



METIS

COMMUNICATIONS

Agents of Influence™

CASE STUDY

Telling customer success stories

Challenge

Metis' first campaign for EchoSign educated analysts, the media and the broader market about the ease and legality of e-signature technology. Later, Metis worked to move EchoSign deeper into key vertical markets (healthcare, financial services, education, real estate, transportation, retail and more), where it became the e-signature technology of choice and ultimately became an acquisition target for Adobe.



EchoSign™

(now Adobe Sign)

Company: The world's top
e-signature solution

Industry: SaaS

Location: San Jose, CA

Website: www.adobe.com

“Metis consistently generates quality results because they have an aggressive, first-mover approach.”

– Eran Aloni, former director of product marketing, EchoSign

Highlighted campaign examples



HDT Heavy Duty Trucking

Truckinginfo

FLEETS MANAGEMENT

How Paperless Contracts Can Help Trucking Companies

September 2011, Truckinginfo.com - Feature
by Jason Lemkin, Contributor

SHARING TOOLS | Print | Subscribe

Beyond the popular enthusiasm for green trends, paperless business practices are proving to be smart business practices, particularly in contract-heavy industries like trucking.

Web or cloud-based contract work allows transport companies to better serve customers, to close more deals faster, and to focus resources on more lucrative efforts than paperwork. For businesses that sell themselves on promptness and efficiency, paperless technologies and contracting on the web serve as a powerful differentiator in a competitive market.



PHARMACEUTICAL COMMERCE

Business Strategies for Pharma/Bio Success

SEPTEMBER/OCTOBER 2011

Information Technology

Pharma IT is Going to the Clouds

Pharma IT is going to the clouds. From commercial IT vendors, says Khatia Shukla, CIO of the organization... [Text continues]



InformationWeek Insurance & Technology

BUSINESS INNOVATION POWERED BY TECHNOLOGY

Home News & Commentary Authors Video Reports White Papers Events

CHANNELS POLICY ADMIN CLAIMS SECURITY COMPLIANCE DATA & ANALYTICS

NEWS

4/20/2011 11:54 AM

CIGNA Introduces Electronic Contracting to Add Doctors to Network

The company claims this decreases the amount of time it takes to add providers to its network by half.

Philadelphia-based health insurer CIGNA now allows medical and behavioral health physicians and small practices desiring a first-time standard contract to use a secure website to complete and sign documents.

The company is using an e-signature technology from EchoSign (Palo Alto, Calif.) to meet compliance and legal requirements, it says. CIGNA says a paper-only addition process generated more than a million pieces of paper per year.

"Electronic contracting expedites the overall contracting process for physician and enables CIGNA to more quickly add physicians to its growing network," Julie Vayer, VP of Health Care Professional Solutions for CIGNA, says in a statement.

Results



Coverage for marquee customer use cases from **Celadon, Aetna, Groupon** and others in myriad industries



High-profile industry awards, including InfoWorld Green 15

Acquisition by



617.236.0500
info@metiscomm.com
metiscomm.com

294 Washington Street, Suite 607
Boston, MA 02108

