

Hot Vendors in Digital Transaction Management, 2018

7 June 2018 | Research Note 2018-24

Author: Jim Lundy

Summary

Enterprises face growing pressures to become fully digital, especially around document-based transactions. Often, Digital Transaction Management (DTM) acts as a catalyst for an enterprise's digital transformation and works to accelerate work-related operations. Our 2018 Hot Vendors in DTM are making an impact.

Introduction

Digital Transaction Management (DTM) is a must-have for enterprises that strive to be entirely digital. DTM has become a core on-ramp for digital transformation, and it can have extensive impacts on an enterprise. The DTM market is still expanding, and more providers are emerging and vying for enterprise attention. This Research Note analyzes Digital Transaction Management vendors who are making a difference.

Topic: Digital Transaction Management (DTM)

Issue: Who are the Digital Transaction Management providers and how will they evolve?

Aragon Research
2018 HOT VENDOR

Note 1: Digital Transaction Management (DTM) Defined

DTM is a business application that uses cloud-based software and services to digitally manage a wide range of document-centric business processes involving people, documents, data, and transactions both inside and outside the firewall. DTM goes beyond content and document management to include e-signatures, authentication, and nonrepudiation; document transfer and certification; secure archiving that goes beyond records management; and a variety of meta-processes around managing electronic transactions and the documents associated with them.



Author: Jim Lundy

DTM: From Paper to Digital Documents

For enterprises looking to get started with DTM, Aragon recommends a foundational approach. Opting for electronic documents over paper ones when it comes to internal and external contracts can drastically accelerate enterprise operations.

There is a major shift occurring, and we are now entering an era where business automation is gaining more extensive knowledge. At this stage, DTM is about more than just automating the electronic signature phase; it concerns the entire content lifecycle from creation, approvals, signatures, and retention. That said, DTM is the launch pad for digital transformation initiatives.

Basic DTM is the Tip of the Spear

In 2018, Aragon estimates that less than 40% of all document processes are fully digital. Basic DTM involves the digital replication of paper process and electronic signatures, or eSignatures. Aragon defines Basic DTM as taking an electronic form of a document and enabling online signatures. One leading DTM provider states that 84% of its customers' agreements are signed and completed the same day; 62% within the hour; and 51% within 15 minutes or less. Typically, the projected results an enterprise will experience from leveraging Basic DTM are sufficient enticement to dive in.

In the process of rolling out a complete DTM program, sales contracts are usually the first step. By phasing out paper usage in the sales contracting process, enterprises will likely see shortened time to revenue and accounts receivable. For many firms, implementing a simple eSignature process has resulted in a drastic decrease in time to contract signatures.

Since the DTM market is still maturing, the focus is expanding beyond the signature. Workflow and Content Automation, and

Copyright © 2018 Aragon Research Inc. and/or its affiliates. All rights reserved. Aragon Research and the Aragon Research Globe are trademarks of Aragon Research Inc. All other trademarks are the property of their respective owners. This publication may not be distributed in any form without Aragon Research's prior written permission. The information contained in this publication has been obtained from sources believed to be reliable. Nevertheless, Aragon Research provides this publication and the information contained in it "AS IS," without warranty of any kind. To the maximum extent allowed by law, Aragon Research expressly disclaims all warranties as to the accuracy, completeness or adequacy of such information and shall have no liability for errors, omissions or inadequacies in such information.

This publication consists of the opinions of Aragon Research and Advisory Services organization and should not be construed as statements of fact. The opinions expressed herein are subject to change without notice. Although Aragon Research may include a discussion of related legal issues, Aragon Research does not provide legal advice or services and its research should not be construed or used as such. Aragon Research is a private company and its clients may include firms or financial institutions that have financial interests in entities covered by Aragon Research. Further information about the objectivity of Aragon Research can be found at aragonresearch.com

the rise of Asset management are all driving increased emphasis on the document lifecycle of content that challenges a transaction.

