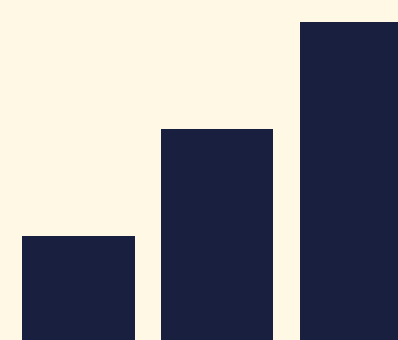
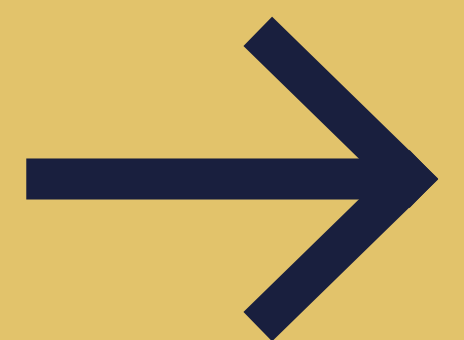


# How to grow your **MSP** by offering an eSignature solution



# Table of Contents

## Introduction

Challenges MSPs are facing	4
MSP challenge 1: Growth	4
MSP challenge 2: Retention	5
MSP challenge 3: Profitability	5
Leveraging digital transformation for market expansion	6

## eSignature market opportunities

How can MSPs capitalize on the momentum to grow their business?	8
---	---

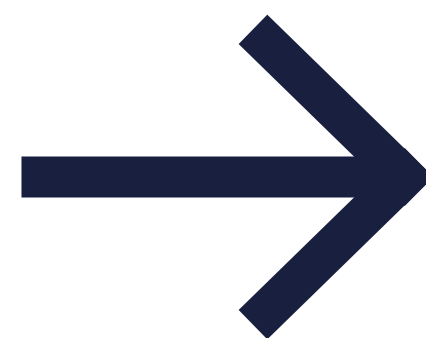
## Offering electronic signature solutions with SignNow

What is SignNow?	11
Where do you come in?	11
What value can MSPs offer clients with SignNow?	12
Why SignNow wins	14
Who can you serve?	15
Typical use cases	16
Client ROI: How much can MSPs save their customers with SignNow?	17
How much can you earn by reselling SignNow?	18
Additional MSP benefits	19
Land and expand	20
In the real world: SignNow provides a better patient experience	21

## Conclusion

Grow your MSP with SignNow	23
----------------------------	----





# Introduction





## Challenges MSPs are facing

In the current ever-changing business environment, Managed Service Providers (MSPs) have become indispensable partners for businesses, driving up profitability and efficiency. But this journey to success is not without its challenges.

Managed Service Providers are navigating a rapidly evolving landscape marked by intensifying competition, fluctuating customer demands, and the pressing need to stay abreast of technological advancements. According to a [survey by the Technology Services Industry Association \(TSIA\)](#), **the top three challenges MSPs reported for 2022 are centered around growth, retention, and profitability.**

