

# signNow

## Supporting business startups with simplified eSigning: signNow for NEEAL

### Introduction of eSigning in NEEAL

#### Interesting fact:

One of the motivations behind shifting to a paperless office and document eSigning for NEEAL was weather conditions and bad roads in certain parts of the region. With frequent rains and snow, it often took hours to get from A to B. Because of unpredictable weather conditions, people were spending tremendous amounts of time commuting and often had to reschedule meetings. Thus, switching to eSigning via a Zoom call was a really helpful solution.

NEEAL switched to eSigning back in 2019, several months before the global pandemic and the WFH mode. Their first choice of an eSigning solution was DocuSign: it was recommended by the local government and by several local customers as well.

The initial experience with eSigning was somewhat below expectations:

**“We quickly realized DocuSign was not only expensive but also something far greater than what we actually needed. It was a Rolls Royce for us. At the same time, their customer service is pretty poor at times,”** explains Will when describing why they began looking at alternative solutions.



#### Customer profile:

- Will Nash  
ERDF\* Project Manager
- \*European Regional Development Fund North East Enterprise Agency Ltd (NEEAL)
- Sunderland, England
- 34 signNow licenses, mainly used by business advisors and administration staff
- On average, 300-400 active signers per month

#### Key activity areas:

- Business startup support
- Supporting existing businesses with their growth strategies
- Marketing support
- Finding proper workspaces in North East England
- Assistance with financing options, discovering opportunities for innovations in business



*We have to have evidence that we've supported businesses. Thus, we have lots of paperwork each month. We chase paperwork and we chase timesheets. And all this paperwork gets signed using signNow.*



# Switching to signNow

Analyzing DocuSign alternatives available at the eSignature market back in October-November 2020, NEEAL made their choice in favor of signNow for the following three reasons:



## Pay per user, not per transaction

When you have 20 or 30 managers in the office, dealing with piles of paperwork and reporting, paying for a service based on each transaction can become problematic. In fact, a transaction-based pricing policy can directly hinder document workflows, leading to lower productivity, poorer efficiency, and additional delays.

**“When you are paying per envelope, you are forced to hoard documents together, stockpile, and send later. That could be weeks after you’ve seen the person, and they’ve even forgotten who you actually are! With signNow, we could move forward much, much faster,”** as explained by Will.



## Quick and easy setup

Working with startups and quickly growing young businesses always assumes some urgency and tight deadlines in document preparation. You simply do not have enough time to master sophisticated software with complex design and an excessive number of extra features under the hood.

**“I learnt signNow very quickly and pretty much by simply playing around. I watched a couple of videos and then ran a little session for my colleagues. Now I can record a session, show it to the rest of our team, and it just works!”** says Will.



## Simplicity of workflows regardless of the number of signers involved

Overall, NEEAL has two major types of document workflows in their daily operations:

- 2-3-person workflows
- group signing sessions involving 10-12 people at the same time.

signNow is used in both scenarios. With smaller workflows (2-3 signers only), the major benefits appreciated by NEEAL include the ease of arranging eSigning invites and elimination of delays that used to happen due to vacations, business trips, and other personal reasons. With larger workflows of up to 12 people at the same time, the unbeatable benefit, again, is signNow’s pricing policy:

**No matter how many people you have in one workflow, or how many documents you have to send out to 12 people at the same time — the monthly/annual price tag doesn’t change.**

**Thus, NEEAL signers do not need to think twice about how to better organize their routine daily operations and instead, can concentrate on what’s really important — supporting businesses on their way to success.**