From Electronic to Biometric Signatures

While electronic signatures are still the predominant form of signature, digital signatures are expanding, and are a must-have in Europe. Biometric Signatures, verification via fingerprint, retina, iris, or voice, are also starting to emerge. This type of signature is ideal for critical transactions where identity must be certified and verified.

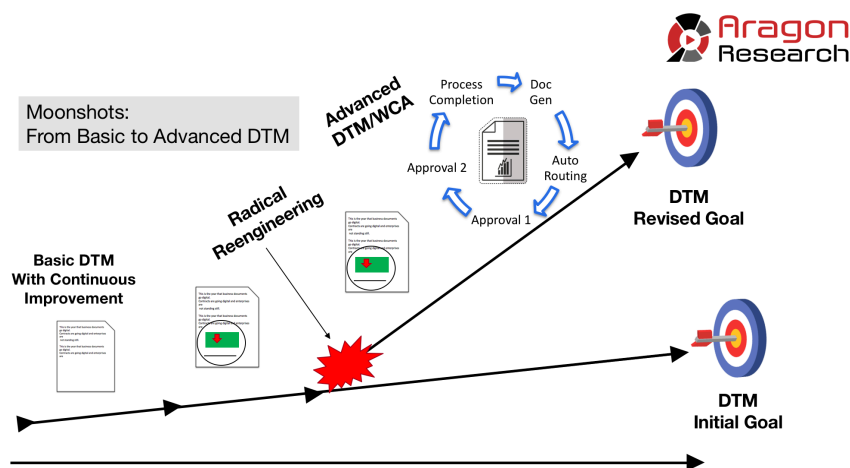
Workflow and Content Automation – Advanced DTM

Aragon defines advanced DTM, the automation of document creation and routing, as Workflow and Content Automation (WCA). Enterprises are starting to catch on to WCA, which involves complex document process. These processes include, but are not limited to, document assembly, routing, integration into other applications, upstream and downstream workflow relative to decisions, approvals, and signatures. Many legacy applications that enterprises already own can be converted to DTM so long as the document-related component can be made electronic.

Providers that offer open APIs (Application Programming Interfaces) and SDKs (Software Development Kits) simplify the process of integrating eSignature capabilities into legacy applications.

DTM is Driving Digital Transformation

Digital enterprise is synonymous with speed, and many enterprises have already implemented digital transformation initiatives. DTM is an increasingly important piece of the digital transformation discussion because fully digital transactions are foundational. Eliminating paper may be tactical, but the impact it can have upon businesses is strategic. It is critical to not underestimate the impacts of eliminating paper from the business process.



© 2018 Aragon Research Inc. All Rights Reserved.

Figure 1: Enterprises need to look at both Basic and Advanced DTM as part of their transformation initiatives.

Chief Digital Officers Want Faster Rate of Change

Although CEOs are usually fully aware that change is needed within their enterprises, it may not be happening fast enough. This issue has placed strong importance on Chief Digital Officers (CDOs), who are the new Digital Coaches. This role is designed to assist enterprises in their digital shift, while making the process faster and managing requisite cultural changes for lasting success.

Customer Journeys and the End of Analog Document Processes

There is growing recognition that old ways of conducting business are slowing down the enterprise and making business less competitive. While Senior Executives understand this, sometimes it is only after an incident like losing a major customer that firms react. CEOs and Chief Digital Officers (CDOs) are the change agents for their organizations—the challenge is helping the rest of the organization to understand this.

One of the ways to affect change is to do a Customer Journey Mapping exercise to understand where the analog processes are slowing down a transaction. By conducting a review of the journey of both customers and employee-based document processes, a set of goals can be established to make the journey digital and then later, make it more fully automated.

DTM and Business Outcomes: The Rise of Payments and Order to Cash

In 2018, more DTM providers added payments to their offering with the most common feature being one-time payments for things such as a real-estate rental contract deposit or first month's rent. We expect the aspect of DTM where the transaction also kicks off one-time and recurring payments to become a regular part of the DTM feature set.

CDOs, with support from CEOs, are examining all pieces of digital transformation. Because the results are far-reaching and both short and long-term, Digital Transaction Management is usually top of the priorities list.

