The xDTM Standard

The Transaction Management Standard for an Open Digital World

Executive Brief

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Electronic signature capabilities have matured into a new category: digital transaction management (DTM), a branch of cloud services that allow businesses and other institutions to transition to fully digital processes for document-based transactions. While benefits of improved efficiency and productivity have fueled rapid adoption, introducing DTM into an enterprise's overall IT portfolio requires serious consideration. Is it secure and private, or will it expose the enterprise to new vulnerabilities? Does it scale, and can it address multiple demands across the business? What are the criteria that matter in assessing a DTM solution?

Enter xDTM, the transaction management standard for an open digital world.

Growing Industry Acknowledgements

"So, DTM? We're going there. It's better, and everybody knows it. So the industry is gathering together to create a set of standards that comprise best practices for DTM."[1]

Forbes

"Stay in step with emerging digital trends… The xDTM Standard is being driven by standards experts and industry leaders."[2]

FORRESTER

[1] *Digital Transaction Management Standard Begins to Take Shape,* Forbes, Roger Kay, April 2015.

[2] *Digital Transforms the Game of Business*, a March 2015 commissioned study conducted by Forrester Consulting on behalf of DocuSign.

The xDTM Standard, Version 1.0

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, v1.0 is the first of its kind to focus specifically on digital transaction management, addressing many of the concerns that organizations may have when transitioning from paper to all-digital workflows. It simultaneously provides an essential framework for objectively evaluating DTM solutions and the necessary assurances for organizations and consumers on the quality and reliability of their digital transactions.

With persistent news of privacy breaches, new phishing schemes, ransomware victims, and other security incidents, world-class protection is a must. For transactions that live 100 percent in the digital space, it's a business imperative. Equally critical is the always-on availability of these digital transactions, regardless of geography or devices used. Organizations – and those who conduct business with them – need to know that their transactions are both protected and connected.

DTM solution providers that comply with the xDTM Standard attest to the completeness of their solution and demonstrate their commitment to supporting quality digital transactions. For organizations, investing in an xDTM-compliant solution enables them to leverage the advantages of DTM – speed, efficiency, convenience, and ROI – without the risks inherent in noncompliant technologies.

> "Having a formal standard in place benefits everyone: business gets done faster and transactions are more secure and accessible when needed. The xDTM Standard will help to drive more adoption and expand the market for digital transaction management."
>
> **~Eduardo Perez**
> SVP, Latin America and Caribbean Risk
> Visa Inc.

xDTM Standard Elements

Approved March 2016, the xDTM Standard includes a set of best practices for managing the most sensitive digital transactions in the cloud era. A leading team of experts with a wealth of experience in cloud technology, digital transformation, and industry standards designed it to be comprehensive. The result: eight core quality elements that DTM providers must comply with to help ensure digital transactions are both protected and connected.

Protected and Connected Transactions
Digital transactions must be protected and accessible—regardless of where parties reside or what devices are used.

Security	Assurance	Privacy	Validity	Availability	Scalability	Universality	Interoperability
Protected				Connected			

xDTM Element	Why It Matters	Key Requirements
Security	New technology generates new concerns around security. Since digital transactions often involve sensitive data, security must be comprehensive.	□ Sensitive customer data, encrypted or tokenized at rest or in transit, adheres to referenceable NIST standard or equivalent □ Secure segmentation or containment of data is provided □ Standards-based security systems at data centers (ISO or equivalent) are utilized □ Standards-based encryption key management is offered (ISO, NIST, or equivalent), including the ability for customers to hold encryption keys □ Multi-factor authentication methods are deployed and documented □ The company performs periodic penetration testing by qualified third parties □ The xDTM solution monitors for malicious and inappropriate activity on an ongoing basis □ The organization focuses on intelligence collection, leading to security breach detection and prevention □ The company has an incident response playbook in place □ The company maintains a mature security/risk council

xDTM Element	Why It Matters	Key Requirements
Assurance	All organizations are subject to legal and regulatory requirements and must demonstrate that digital transactions comply with all relevant laws.	☐ The xDTM solution complies with applicable laws, regulations, and industry standards
Privacy	Maintaining customer trust is paramount, and organizations have to ensure that a DTM deployment maintains customer data privacy.	☐ Personal data is used for the purpose it was intended and is consistent with the organization's privacy policy ☐ Treatment of notice, consent, and choice is clearly reflected in a publicly available, written privacy policy ☐ Policies addressing transaction retention and purging are clearly stated
Validity	A DTM solution needs to provide the features and functionality that make eSignatures legally binding.	☐ Transparency into relevant transaction attributes, such as transaction or message origin, author, content, and transmission time ☐ A verifiable chain of custody for each custodian that includes document/transaction, metadata, and history/future length of contract ☐ Appropriate credentialing, such as criteria for credentials, credential creation, and documented treatment of co-transactors ☐ Clear evidence of agreement, including manifestation of assent, intent to transact, attribution, and audit trails ☐ Complete records management, including long-term records management with proof of integrity, designated document retention periods, and transferability

"The xDTM Standard provides a quality bar and guidance in terms of the best practices that organizations and customers alike can use to understand how digital transactions are protected. It provides assurance that they can safely conduct business transactions digitally, even in the face of constant change."

~Rick Echevarria
VP, Software and Services Group, Intel

xDTM Element	Why It Matters	Key Requirements
Availability	Applications and infrastructure hosted in the cloud have to demonstrate that they operate without disruption and provide equal or better availability and reliability than an on-premises deployment.	☐ The solution offers carrier-grade availability/system uptime ☐ The solution is continuously available – online/offline – with no maintenance downtime ☐ Customer data is continuously accessible for customer use ☐ Redundant geographically-dispersed data centers are used ☐ There is zero data loss during catastrophic events ☐ There is sub-minute service restoration after a disruption ☐ Customer transaction support is provided ☐ The organization maintains a trust center for transparency into service performance, availability, certification status, and privacy
Scalability	Enterprises can expect an increase in digital transaction volume as they move more business processes online, which must be supported in order for the organization to achieve meaningful ROI with DTM.	☐ There is a formal process in place to anticipate future business growth/needs with the ability to provide ongoing system capacity modeling ☐ There is a formal lifecycle management in place with proactive implementation of architectural changes and hardware purchasing
Universality	As enterprises embark on digital transformation initiatives, they require new solutions to function across operating platforms, devices, and geography to meet business demands.	☐ The solution is available across heterogeneous computing platforms ☐ The solution is accessible worldwide
Interoperability	To derive maximum benefit from a DTM solution, organizations must be able to seamlessly integrate it with existing applications and streamline workflows even further.	☐ The solution has published integration guidelines ☐ The solution accepts multiple digital/public key (PKI) certificates ☐ Data will migrate to current standards over time to enable ongoing accessibility and transaction or document longevity ☐ Limitations of the service's ability to support valid transactions are disclosed

The Bottom Line

To ensure that a DTM solution is suitable for the business, organizations should seek a provider that demonstrates compliance with the xDTM Standard. Doing so provides a level of assurance to both organizations and end users that their digital transactions are both protected and connected. Adherence to the xDTM Standard reduces the potential risks of going digital, leaving enterprises with the ease of use, efficiency, and compliance benefits of paper-free transactions.

If your DTM provider is not xDTM certified, ask them to explain in detail how they address each area and the associated requirements. To review the xDTM Standard, Version 1.0 in its entirety, please visit www.xdtm.org.

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.