

Enterprise Grid[®] Report for E-Signature | Summer 2019



E-Signature Software

Contenders								Leaders
Niche								High Performers

Market Presence

Satisfaction

Grid[®] Scoring

(E-Signature Software continues on next page)

E-Signature Software (continued)

E-Signature Software Definition

E-signature software gives users the ability to gather signatures on documents shared electronically, eliminating the need for physical documents to record signatures. E-signature software facilitates the distribution of legally sensitive documents for the collection of electronic signatures. Organizations use e-signature software to encrypt documents, such as sales contracts or employment paperwork, for which client, employee, or partner signatures are often required. E-signature software frequently integrates with third-party applications, including [CRM software](#), [ERP systems](#), [HR management suites](#), and [accounting](#), to facilitate quote, contract, and supplier management efforts. Built-in security standards that meet local and federal legal requirements further streamline the legal document exchange process and guarantee the legitimacy and legal ramifications of signatures made through e-signature software.

To qualify for inclusion in the E-Signature category, a product must:

- ▶ Allow both sender and recipient users to sign documents on a variety of devices and operating systems
- ▶ Encrypt and secure communications and shared documents between the users of the solution
- ▶ Track document status and notify users when actions are required (sign, approve, etc.)
- ▶ Enable users to define user roles and permission rights both internally as well as for external users (contractors, partners, customers, etc.)
- ▶ Offer built-document creation and storage capabilities or integrate with third-party software solutions that provide document creation or storage features

Enterprise E-Signature Grid® Scoring Description

Products shown on the Enterprise Grid® for E-Signature have received a minimum of 10 reviews/ratings in data gathered by May 29, 2019. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, vendor size, and social impact) and placed into four categories on the Grid®:

- ▶ Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: [OneSpan Sign](#), [DocuSign](#), and [Adobe Sign](#)
- ▶ High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: [HelloSign](#), [SignNow](#), [SignRequest](#), [SignEasy](#), [Sertifi](#), and [DocVerify](#)
- ▶ Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: [dotloop](#)
- ▶ Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: [AssureSign](#), [PDFfiller](#), [eversign](#), and [RightSignature](#)

Grid® Scores for E-Signature

The table below shows the Satisfaction and Market Presence scores that determine vendor placement on the Enterprise Grid®. To learn more about each of the products, please see the product profile section.

Leaders

	# of Reviews	Satisfaction	Market Presence	G2 Score
OneSpan Sign	169	90	62	76
DocuSign	254	89	99	94
Adobe	114	78	81	80

High Performers

HelloSign	24	73	47	60
SignNow	53	73	41	57
SignRequest	41	82	27	55
SignEasy	62	65	35	50
Sertifi	26	53	29	41
DocVerify	12	53	12	33

Contenders

dotloop	23	22	59	41
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Niche

AssureSign	11	41	19	30
PDFfiller	11	16	43	30
eversign	10	42	5	23
RightSignature	17	7	36	22

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.



Grid® Methodology

Grid® Rating Methodology

The Grid® represents the democratic voice of real software users, rather than the subjective opinion of one analyst. G2 rates products from the Big Data Processing and Distribution category algorithmically based on data sourced from product reviews shared by G2 users and data aggregated from online sources and social networks.

Technology buyers can use the Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences. For vendors, media, investors, and analysts, the Grid® provides benchmarks for product comparison and market trend analysis.

Segmented Grid® Scoring Methodology

When viewing a Grid® by segment size, the same Grid® scoring methodology applies. However, the review data used is only from reviewers who are employed by a company within a particular company segment.

G2 uses the following definitions for company segments:

- ▶ Small-Business Review: A review from someone who works at a company with 50 or fewer employees
- ▶ Mid-Market Review: A review from someone who works at a company with 51-1,000 employees
- ▶ Enterprise Review: A review from someone who works at a company with 1,001+ employees

Grid® Scoring Methodology

G2 rates products and vendors based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. We apply a unique algorithm (v3.0) to this data to calculate the Satisfaction and Market Presence scores in real time. The Enterprise Grid® Report for E-Signature | Summer 2019 is based on scores calculated using the G2 algorithm v3.0 from reviews collected through May 29, 2019. To view the E-Signature Grid® with the most recent data, please visit the [E-Signature](#) page.