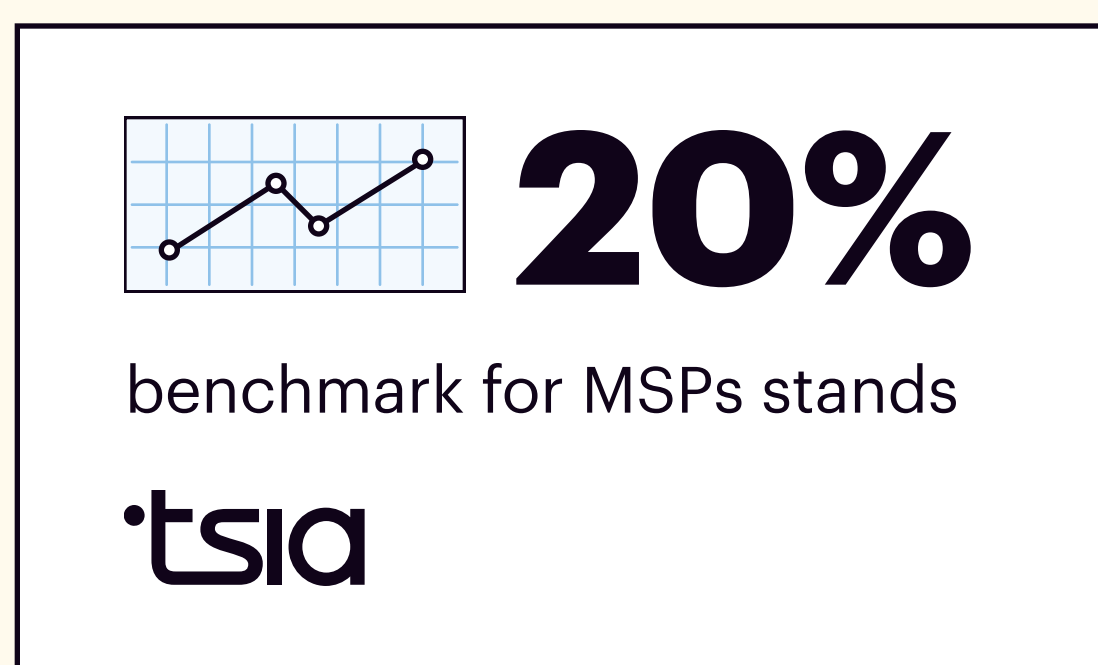
---

In the face of these challenges, MSPs are seeking ways to gain a competitive edge. Facilitating digital transformation in the document management sector is a viable solution. Specifically, helping customers switch from time-consuming paper-based routines to swift and hassle-free eSignature workflows can be the essential step in a **journey toward enhanced productivity and cost savings**. After all, every business relies on documents, yet only a few possess the expertise to handle them with utmost efficiency.

---

### MSP challenge 1: Growth

Growth emerges as the top challenge for most MSPs. This concern is driven by the need for Managed Service Providers to expand their customer base and increase their market share, all while operating in an increasingly saturated market.



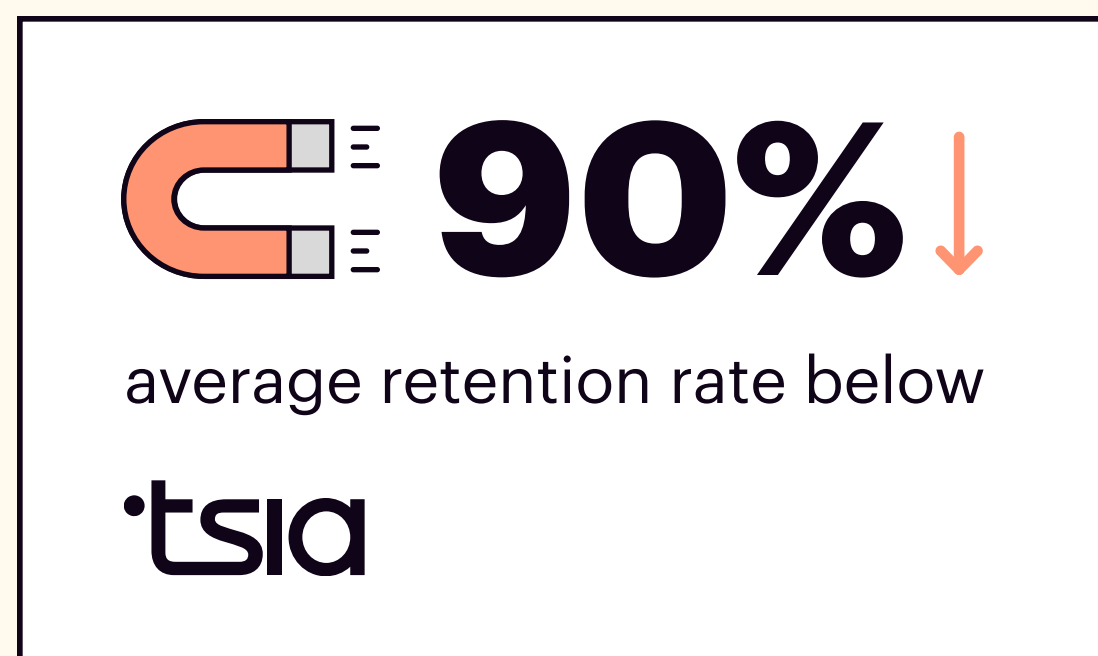
According to TSIA's survey, **the average growth rate benchmark for MSPs stands at 20%**, with the actual numbers ranging from -27% to as high as 115%. However, the majority of companies in the benchmark database are performing below the average of 20%. This suggests that there is significant room for improvement in the industry.

Given the current economic climate, MSPs are tasked with demonstrating the value of their services to potential clients, requiring them to provide solutions that offer a tangible return on investment.

## MSP challenge 2: Retention

For MSPs, recurring revenue is the lifeblood of their business model. It provides a predictable and stable income stream that is essential for managing cash flow, planning for future growth, and maintaining the overall health of the business.

With a subscription-based model, the value of each customer extends far beyond a single transaction. It lies in the ongoing relationship built over time, which can generate continuous revenue through renewals, upselling, and cross-selling opportunities.



However, high churn rates can quickly erode the recurring revenue base, making it harder for MSPs to achieve sustainable growth.

