



## DocuSign Unveils New Branding and a New Product Strategy with Intelligent Agreement Management

April 15, 2024

By: [Holly Muscolino](#), [Ryan O'Leary](#)

### IDC's Quick Take

At its annual user event, DocuSign Momentum, held on April 11, 2024, in New York City, [DocuSign rolled out an entirely new look and announced a cohesive and platform-based experience](#) that should help propel its brand beyond eSignature. eSignature has been a core strength of DocuSign, and its growth engine for many years. However, eSignature is rapidly becoming commoditized, and organizations understand that it is only one component of an end-to-end digitally transformed agreement workflow. With its Intelligent Agreement Management platform, DocuSign is providing turnkey, AI-enabled access to that end-to-end workflow to its customers.

### Event Highlights

At the event, DocuSign announced what the company positioned as a significant expansion of its company strategy, introducing a new category of its SaaS offering called Intelligent Agreement Management (IAM). Available in May of this year, IAM is an AI-powered agreement management platform and suite of applications. IAM is intended to help businesses transform agreement data into insights and actions, accelerate contract review cycles, and boost productivity.

DocuSign has segmented agreement workflows into three phases, create, commit, and manage, and offers a suite of IAM platform services for each phase:

- **DocuSign Navigator:** A repository that enables organizations to centrally store, manage, and analyze agreements from any source (Navigator can extract structured data from unstructured content, making it easier for users to find agreements, access vital information, and gain insights from their agreements.)
- **DocuSign Maestro:** A codeless workflow configuration tool, enabling users to combine DocuSign capabilities like eSignature, ID verification, and data verification with third-party apps to connect to their business processes (DocuSign plans to offer preconfigured workflows in the future, such as customer, vendor, and employee onboarding.)
- **DocuSign App Center:** Connectors for a wide variety of apps to integrate existing systems into DocuSign IAM, including HubSpot, Salesforce, ServiceNow, Quik, and Stripe and content services such as Box, Dropbox, Google Drive, Microsoft OneDrive or SharePoint, and Prisdio

DocuSign also plans to offer purpose-built applications for specific lines of business built on these services. When DocuSign IAM launches this May, the company will also launch:

- **IAM for Sales:** Enables Sales teams to generate contracts and connect agreement processes with CRM systems
- **IAM for Customer Experience:** Targeted at B2C scenarios

- **IAM Core:** Enables users to design their own agreement management experience using Docusign's platform services

Docusign plans to launch additional IAM applications targeted at other lines of business and verticals, including IAM for Procurement and IAM for Human Resources.

Docusign also introduced Docusign Community to enable its customers to share insights and best practices, participate in training, and submit product ideas to Docusign. The Docusign Community is available now.

## IDC's Point of View

Docusign enjoys a dominant position in the esignature market and has been a household name for years, exemplified by the fact that "docusigning" has become a common verb. However, being known solely for esignature is not a long-term growth strategy as the electronic signing process is commoditized.

Docusign has offered solutions across the agreement workflow for some time now, some developed organically and some through acquisitions. This includes automated document generation, intelligent forms, a document repository, document analytics, and remote notarization, in addition to contract life-cycle management. However, Docusign struggled to gain strong adoption of these offerings. The Docusign brand, a significant strength when it came to esignature, was perhaps a mixed blessing. Docusign's new branding is more modern and eliminates the arrow with the "sign here" suggestion. (The company has also changed the uppercase "S" in its name to lowercase.) Docusign's IAM vision provides a cohesive platform for digitally transformed agreement processes.

The Navigator demo wowed the room at Momentum. Navigator automatically uploads, organizes, and provides insights for any document within an enterprise's Docusign instance. Navigator also allows bulk upload and can integrate with other repositories to enable access and processing of documents not in Docusign, without lifting and shifting those documents. The App Center allows ERP, CRM, HCM, and other systems to talk with Docusign IAM and manage agreements holistically.

The new IAM platform is inclusive of CLM and adds capabilities beyond just B2B contracts. The challenge for Docusign will be to educate and inform its CLM customers about this upleveling of its product. On its face it seems very similar to Docusign's CLM offering and those of other CLMs on the market. Convincing their current customers to upgrade to this new product may be a challenge if the benefit is not immediately evident.

All in all, we were impressed with Docusign's announcements. While it was something the company was obligated to do, it appears to be doing it well. If Docusign Momentum attendees are an indication, Docusign has hit a home run, as there was significant applause and cheering. Of course, the ultimate proof will be in execution.

### **Subscriptions Covered:**

[Enterprise Content and Knowledge Management Strategies](#), [Privacy and Legal Technology](#)

Please contact the IDC Hotline at 800.343.4952, ext.7988 (or +1.508.988.7988) or [sales@idc.com](mailto:sales@idc.com) for information on applying the price of this document toward the purchase of an IDC or Industry Insights service or for information on additional copies or Web rights. Visit us on the Web at [www.idc.com](http://www.idc.com). To view a list of IDC offices worldwide, visit [www.idc.com/offices](http://www.idc.com/offices). Copyright 2024 IDC. Reproduction is forbidden unless authorized. All rights reserved.