

   By integrating electronic and digital signatures, organizations achieve up to **3.8 times their ROI** [3]

Money talks.

While the operational benefits of digital document workflows are vital to progressive businesses, the customer service and hard-cost benefits can't be overlooked.

Recently, Forrester Research conducted an economic impact study of Adobe Sign.[4] It examined the implementation of Adobe Sign in a broad spectrum of organizations—all with unique digital transformation needs. The companies Forrester surveyed reported the following average impacts over three years.

420% ROI	**1.5 hrs** and **US$6 saved** per signature transaction
2 hrs employee hours saved per form	**US$9.1M** combined savings and benefits over three years

[3] "E-signature & Sales Operations: A Catalyst for Competitive Improvement," Andrew Moravick, Aberdeen Research, October 2017.

[4] "The Total Economic Impact of Adobe Sign," a commissioned study conducted by Forrester Consulting on behalf of Adobe, September 2019.

Hitachi Solutions

Accelerating service delivery with Adobe Sign + Microsoft Dynamics.

Hitachi Solutions Europe Ltd.
Based: London, United Kingdom
Employees: 3,000 (Dynamics Solution Group)

Hitachi Solutions is one of the world's largest consulting firms specializing in Microsoft and Adobe solutions—particularly Microsoft Dynamics and Adobe Sign. From major global enterprises to small local organizations, Hitachi Solutions helps customers transform their businesses through Microsoft and Adobe's range of applications, while offering best practices and industry know-how from its growing team of specialists.

Situation
Like many of its customers, Hitachi Solutions was balancing accelerated company growth with evolution in business technology. During a period of organic growth and acquisition that saw its personnel increase tenfold, it was important for Hitachi Solutions to ensure that its own processes remained optimized to support customers' needs.

Challenge
One area that Hitachi Solutions identified for process improvement was document workflow, in particular, sales contract management.

Traditionally, teams used paper-based workflows for all customer agreements, sending multiple copies of paper documents for customers to sign, copy, and return by post. As a result, time spent waiting for signatures delayed customer engagement—meaning customers would wait longer to benefit from technological efficiencies, while Hitachi Solutions would lose revenue by missing out on billable hours.

Handling paper workflows also made it difficult to demonstrate compliance with the General Data Protection Regulation (GDPR), a European Union regulation, and created challenges for auditors from Hitachi Solutions headquarters in Japan.

Solution
After seeing its customers benefit from digital document workflows, Hitachi Solutions realized that it also needed to harness Adobe Sign and Microsoft Dynamics integration to improve its own processes. By fully digitizing contract and agreement workflows, Hitachi Solutions now creates and sends contracts, agreements, and other documents with a single click in Dynamics 365, while taking advantage of the secure digital signature and traceability features in Adobe Sign.

"With support from Adobe, we were able to get our internal implementation of Adobe Sign integrated with Microsoft Dynamics 365 up and running in just a week," says Kyle Hill, a former Dynamics 365 pre-sales solution architect at Hitachi Solutions.

Results

Created a single source of customer information.
A single digital location for all customer documents gives sales, customer support, and consulting staff access to the same source of customer information. Staff can even view documents while working with customers in the field, quickly pulling up documents on their mobile devices.

Increased billable hours by accelerating contract workflows.
When staff need to create a document, they simply open the Microsoft Dynamics 365 customer record and create relevant documentation with a single click. With one more click, staff can then send the document for signature through Adobe Sign.

Customers can view, sign, and return documents from any device, reducing the turnaround time for document signatures from more than 10 working days to 2.

Gained efficient and compliant customer services.
In addition to helping customers get started with services faster, working with the Adobe Sign and Microsoft Dynamics 365 workflow improves customer experience. Customers no longer need to look through contracts in triplicate to find where to sign. They also don't need to worry about rushing to the post office when they're done signing.

Customers can also feel reassured that the processes are compliant with regulations and internal standards. Adobe Sign records information about who signed the document, when they signed the document, and other necessary data to provide a clear audit record for each signature. Having this record of data improves auditability and helps ensure corporate compliance requirements from Hitachi Solutions headquarters in Japan.