According to TSIA's findings, **most MSPs have an average retention rate below the benchmark of 90%, with the overall range spanning from 70% to 100%.**

This underscores the critical need for MSPs to invest in strategies aimed at customer satisfaction and retention, ensuring their services continue to meet the evolving needs of their clients and uphold high standards of quality.

## MSP challenge 3: Profitability

Balancing the need for growth with the requirement for competitive pricing can be a difficult equation to solve. Furthermore, MSPs must strategically invest in technologies that streamline operations and enhance service delivery without inflating their costs.

TSIA's survey reveals that **profitability for MSPs can swing significantly, with operating income spanning from -17% to 31%**. This dramatic fluctuation underscores the inherent economic uncertainties that MSPs are facing. While some MSPs thrive and attain high profitability levels, others struggle to break even, or worse, operate at a loss. This disparity emphasizes the necessity for savvy business and technology strategies in order to consistently achieve positive operating incomes.

## Leveraging digital transformation for market expansion and diversification

Digital transformation presents a significant opportunity for MSPs to penetrate more markets and diversify their service offerings, thereby driving growth and competitiveness. By facilitating the digitization of various business processes, MSPs can deliver add-value solutions that meet the evolving needs of their customers.

One area that holds significant potential is **digitization of document workflows**.

Here's why:

- Businesses across sectors rely heavily on paperwork for their day-to-day operations.
- Managing these documents often involves tedious manual processes that consume valuable time and resources.
- By providing digital solutions that streamline document workflows, MSPs can offer tangible value to their clients, leading to increased customer satisfaction and retention.

## This is where eSignatures come into play

A key component of digitizing document workflows is the use of electronic signatures:

- eSignatures eliminate the need for physical signatures, enabling businesses to complete transactions more quickly and efficiently.
- eSignatures not only save time but also reduce costs associated with printing, storing, and transporting paper documents.
- eSignatures are legally binding in many jurisdictions, making them a secure option for businesses.
- Electronic signatures contribute to workflow automation, drastically reducing workloads and allowing businesses to focus on more strategic initiatives. According to a recent [McKinsey's Global Survey](#), **over 70% of executives confirm that their companies** are at the very least testing automation technology. Thus, MSPs who offer automation solutions can help their clients improve efficiency, reduce errors, and increase productivity.



# 70%

of executives confirm that their companies are testing automation technology

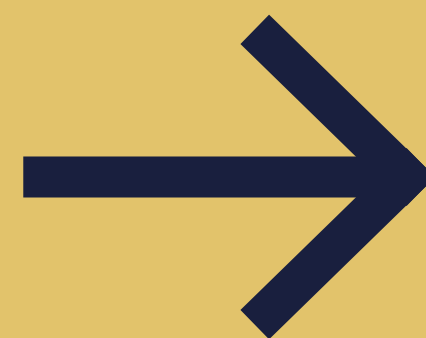
McKinsey&Company

---

Through the strategic implementation of digital transformation initiatives, MSPs can deepen their service offerings and penetrate more markets. More importantly, they can position themselves as **trusted advisors** who guide their clients through the **complex landscape of digital transformation**, thereby solidifying their own market position.

