



Aberdeen Research Signs Off On Digital Signatures As A Key Enabler For Companies To Achieve Sales Velocity And Cost Savings

CHATTANOOGA, TN – June 25, 2010 - SIGNIX, the leading provider of digital signature solutions with advanced PKI signature authentication and verification, announced today the results of a recent Aberdeen research study Lead-To-Win: Shrinking the Sales Cycle and Focusing Closers on Sealing More Deals published by Aberdeen Group, a Harte-Hanks Company. In the 1st quarter of the year, Aberdeen conducted research for a benchmark study involving 472 organizations, including 67 companies currently deploying digital signature technology.

As top-performing sales and marketing teams continue searching for ways to reduce their sales cycles and increase their win/loss “batting average,” the use of selected business processes and enabling technologies, such as digital signatures, hold significant promise for better sales and marketing team performance in 2010. "A key challenge facing businesses today is achieving cost effective sales growth in the face of a constricted economy," stated Peter Ostrow, Aberdeen Group's Research Director for Sales Effectiveness. "And recent research we conducted confirms that the users of digital signatures outperform non-users in key areas that significantly and positively impact the achievement of cost effective sales growth. For example, users of digital signatures were 50% more likely than non-users to show year over year improvements in customer renewal rates, 41% more likely to reduce proposal error rates and 18% more likely to shorten their sales cycles. In terms of future acquisition of lead-to-win technologies, despite the recent recession, companies are definitively planning to make continued investments in sales-related solutions that will help them control or shrink their sales cycles, and increase their overall win rate," he added.

Companies that send and receive contracts and other mission critical business communications that require signatures on a daily basis can speed the sales cycle and reduce costs instead of following the painstaking process of printing, signing and faxing or mailing back documents. SIGNiX enables you to sign the contract or form electronically, with no need for printing or faxing at all. The report highlights the superior performance that leading companies have been able to achieve through deployment of digital signatures, CPQ solutions, contract management solutions and sales playbooks, including:



- 9.1% average annual improvement (increase) in proposal/RFP volume; compared to 3% decrease for other companies
- 8.4% average year-over-year improvement (decrease) in the sales cycle time; compared to 3% increase for other companies

A complimentary copy of this report is available, due in part to SIGNiX. To obtain a copy, visit:
http://v1.aberdeen.com/includes/asp/sponsored_registration.asp?ci=/launch/report/benchmark/6449-RA-sales-cycle-effectiveness.asp&spid=30411862&camp=

"SIGNiX is working across many verticals, including the majority of the nation's largest financial institutions, and we recognize the competitive challenges that brokerage firms, financial services firms and others in this marketplace face due to business and world economic pressures, which significantly reduce their income from investment sources," said Jay Jumper, CEO of SIGNiX. "Digital signatures have been enabling enterprises to shorten their sales cycles while also efficiently and effectively achieving their revenue growth and cost reduction objectives."

About Aberdeen Group, a Harte-Hanks Company

Aberdeen provides fact-based research and market intelligence that delivers demonstrable results. Having queried more than 30,000 companies in the past two years, Aberdeen is positioned to educate users to action: driving market awareness, creating demand, enabling sales, and delivering meaningful return-on-investment analysis. As the trusted advisor to the global technology markets, corporations turn to Aberdeen for insights that drive decisions.

As a Harte-Hanks Company, Aberdeen plays a key role of putting content in context for the global direct and targeted marketing company. Aberdeen's analytical and independent view of the "customer optimization" process of Harte-Hanks (Information – Opportunity – Insight – Engagement – Interaction) extends the client value and accentuates the strategic role Harte-Hanks brings to the market. For additional information, visit Aberdeen or call (617) 854-5200, or to learn more about Harte-Hanks, call (800) 456-9748.



About SIGNiX

SIGNiX is the premier global provider of business optimization through digital signatures for industries such as financial services, insurance, healthcare, government, and education. SIGNiX's management team and developers have over 10 years of experience in online, security and digital signature applications. SIGNiX helps the enterprise transform and expedite transactions, scale their business processes and reduce costs with the proper controls required by regulation, legislation and industry best practice. Digital signature solutions produce legally enforceable electronic records while moving to a paperless environment. The Company's vision is to provide a trusted digital signature on every online business document. For more information visit www.signix.com or call 877.890.5350.

Contact:

Pem Guerry

SIGNiX

pguerry@signix.com