A photograph of a city skyline at night, featuring several illuminated skyscrapers and a bridge with arches over a body of water. The scene is reflected in the water. The right side of the image is overlaid with a solid blue background where the text is located.

**Ombud
Open Research:
U.S. Bank
Streamlines
Account Openings
and Loans with
Silanis**

OMBUD



The Value

eSignatures have become essential to transformational initiatives in banks. By removing paper from transactions, eSignatures provide efficiency gains and cost savings.

When banks no longer need to manually prepare paper document packages, their transactions become easier, faster and more convenient for the customer. Equally important to banks that want to become leaner and more agile, eSignatures enforce business, legal and workflow rules; reduce document errors; and help demonstrate full compliance with demanding regulations.



Summary

Among the top ten commercial banks in the United States, U.S. Bank has more than 17.5 million customers and 60,000 employees. Across the organization's more than 3,000 branches, millions of transactions take place each month. Such business-critical processes require end-to-end digitization for improved customer experience and operational efficiency.



The Challenge

Legal and compliance concerns traditionally hindered the acceptance of electronically-signed transactions in the banking industry, rendering banking processes time-consuming for both consumer and banker. Previously, loan applications could be accessed online, but the requirement of a wet signature often required a trip to the bank.

Additional customer-facing, paper-based workflows slowed processes across branches. For instance, paper signature cards were kept at a customer's branch of account origination. When a customer visited a different branch to cash a check, this created a delay for the customer. To complete the transaction, the signature card had to be faxed between branches for signature verification.

Overall, wet signatures made for a negative customer experience. Such cumbersome, inconvenient account origination and loan processes encompassed business-wide inefficiencies.



The Solution

U.S. Bank streamlines account originations and loans with e-Sign Enterprise, Silanis' on-premise offering and uses e-SignLive in treasury management. Leveraging the Silanis platform to automate both back-end and front-end operations enables straight-through processing for customer-facing workflows.

U.S. Bank and Silanis are working together in a partnership to solve business challenges across the organization. Leveraging those electronic signature processes already in place, Silanis and U.S. Bank are finding and implementing new use cases across business areas. This year's roadmap for implementation includes expanding into treasury management and electronic signature cards for business accounts.

The Benefits

All 3,080 U.S. Bank branches across the nation have been offering paperless consumer loans since September 2011, improving the customer experience. The online loan application process can now be transacted end-to-end online. Eliminating the banker from this process and allowing consumers scheduling flexibility drastically reduces time between submission and approval.

According to John Fraser, Vice President of Technology at U.S. Bank, the Silanis technology is the lowest maintenance - by far - within his IT infrastructure, which includes a robust data center. The combination of the Silanis technology and U.S. Bank's infrastructure creates an annual labor savings of upwards of a quarter million dollars when compared to a SaaS alternative.

Additionally, eSignatures have enabled the reallocation of labor. All business roles with regards to audits are now automated. Bankers no longer spend the majority of their day processing paperwork. Instead, they leverage more time on customer service and sales, impacting U.S. Bank's top line.

U.S. Bank's initial implementation of Silanis is now being repurposed across the entire organization. As of February 2013, 460,000 documents for account originations and deposits are eSigned each week.

In addition to the cost savings, Silanis eSignature workflows offer U.S. Bank piece of mind and regulatory compliance through comprehensive evidence collection. The Silanis platform captures the entire signing process, creating a secure process that can be audited in an instant and in which U.S. Bank has confidence.

U.S. Bank

Streamlining Account Openings & Loans with Silanis e-Sign Enterprise

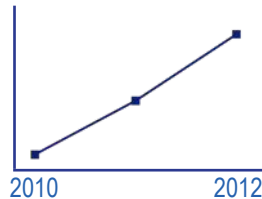
By the Numbers

60,000 Employees



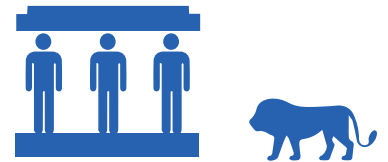
Nationwide

\$20 Billion



2012 Annual Revenue

17.6 Million Customers



352x Seating Capacity
of Roman Colosseum

Key Business Pains

Legal & Compliance Concerns



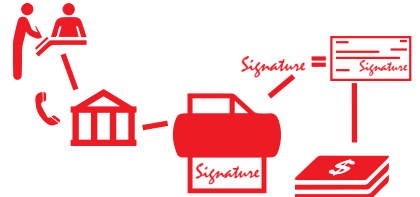
Still Hinder eSigned Loans
in Banking Industry

Customer Experience



Documents that Required Multiple Initials
and Signatures were Time Consuming

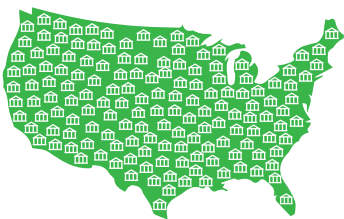
Paper Signature Cards



Faxed Between Branches
to Cash Checks

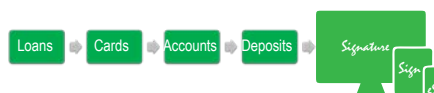
Results for Account Openings & Loans

3,080 Branches



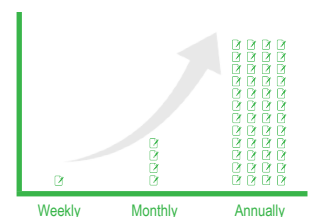
Offer Paperless Consumer
Loans with 85% Adoption Rate

Enterprise-Wide Innovation



Initial Electronic Workflow
Repurposed Across Business

460,000 Documents



Weekly eSigned for Account
Originations & Deposits*

* 90% adoption of eSignature for account openings in first two weeks

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 silanis

Next: About Ombud



About Ombud

Ombud is the world's leading provider of open research solutions for B2B technology decisions. Combining real-time analysis, interactive social research tools and traditional research methods, Ombud streamlines and simplifies the IT purchasing process for today's global enterprises.

Inspired by ombudsmen, Ombud's mission is to be a neutral intermediary between those buying, selling and recommending enterprise technology. Leveraging real-world use cases and real-time market research, Ombud's open research platform helps enterprises identify their business needs and uncover the best solution for their business in an environment free from compensated opinions, hidden inclusions for criteria and vendor biases.

Please visit <http://www.ombud.com/r/esignbank> for more information.

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Thank you for reading this
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