"Our customers are getting a much more efficient, auditable, and professional experience than they did before, thanks to the integrations between Microsoft Dynamics 365 and Adobe Sign."

Simon Drake
Senior vice president and UK general manager,
Hitachi Solutions Europe Ltd.

Hitachi Solutions

After deploying the Microsoft Dynamics
365 + Adobe Sign integration,
the company achieved:

80%
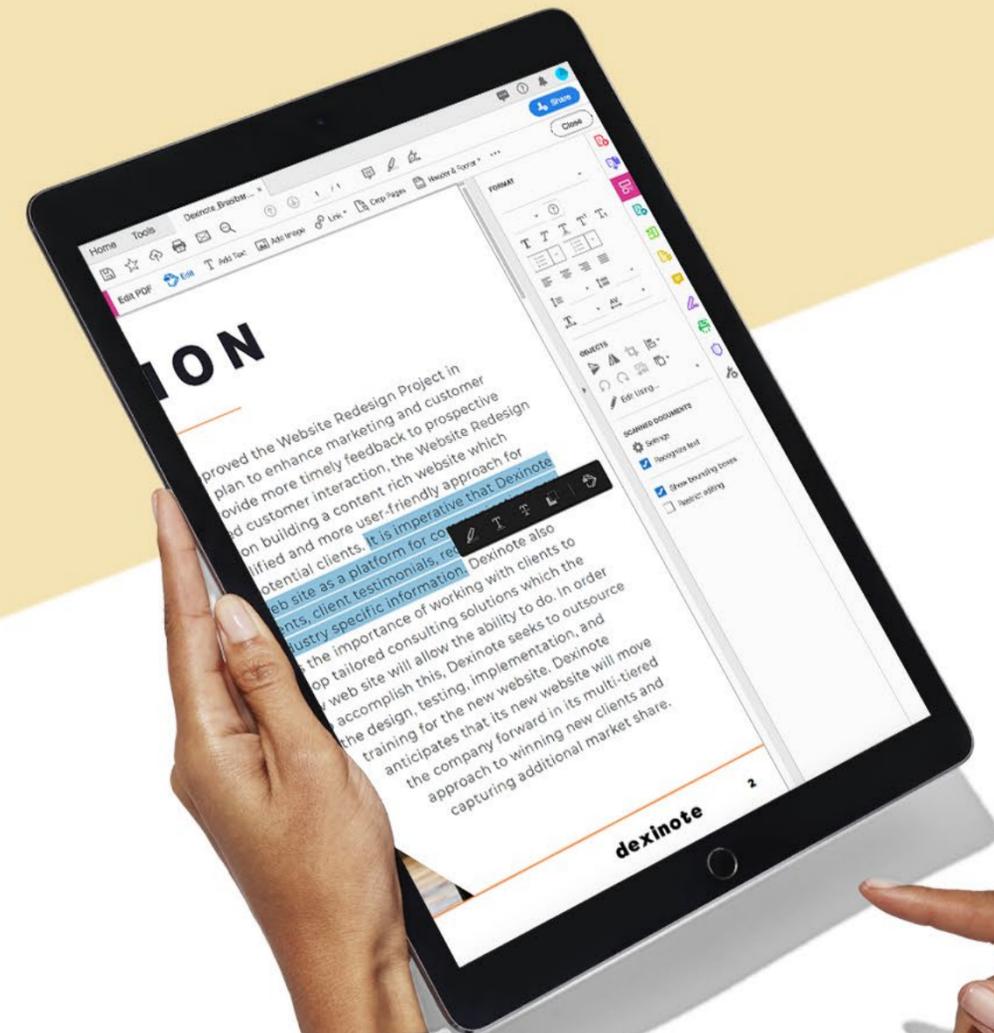reduction in contract
turnaround times

50%
cut in processing times

+hrs
more billable hours
through accelerated
contract finalization

Full
compliance and auditability
with contract tracking
and management

Adobe × Microsoft: Partnering to accelerate your digital transformation.

Adobe and Microsoft are committed to helping organizations with their digital transformation. Our combined solutions drive business efficiencies and deliver end-to-end digital experiences for millions of users around the world.

Find out more about how we can help your organization take the next step in its digital transformation journey.

Contact us

Adobe × **Microsoft**