---



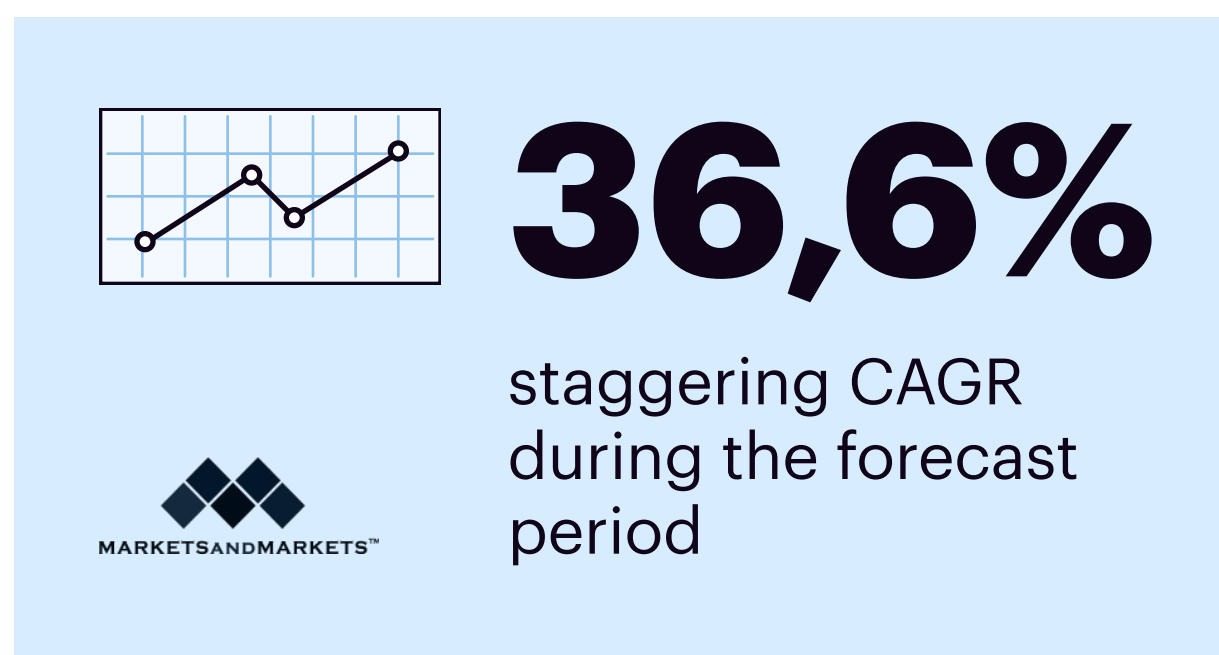


# eSignature market opportunities





# eSignature market opportunities



The eSignature market is currently experiencing a significant growth spurt, fueled by the widespread adoption of digital transformation initiatives across industries. A [study by Markets and Markets](#) projects that the global eSignature **market will grow from USD 5.5 billion in 2022 to USD 25.2 billion by 2027**, at a staggering **CAGR of 35.6%** during the forecast period

---

This surge in growth is largely driven by the increasing need for businesses to **expedite document processing, reduce operational inefficiencies**, and **enhance security and compliance**. Moreover, the recent pandemic has catalyzed a shift towards remote working and digital operations, thereby further accelerating the adoption of eSignature solutions.

---

## How can MSPs capitalize on the momentum to grow their business?



MSPs can tap into the sprawling eSignature market by leveraging their expertise in IT infrastructure management. They can start by assessing the current document workflows of their clients and providing strategic advice on how to optimize them for greater efficiency. Additionally, they can advise their clients on how to get the most out of eSignature solutions and help them integrate these methods into their existing infrastructure.

By including eSignature solutions into their service portfolio, MSPs have the opportunity to broaden their offerings and establish themselves as comprehensive digital transformation consultants.



By doing so, they not only provide their clients with a solution to streamline their document workflows but also contribute to their overall digital strategy.

---

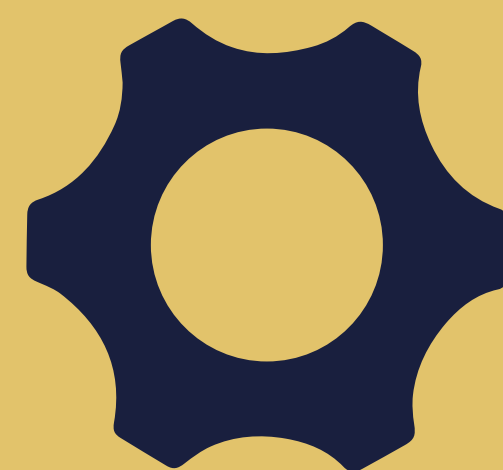
Providing such services not only adds a recurring revenue stream for MSPs but also strengthens their relationship with clients, as they become integral to their day-to-day operations and strategic planning.

---

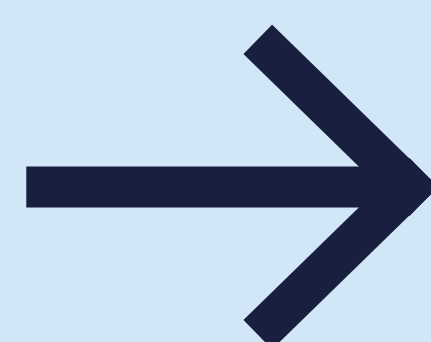
Therefore, **the growth of the eSignature market presents an opportunity for MSPs to position themselves as innovative and forward-thinking solution providers.** By seizing this opportunity, MSPs can:

- Increase their market share
- Improve client retention
- Drive revenue growth

As the demand for digital solutions continues to rise, the MSPs who can effectively deliver and manage these services will thrive.



# Offering **electronic signature solutions** with SignNow





# What is SignNow?

As part of the airSlate family, SignNow is an electronic signature solution that empowers businesses to move fast with everything they need to eSign and send documents for signature. For **over 12 years**, SignNow has been providing an exceptional signing experience for its customers, boasting a user base of more than **28 million people worldwide**.



