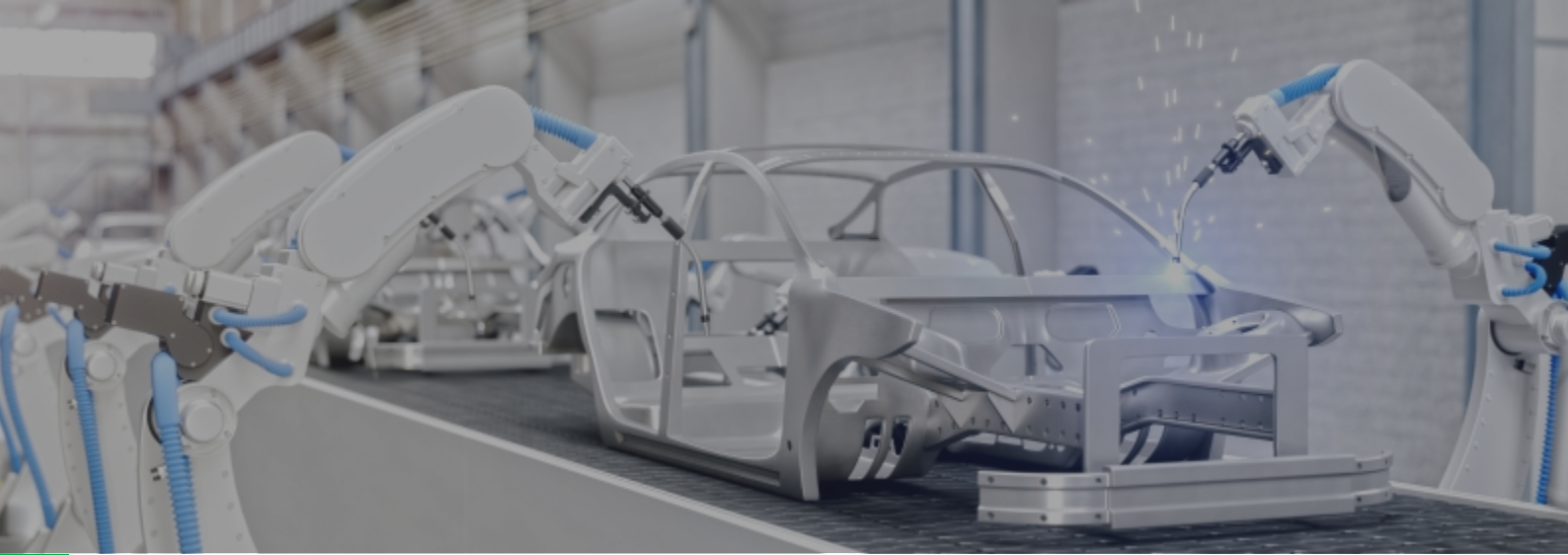




North America's Largest Automobile
Manufacturer Switches Lanes from
DocuSign to Certinal



About North America's Largest Automobile Manufacturer:

The North American subsidiary of one of the oldest car manufacturers (founded in 1983) in the world, manufactures and sells branded cars, sport utility vehicles, and pickup trucks through a network of approximately 1293 dealers in the United States, including 187 independent dealerships, 38 retailers, and 45 commercial vehicle dealers in Canada.

With such an extensive network of dealers and customers, a quick and seamless contracting process is critical to delivering business success and customer satisfaction. eSignatures are central to their digital transformation process.

North America's largest automobile manufacturer used DocuSign for their eSignatures, but faced multiple ongoing challenges.



Challenges faced with DocuSign

Higher Total Cost of Ownership:

- ❖ Priced higher than market rates.
- ❖ Inflexible pricing as there was no bifurcation between internal & external wrappers.
- ❖ Specific features such as templates and cloud document storage are additionally charged in the enterprise plan.
- ❖ Enterprise plans do not include premium features required to comply with specific regional requirements, and the customer had to incur additional costs.

Overall, despite the enterprise scale and size of North America's largest automobile manufacturer, the commercial terms they received from DocuSign were inflexible and had many additional costs and add-on fine print price elements.

