



Case Study

The Sitara logo consists of the word 'sitara' in a bold, black, lowercase sans-serif font, with a small red star above the 'i'.

Learn how Sitara Investments creates higher ROI in real estate for its clients by using ZorroSign eSignature and Digital Transaction Management (DTM).

Company Profile

- **Industry:** Financial Services/Real Estate
- **Staff:** 80+
- **Doc Sets Used/Year:** 7000+
- sitarainvestments.com

Challenges

- **Strategy:** High ROI
- **Goals:** Save time, reduce cost
- **Focus:** eSignature & workflow automation

Solution

- **Templates and Workflows configured:** 120
- **Ad hoc docs signed:** 400/Month
- **Use of 4n6 Token:** 4n6 Token used for authentication

Business Overview

Sitara Investments is a privately held company that specializes in Real Estate projects worldwide. Areas of expertise are in consulting, marketing, property management and investment management.

Sitara Investments aims to secure genuine competitive advantage for its clients in terms of efficiency, quality of service and value creation. The expert management teams assess the requirements and develop an individualized plan to ensure their clients success from development to value enhancement.

Challenges

Sitara Investments managers send reports, agreements, statements, invoices, and other types of documents via mail/courier or by email attachments to its clients on a regular basis. Both methods of sending these high value documents to clients are very time consuming, costly and unsecure. Additional resources are spent by both parties in printing, signing, scanning, mailing/emailing, and tracking these documents. Storing and managing physical paper documents is not practical, inefficient, and increases insurance premiums. Furthermore, their clients do not prefer to send signed documents as unsecure email attachments.

Solution

Sitara Investments tested ZorroSign as its electronic signature and Digital Transaction Management solution and, after the first 10 free documents trial, found that it met all the requirements for its day to day activities. Both Sitara Investments and its clients are taking full advantage of all the features of ZorroSign business license including multiple user roles and accounts, managing documents by departments, document management system, template library, workflow automation, and 4n6 Token scanner (on smart phones) and permissions access. In particular, Sitara Investments uses both document-specific and user-specific workflows to secure consent and approvals across internal and external users situated world-wide.

“As a real estate company that has moved to all digital transactions, security and authenticity of our documents and electronic signatures is fundamental to our business. Additionally, ZorroSign documents never expire because they do not rely on 3rd party digital certificates, we have the peace of mind that our eSigned documents hold up in court. That in itself is a tremendous cost savings for us. With the ease of use and faster turnaround times on document signatures, ZorroSign has become a part of our daily work life.”

- Maria Montajes, COO, Sitara Investments.

Result

The ease with which Sitara Investments managers are able to transact with their clients legally, securely, and online has been the biggest advantage for Sitara by using ZorroSign. It has also helped the team become more efficient and also save paper, not to mention it brings a brick and mortar company into the digital sphere when it comes to dealing with international clients.

Sitara Investments immediately started saving over \$1,000 per month in just courier and stationary costs. Efficiency also increased whereby the team was able to bring in two more large clients in H2 of 2017 which would not have been possible previously due to the teams' bandwidth. Sitara Investments plans to become a completely paperless digital office by the end of 2018.





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About ZorroSign

In the mid-90s, one of the ZorroSign co-founders developed an innovation that addressed a pain point for companies across the globe – electronic signature. This solution is used in most POS systems even today by government agencies and companies such as DMV, USPS, UPS, and a number of Federated Department Stores like Macy's, and American Express. 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" or the "E-SIGN Bill" on June 30, 2000. The same inventor then went on to create the next generation electronic signature called the Document 4n6 (Forensics) Token, a Document DNA based token technology that uses Blockchain technology.

In 2015, ZorroSign was born to use this enhanced electronic signature technology to create a unified platform of complete advanced Digital Transaction Management (DTM) solution. 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.

Contact Us



ZorroSign, Inc.

350 Rhode Island St. South Building, Suite 240

San Francisco, CA 94103.



1-855-ZORROSN (967-7676)



info@zorrosign.com



www.zorrosign.com