---

Businesses use SignNow to **increase productivity, eliminate document errors, impress customers** with a straightforward signing experience on any device, and **accelerate ROI** by eradicating manual paperwork processes and reducing costs.

---

## Where do you come in?

When considering strategies to expand your MSP business and, more importantly, increase your recurring revenue, you might be seeking additional solutions and services to provide to your clients.

Entering into a partnership with SignNow provides an opportunity for Managed Service Providers to accelerate growth while improving retention and profitability by offering an exceptional value-added service to their customers. By working in cooperation with SignNow, MSPs ensure their clients:

- **Save time and internal human resources** for critical projects instead of searching for an optimal eSignature solution and integrating it into their existing workflow.
- **Access immediate, first-hand support and troubleshooting** for SignNow services to maintain uninterrupted operations and minimal downtime.
- **Meet high security and compliance standards** with SignNow's robust security features, making certain that sensitive documents are well-protected.

---

**Over a decade of serving businesses of all sizes showed that SignNow is an incredibly sticky solution, a quality that is often absent in MSP offerings.** Since its value and benefits become evident so soon, – and businesses possess a myriad of document processes that can be streamlined, – there is always an opportunity to strengthen your relationship with clients.

---

The evidence is clear that digital transformation is becoming essential for every business, and its significance will only grow in the coming years. As an MSP, you are the ultimate partner for your customers on their digital transformation journey.

Leveraging your extensive knowledge of your clients' business processes, pain points, and optimization needs, you can effectively guide them towards enhanced operational efficiency and cost savings by implementing electronic signatures.

## **What value can MSPs offer clients with SignNow?**

SignNow offers an array of benefits to MSP customers, transforming the way businesses handle their document workflows. These benefits not only streamline operations but also contribute to cost savings, enhanced security, and improved customer experience. Here's a closer look at what SignNow brings to the table:



### **Improved productivity with faster signature collection**

SignNow allows users to turn any document into an online fillable form and share it via email or a link in seconds. Simply arrange a document signing order for as many signers as you need, schedule reminders, and configure expiration dates.



### **Straightforward signature tracking**

Teams enjoy better visibility into the signing process with SignNow's real-time document tracking and instant notifications.



### **Simplified workflows**

SignNow eliminates the need for printing, scanning, and shipping paper documents, thus reducing both time and labor resources needed to get a document signed. This enables companies to speed up their operations, increase efficiency, and move towards a more sustainable business model.



✓ **Elimination of repetitive tasks**

SignNow empowers organizations to reclaim working hours on time-consuming manual steps, making it easy to complete daily document-related tasks with reusable templates, bulk sending, conditional routing, and more.

✓ **Easy & error-free signing experience**

SignNow makes your documents easy to fill out and sign online on any device. Recipients don't need any downloadable software or a registered SignNow account to complete your documents. No more print-sign-scan routines.

✓ **Enhanced team collaboration**

With SignNow, it is easy to set up teams of multiple eSignature users and share documents and templates with teammates to work collaboratively and efficiently.

✓ **Branded eSignature workflows**

Organizations can show their company's logo on notification emails and during signing sessions, customize colors and messages based on their brand voice, and more.

✓ **Uninterrupted document processes**

Users can start working on documents at the office and finish elsewhere using their mobile device, even while offline. SignNow also allows teams to integrate eSignatures with the apps they use every day to seamlessly complete documents in one place.

✓ **Data security and compliance**

All documents processed via SignNow are protected by industry-leading security standards. SignNow enables you to achieve compliance with HIPAA, SOC 2 Type II, PCI DSS, CCPA, and GDPR regulations.

Chasing down contracts takes a lot of time. With SignNow, we've gotten the process down to about 3 minutes.

**Kyla Greene**, Regional Director Northeast Rentals, Alta Equipment

# Why SignNow wins

SignNow's features are designed to make the document signing process as seamless and efficient as possible. But beyond these robust capabilities, SignNow stands out for several key reasons that have led customers around the globe to choose it as their trusted eSignature solution:

**01 Unbeatable price-to-value:** SignNow offers competitive pricing without compromising on features, making it an attractive choice for businesses of all sizes.

---

**02 Highly rated ease of use:** The platform's user-friendly interface ensures a smooth experience for both senders and signers, reducing the learning curve and making it easy to adopt.

---

**03 Fast ROI:** By streamlining document workflows and eliminating costs associated with paper-based processes, SignNow helps businesses save time and resources, resulting in a quicker return on investment.

---

**04 Scalability:** SignNow's versatile features and flexible pricing options allow it to adapt to the growing needs of businesses, making it suitable for organizations at any stage of their development.

---

**05 Integrations with other apps:** SignNow seamlessly integrates with popular business applications, CRMs, and cloud services, allowing users to create and manage eSignature workflows directly from their preferred software.