Higher Turnaround Time:

- ❖ The customer was not receiving a quick turnaround time for their ongoing support and service requests resulting in significant dissatisfaction and lower adoption by their end-users.

Gaps in Existing Solution:

- ❖ The DocuSign eSignature solution did not provide real-time status tracking in Contract Lifecycle Management (CLM) solution.
- ❖ Further, the CLM sender information was not captured in the DocuSign eSignature solution, nor were the signer emails and audit reports.
- ❖ Usage and transaction detail reports were not formatted, making it reasonably challenging and time-consuming to understand and derive usable insights.
- ❖ 2-factor authentication only allowed 50 SMS in the enterprise plan, which in turn compromised security aspects.
- ❖ These issues resulted in a material compromise of security, audit, and adoption requirements.

Higher costs, turnaround time, and inflexibility faced by the automobile manufacturing company due to their integration with DocuSign



| Business Objective:

- ❖ Contract execution using a native eSignature solution integrated with CLM and standalone enterprise eSignature portal.
- ❖ Global roll out with a single eSignature solution across regions such as the US and Mexico, with plans for roll-out in Australia.
- ❖ To get a competitive pricing difference from their existing regional eSignature provider while rolling out the eSignature solution in different regions and subsidiary companies.

| Use Cases:

- ❖ US and Mexico branches have Standard eSignatures (SES) as their primary contract signing case with CLM.
- ❖ The eSignature solution must support senior executives' mobile and tablet signing.
- ❖ Mexico branch required Advanced eSignatures (AES) for high-value contracts with integration to qualified TSP.
- ❖ The automobile manufacturer plans to roll out a native eSignature solution integrated with CLM in Australia.



North America's Largest Car Manufacturer's Migration from DocuSign to Certinal eSign

- ❖ The customer was previously aware of the benefits of digital and used DocuSign to sign, send, and manage business documents as their existing eSignature solution. However, they wanted to seek a native eSignature solution that mitigates their current challenges and gaps while ensuring a smooth transition with a simple switch.
- ❖ The automobile company with a revenue of \$6 Billion began investigating Certinal eSign. With a good response from its internal stakeholders, they started to use the Certinal eSign solution in integration with Zycus CLM to sign procurement contracts and NDA.
- ❖ Rolled out Certinal eSign solution for standard eSignatures (SES) integration with Zycus CLM in Mexico.



Certinal's Key Impact on the Automobile Manufacturer's eSignature Workflow Process:

Lower Total Cost of Ownership

- ❖ Offers flexibility in pricing w.r.t. internal and external contracts signing use cases.
- ❖ Discovered that Certinal eSign was "less than half the price of DocuSign".
- ❖ DocuSign's "Premium Support" accounted for 17 percent of the contract value. This service is provided free of charge by Certinal.
- ❖ No additional premium fees for templates created for different departments.
- ❖ No extra charge for cloud storage fees.

Reduced Turnaround Time

- ❖ Faster turnaround time for customers during support.

Addressing the Gaps in Existing Solution:

- ❖ Eliminates traditional eSignature solution issues with CLM integration.
- ❖ Faster innovation cycle with the customer to include feature requests such as capturing CLM sender information in their existing eSignature solution signer emails and audit report.
- ❖ Provides larger document size to support enterprise needs
- ❖ A single centralized dashboard made it easier to monitor signing processes within the company.
- ❖ The simple user interface helped the team get familiar with the product without any learning curve.

For years, North America's largest automobile manufacturer had been using DocuSign. However, the product had grown rigid, difficult to use, and overpriced for its intended purpose. As Zycus CLM Solution users, it made sense to investigate Certinal eSign, mainly because of the integration options and because using several platforms leads to wasteful and inconvenient processes. Certinal eSign is a seamless, impactful process."

Purchasing Manager - North America's Largest Automobile Manufacturer



| The Journey Ahead with Certinal eSign

Implementation roll-out of Certinal eSign for the Mexico branch is underway, with plans to implement in Australia.

