



Work Like Tomorrow.™

SIGN, SEND & SHARE BUSINESS DOCUMENTS WITH PDF AND eSIGNATURES

SAVE TIME, ENHANCE PRODUCTIVITY AND
SPEED BUSINESS TRANSACTIONS

KOFAX

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INTRODUCTION

As companies evaluate various digital transformation strategies today, many choose to implement electronic signature (eSignature) solutions. Doing so is a smart business decision. Not only does the technology deliver many benefits associated with going paperless—such as time and cost savings—but it successfully automates the last mile of critical transactions to significantly accelerate the signing process. eSignature technology is a natural fit for organizations of any size and in any industry, including legal, financial services, real estate, healthcare and more. Yet as companies seek the ideal solution, they should value those that are capable of integrating with applications, workflows and business tools their employees already know and use. PDF software is the perfect example. As one of the most common tools for creating, editing and sending vital business documents, PDF can become more effective with integrated eSignature capabilities. Giving users the ability to digitally sign, send and validate PDFs using a familiar application goes a long way to driving adoption and ensuring the entire business reaps the full potential eSignature technology offers. This white paper presents an overview of eSignature technology and its benefits and how the right solution automates critical business transactions. More, it describes the opportunity that exists by selecting and deploying a PDF application with integrated eSignature capabilities. Kofax Power PDF delivers a valuable eSignature feature from DocuSign, and how all organizations can take advantage of this new integration for maximum business gain.



THE NEED FOR eSIGNATURES

Many organizations are succeeding with various digital transformation strategies, but others experience bumps in the road, along the way. According to research from Forrester Research, 98 percent of companies reported negative revenue impact as a result of poor transaction management processes. Not surprisingly, 80 percent of decision makers in these same organizations said that they had a “clear” or “pressing” need for a digital transaction management solution. A closer look at a typical business transaction process shows why this is true—and conversely, what companies stand to gain by getting it right. Important business documents require wet signatures to be collected from employees, partners, customers and vendors. Printing, scanning, faxing and other supporting processes are extremely time-consuming and labor-intensive, and can often include expensive overnight shipping of paper documents to complete a transaction.

Such an approach causes companies to miss other opportunities, too. Many organizations are already using a fully automated document management system, yet the final step in an important transaction—“the last mile”—requires users to break away from automated workflows to sign documents. Not only does this prevent companies from reaping the full benefit of any investments in automation solutions and larger digital transformation efforts, but this step also adds unnecessary delays and costs to what could be a completely digital process.



98% of companies reported revenue impact from poor transaction management.

- Forrester Consulting



THE eSIGNATURE OPPORTUNITY

Companies of all sizes are now turning to innovative eSignature technology to overcome these challenges. The right solutions help completely auto-mate digital transactions, deliver the benefits of going paperless and help companies maximize digital transformation efforts. These benefits add up to a powerful business advantage: Research has shown that digital-forward companies are 50 percent more profitable than the competition.

eSignature technology provides easy-to-use tools for digitally signing and authenticating documents and forms. Using these tools enables businesses to complete approvals and agreements in mere minutes—not days or weeks—from almost anywhere in the world. eSignature solutions are capable of quickly transforming any paper-based process to a paper-free process by:

- Enabling anyone—inside or outside the organization—to sign any time, from any mobile device
- Speeding up signature-related process and facilitating faster turnarounds
- Reducing paper-related costs, such as printing, scanning, and using couriers
- Promising the same level of security and trust that exists with conventional documents
- Offering a rapid return on investment and a low total cost of ownership

By providing all of these benefits, eSignature technology becomes a better, and productive way for businesses to transact with customers, partners, vendors and employees on a global scale.



A TRUSTED—AND LEGAL—WAY TO DO BUSINESS AROUND THE GLOBE

If companies are still questioning the legality of eSignatures, it is important to note that they are legal, trusted and enforceable for most business transactions around the world.