---



# Who can you serve?



SignNow is a horizontal solution, serving all industries and businesses of all sizes. It boasts unparalleled scalability in terms of functionality and pricing, making it a **perfect fit for small and medium-sized businesses** (companies of 100–2,000 employees). At the same time, SignNow offers extended **security, collaboration,** and **integration capabilities for large enterprises.**

Top industries	Top teams
<ul style="list-style-type: none"><li>• Education</li></ul>	<ul style="list-style-type: none"><li>• Legal</li></ul>
<ul style="list-style-type: none"><li>• Banking &amp; Financial Services</li></ul>	<ul style="list-style-type: none"><li>• Human Resources</li></ul>
<ul style="list-style-type: none"><li>• Software</li></ul>	<ul style="list-style-type: none"><li>• Sales</li></ul>
<ul style="list-style-type: none"><li>• Healthcare</li></ul>	<ul style="list-style-type: none"><li>• Finance &amp; Accounting</li></ul>
<ul style="list-style-type: none"><li>• Real Estate</li></ul>	<ul style="list-style-type: none"><li>• IT</li></ul>
<ul style="list-style-type: none"><li>• Insurance</li></ul>	<ul style="list-style-type: none"><li>• Operations</li></ul>
<ul style="list-style-type: none"><li>• Construction</li></ul>	
<ul style="list-style-type: none"><li>• Government</li></ul>	
<ul style="list-style-type: none"><li>• Non-profit</li></ul>	

# Typical use cases

Legal	HR
<ul style="list-style-type: none"><li>• Loan agreements</li></ul>	<ul style="list-style-type: none"><li>• NDAs</li></ul>
<ul style="list-style-type: none"><li>• Power of attorney</li></ul>	<ul style="list-style-type: none"><li>• Offer letters</li></ul>
<ul style="list-style-type: none"><li>• Affidavits</li></ul>	<ul style="list-style-type: none"><li>• Employment contracts</li></ul>
<ul style="list-style-type: none"><li>• Promissory notes</li></ul>	<ul style="list-style-type: none"><li>• Onboarding documentation</li></ul>

Finance	Sales
<ul style="list-style-type: none"><li>• Income tax returns</li></ul>	<ul style="list-style-type: none"><li>• Contracts</li></ul>
<ul style="list-style-type: none"><li>• New account forms</li></ul>	<ul style="list-style-type: none"><li>• Sales inquiries</li></ul>
<ul style="list-style-type: none"><li>• Financial reports</li></ul>	<ul style="list-style-type: none"><li>• Business proposals and quotes</li></ul>
<ul style="list-style-type: none"><li>• Payment collection</li></ul>	<ul style="list-style-type: none"><li>• Payment collection</li></ul>

Healthcare	Education
<ul style="list-style-type: none"><li>• Patient intake forms</li></ul>	<ul style="list-style-type: none"><li>• Enrolment verification</li></ul>
<ul style="list-style-type: none"><li>• Consent forms</li></ul>	<ul style="list-style-type: none"><li>• Teacher reports</li></ul>
<ul style="list-style-type: none"><li>• HIPAA authorization</li></ul>	<ul style="list-style-type: none"><li>• Weekly plans</li></ul>
<ul style="list-style-type: none"><li>• Medical records</li></ul>	<ul style="list-style-type: none"><li>• Timesheets</li></ul>



## Client ROI: How much can MSPs save their customers with SignNow?

All of our filing cabinets are now empty. Stopping the printing and filing process has probably saved us at least one salary each year.

**Doreen Justinger**, Special Projects Manager, Bryant & Stratton College

Switching to electronic signatures can result in significant cost savings for businesses, though the exact amount can vary depending on the size and nature of the business.

- One of the most immediate savings comes from reduced **paper costs**. The average office worker uses 10,000 sheets of copy paper per year, which can cost upwards of \$80 per employee.
- Additionally, businesses save on **printing, scanning, and postage**. The average cost to print a page is around \$0.03, and scanning can cost anywhere from \$0.07 to \$0.12 per page. Postage costs can add up as well, with the average cost to mail a document ranging from \$0.55 for a basic letter to over \$25 for overnight delivery.
- **Storage costs** are another area where businesses can save by switching to electronic signatures. The average cost to store a four-drawer file cabinet is about \$1,500 per year.
- Lastly, **labor costs** associated with manual document handling can also be significantly reduced. Assuming that processing a single document takes about 15 minutes and a median salary rate is \$33 per hour, your client can save at least \$8.25 per document sent.

All these expenses considered, businesses can potentially save around \$35 per single document signed. For large companies dealing with hundreds of documents every week, the savings can add up quickly.