"Certinal eSign has made signing business documents much more effortless. The user interface appears to be intuitive. Employees with a non-technical background can use the software without any additional training. Certinal eSign also aided us in complying with our internal audits and boosting the organization's efficiency by a factor of ten.

"Certinal eSign is a no-brainer because it is part of the Zycus ecosystem and has closer interaction with Zycus' CLM. Although being a premium enterprise solution saves cost for the business by an additional 20% compared to DocuSign."

VP Procurement - North American Leading Car Manufacturer

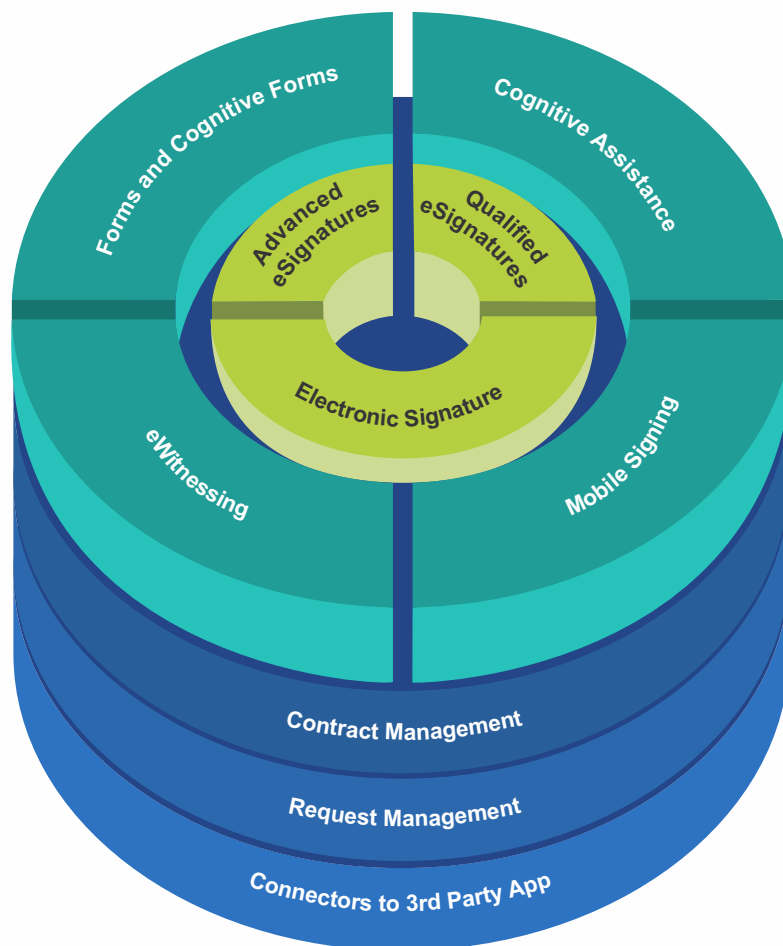
The Mexican branch of the automobile manufacturer is to integrate Certinal eSign to enterprise portal with Mexico Government accredited Qualified CSP for a specific set of contracts which requires Qualified eSignatures.

"Certinal eSign is a product that any organization would appreciate. Any buyer would like its simple mobile signing, user interface, integrations, and cost. I refer Certinal to my clients whenever I have the opportunity or when they ask about eSignatures. Certinal's outstanding feature set at an affordable price makes it very useful for large organizations."

VP Procurement - North American Leading Car Manufacturer



Certinal is a wholly owned subsidiary of Zycus, the pioneer in Cognitive Procurement. A familiar name and market leader with years of experience in managing critical contracts & agreements, Zycus boasts of over Fortune 1000 enterprise clients and deployments of procurement and sourcing suite of products. Digital Signing has always been a focus area for Zycus. Thus Certinal was born with the stated goal of offering a best-in-class Digital Transaction Management solution that will be easy-to-use, 100% secure to deploy, and legally compliant around the world. We stand committed to providing a one-stop solution to large enterprise customers, compliant with various security standards and conforming to different regional regulations.



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