



## Case Study

Seriti

## Solution

SIGNificant Web Signing Interface (WSI)





# Seriti Solutions

## 1 Highlights:

**Client:** Seriti Solutions – Electronic Finance and Insurance Platform provider

**Product:** SIGNificant Server

**Hardware:** WACOM PenPartner pads

**Number of signing stations:** > 700

## 2 Overview

Seriti conducts business in the vehicle and asset finance market providing its Finance & Insurance Electronic Platform to networks of motor dealerships throughout South Africa, Namibia, Botswana and Swaziland.

The Platform provides each dealership with the capability to capture the customer data required for the application of car finance, insurance and related products. The Platform interacts with all finance providers as well as insurers and other product and service providers. The Platform represents a one-stop-shop for customers wishing to purchase a motor vehicle and also provides the dealership with in-depth reporting on sales statistics and management information by individual dealership, region or group.

Until recently the sales process was carried out electronically up to the point where the customer was required to sign the contractual documents. At this point paper copies were printed which then needed to be signed, faxed and then couriered to and stored by the individual service providers before the services could be provided.

In this era of digitized information there is an increasing need for secured and paperless solutions. In addition, dealerships, banks and financial institutions today spend significant sums of money on manpower, paper management and archiving.

## 3 The Challenge

At a time when the motor vehicle industry was under severe economic pressure as a result of the global recession, Seriti sought ways to add value to their customers by driving process efficiencies and cost reduction throughout the value chain. Seriti's aspiration to streamline their dealer's working processes led them to search for a complete electronic signature solution which would implement a high level of security, decrease risk levels and optimize the entire process of handling signatures and signatories in order to achieve improved efficiency. In addition, it was also searching for a way to reduce manpower and other overhead expenses. Their challenge was to find a system that would communicate with their existing systems with minimum integration efforts. Before Seriti adopted the SIGNificant e-signature solution from Signatura, dealerships and financial institutions were in the process of digitizing the finance application process.

## 4 The Solution: SIGNificant Web Signing Interface (WSI)

Signatura presented Seriti with an intuitive and user friendly environment for signature handling. The solution enables signing and sealing of electronic documents via a web



browser and integrates with the existing infrastructure to enable straight-through processing.

There was no need to change existing working practises or learn a new application as the solution provides a very comfortable interface using the familiar, proven and trustworthy handwritten signature.

## 5 The Benefits of the Solution

The implementation of Signatura's solution dramatically reduced the time and effort needed by the dealerships and the different banks and financial institutions to conclude a finance contract. In addition to solving this major challenge, Seriti accomplished a very important benefit by transforming to a fully paperless environment, thus resulting in immediate ROI by substantially slashing paperwork costs, archiving and manpower. Used in dealerships that sell global brands such as: Mercedes Benz, BMW, Toyota, Ford, Mazda, Audi, Volkswagen, Honda, Nissan, Volvo and many others, the Signatura solution actively helps to preserve the natural resources of the planet through its elimination of the use of paper in many business processes.

## 6 What does Seriti say about the solution?

Roy Summerton, Managing Director, Seriti Holdings: "The implementation of electronic signatures into our existing platform was a natural progression for us. Not only does it make financial and operational sense for all parties it also provides an enhanced buying experience for the customer in the showroom."

## 7 About Signatura

Signatura is a specialist IT solutions and services company with a key focus on the use of electronic signature and related technologies to drive cost savings, improve customer experience and business process efficiency. We plan, build and deliver customised solutions that achieve the above goals. We do this by removing paper from business processes and providing the means to biometrically authenticate customers and staff.