Satisfaction

The Satisfaction rating is affected by the following (in order of importance):

- ▶ Customer satisfaction with end user-focused product attributes based on user reviews
- ▶ Popularity and statistical significance based on the number of reviews received by G2
- ▶ Quality of reviews received (reviews that are more thoroughly completed will be weighted more heavily)
- ▶ Age of reviews (more-recent reviews provide relevant and up-to-date information that is reflective of the current state of a product)
- ▶ Customers' satisfaction with administration-specific product attributes based on user reviews
- ▶ Overall customer satisfaction and Net Promoter Score® (NPS) based on ratings by G2 users

Note: The customer satisfaction score is normalized for each Grid®, meaning the scores are relative.

(Grid® Methodology continues on next page)

Grid® Methodology (continued)

Market Presence

The Market Presence score is affected by the following (in order of importance):

- ▶ Market presence is a combination of 15 metrics from G2's reviews, publicly available information, and third-party sources
- ▶ Both the software vendors and the individual products are measured on various criteria. The criteria are listed in order of importance. Products metric receive greater weight than vendor metrics

Criteria	Measured For		Metrics
	Product	Vendor	
Number of Employees	✓	✓	Employee Count (based on social networks and public sources)
Reviews	✓		Review Count (weighted by recency)
Web Presence	✓	✓	
Social Presence	✓	✓	
Growth	✓	✓	Employee Growth, Web Presence Growth
Vendor Age		✓	
Employee Satisfaction and Engagement		✓	

- ▶ Each input is normalized by category and segment. This means that scores are relative to other products in the category/segment and may change from segment to segment
- ▶ The scores are then scaled from 0-100

Grid® Categorization Methodology

Making G2 research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 follows a publicly available [categorization methodology](#). All products appearing on the Grid® have passed through G2's categorization methodology and meet G2's category standards.

Many terms that appear regularly across G2 and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Grid®. A [list of standard definitions](#) is available to G2 users to eliminate confusion and ease the buying process.

(Grid® Methodology continues on next page)

Grid® Methodology (continued)

Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and social data collected by G2 up through May 29, 2019. The ratings may change as the products are further developed, the vendors grow, and as additional opinions are shared by users. G2 updates the ratings on its website in real time as additional data is received, and this report will be updated as significant data is received. By improving their products and support and/or by having more satisfied customer voices heard, Contenders may become Leaders and Niche vendors may become High Performers.

Trust

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account or verified business email address to validate a G2 user's identity and employer. We also validate users by partnering with vendors and organizations to securely authenticate users through select platforms. We do not allow users to review their current or former employers' products, or those of their employers' competitors. Additionally, all reviews are manually checked by our team after our algorithm filters out reviews that don't meet our submission requirements. All reviews must pass our moderation process before they are published.

Our G2 staff does not add any subjective input to the ratings, which are determined algorithmically based on data aggregated from publicly available online sources and social networks. Vendors cannot influence their ratings by spending time or money with us. Only the opinion of real users and data from public sources factor into the ratings.

Grid® Inclusion Criteria

All products in a G2 category that have at least 10 reviews from real users of the product are included on the Grid®. Inviting other users, such as colleagues and peers, to join G2 and share authentic product reviews will accelerate this process.

If a product is not yet listed on G2 and it fits the market definition above, then users are encouraged to [suggest its addition](#) to our [E-Signature category](#).

Product Profiles

Product profiles and detailed charts are included for products with 10 or more reviews.