The key reasons for pushing DTM at the executive level include:

- Accelerating revenue
- Driving efficiencies
- Improving profitability
- Enhancing the customer experience
- Ensuring compliance

Mobility is the New Normal in DTM

Being able to do a quick, secure, and easy Basic DTM transaction on a smartphone or tablet is a given in 2018. Mobile Apps are the fastest way to offer this capability and the challenge for all DTM providers is to keep their mobile apps up to date. In Part III of DTM, the challenge will be about integration via micro-services into existing or brand new Digital Applications.

A key trend is that DTM solutions are increasingly seen as more native. This is evident from the Rocket Mortgage Inuit launch of 2016 that disrupted the market. DTM providers will gain a competitive advantage by investing in the ability to offer more mobile capabilities. DTM mobile apps and mobile

experiences (powered by SDKs) will become increasingly easier, as will conducting basic document transactions on the go. This is a trend we have seen in various sales organizations that have shifted to tablet computers to take advantage of DTM applications while in the field.

eSignature capabilities are not the final stage of DTM and mobility. New business applications are on the rise, and they will assist with fully automating a document's lifecycle, through a mobile first experience, in most cases. Providers like Loan Depot and Rocket Mortgage offer a fully mobile experience and have significant impacts on the Consumer Mortgage market. Aragon anticipates that more Advanced DTM applications will emerge.

Evaluate Customer-Centric Documents First

Enterprises wanting to begin using DTM should first examine documents that are used to engage customers and partners. Since these types of documents are central to the business, transitioning them to a full DTM process will likely generate a significant, positive impact.

Hot Vendors in Digital Transaction Management, 2018

This research note is not intended to be a complete list of vendors in the market being discussed. Rather, it highlights vendors with interesting, cutting-edge products, services, or technologies.

eDOC Innovations



Figure 2: eDOC Innovations is a full DTM provider for mobile.

eDOC Innovations, based in Middlebury Vermont, offers a mobile Digital Transaction Management (mDTM) platform to help manage digital transaction lifecycles. With a focus on automation, the eDOCSignature platform allows for digital document exchange to maintain engagement of the mobile members involved and shorten time to the close of business opportunities. The eDOCSignature mDTM platform also offers content management functions to assist enterprises in overseeing digital assets.

eDOC also offers on-premise or software as a service (SaaS) options of its DocLogic solution. eDOC's suite of solutions, The DocLogic Suite, features a complete array of automation, engagement, management, storage, and consumer portal access capabilities. These features combined have made eDOC Innovations a popular choice with Credit Unions.

What makes eDOC hot is its full DTM set of offerings, including asset management capabilities offered by the eDOCSignature mDTM platform. This platform offers enterprise level management options that allow credit unions to manage the digital assets at a high security level.

Who Should Evaluate eDOC Innovations?

Enterprises seeking a mobile solution for Digital Transaction Management with the added benefit of safe and secure asset management should consider eDOC. eDOC's ability to manage the entire lifecycle of a digital transaction and offer asset management sets it apart from other DTM providers in the market.

Note 2: eDOC Innovations at a Glance

eDOC specializes in mobile enterprise DTM to enable enterprises to close business deals faster and remove friction across the digital transaction process, including remote contract signing. eDOC also offers asset management solutions.

Location: Middlebury, Vermont

CEO: Bret Weekes

Key Offerings: eDOCSignature mDTM, DocLogic, API Integration

Availability: Available now

Website: <https://www.edoclogic.com>

Aragon Advisory

- Enterprises need to evaluate all customer-centric paper processes with a goal of going fully digital.
- Enterprises should also realize that document processes can be made to be highly automated using Workflow and Content Automation capabilities, which are an advanced DTM capability.
- Enterprises in highly regulated industries should look for DTM solutions that provide advanced identity verification.

Bottom Line

The analog paper era is over. By enabling a fully digital end-to-end document process, Digital Transaction Management is helping enterprises to go digital faster than nearly any other approach. Enterprises need to make DTM a priority and should evaluate these Hot Vendors and others to help them move their businesses faster.