



NEWS RELEASE

## DocuSign Unveils 'Invest for Europe' Initiative in Advance of New EU Regulation

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LONDON, June 7, 2016 /PRNewswire/ -- DOCUSIGN MOMENTUM '16 – DocuSign, the global leader in eSignature and Digital Transaction Management (DTM), today announced its 'Invest for Europe' initiative. As part of that, the company unveiled its new Standards-Based Signatures suite, Hybrid Cloud deployment offerings, three European data centres with two more under construction, and a new Trust Service Provider Program. It also noted the expansion of the xDTM Standard Association with a new European Advisory Board. In total, today's news empowers European organisations to make the digital transformation with trust and confidence.

While that transformation is high on the agenda for European organisations of all sizes, companies had to focus on eSignature compliance in each EU member state instead of choosing the best solution for their customers. As of 1 July, the new eIDAS EU-wide regulation will simplify and standardise eSignatures laws, promoting a single digital market in the EU. The result will accelerate Europe's digital transformation and facilitate electronic commerce with the rest of the world.

"DocuSign's investment in Europe seems perfectly timed for the new regulation taking effect in July," said Paul Achleitner, chairman of Deutsche Bank and board member of Daimler and Bayer. "The combination of this new regulation change and the expansion of the DocuSign Global Trust Network will facilitate Europe's digital transformation."

At the DocuSign MOMENTUM '16 London conference today, the company showcased how its platform is enabling companies to automate and manage their entire digital workflows, while natively providing eSignatures that comply with the eIDAS regulation. DocuSign's new Standards-Based Signatures suite will ensure that companies of all sizes can compete at speed and scale in a market where eSignatures are now standardised across the EU.

"By leveraging the regulation change that is around the corner, DocuSign is ready to further empower Europe's digital transformation," said Keith Krach, chairman and CEO, DocuSign. "This required the boldest initiative in our company's history in terms of size, scope and magnitude of investment. It encompassed two years of technology breakthroughs, extensive platform development, three global acquisitions, and data centres in Amsterdam, Frankfurt and Paris."

DocuSign also highlighted its latest customer-driven innovation with a new Hybrid Cloud deployment option. Available this autumn, it allows enterprises to use DocuSign's Standards-Based Signatures suite while maintaining control over the authentication of signers – as well as the security and residency of their data – all from behind their own firewall.

"Our Hybrid Cloud is designed for companies that require enhanced levels of control due to specific regulations or organisational policies, allowing them to manage risk and compliance in the way that works best for them," noted Ron Hirson, head of product, DocuSign. "Combined, our latest innovations help EU companies to go fully digital by giving them more choices for their business."

"At the Annual Meeting of the World Economic Forum in Davos this year, global leaders convened to advance the Fourth Industrial Revolution that will transform our world and economies like nothing before," said Jim Hagemann Snabe, board member at the World Economic Forum, SAP, Allianz, Siemens, Maersk Group and Bang & Olufsen. "The European regulation change will accelerate the DocuSign Global Trust Network to enable fast, frictionless, secure transactions across Europe and around the world."

The DocuSign Global Trust Network brings the power of European and global strategic investors including SAP, Deutsche Telekom, BBVA, Salesforce, Microsoft, Visa, Google, Intel, Dell and others. DocuSign recently announced strategic partnerships with IBM, Cisco and Deloitte joining the DocuSign Global Trust Network during the company's MOMENTUM '16 San Francisco customer, developer and partner conference in April.

"Core to Deutsche Telekom's success in serving our customers is making the digital transformation to operate as a fully digital business, while bringing innovations in digital technology to our customers," said Tim Hottges, CEO of Deutsche Telekom, chairman of T-Mobile, and board member of BT. "DocuSign makes every decision, approval, workflow and signature fully digital so anyone can transact business anytime, anywhere, on any device with trust and confidence. Our strategic relationship with DocuSign as the global standard for Digital Transaction Management has not only become a high priority ingredient in our own digital transformation, but has also helped our customers go digital to keep life and business moving forward."

As part of the news today, DocuSign also detailed its new Trust Service Provider program. The company is

expanding its partner program to include Certificate Authorities (CAs) and Trust Service Providers (TSPs). This enables customers across Europe to enhance local trust in their solutions by integrating proven partner services such as identity proofing, identity management, and document archiving. Athens Exchange Group, Intesa IBM and Firmaprofesional are among the latest to join DocuSign's Partner Program.

"Our shift to digital is absolutely focused on fulfilling our customer's need for data and analysis that matters to their business," said William Lewis, CEO of Dow Jones (News Corp), and publisher of the Wall Street Journal. "Dow Jones operates across multiple European markets and will join other businesses in welcoming the increased confidence eIDAS will bring to digital transactions."

In related news, the xDTM Standard Association, of which DocuSign is a founding member, announced the launch of a new European Advisory Board. BASF, Linklaters, Olswang, SAP and others have joined the board in support of creating a trusted digital environment that protects and empowers organisations and consumers to conduct business securely anywhere in the world. Key compliance requirements of the xDTM Standard include security, assurance, privacy, validity, availability, scalability, universality, and interoperability.

"As the world's leading chemical company, BASF operates factories and warehouses in nearly all countries of the world serving virtually all industries," said Robert Blackburn, president of BASF. "The new European regulation coming into effect next month will help us to leverage the DocuSign Global Trust Network."

For more information on DocuSign, visit [www.docusign.co.uk](http://www.docusign.co.uk). For more information on the DocuSign Summer '16 Release, please visit <http://docusign.com/blog/dive-into-the-docusign-summer16-release>. And for more on DocuSign MOMENTUM '16 London, visit

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