

Executive Summary

In recent years, enterprises have increasingly adopted digital strategies that use the customer above all as the focal point. What technologists knew as systems of record and systems of engagement have become systems to win, serve, and retain the customer. Each component plays a much larger, integrated role in providing an outstanding customer experience.

Similarly, as customers have become more digitally savvy and e-signature technology has matured, the market no longer focuses on the foundational capabilities of signing documents without pen and paper.ⁱ Regulations are also evolving to enable widespread use of e-signatures: For example, the implementation of the eIDAS legislation in July 2016 fosters the use of electronic signatures across borders within the European Union.ⁱⁱ E-signature has become a component in a larger system of agreement, where companies have processes and technologies to support the preparation, signing, enacting, and management of agreements.

DocuSign provides an e-signature solution that can accelerate & simplify each part of an organisation's system of agreement – whether it is leveraging templates in contract preparation, providing mobile and API options for e-signature, or intuitive integration with other key parts of the system of agreement like the CRM. DocuSign commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realise by deploying DocuSign. The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of the DocuSign on their organisations.

To better understand the benefits, costs, & risks associated with this investment, Forrester interviewed two organisations that are based in the United Kingdom (UK) and have years of experience using DocuSign. Prior to adopting DocuSign, both had largely manual processes and primarily wanted to eliminate inefficiencies, boost staff productivity, and reduce operational costs.

The results in this report are representative of that of the organisation, USEL. The results have come from an in-depth interview between USEL and Forrester TEI consultants. While the vast majority of information has come from responses within the interview, some information is assumed, or we have used industry averages.

Key Findings

Quantified benefits. The following risk-adjusted present value (PV) quantified benefits are representative of those experienced by the companies interviewed:

- › **Improved processes and employee productivity (£92,904).** This benefit focuses on the productivity gained throughout the system of agreement process. Documents require creation and preparation time & approval and signatures. The USEL use case has an average of three signatories involved, a legacy handling time of 180 minutes (2.99 hours), & a not-in-good-order (NIGO) rate of 10%.ⁱⁱⁱ After deploying DocuSign, the handling time reduces to 90 minutes (1.5 hours), and the NIGO rate drops to 2%. The time saved by impacted staff can be re-invested in other productive tasks.

Benefits & Costs



Hours of gained productivity per transaction:

2.5 hours



Reduction in operational expenses:

£281,614



Printing & follow-on cost avoidance per transaction:

£7.58

Appendix A: Total Economic Impact

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realise the tangible value of IT initiatives to both senior management and other key business stakeholders.

Total Economic Impact Approach



Benefits represent the value delivered to the business by the product. The TEI methodology places equal weight on the measure of benefits and the measure of costs, allowing for a full examination of the effect of the technology on the entire organisation.



Costs consider all expenses necessary to deliver the proposed value, or benefits, of the product. The cost category within TEI captures incremental costs over the existing environment for ongoing costs associated with the solution.



Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. Having the ability to capture that benefit has a PV that can be estimated.



Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.



Present value (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.



Net present value (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made, unless other projects have higher NPVs.



Return on investment (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.



Discount rate

The interest rate used in cash flow analysis to take into account the time value of money. Organisations typically use discount rates between 8% and 16%.



Payback period

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

Appendix B: Supplemental Material

Related Forrester Research

“Defining the Online Marketing Suite,” Forrester Research, Inc., October 17, 2007

Online Resources

More information about computer animation is available at [[www.link.com](#)].

Appendix C: Endnotes

ⁱ Source: “The State of E-Signature Implementation,” Forrester Research, Inc., October 27, 2017.

ⁱⁱ Source: “Vendor Landscape: E-Signature, Q4 2016,” Forrester Research, Inc., October 12, 2016.

ⁱⁱⁱ Not-in-good-order (NIGO) is an oft used term to represent any type of error during an agreement or contract process. These errors would typically cause the process to take longer or restart, resulting in lost productivity for the individuals involved.