

# The ROI of *SignNow*

5 POINTS OUTLINING HOW SIGNNOW CAN SAVE YOU MONEY & TIME.



**CLOSE DEALS FASTER**



**MAXIMIZE STAFF EFFICIENCY**



**CUT UNNECESSARY COSTS**



**AVOID COSTLY ERRORS**



**ELIMINATE LOST FILES**

A Product by

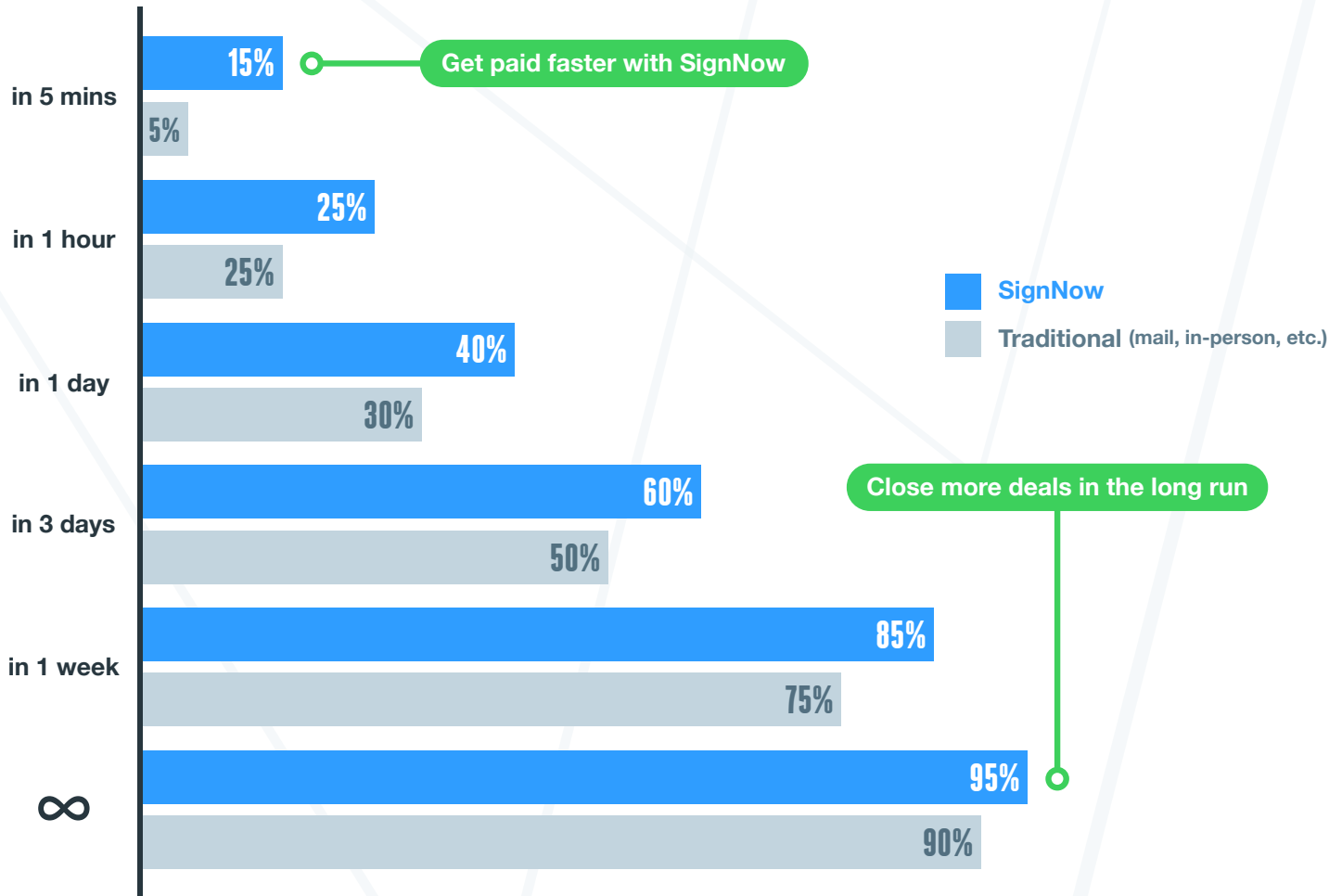


Barracuda



# CLOSE DEALS FASTER

WHAT % OF DOCUMENTS GET SIGNED AS TIME PASSES?



## Get Paid Faster

Many SignNow customers sign while on the phone with sales reps or immediately afterward. This shortens the average time to sign from 6-14 days to minutes, reducing the payment cycle by a similar amount.



## Close More Deals

SignNow lowers the amount of friction for a signer to close a transaction with you by making it simple for them to do so anywhere from any device. On average, SignNow improves close rate by more than 5%.



