

## Case Study



### How ZorroSign, Inc. is Helping a Professional Services Company Digitally Transform its Operations and Secure High Value Contracts with Bank-grade Security.

#### Company Profile

- **Industry:**  
Professional Services
- **Staff:** 7+
- **Doc Sets Used/Year:** 90

#### Challenges

- **Strategy:** Digital Transformation
- **Goals:** Save time, reduce cost, streamline operations
- **Focus:** eSignature & document security

#### Solution

- **Templates/workflows configured:** 8
- **Ad hoc docs signed:** 10/Month
- **Use of 4n6 Token:**  
Yes. Every document

#### Business Overview

McKinley Consulting Group (MCG) is a high end professional services firm focused on branding, product marketing, digital marketing, and sales and marketing operations. They serve technology startups, SMB and large enterprise organizations worldwide, both B2B and B2C.

#### Challenges

As a part of regular operations, MCG transacts or executes non-disclosure agreements, sub-contractor agreements, statements of work, change orders, invoices, time sheets, and 1099s. Over 80% of information used in these business transaction documents do not change. As the business grew, sending out the same documents frequently with little variations in content became mundane work. This also became very time consuming and took valuable and costly time away from other customer-centric tasks and billable work.

Second, security of clients' signatures and documents is a big deal. MCG wanted to protect itself against signature and document forgery and tampering, especially in case of disputes, when it came to high value consulting agreements and change orders. Lastly, MCG was looking to streamline and consolidate its legal document library and document templates.

## Solution

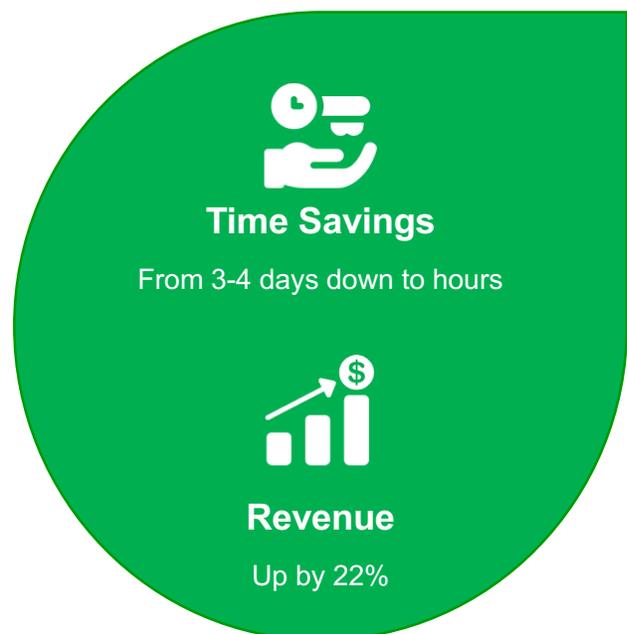
McKinley Consulting Group selected ZorroSign as its electronic signature and Digital Transaction Management vendor because it exceeded all their requirements. In addition, the price-value met their budget guidelines. Because MCG is an international business, they also appreciated that ZorroSign has experience and expertise working with companies outside of the United States. MCG implemented the public Cloud offering of ZorroSign with a Business license subscription. They took advantage of the ZorroSign Kickstart Service and within a week had a few documents automated. Very quickly, they converted all of their contracts and legal documents into re-usable templates with workflow associated with each. All templates are now organized and stored in ZorroSign's Document Management System (DMS). Perhaps the most critical piece, MCG adopted was the ZorroSign 4n6 (Forensics) Token technology and uses the 4n6 Token with every transaction to secure electronic signatures and documents.

*“As a digital marketing agency, we help our customers bring about digital transformations by using latest and greatest technologies and tools. It is fitting that we exemplify the same strategy ourselves by adopting a leading-edge technology such as ZorroSign to transform our own business. We feel that ZorroSign is the right partner for us when it comes to user experience and security around electronic signature and digital documents.”*

- Ms. Nusrat Khowaja, Director of Operations, McKinley Consulting Group.

## Result

In less than four months, MCG successfully reduced the time spent on mundane operations related to contract signing and executing legal documents. MCG was able to complete transactions faster, reducing 3-4 days down to a couple hours. With resources freed up, MCG was able to add several services to their customers which has resulted in **increased revenue by 22%**. Furthermore, this improved the brand perception of MCG utilizing the latest and secure technology for its operations.





Aragon Research



CIO Applications



Fintech

## About ZorroSign

Back in the 1990's, one of our co-founders introduced an innovative new technology – electronic signature. Government agencies and companies that you are very familiar with such as DMV, USPS, UPS, and a number of Federated Department Stores like Macy's, and American Express, continue to benefit from this technology. The electronic signature also served as a key technology component when President Bill Clinton signed the *Electronic Signatures in Global and National Commerce Act*, also known as the “Millennium Digital Commerce Act” and the “E-SIGN Bill” on June 30, 2000.

In 2015, ZorroSign was born to use the electronic signature technology to create a unified platform of complete advanced Digital Transaction Management Solution (DTM). The idea is to provide a highly secure, flexible, seamless, and robust solution to support end-to-end flow of document signature ceremonies for any situation, any industry, any department – for signatories located anywhere and using any device. ZorroSign DTM takes the electronic signature to the next echelon and will continue to earn your trust.

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