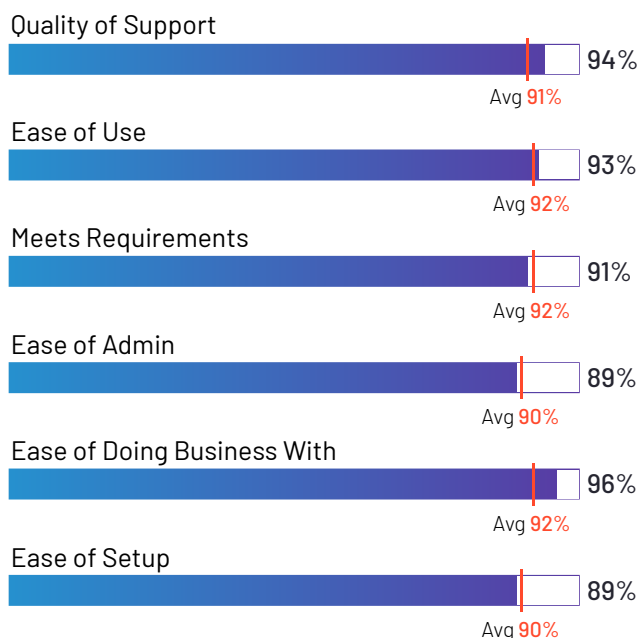
OneSpan Sign

4.7 ★★★★★ (701)

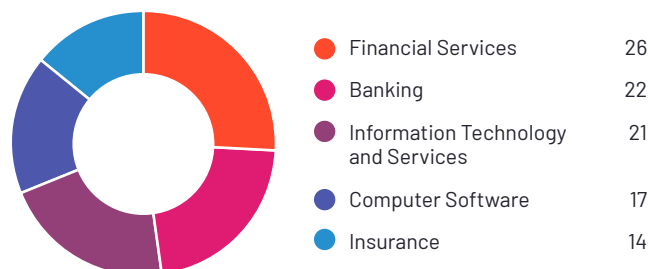


OneSpan Sign has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. OneSpan Sign received the highest Satisfaction score among products in E-Signature. 99% of users rated it 4 or 5 stars, 95% of users believe it is headed in the right direction, and users said they would be likely to recommend OneSpan Sign at a rate of 93%.

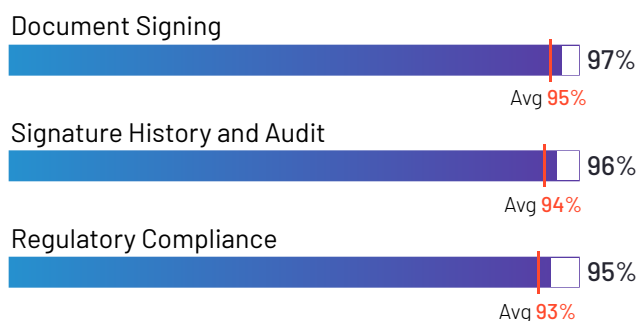
Satisfaction Ratings



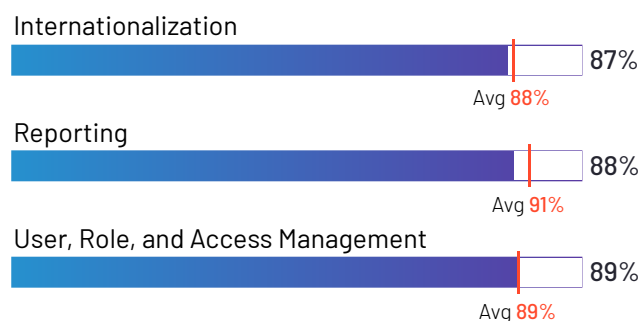
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
OneSpan



HQ Location
Chicago, IL



Year Founded
1991



Total Revenue
\$212 (USD MM)



