

DocuSign Leads the eSignature Market as Global Standard

**Technology
Electronic Transaction
Management**

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**Keith Krach
Chairman and CEO**

BIO: Keith Krach has a long history of technology leadership, starting with being GM's youngest-ever vice president at the age of 26 after earning his B.S. degree in industrial engineering from Purdue University and MBA from Harvard University. After 10 years with GM, Keith joined the founding team of Rasna Corporation. Keith helped lead Rasna to be recognized as #3 on the Inc. 100 list of Fastest-Growing Companies. The company was sold in 1995 to Parametric Technologies for \$500 million.

Keith co-founded Ariba in 1996, serving as CEO and chairman of the board for seven years. Keith took Ariba public, achieving a market capitalization of \$34 billion. Ernst & Young named Keith the 2000 National Entrepreneur of the Year, the same year in which he was honored at the World Economic Forum with the Technology Pioneer Award. Following Ariba, Keith founded 3Points, an investment holdings firm, where he was CEO. He has served as an executive and a member of the board of directors for numerous companies. Keith is currently the chairman and CEO of DocuSign, the global standard for eSignature, as well as chairman of the board of Angie's List and chairman of the board of trustees at Purdue University.

About DocuSign: Founded in 2003, DocuSign automates manual, paper-based processes with the only open, independent, standards-based platform for managing all aspects of documented business transactions, including identity management, authentication, eSignature, forms/data collection, collaboration, workflow automation, payments, and storage. DocuSign accelerate transactions to increase speed to results, reduce costs, and delight customers. DocuSign's cloud based eSignature transaction management platform helps companies securely collect information and payments, automate workflows, and sign anything, anywhere, anytime, on any device to do business faster and better.

DocuSign is the global standard for eSignature.



DocuSign provides a dashboard so users can easily track the status of documents, contracts, and agreements – providing complete visibility into the signing process.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Krach, more than 25 million people trust DocuSign but for the few that may not know, would you tell us about DocuSign?

Mr. Krach: DocuSign enables anyone to sign anything, anywhere, anytime on any device. That ranges from real estate contracts to insurance claims, medical forms to critical documents in companies; you name it. DocuSign is secure and legally binding with authentication up front and an audit trail on the backend. You are also able to automatically store your DocuSigned documents safely and securely in the cloud.

CEOCFO: Are there many places where you are not able to use DocuSign, or is it virtually everywhere these days?

Mr. Krach: In the business world DocuSign is virtually everywhere and mainstream. DocuSign has gone from a 'nice to have' to a 'must have' as a business imperative to increase speed to results, reduce costs, and delight customers. There are some exceptions with regard to documents

like wills. If you look at the typical signing experiences of individuals, professionals and businesses of all sizes, it is the vast majority.

CEO CFO: Is there much of a competitive landscape?

Mr. Krach: DocuSign is the clear leader. The biggest competition is pen and paper, the old way of doing business. The beauty is that once you have DocuSigned, you just love it because it saves you so much time. You can DocuSign anywhere and your documents are saved on the DocuSign Global Network for all sign parties to access anytime. DocuSigning is incredibly viral. People who have DocuSign tell their friends because they never want to go back to the old way of doing things.

CEO CFO: Is it difficult to add on devices or is it seamless, a matter of just finding the new device or knowing when it is coming out?

Mr. Krach: DocuSign works with any Internet-connected device. All you need is the browser on your desktop computer, laptop, tablet or mobile phone. DocuSign works natively in Apple iOS, Android, and Windows Mobile.

CEO CFO: How does the digital signing work; what is the process?

Mr. Krach: Individuals who need a document signed simply log in to DocuSign, securely upload their document to the DocuSign Global Network, and then drag and drop STICK-E tabs onto the document – whether for a signature, initials, date, title, check boxes or any other type of information needed. Signers received a link in email, that when clicked, opens the document securely in the cloud. Signers quickly and easily follow the prompts to complete any needed information and sign the document. If they are a first time user, DocuSign will guide them through a quick process to set up their signature. They can create their signature with a stylus, their finger, by uploading a jpeg or taking a photo of their signature, or by typing in their name and selecting a DocuSign script font.

CEO CFO: What is your global reach, are there areas of the world where you would like to have more inroads?

Mr. Krach: So far, we have done business in 188 countries, so DocuSign is clearly global. We have a number of customers for example that have rolled out DocuSign around the world like how HP is rolling it out to all 300,000 employees, with deployment in eighty countries. We are in forty-three languages and salesforce.com has rolled it out throughout the world. DocuSign has become the global standard.

CEO CFO: Is there much government usage?

Mr. Krach: Yes, there are many opportunities in government. Just for example, the State of North Carolina has adopted DocuSign for use for all their agencies and universities throughout the state, Butte County in California is using DocuSign to expedite search warrants to get judge sig-

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- Keith Krach, Chairman and CEO

natures faster at all hours of the day and night, and the IRS will be accepting DocuSign in January 2013. Whenever there is a great deal of paperwork that is a great use case for DocuSign.

CEO CFO: You have some bells and whistles to what you do; what are some of the services that go beyond basic signature?

