

DOCUSIGN – INNOVATION IN A SENSITIVE MARKET



Learning about digital contract. Photo: TR/MH

Switzerland seems to be reluctant to innovations in the sector of electronic signatures and smart contracts. The more interesting it was for connectUS to learn more, at DocuSign in San Francisco, about what would be possible in this sector and how far developed it is within the United States.

In an interesting presentation Bryan Fong, Senior Product Marketing Manager at DocuSign, introduced DocuSign as a company and its products in further detail. DocuSign is changing how business gets done by empowering more than 250,000 companies and 100 million users in 188 countries to sign, send and manage documents anytime, anywhere, and on any device. DocuSign replaces printing, faxing, scanning and overnighting documents with the easiest, fastest, most trusted way to make every approval and decision digital.

Furthermore, as the presentation was held in an open and interactive manner, topics like the implementation of DocuSign's products in Switzerland have been discussed. Switzerland is known for its conservativeness when it comes to contracts. Think about contracts of employment or assurance contracts with various pages and various steps of approval and one can see that the Swiss love to sign documents by hand. But

do people in Switzerland really love to sign everything by hand? Of course documents that need to be signed usually are of a more sensitive nature in terms of containing payment or health information or in general, personal data. But still a respectable amount of people ask themselves why it is not possible to directly sign a contract or a new assurance policy on ones phone. This may be a matter of laws and regulations in Switzerland which need to be reformed in order to allow a company like DocuSign to launch their product as well as make it legally binding. Nevertheless, DocuSign is simplifying and speeding up the whole process of signing, sending and receiving a document by digitalizing it. Now just imagine that your application to a certain job just has been accepted, would it not be great to directly sign the new contract on your phone or tablet? Yes it would! And within the United States this is already possible with the product of DocuSign. Even major assurances and banks in the United States accept the mentioned digital signature.

In the end, Switzerland needs to make a move towards digital innovation and start reforming laws and regulations because digitalization will come no matter how prepared one is for it. TR



At DocuSign. Photo: DocuSign employee