



DOCUSIGN

+ CUSTOMER PROFILE

San Francisco based DocuSign, Inc. sets The Global Standard for Digital Transaction Management™ (DTM). DocuSign's DTM platform helps organizations large and small to Keep Business Digital™ from start to finish for dramatic ROI, increased security and compliance, and a better customer experience.

+ BUSINESS OBJECTIVES

With a daily average of 885,000 transactions worldwide each day, DocuSign requires secure, reliable, and cost effective network performance to support its platform.

+ SOLUTION

SIP Trunking, IP/MPLS VPN Solutions, Voice Communications Services.

+ BUSINESS OUTCOME

DocuSign has a secure, cost-effective, redundant enterprise-wide network that is capable of supporting the demands of its rapid growth.

ARCHITECTING A STABLE NETWORK FOR CLOUD EXPANSION

Business Challenge

DocuSign, Inc. provides Digital Transaction Management (DTM) services to more than 105,000 companies worldwide, processing more than 885,000 documents per day. They are a rapidly growing organization, adding more than 40,000 new unique users daily and more than 200 employees each quarter. The dynamic growth puts a huge strain on their telecom and network infrastructure. Josh Sordelet, Unified Communications Architect at DocuSign, must be sure data and voice services are ready to support sudden shifts in call or Internet traffic.

The incumbent service provider lacked the ability to keep pace with DocuSign's evolving demands, at one point unable to add desperately needed voice trunks. This left sales staff struggling to complete outgoing calls and customer service lines ringing busy. It was time for a change. Already facing network infrastructure challenges amidst rapid expansion, DocuSign sought not only a solution for their immediate connectivity issues, but they also needed a reliable partner nimble enough to keep pace with its dynamic cloud-based business model. Having known about Electric Lightwave's reputation for superior customer service from a previous company, Sordelet contacted Electric Lightwave.

Approach

DocuSign relies on bandwidth hungry cloud applications to conduct business and support its growth. The network infrastructure necessary to support their increasingly complex operations was becoming costly and demanding too many precious resources. Electric Lightwave responded

"Electric Lightwave was the only company who could move as quickly as we needed."



Josh Sordelet

Unified Communications Architect, DocuSign

immediately, providing DocuSign with the consultative experience many promise but few can deliver. Sordelet partnered with a team from Electric Lightwave to audit DocuSign's current network and collaborated with Sordelet to design capabilities they needed down to the tiniest detail. "Electric Lightwave and DocuSign broke new territory. This approach is going to become more commonplace in the future," stated Sordelet.

Electric Lightwave began with the delivery of more reliable voice service to DocuSign's Seattle location, eliminating the existing issues plaguing the system. The rollout continued with IP/MPLS VPN Solutions connecting offices in the U.S. and global expansion to London followed. The Electric Lightwave solution also provided Quality of Service (QoS) over a 1Gbps circuit necessary to support its cloud services.

Electric Lightwave's solutions-focused, consultative approach went beyond its own menu of products and services. This meant working closely with DocuSign's cloud services providers to ensure optimal performance of its cloud applications.

Results

Electric Lightwave consulted with DocuSign to determine the solution best suited to their needs, and then delivered it: Data and voice communication integrated on a redundant, streamlined network. The results are better network performance and lower costs. "Electric Lightwave helped us achieve QoS (Quality of Service) with a flexible service that supports DocuSign's rapid growth and provisioning needs," stated Sordelet.

DocuSign's improved network reduces cost of data transport, scales as rapidly as needed, and better prepares them for continued future growth. "Electric Lightwave helped us migrate more of our operations to the cloud and reduce capital expenditures in the process," commented Sordelet. The enterprise-wide Electric Lightwave solution has built-in redundancy and eliminated downtime, improving throughput and voice quality in the process. "Our call quality has become substantially better. The voice quality sounds 'hi-def' now," commented Sordelet. This, along with competitive pricing, helps DocuSign realize measurable ROI on its network investment.

Perhaps most important to DocuSign, after partnering with Electric Lightwave, Sordelet can better manage the network. He no longer has to spend the bulk of his time juggling shrink-wrapped services from multiple vendors. "Our solution with Electric Lightwave is far more stable and supportable than the other options we had. They were also very collaborative throughout the process as a great partner," stated Sordelet. With Electric Lightwave on-hand as a consultant, Sordelet continues to tackle new challenges, proactively expanding network and services in front of and aligned with DocuSign's expansive cloud-based operation.



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CUSTOMER BENEFITS

- + Improved network uptime enabling sales and support staff
- + Enhanced customer service with reliable voice communication services and improved call quality.
- + Streamlined network with improved bandwidth capability to support cloud applications.
- + Measurable ROI allowing improved visibility to expenses and reduced Monthly Recurring Charges (MRC) providing improved value.
- + Responsive and collaborative approach delivered a flexible solution.

ABOUT ELECTRIC LIGHTWAVE™

Electric Lightwave™, an Integra company, serves as a trusted network infrastructure partner to enterprises, government agencies and carriers in select markets throughout the western United States. We combine dense metro and intercity fiber assets, enterprise-grade network solutions, including Ethernet, Wavelengths and IP, with a highly responsive and easy to do business with approach. Electric Lightwave offers a premium service experience to match our premium network infrastructure solutions.

CONTACT US ▶ (877) 953-7747