Mr. Krach: eSignature is really just the tip of the iceberg. Built into the DocuSign platform is user identity management, authentication, forms /data collection, workflow automation, payment, eSignature and storage. Companies can incorporate

DocuSign into different processes in different templates to drive efficiency across their business. We literally have a library of hundreds of these templates. We offer seven levels of authentication to meet our customers' security requirements, and we capture



DocuSign makes it easy for users to create their legally-binding electronic signature, from typing in their name and selecting a font, to uploading an image of their signature, to signing with their finger or a stylus.

information about who signed, what, when and where within a legally binding, tamper proof audit trail.

CEO CFO: Do many of your customers take advantage of the variety of services?

Mr. Krach: Yes they do, absolutely! Typically, our conversations with customers start with the signature, but as soon as customers see the value and immediate ROI payback of the complete solution, many implement DocuSign across their business.

CEO CFO: Do you do much marketing these days or do you sit back and watch people come to you?

Mr. Krach: The beauty is that DocuSign is such a viral product because you have senders who are sending documents for signature to multiple signers. It is amazing when we go into companies to see how many people have DocuSigned already – from home purchases to car loans to opening and managing their investment accounts and more. Our best marketing comes from our customers. For example, salesforce.com uses DocuSign across their business. When they sign up a customer, that customer DocuSign's their Salesforce contract. If you think of all the salesforce.com customers, they are now DocuSign customers, as well.

CEO CFO: What are some of the latest tweaks that you have added?

Mr. Krach: We have added in-person mobile signing where a salesperson

can now close the deal and get the signature right there on the spot. Our payment gateway where you can capture payment along with the signature is another. We have also added deeper support within our product for our insurance and life sciences customers.

CEO CFO: How do you stay on top of all the changing technologies and industry regulations?

Mr. Krach: We have been able to assemble just a great team of experts not only from a technology standpoint, but also from an industry perspective. We are constantly bringing on A-plus players.

CEO CFO: What surprised you most as you went from concept to where you are today?

Mr. Krach: The thing that surprised us the most is: that while we expected people to love the product because it is so easy to use, the level to which they tell their friends and business colleagues about DocuSign has really helped in terms of spreading DocuSign virally and making it mainstream.

CEO CFO: You have a stellar history in business; what have you learned in your other ventures that you bring to DocuSign that has helped DocuSign prosper?

Mr. Krach: If I would focus it down to two things, the first one is the company with the best people wins. It is all about the team and all about getting the team to work together in creating a balanced organization in every functional area. The second thing is the mission of the company being focused around the customer. We measure our success by our customers success, which we love to do on a quantifiable basis where we go into our customers' businesses and we look at the return on investment that they are able to achieve - not only in terms of saving classic costs like printing, scanning, faxing and overnight, but also in dramatic time savings. It is one of the last un-automated places in the enterprise. DocuSign saves our customers a great deal of time and that time really drives the revenue because we all

know time kills all deals so to be able to close customers faster is a huge part of that ROI and that customer benefit, and faster, more efficient processes serve customers better to create a better experience all around.

CEO CFO: When people come to you, are they thinking of ROI or are they just thinking of convenience?

Mr. Krach: It depends on the customer. Many come to DocuSign for the convenience. Many come for the efficiency gains and cost savings DocuSign drives in their businesses, but many come to us because their customers are demanding DocuSign because they have used it elsewhere in their businesses and their lives. It is all about providing their customers convenience and making it easier for their customers to do business with them. Then when they experience that, they are able to see this tremendous return on investment with DocuSign. That is one of the biggest reasons why DocuSign has become a business imperative, going from a 'nice to have' to a 'must-have'.

CEO CFO: Regarding security, you have all these signatures stored somewhere, how do you ensure people that it is safer than other methods?

Mr. Krach: We spend a great deal in terms of our security and certifying our eSignature network, business systems, policies and procedures to meet and exceed the highest international standards including ISO 27001, SSAE 16, TRUSTe and others. We have passed one hundred percent of security audits with the world's largest companies and financial services institutions. Customers trust DocuSign because every document is securely encrypted to protect their information and data.

CEO CFO: What is ahead for DocuSign?

Mr. Krach: We believe that the second half of this decade, the vast majority of signatures will be electronic. We are very fortunate we are in such a leadership position. We see DocuSign continuing to spread across industries as the global standard for



DocuSign makes it easy to send and sign documents with familiar icons that senders 'drag and drop' to note where information, initials and signatures are required.

completing transactions, documents and contracts in the cloud. Our goal is to build a long-term sustainable company that creates lasting value for customers, partners, employees and investors for many years to come.

CEO CFO: Why should the business and investment community pay attention to DocuSign?

Mr. Krach: They should pay attention because of all the business benefits of DocuSign. First of all, it saves them a tremendous amount of money. Secondly, it saves them time. Thirdly, it is much more secure than the old way of doing business with paper and pen. You are able to authenticate your signers upfront. You are able to get that legally binding audit trail on the back end, and you are able to store your DocuSigned documents securely in the cloud. Last, DocuSign helps you delight your customers.

CEO CFO: What should people remember most about DocuSign?

Mr. Krach: We have great investors like Kleiner Perkins, Accel Partners, Google Ventures, SAP Ventures, Comcast Ventures, salesforce.com, the National Association of REALTORS® and others. We have an incredible roster of companies using DocuSign to improve their business results, including HP, Microsoft, Charles Schwab, Fidelity and many others, and we would love the opportunity to serve them as our customer to help them improve their results.



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