We have 60 coordinators who are saving at least one hour a day, five days a week. That's **300 hours a week** we're saving, or **15,000 hours over the course of a year**, just by using SignNow.

**Kyla Greene**, Regional Director Northeast Rentals, Alta Equipment

## How much can you earn by reselling SignNow?

As a Managed Service Provider, there are substantial financial benefits to reselling SignNow to your customers. **MSPs earn 20-40% commissions in perpetuity**, depending on the annual revenue they generate.

This applies to all of SignNow's subscription plans including Business, Business Premium, Enterprise, Business Cloud, and Site License. The net revenue comprises of new user seat sales, add-on sales, and renewals.

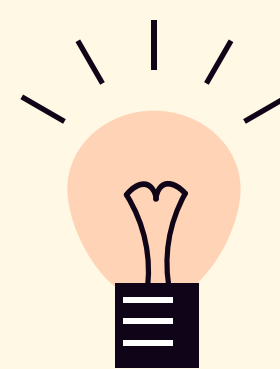
The table below should give you a sense of the baseline for your possible commission revenue.

SignNow plans	Pricing model	Annual price	Annual revenue per 100 users	MSP commission
Business	Seat-based	\$96/user	\$9,600	\$1,920 (20%)*
Business Premium	Seat-based	\$180/user	\$18,000	\$3,600 (20%)*
Enterprise	Seat-based	\$360/user	\$36,000	\$10,800 (30%)*
Business Cloud	Seat-based	\$600/user	\$60,000	\$18,000 (30%)*
Site License	Usage-based	\$1.50/send	Depending on the # of signature invites sold	Depending on the # of signature invites sold

*Commissions are calculated based on annual revenue thresholds: >1K - 20%, >25K - 30%, >100K - 40%.*

Additionally, MSPs can diversify their revenue streams by charging customers for value-added services such as:

- eSignature workflow optimization
- Integration guidance
- Security and compliance consulting
- Support and troubleshooting



These services not only boost your earnings but also enhance customer satisfaction and loyalty over time.



## Additional MSP benefits

Besides the lucrative financial incentives, SignNow offers a comprehensive suite of benefits to its MSP partners, aimed at enabling them to succeed and grow their businesses. These additional advantages include:

- **Funding for marketing:** SignNow provides funding support for MSPs to conduct promotional campaigns, events, and other marketing initiatives, helping to enhance their visibility and customer acquisition efforts.
- **Partner Connect Portal:** This online portal serves as a one-stop-shop for MSPs, offering useful resources such as sales enablement materials, training tools, marketing collateral, and more.
- **Certification and training program:** SignNow offers a comprehensive certification program, accompanied by a robust array of training resources, helping MSPs gain the necessary knowledge and skills to effectively sell and support SignNow solutions.
- **Partner account manager:** MSPs are assigned a dedicated account manager, who provides personalized support and guidance to help them maximize their partnership with SignNow.
- **Partner solution architect:** MSPs have access to a solution architect, who assists in understanding and addressing technical requirements, helping to devise the best possible solutions for customers.
- **Partner marketing manager:** MSPs are paired with a marketing manager, who helps develop and implement effective marketing strategies, contributing to customer engagement and business growth.
- **Partner jumpstart demo kit:** This kit provides MSPs with an array of demo resources, enabling them to effectively demonstrate the features and benefits of SignNow to potential customers.

# Land and expand

MSPs can employ a "land and expand" strategy to bring additional value to customers and increase service offerings. This strategy involves first establishing a relationship with a customer by addressing a specific need, then expanding the scope of services provided to that customer over time. Here are three ways MSPs can accomplish this:

01

## **Optimize existing eSignature workflows**

Start by helping customers streamline their existing eSignature workflows. Assess the current processes and identify areas of inefficiency or bottlenecks. Employ strategic optimizations, such as automatic reminders for pending signatures or integrations with existing business applications, to reduce workflow time and increase efficiency. SignNow brings a plethora of productivity features to the table, and MSPs are encouraged to leverage them to assist customers in getting the most out of the platform.

02

## **Digitize lingering paper-based processes**

After streamlining one document process, MSPs can turn their attention to other workflows within the customer's department that could be improved with SignNow. By digitizing these processes, MSPs not only offer immediate time and cost savings but also pave the way for more extensive digital transformation initiatives in the company.

03

## **Implement eSignatures for other teams**

Once eSignature solutions have been successfully implemented in one department, MSPs can help the organization expand the use of eSignatures to other teams. This broadens the value proposition of the services offered, solidifying the MSP's position as a trusted partner and laying the groundwork for further expansion of services in the future.