In the United States, the Uniform Electronic Transactions (UETA) Act and the Electronic Signatures in Global and National Commerce (ESIGN) Act give electronic signatures the same legal status as handwritten signatures, making them equal, valid and 100 percent legal, according to current signature law.

The European Union's Electronic Identification and Trust Services Regulation (eIDAS) Act also makes eSignatures legal and enforceable. Many other countries have similar laws to recognize the legality of electronic signatures and promote their use.



KEY CONSIDERATIONS WHEN EVALUATING ESIGNATURE SOLUTIONS

There are a number of considerations any company should carefully weigh as they select and deploy any eSignature technology.

Is the solution easy to use?

Any eSignature solution should be extremely easy to use for everyone in the organization. The experience should include a fast, intuitive signing process that takes no more than 10 seconds, or one or two mouse clicks to complete. Such an experience helps eliminate resistance from even the most tech-averse employees and goes a long way to reduce the load on busy IT support staff. Additionally, effective eSignature technology should also provide all of the features that are important to the organization's established way of working, such as graphical signatures, customizable signatures and initials, the ability to include multiple signatures on a single document, batch-signing processes and multi-language support.

Can users sign documents using existing applications and tools?

The paperless world requires the same flexibility as experienced when working with paper documents. After all, the type of document doesn't matter when it comes to signing it. It can be a form, invoice, estimate, typed contract or other type of document. This means that the right

eSignature tool should ideally enable users to sign documents using familiar, existing content-authoring applications. These include common applications such as Microsoft Word, Excel and Outlook as well as PDF and other applications.

Will this solution integrate with existing content applications and workflows?

Organizations that have invested in automation can gain the full benefit of their investment by adding an eSignature solution. This has the primary benefit of eliminating the need to re-introduce paper into a transaction workflow just to collect signatures. Yet the right solution should seamlessly integrate with existing content, document management, and/or workflow automation systems the organization may already be using, such as SharePoint, OpenText, Oracle and more.

Can an eSignature tool help mitigate information security risks?

All companies today are responsible for protecting their business while complying with stringent privacy policies and legal regulations. Effective eSignature solutions should play a role in these processes; specifically, by enabling companies to safeguard confidential information and maintain a secure chain of custody. It should include functionality such as audit logs to record date and time stamps as well as authentication methods, in order to easily verify execution status and signature validity.



ESIGNATURE SOLUTIONS NEED TO INTEGRATE WITH EXISTING SOLUTIONS



Applications

Microsoft Word
Microsoft Excel
Microsoft Outlook



Content Management

Open Text
Office 365



Document Management

SharePoint
NetDocuments
iManage



PDF Software

Kofax Power PDF

As one of the most common tools for creating, editing and sending vital business documents, PDF can become much more effective with integrated eSignature capabilities.