Employees (Listed On LinkedIn™)
556



Company Website
onespan.com



Satisfaction Ratings for E-Signature

G2 reviewers rated software vendors' ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likely to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from -100 to +100)
OneSpan Sign	93%	95%	91%	89%	96%	94%	89%	93%	84
DocuSign	91%	90%	93%	81%	85%	87%	84%	92%	70
Adobe	87%	87%	89%	86%	88%	85%	84%	92%	55
HelloSign	98%	91%	97%	N/A	N/A	96%	N/A	95%	85
SignNow	95%	86%	94%	94%	95%	92%	94%	95%	70
SignRequest	93%	92%	95%	93%	91%	92%	94%	93%	73
SignEasy	92%	92%	91%	91%	91%	88%	93%	89%	76
Sertifi	96%	90%	94%	94%	97%	95%	97%	96%	87
DocVerify	87%	100%	97%	90%	90%	92%	88%	97%	72
dotloop	85%	90%	89%	N/A	N/A	83%	N/A	88%	43
AssureSign	95%	91%	97%	95%	98%	96%	95%	95%	76
PDFfiller	82%	73%	88%	N/A	N/A	83%	N/A	87%	70
eversign	96%	88%	95%	N/A	N/A	97%	N/A	88%	87
RightSignature	87%	75%	83%	92%	88%	93%	88%	90%	72
Average	91%	88%	92%	90%	92%	91%	90%	92%	73

* N/A is displayed when fewer than five responses were received for the question.

Feature Comparison for E-Signature

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Signature Process

	Document Signing	Reminders and Expirations	Sign-In Process	Mobile	Signature Workflow	Mass Signatures	Reporting	Signature Document Creation
OneSpan Sign	97%	91%	94%	91%	94%	94%	88%	93%
DocuSign	97%	93%	91%	84%	91%	89%	84%	92%
Adobe	94%	91%	92%	87%	90%	89%	87%	88%
HelloSign	99%	92%	96%	93%	94%	94%	96%	94%
SignNow	97%	93%	96%	93%	96%	96%	95%	94%
SignRequest	90%	88%	90%	86%	91%	92%	87%	90%
SignEasy	94%	84%	91%	93%	88%		N/A	N/A
Sertifi	93%	89%	91%	90%	96%	90%	93%	89%
DocVerify	91%	91%	93%	89%	95%	95%	91%	91%
dotloop	98%	81%	94%	83%	90%	93%	93%	91%
AssureSign	96%	96%	96%	94%	96%	89%	90%	96%
PDFfiller	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
eversign	96%	95%	95%	N/A	92%	N/A	91%	92%
RightSignature	92%	94%	93%	89%	90%		92%	91%
Average	95%	90%	93%	89%	93%	92%	91%	92%

(Feature Comparison for E-Signature continues on next page)

* N/A is displayed when fewer than five responses were received for the question.

** A blank box indicates that a vendor has selected that they do not offer that feature.

Feature Comparison for E-Signature (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Security and Scalability

	Regulatory Compliance	Signature History and Audit	Enterprise Scalability
OneSpan Sign	95%	96%	95%
DocuSign	94%	96%	93%
Adobe	93%	90%	88%
HelloSign	92%	98%	97%
SignNow	96%	93%	97%
SignRequest	90%	91%	89%
SignEasy	91%	91%	
Sertifi	94%	97%	91%
DocVerify	88%	88%	93%
dotloop	99%	96%	95%
AssureSign	95%	93%	95%
PDFfiller	N/A	N/A	N/A
eversign	91%	95%	N/A
RightSignature	91%	99%	97%
Average	93%	94%	94%

(Feature Comparison for E-Signature continues on next page)

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** A blank box indicates that a vendor has selected that they do not offer that feature.

Feature Comparison for E-Signature (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Platform

	Custom Branding	User, Role, and Access Management	Internationalization	Performance and Reliability
OneSpan Sign	91%	89%	87%	91%
DocuSign	78%	81%	83%	90%
Adobe	87%	86%	92%	90%
HelloSign	N/A	N/A	N/A	N/A
SignNow	95%	96%	94%	95%
SignRequest	84%	84%	83%	89%
SignEasy	78%	N/A	87%	85%
Sertifi	N/A	N/A	89%	100%
DocVerify	86%	94%	89%	90%
dotloop	N/A	N/A		N/A
AssureSign	89%	93%	86%	95%
PDFfiller	N/A	N/A	N/A	N/A
eversign	N/A	N/A	N/A	N/A
RightSignature	N/A	86%	N/A	91%
Average	86%	89%	88%	92%

* N/A is displayed when fewer than five responses were received for the question.

