



NEWS RELEASE

Aragon Research Again Highlights DocuSign as Leader in Digital Transaction Management

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SAN FRANCISCO, Dec. 21, 2015 /PRNewswire/ -- Aragon Research, a leading technology analyst firm, released its latest research note highlighting DocuSign in the leader category in DTM – a market the firm notes is poised for explosive growth to \$30 billion by 2020. The note – Aragon Research Tech Spectrum™ For Digital Transaction Management 2015 – also mentions the tremendous value organizations are achieving by going fully digital.

"By the end of 2017, we predict that 65 percent of enterprises will retire legacy paper-based processes in favor of those based on DTM," noted Aragon Lead Analyst Jim Lundy. "We're witnessing CEOs pushing for DTM-based processes because they have seen it help accelerate revenue, drive efficiencies, improve profitability, enhance the customer experience and ensure compliance."

In the note DocuSign is recognized as a performance and strategy leader: "DocuSign, based in San Francisco, has been a driving force in the shift to Digital Transaction Management. The company pioneered the shift to mobile via its intuitive mobile app that allows anyone to sign and return documents for free. This approach has driven broad international awareness and rapid growth to the point where the company's name is almost a verb. Additionally, due to DocuSign's focus on its APIs and SDKs, it has become a de facto DTM platform, putting it on par with other platform offerings such as Google, Microsoft and Salesforce."

Keith Krach, chairman and CEO, DocuSign, said that the company measured its success by its customers' success. "We're thrilled to see this captured in the latest Aragon Research report – companies of all sizes, industries and geographies are making every approval, decision, contract and workflow 100% digital with DocuSign. More and more countries, companies and consumers are choosing to put an end to the paper chase and 'Just DocuSign It' instead."

Aragon notes that many business processes are overly-complex and would benefit from automation; that all companies face the need to accelerate speed-to-revenue; and that paper-based processes waste millions of dollars annually. The research helps individuals and companies understand the current state of the DTM space, offers insight for companies of all sizes that are considering making the digital transformation, and provides guidance for selecting the best DTM solution.

This latest research builds on Aragon's research note from March of last year – Digital Transaction Management: The New Way Ahead for Digital Business – where the firm predicted the DTM market will grow faster than almost any other area of business. Aragon not only highlighted DocuSign as a category leader, but also as the company spearheading the creation of an industry standard in the form of the xDTM Standard.

For more information on the Aragon Research Tech Spectrum, visit www.aragonresearch.com. For more on DocuSign's industry-leading DTM platform, visit www.docusign.com.

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