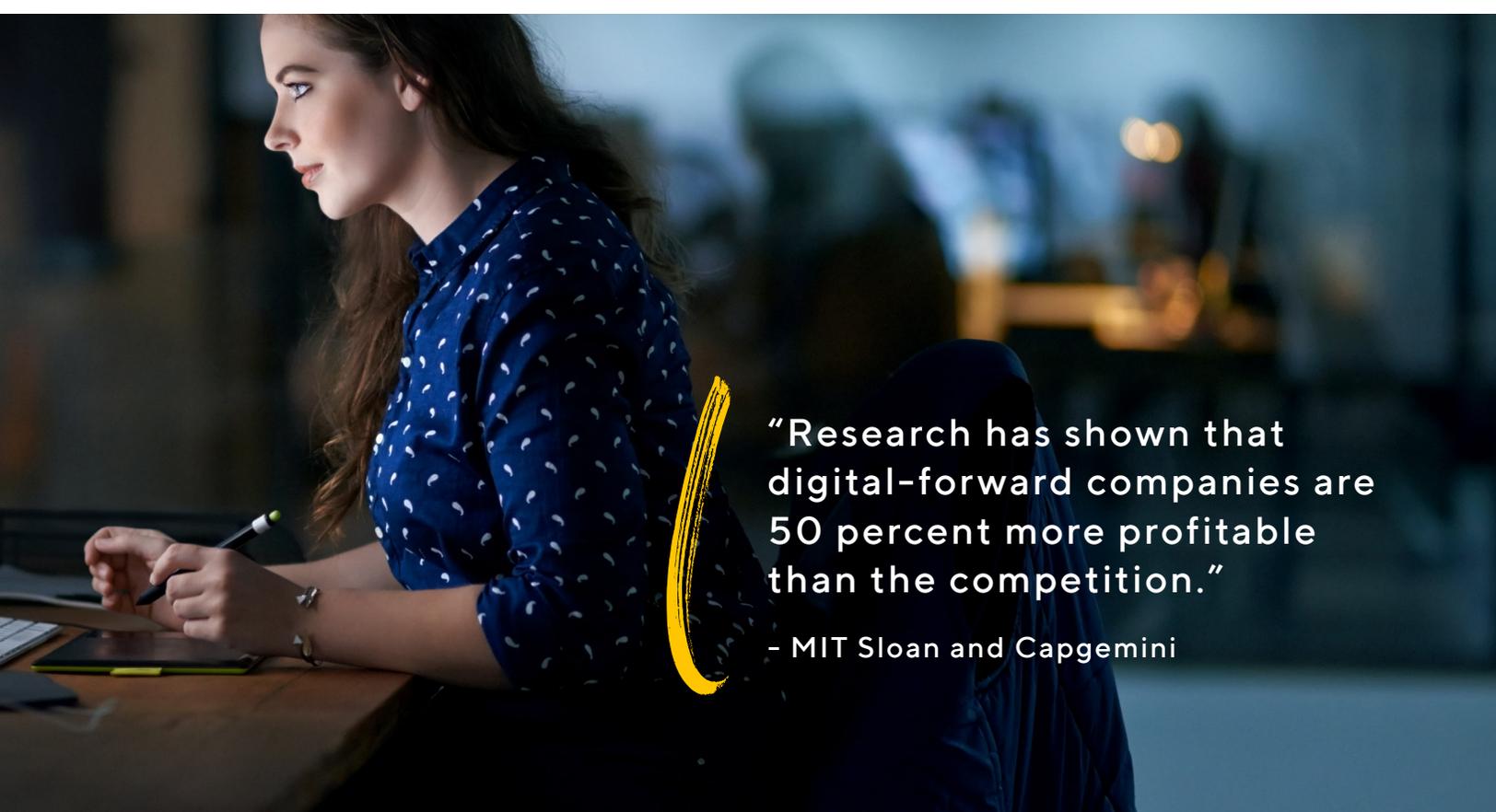
eSIGNATURE CAPABILITIES IN KOFAX POWER PDF

As described earlier, organizations benefit the most from eSignature capabilities when they are integrated and available in tools already in use in the workplace, such as PDF software. This experience represents a double productivity gain: Users can now take advantage of an eSignature solution to automate and improve business transactions, while accessing these new capabilities in a familiar PDF application they're already comfortable using.

This scenario now exists within the Kofax Power PDF application. Any user can digitally sign, send and share important business documents using integrated e-signing functionality from DocuSign or Kofax SignDoc within the Power PDF application. This powerful, yet intuitive, integration enables users to complete approvals, agreements and other business transactions much faster than old-fashioned, pen-and-paper approaches, helping eliminate printing, faxing, overnighting and other administrative hassles forever.

Accelerate the speed of business, even "on the go"

With Power PDF, users can sign, send, track and manage the signing processes, even when they're out of the office. They can scan paper documents or collect in-person signatures using a mobile camera. Power PDF supports Microsoft Surface and other touch-enabled devices, enabling users to sign PDF documents on a tablet or mobile device using a pen or even their own finger. All of this helps streamline important processes and accelerate business transactions—even when employees aren't in the office.



