Safeguarding Your Virtual Handshake

How to Keep Your Data Protected and Connected in an Open Digital World
THE WORLD IS GOING DIGITAL

From home buying and money transfers to service contracts and sales agreements, more and more business processes are going digital. But what does it mean to conduct business online? Where does the data live? And is it really as safe as paper?

The business of yesterday took time. Closing deals required wet signatures, which meant couriers, overnight mail, or face-to-face meetings. Today’s fast-paced, get-it-done-yesterday world can’t wait for paper, and our planet needs us to use less of it. The answer? End-to-end Digital Transaction Management or DTM.

DTM encompasses all the steps involved in documents requiring signature and approval, from preparing the documents and executing the actual signatures to managing the data and storing it in the cloud. Why the cloud? Because global business demands anywhere, anytime access by all parties, and that’s not possible if the data is sitting on your personal computer.
Cloud-Based Services – Are They Safe?

Software and data delivered and stored in the cloud employ more advanced security measures than individuals can afford to implement on their own computers. The key is adhering to a set of criteria for keeping transactions both protected and connected. That’s where the xDTM Standard® comes into play.

The xDTM Standard, Version 1.0

The xDTM Standard helps make digital transactions more secure and the overall signing process easier. It lays out the best practices that DTM solution providers must adhere to in order to be certified. Providers that comply with the Standard demonstrate a commitment to quality digital transactions and attest to the completeness of their solution across eight core areas: security, assurance, privacy, validity, availability, scalability, universality, and interoperability.

Did You Know?

Standards govern everything in our lives, from the electrical outlets in our walls to the cars we drive and so much more. They’re the mechanism that establishes expectations and ensures quality, so that consumers have confidence that trade will happen safely and reliably.

Security

We’ve all seen the headlines...security is top of mind for everyone – especially when signing a document with sensitive information. Whether it’s a real estate contract, financial agreement, or sales deal, you need to know your documents are safe.

That’s why security is front and center in the xDTM Standard.

xDTM-certified solutions feature best-in-class technical protection with strong encryption, highly secure access, and proactive protection policies that require constant scanning of the environment for threats.

*2016 Internet Security Threat Report, Symantec

A new zero-day vulnerability – a hole in software that’s unknown to the vendor – was discovered every week in 2015, and half a billion personal records were stolen or lost.*
Assurance

It’s critical that your digital signature complies with all of the applicable laws and regulations where you do business. You also need to know that an electronic signature is as good as a printed one – better even. While every company claims to have high standards, with an xDTM-certified provider, you can be assured they’ve achieved the highest quality bar.

“If you think compliance is expensive — try non-compliance.”

Former U.S. Deputy Attorney General Paul McMulty
Privacy

You take privacy seriously, and so should your DTM provider. Do they have written policies for how they manage customer data – including the sensitive information captured about you during a transaction? Is it clear to you when data will be shared and under what circumstances? If not, you should be looking at other providers.

*National Cyber Security Alliance*, December 5, 2016
Validity

Is the electronic signature valid? Will it stand up under scrutiny? Can it be forged? These are all smart questions. In truth, with the right provider, eSignatures are more protected – and contain more verifiable information – than paper signatures.

To demonstrate the validity of an eSignature, xDTM-certified solutions incorporate audit trails and evidence that no tampering happened to the signed document. They also let you determine the level of authentication necessary, such as via access code, SMS, phone number, and more. You can decide how much authentication to assign based on the transaction type and your needs.
Availability

Security and privacy are a must for digital transaction management, but if you can’t sign a document or find a copy of it when needed, what good is it? Make sure the provider you choose takes steps to ensure their service is always on – no matter when or where you access it.

xDTM-certified providers have...

- At least 99.9% uptime (43.2 minutes of downtime per month or less) and no scheduled downtime
- Live customer support to answer pressing questions whenever you’re ready to sign
- A trust center with performance, availability, certification, and privacy information at your fingertips
Scalability

As companies grow, sometimes performance suffers and transactions take longer. And as more and more businesses go digital, DTM providers are going to see an increase in transaction volume.

Can your provider detail how they’ll support increased system demand? If not, chances are, they don’t have formal processes in place, which could leave you in a world of hurt in the future.
Multi-platform Internet usage is the norm across age segments today, ranging from 67% to 82%, while mobile-only usage is also becoming more prominent.*

**Universality**

Who wants to be tied to their computer or a specific operating system when you need to sign a document right away? You should be able to sign at any time, from anywhere, on any device – whether you love iOS or Android or you’re on a tablet, phone, or computer. With an xDTM-certified solution, you benefit from a truly universal approach.

*2016 U.S. Cross-Platform Future in Focus, comScore, March 30, 2016*
Interoperability

The plethora of applications employed in business today means your eSignature solution needs to play nicely with others. If you’re in your CRM system, you want to execute and sign contracts there – without exiting. The same applies to Microsoft Word, SharePoint, Google Docs, and other applications.

And that’s what open Application Programming Interfaces (APIs) allow you to do. Data flows across the systems, so you can sign and access your documents from within your favorite tools and applications.

Open APIs give developers programmatic access to a proprietary software application, so they can create connections between programs and alternative applications for other platforms.

*“The success of e-signature initiatives hinges on integration with existing identity and access management capabilities.”*

*S&R Pros Must Play an Outsized Role in Selecting and Implementing E-Signature, Forrester, November 12, 2015*
SIGN AWAY!

Our signature represents not only our persons, but our commitment to adhere to an agreement, be it a sales contract, marriage license, rental agreement, merger contract, or something similar. Whether it’s done with pen and paper or online, our signature is binding, and we want to protect it.

The best way to safeguard your online signature is to select a DTM solution that encompasses the eight elements outlined in this book. And the easiest way to do that is to choose one that is xDTM certified. If your DTM provider isn’t certified, ask them to explain in detail how they address each of the eight areas and the associated requirements.

Learn more about xDTM at www.xdtm.org.
Leading Organizations Established the xDTM Standard
Recognizing a need to ensure the quality of digital transactions, which often contain the most confidential and time-sensitive data, leading companies collaborated to develop the first standard for digital transaction management. Through their leadership on the xDTM Standard Association advisory board, DocuSign, FedEx, HP Enterprise, Intel, Microsoft, SAP, Visa, and many other industry leaders and luminaries bring to this effort a wealth of standards creation experience, security best practices, and technology reliability, as well as a strong commitment to quality.

“The xDTM Standard enables organizations and consumers to feel confident in transacting digitally.”*

Aragon Research

*Digital Transaction Management: The New Way Ahead for Digital Business, Aragon Research, March 26, 2014
About the xDTM Standard Association

The xDTM Standard Association is an independent, nonprofit organization dedicated to protecting and empowering organizations and consumers so they can conduct critical business online – securely and confidently. Over 300 organizations from across the globe support the xDTM Standard, and the Association is led by a Governing Board composed of leaders from diverse industries and prestigious global enterprises who are trailblazers in the field of information technology. For more information on the xDTM Standard Association, please visit www.xdtm.org.

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