** A blank box indicates that a vendor has selected that they do not offer that feature.

Additional Data for E-Signature

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each product's impact and influence in the category.

Implementation

	Deployment		Implementation Time	Implementation Method			Number of Users Purchased	Contract Term
	Cloud	On-Premise	Avg. Months to Go Live	In-House Team	Vendor Services Team	Third-Party Consultant	Median Number of Users Bought	Avg. Contract Term (Months)
OneSpan Sign	62%	38%	4.1	73%	24%	3%	175	23
DocuSign	100%	0%	2.5	85%	11%	4%	175	17
Adobe	100%	0%	2.1	91%	9%	0%	37	16
HelloSign	100%	0%	N/A	N/A	N/A	N/A	N/A	N/A
SignNow	100%	0%	0.3	92%	8%	0%	3	9
SignRequest	42%	58%	3.3	67%	22%	11%	3	3
SignEasy	56%	44%	1.7	100%	0%	0%	3	8
Sertifi	100%	0%	3.1	80%	20%	0%	20	5
DocVerify	71%	29%	0.7	43%	57%	0%	1250	31
dotloop	100%	0%	N/A	N/A	N/A	N/A	N/A	N/A
AssureSign	83%	17%	3.5	100%	0%	0%	N/A	10
PDFfiller	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
eversign	100%	0%	N/A	N/A	N/A	N/A	N/A	N/A
RightSignature	100%	0%	0.1	100%	0%	0%	7	2

(Additional Data for E-Signature continues on next page)

* N/A is displayed when fewer than five responses were received for the question.

Additional Data for E-Signature (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each product's impact and influence in the category.

User Adoption and Return on Investment (ROI)

	User Adoption	Payback Period
	Average User Adoption	Estimated ROI (payback period in months)
OneSpan Sign	50%	12
DocuSign	61%	12
Adobe	55%	9
HelloSign	N/A	N/A
SignNow	56%	5
SignRequest	51%	12
SignEasy	76%	3
Sertifi	90%	N/A
DocVerify	66%	17
dotloop	N/A	N/A
AssureSign	64%	N/A
PDFfiller	N/A	N/A
eversign	N/A	N/A
RightSignature	64%	N/A
Average	63%	10

(Additional Data for E-Signature continues on next page)

* N/A is displayed when fewer than five responses were received for the question or when data is not publicly available.

Additional Data for E-Signature (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each product's impact and influence in the category.

Market Presence

	Vendor Name	Year Founded	Revenue (\$MM)	Employees on LinkedIn (Vendor)	LinkedIn Followers	Twitter Followers (Vendor)	Glassdoor Rating	Alexa Web Traffic Rank
OneSpan Sign	OneSpan	1991	\$212	556	11,668	2,873	3.5	402,543
DocuSign	DocuSign	2003	N/A	3,431	64,299	163,840	4.7	1,365
Adobe	Adobe	1982	\$7,302	22,251	1,452,840	634,420	4.1	64
HelloSign	HelloSign	2012	N/A	133	3,353	27,640	4.7	10,230
SignNow	PDFfiller	2006	N/A	425	1,159	2,771	4.3	4,135
SignRequest	SignRequest	2014	N/A	9	235	1,139	N/A	121,075
SignEasy	SignEasy	2010	N/A	42	1,627	1,397	4.5	146,549
Sertifi	Sertifi	2006	N/A	58	5,603	1,489	5.0	62,556
DocVerify	DocVerify	2006	N/A	3	89	397	N/A	2,328,118
dotloop	Zillow	2006	\$847	1,527	63,265	364,364	4.0	190
AssureSign	AssureSign	2000	N/A	23	355	648	5.0	1,536,553
PDFfiller	PDFfiller	2006	N/A	425	1,159	2,771	4.3	4,135
eversign	apilayer	2015	N/A	10	50	380	N/A	899,554
RightSignature	Citrix	1989	\$2,825	11,266	305,402	150,861	3.6	8,002

* N/A is displayed when fewer than five responses were received for the question or when data is not publicly available.