

DocuSign Extends Global Reach by Integrating with the AppDirect Ecosystem



CASE STUDY

With AppDistribution, DocuSign aims to conquer the rest of the market with one scalable API integration.

Challenge

DocuSign is changing how business gets done by empowering more than 300,000 companies and 200 million users in 188 countries to sign, send, and manage documents anytime, anywhere, on any device, with confidence. While many companies would be satisfied with a 70 percent market share in North America and a 66 percent market share internationally, DocuSign has set its sights on reaching the far larger total addressable market by growing its indirect sales channel.

According to Mark Register, Senior Vice President of Business Development and Channels at DocuSign, “Partners can help us improve our reach, get deeper into verticals, acquire more leads, sell more opportunities, and expand into territories that we can’t effectively cover ourselves.”

Existing partnerships with AppDirect customers Comcast and Telstra gave DocuSign exposure to AppDirect’s end-to-end cloud commerce platform. As it began growing its global partner program, DocuSign decided to partner with AppDirect to help it scale and improve its program and processes. “We saw real synergy and clear opportunities with the extensive ecosystem of AppDirect partners and customers to carry DocuSign into new geographies and markets,” says Register.

Solution

Working hand-in-hand, the development teams from DocuSign and AppDirect completed the integration to the AppDirect platform in just 90 days. “The implementation process was extremely smooth,” says Register. “It was the fastest of all of our third-party implementations.”

EXECUTIVE SUMMARY

COMPANY: DocuSign

INDUSTRY: Software

LOCATION:

San Francisco, California

CHALLENGE

- > Reach more of the total addressable market
- > Expand indirect sales strategy
- > Scale partner ecosystem and processes

SOLUTION

- > AppDistribution
- > AppDirect Core Distribution program

RESULTS

- > Integrated with AppDirect platform in just 90 days
- > Joined AppDirect Core Distribution program to expand global reach
- > Automated reseller transactions to scale cost-effectively



Integrating once to AppDistribution—AppDirect’s solution for distributing cloud services with one API integration—lets DocuSign expose its solution to businesses around the globe. As an AppDirect Core Distribution Channel Partner, DocuSign can distribute its services to end business users through AppDirect’s service provider, independent software vendor (ISV), and value-added reseller (VAR) partners.

DocuSign’s goal is not only to expand its reach, but to enable it to scale by automating as much of the manual processes supporting the channel program as possible. “The API integration will allow DocuSign and AppDirect to automate every transaction from end to end,” says Register.

“The AppDirect partnership fits squarely into our global distribution strategy to place DocuSign into marketplaces worldwide.”

MARK REGISTER
SENIOR VICE PRESIDENT,
BUSINESS DEVELOPMENT & CHANNELS
DOCUSIGN



CASE STUDY

Results

While still early days with the new integration, Register expects it to bring significant revenue for DocuSign. “The AppDirect partnership fits squarely into our global distribution strategy to place DocuSign into marketplaces worldwide,” says Register. “I’m also excited for the opportunities we believe will come to us through the relationships that AppDirect has with large communication service providers.”

As part of the Core Distribution program, DocuSign is training the AppHelp team (AppDirect’s white-label cloud support services) to provide tier-two support to DocuSign customers coming through AppDirect channel partners. “This will enable DocuSign customers to have a great experience no matter what channel they purchase through,” says Register.

The AppDirect partnership also helps DocuSign scale its channel program cost effectively. Before the integration, managing reseller transactions was a manual process. “We can now identify and process transactions in a very cost-effective way for our business, which enables us to invest further in supporting our partners in the best way possible,” says Register. “Without the automation that AppDirect provides, it would be extremely difficult to manage the business, let alone achieve the scale that we want as we grow around the world.”

ABOUT APPDIRECT

AppDirect provides the only end-to-end cloud commerce platform for succeeding in the digital economy. The AppDirect ecosystem connects channels, developers, and customers through its platform to simplify the digital supply chain by enabling the onboarding and sale of products with third-party services, for any channel, on any device, with support. Powering millions of cloud subscriptions worldwide, AppDirect helps organizations, including Jaguar Land Rover, Comcast, ADP, Deutsche Telekom, connect their customers to the solutions they need to reach their full potential in the digital economy.

For more information contact info@appdirect.com or visit www.appdirect.com.

650 California Street, 25th Floor
San Francisco, CA 94108

Copyright © 2018 AppDirect Inc.

AppDirect is headquartered in San Francisco, California with offices around the globe and works across vertical industries, including software, manufacturing, value-added resellers and financial services. J.P. Morgan, Foundry Group, iNovia Capital, StarVest Partners, Stingray Digital and Mithril Capital Management have invested in AppDirect.