



NEWS RELEASE

DocuSign acquires tech rights and hires team from machine learning startup, Appuri

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SEATTLE, Dec. 19, 2017 /PRNewswire/ -- To help enhance the advanced analytics within its products and business processes, DocuSign – the global e-signature and digital transaction management leader – today announced that it has entered into an agreement to acquire the IP rights and hire employees from Seattle-based machine learning and data platform startup, Appuri.

Under the terms of the deal, DocuSign acquired a license to Appuri's source code, along with the rights to advance the technology independently. The majority of Appuri's team – including the founders, Damon Danieli and Bilal Aslam – will also join DocuSign's product development group.

The deal resulted from a pilot project that DocuSign and Appuri had been running together over the past few months. DocuSign will now integrate Appuri's machine learning and artificial intelligence technology directly into the DocuSign platform, and Appuri's products will no longer be sold separately.

"As an early adopter of Appuri's machine-learning-based audience segmentation technology, we had an opportunity to get to know the people and underlying platform developed by the company. It quickly became clear that there was a good technology and team fit – one that was consistent with our product plans, and one that would deliver great value to our customers," explained Tom Casey, SVP of engineering at DocuSign.

Danieli, now a vice president of engineering at DocuSign, explained that Appuri was founded to help companies to engage their customers the right way at the right time – from enabling more intelligent front-line conversations to delivering perfectly-targeted marketing messages and product experiences.

"As we began working with DocuSign, it was clear there was an opportunity for us to bring the capabilities of our own platform to a much broader global audience. The technology strategy and product development culture is a great fit for us. That's why this deal makes perfect sense, and our team is incredibly excited about our future as part of DocuSign," said Danieli.

For more information on DocuSign, visit www.docusign.com, and Appuri can be found on the web at www.appuri.com.

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