# MAXIMIZE STAFF EFFICIENCY

EMPLOYEES SPEND A LOT OF TIME HANDLING DOCUMENTS.  
SIGNNOW GIVES THEM TIME BACK FOR MORE VALUABLE WORK.

TRADITIONAL SIGNING METHODS

**Print, sticky note, and mail.**

△ **The Problem:** It's expensive, slow, error-prone, costly, and labor-intensive.

**Email or fax for signing.**

△ **The Problem:** It's difficult to track, insecure, and forces your signers do extra work.

**Sign in person, together.**

△ **The Problem:** It's very slow, time consuming, and difficult to schedule with both parties.



Save 20 mins



Save 10 mins



Save 30 mins to 3 hrs

*SignNow*

It is easy to set up, doesn't require scheduling, is great for your signers, tracks everything automatically, and speeds up your process.

"I can't believe how much more my employees are able to get done now that SignNow has drastically reduced the number of hours we spend processing paperwork."

Jason Gilboa, Equipment Sales

**SIGNNOW LETS YOUR STAFF FOCUS ON YOUR CORE BUSINESS.**



# CUT UNNECESSARY COSTS

EVERY FORM OF SIGNING HAS COSTS



The costs associated with physical paper are around 25 cents per document and \$20 per document if being sent elsewhere. The most common costs are to print, send, and store documents. The average cost of this is from 30 cents to over 20 dollars, depending on the signing method. This does not include any of the costs associated with replacing documents, correcting errors, and the other labor involved in the signing process. These are the most costly aspects of any signing transaction.

**“SignNow literally paid for itself in the first month on miscellaneous office supplies alone. Our CFO is its biggest fan.”**

**Meghan Ellis, National ECommerce Site**

**SIGNNOW PAYS FOR ITSELF INSTANTLY IF YOU SHIP OR PRINT AT ALL.**



# AVOID COSTLY ERRORS

DOCUMENTS OFTEN GET SIGNED INCORRECTLY.  
SIGNNOW PREVENTS THIS WITH ELECTRONIC CHECKS AND BALANCES.

## Cost to Review for Errors



Avg staff cost is \$1.83 per doc, based on 5 mins per doc at \$22/hour.



With SignNow the avg staff cost is \$0.17 per doc.

## Cost to Redo Signatures



Avg staff and materials cost is \$4-\$24 per doc.



With SignNow the avg cost to redo documents is \$1.20.

## Risks of Missing Signatures



SignNow prevents hidden catastrophic form and signature errors.

“With SignNow there are fewer points of failure. We went from not getting it done right the first time about 20-30% of the time to pretty much always right the first time.”

Lionel Gore, Managing Director, Financial Firm

**SIGNNOW DRAMATICALLY REDUCES RISK AND COSTLY ERRORS.**



# ELIMINATE LOST FILES

TRADITIONALLY SIGNED DOCS ARE EASILY LOST AND HARD TO AUTHENTICATE.



## Never lose a file again.

At the average company, each staff member spends 38 hours per year searching for lost documents. This is almost a full work week. At the national average hourly wage of \$22.01 this is an actual lost cost of over \$836 per employee per year. On average, each lost document ultimately costs over 25 hours and \$500 to recreate. Not only are lost documents one of the most painful experiences to deal with, they are extremely expensive. SignNow makes it easy to find your documents electronically, in seconds.



## Authenticate documents much more easily.

People do not normally consider how important it can be to be able to prove whether someone signs until they have a costly event occur. In one recent example, two owners of the Los Angeles Dodgers were disputing ownership of the team. Each owner had different signed and notarized versions of the contract. Because it was done on paper, there was no way to determine which was valid. This confusion cost millions in a deal worth over \$1B. SignNow makes it easy to prove exactly which version was signed.

**“Six months ago we lost a critical signed document. It took two executives and three others to dig around for it. SignNow has saved us that hassle permanently.”**

**Jennifer Simard, CMO of Bear Insurance Group**

**SIGNNOW ELIMINATES THE STRESS AND INEFFICIENCY OF RETRIEVING LOST FILES.**



# CONCLUSION

**SIGNNOW INCREASES REVENUE AND CUTS COSTS  
THE AVERAGE FIRST YEAR ROI IS 7X**



**CLOSE DEALS  
FASTER**



**MAXIMIZE STAFF  
EFFICIENCY**



**CUT UNNECESSARY  
COSTS**



**AVOID COSTLY ERRORS**



**ELIMINATE LOST FILES**

SignNow is designed to solve business problems and accelerate the rate at which you do business. Our global customer base has used SignNow to save millions of staff hours and thus focus on their core business. Start a free trial today to become a believer.

**GET IN TOUCH WITH SALES TO FIND OUT HOW MUCH YOU CAN SAVE!**



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