# In the real world: SignNow provides a better patient experience and reduces manual tasks for IVF clinic in Canada



**Company name:** AART Fertility Clinic

**Location:** Halifax, Canada

Undergoing fertility treatments can be an emotionally challenging journey, but the staff at AART Fertility Clinic strives to alleviate any unnecessary stress. To streamline the process, they have implemented a seamless approach for patients to effortlessly complete the extensive paperwork associated with reproductive therapies.

## Challenges:

1. Patients had to physically visit the clinic to complete consents.
2. Patients had to find a printer and scanner to complete the documents.
3. Patients had difficulty accessing their paperwork and forms.
4. Patients had to drop off the completed forms at the clinic.
5. There was a significant consent-related risk in the fertility treatment process.

AART uses Mellowood Medical as the Electronic Medical Record (EMR) company that supports their patient portal. A SignNow partner, Mellowood introduced AART to the eSignature solution and assisted the clinic in building streamlined and sustainable document workflows that are beneficial for both clinic staff and patients.

Patients now have the convenience of submitting their paperwork via email, eliminating the need for physical visits to the AART clinic. This streamlined process allows patients to easily access and complete their forms from anywhere, without the hassle of finding a printer, scanning documents, or making drop-offs. SignNow also helped the clinic eliminate a consent-related risk where the staff had to ensure they had paper copies of consents prior to treatment.

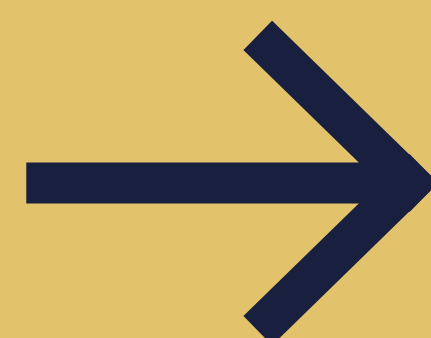
Now that we've moved to SignNow and have our templates set up, it's barely any work for us. We've **saved at least a 0.5 full-time employee**, which allows us to provide better patient care.

**Julie Keizer**, Chief Operation Officer, AART Fertility Clinic





# Conclusion





# Grow your MSP with SignNow

Embracing SignNow as part of your Managed Service Provider toolkit opens the door to vast opportunities for growth and expansion.

## Improve retention

By incorporating SignNow's robust eSignature solutions, MSPs can offer their customers greater efficiency and productivity, positioning themselves as essential strategic partners in the digital transformation journey.

Moreover, the ability to optimize and digitize cumbersome paper-based workflows translates to significant time and cost savings for clients – a value proposition that enhances customer satisfaction and retention.

## Accelerate growth

SignNow's extensive suite of tools and support capabilities, including a dedicated account manager, a solution architect, and a marketing manager, guarantees that MSPs have access to comprehensive guidance and resources. With these, they can not only sell and support SignNow solutions effectively but can also strategize and implement successful marketing initiatives.

This level of partnership empowers MSPs to excel in their service provisioning, fostering stronger customer relationships and boosting business growth.




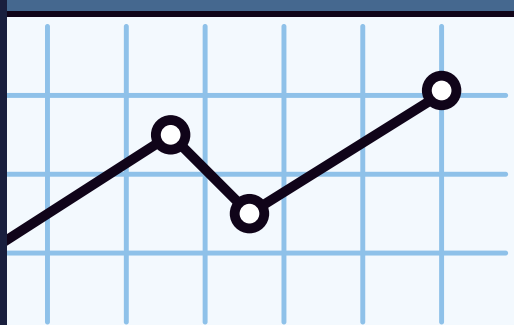
### Construction Contract

This Construction Contract is being entered into between [Client Name] ("Owner") and [Company Name] ("Contractor") (collectively, the "Parties").

The effective date of this Construction Contract will be the last date of signature below.

This Construction Contract, along with incorporated documents referenced herein, sets forth the terms and conditions agreed to between the Parties relating to construction of [TYPE OF CONSTRUCTION] by Contractor for Owner.

	Signature Field	Date	Date
	Signature Field	Date	Date



## Increase profitability

SignNow's "land and expand" potential provides a compelling opportunity for MSPs to expand their service offerings and reach a wider audience. By first addressing a specific customer need, then gradually expanding the scope of services, MSPs can strengthen their relationship with customers. This approach helps solidify the MSP's role as a trusted partner, paving the way for future service expansion and thereby increasing profitability.

SignNow is more than just an eSignature solution – it is a potent catalyst for growth, retention, and profitability for Managed Service Providers. By partnering with SignNow, MSPs gain a competitive edge, empowered to deliver exceptional value to their customers and to thrive in today's fast-paced, digital business landscape.

