



The ICP Note describes the ideal customer profile for a given solution. It helps prospective buyers understand the "best fit" for a product or service.

DOCUSIGN

MARCH 21, 2024

COMPANY INFORMATION

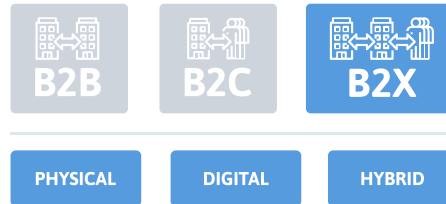
HQ	—————>	San Francisco, CA
Founded	—————>	2003
Market	—————>	Contract Lifecycle Management
Solution	—————>	DocuSign CLM
Representative Customers	—————>	Celonis, Flowserve, Consor, Sojern, Vestwell, Unilever, Shell, IKEA, Spotify, USBank, Fidelity Investments
Ideal Customer Profile	—————>	Small to midsize companies in need of a low-cost, basic, yet comprehensive contract management tool that covers the basics. It can also handle low complexity single use cases (e.g., repository of employee contracts, client approval docs, et al) in higher volumes.

Company Size

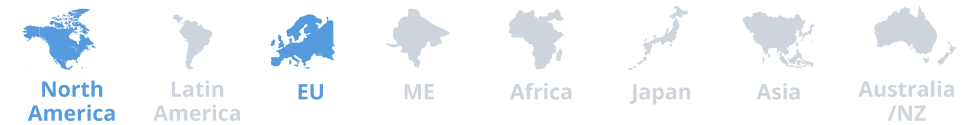


The ideal customer is a small to midsize company (\$1-50 million)

Business Model



Geographies



DocuSign CLM is a fit for English-speaking companies globally.

Technology Ecosystem(s)



DocuSign CLM is a fit for companies built on Salesforce. At the core of the tech stack is Microsoft .Net.

Orientation of CLM



The solution is ideally suited for buy-side and sell-side contracting needs.

Primary Users



Due to the primitive nature of the product, DocuSign is best suited for legal teams with basic contracting needs, and IT groups building B2C workflows and e-signature apps.

Top 3 Verticals



DocuSign CLM is an ideal fit for high tech companies.



Financial Services

Financial Services companies with the need to manage high volumes of customer signatures/approvals are a fit.



Government

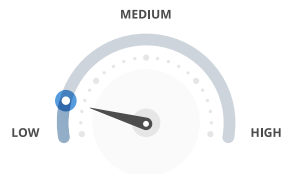
DocuSign CLM can handle e-signature and online applications and one-click contracts of Government and Public Sector.

Analyst Notes

The ideal customer profile for DocuSign is a B2X small to midsize company in need of an affordable, simple CLM solution looking to inject hygiene into their legal process by automating document capture and digitizing the signature process. The typical user is a legal, business, or IT team member with fairly low annual contract volumes based in North America, although the company does have international customers. The product is quick to implement, and the company has vertical-specific experience in IT, Financial Services, and Government. Customers find the product packaging to be confusing and the lack of clarity on which modules are required for a given use can lead to misalignment of expectations.

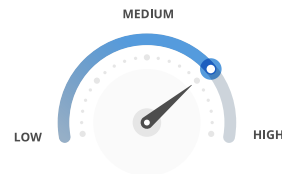
The company has undergone a series of layoffs and reorganizations after hitting its peak valuation in 2021 and reportedly engaging in go-private discussions with private equity firms. The CLM product continues to receive internal investment and with the right focus it has the potential to make CLM into a significant part of its business as the core e-signature market is at risk of commoditization.

Investment Level



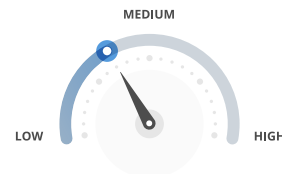
DocuSign customers routinely cite the value for money they receive and the affordability of the product.

Agility



The solution is one of the more agile products on the market and is easy to get up and running.

Complexity



The product lacks a strong ability to integrate with other products, as cited by numerous customers as their key pain point. The product is also ideally suited for companies with less than 5000 contracts per year.