"Research has shown that digital-forward companies are 50 percent more profitable than the competition."

- MIT Sloan and Capgemini



SIGNING DOCUMENTS IN POWER PDF

With DocuSign's eSignature capabilities built-in to Power PDF, users can securely sign and send important documents right from the application.

- 1 Upload a document**
Create or open a PDF from a computer, mobile device or popular file-sharing site (Box, Dropbox, Google Drive, OneDrive).
- 2 Sign**
Sign or request signatures on any document or any PDF.
- 3 Edit**
Add the names and email addresses of the signers and other recipients, and specify the order in which they should sign.
- 4 Place fields and send**
Drag and drop DocuSign fields to indicate where a signature, initial or date is needed.
- 5 Go mobile**
Sign documents using a finger or a pen on a mobile device.



INDUSTRY EXAMPLES

The Power PDF–DocuSign integration makes it possible for companies in a wide range of industries to improve specific tasks and workflows and achieve superior business results.

Real estate

Whether it is buying, selling or refinancing, real estate agents, and brokers face a lot of paperwork. Now using the eSignature capabilities built-in to Power PDF, anyone involved in a real estate transaction can complete various steps and agreements quickly and securely—in the office or on the go. The entire experience also helps agents impress prospective clients and provide better customer service, leading to a competitive advantage over other agencies and firms.

Financial services

Financial services companies automate the majority of customer-facing processes, yet far too many still rely on wet signatures to complete a business transaction. With Power PDF any financial service company can automate steps related to account opening, signature requests, loan approvals, financial transactions and more. It eliminates the need to print and ship documents, reducing timeframes from weeks or days to mere minutes, increasing transaction speed by 80%.

Law firms and legal departments

Law firms and legal departments must still manage a high number of paper documents. The Power PDF e-signature integration improves the way they manage non-disclosure agreements, business contracts, client matter and many other sensitive documents. Power PDF provides a better way to securely store important documents as long as specific retention policies require.

Healthcare

Healthcare is another example of an industry heavily reliant on paper documents and forms. Yet as healthcare organizations look to provide high-quality, cost-effective care, many are looking for ways to reduce their use of paper forms and documents. With Power PDF and DocuSign, a healthcare organization automates vital tasks and processes such as patient onboarding, consent forms, medical records updates, notices of privacy practices and more. Such automation can help save time, provide better patient care, and even improve compliance with HIPAA and other regulations.



CONCLUSION: REDEFINING 'BUSINESS AS USUAL'

Digital technologies have transformed—and in many cases, significantly improved—the way traditional business practices are done. As result, many organizations are currently seeking “digital transformation” strategies to increase efficiencies, provide better customer service, operate more effectively and improve their overall competitive edge. With so much perceived upside, it’s not surprising that 93 percent of IT leaders and 76 percent of line-of-business leaders consider digital transaction management “important to the success of their business.”

Electronic signature technology is a perfect example of how effective digital tools are transforming old-fashioned, analog practices—in this case, handwritten signatures and related manual support efforts. eSignature solutions enable users and their organizations to automate business-transaction processes from end to end. It’s a real advantage: This approach dramatically accelerates transaction times, while also contributing to increased productivity, decreased costs and better customer experiences.

We recognize the vast potential eSignature technology represents and partnered with DocuSign, a leading provider of electronic signature services, to integrate its eSignature technology into Kofax Power PDF. In the future, users of Kofax SignDoc will also be able to leverage signing capabilities from within Power PDF. With this integration, anyone using Power PDF can sign, send and securely share important business documents, without ever leaving the Power PDF application. This new tool helps users save time and become more productive, so they can focus on what is really important— getting business done.

For more information, visit www.kofax.com/powerpdf.

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