

Competitive Battlecard



Product Video

Positioning: Face to Face Experiences Remotely

Functionality: Display images, exchange documents, collect signatures, video call, cobrowse

Customers: UK & EU Banks & Insurance: HSBC, Santander, RBS (33 in total)

Products: vScreen, vDoc, vBrowse, vVid, vChat

Business Model

Minimum commitment of 100 licenses at 50 GBP/month per seat which translates to 60K GBP/year. License price is fixed and does not decrease with scale. It can increase based on added functionality.

Customers view this as limiting and it creates difficulties for them to scale across the organization.

Key Strengths

- Strong Enterprise sales team
- Solid customer base in Fiserv / Teclio
- Strong footprint in EMEA

Weaknesses

- **Clunky technology** not built as true SaaS
- **Lacks configurability** every small change requires custom dev work & professional services that cost \$\$
- **Lack of API's** challenging to integrate with back office systems
- **Business model is seat based** doesn't scale & becomes very costly
- **Customers aren't happy** and are looking for alternatives

Competitive Battlecard



Lightico Positioning

- **SaaS platform.** a secure, stable and scalable SaaS platform
- **Full set of APIs** easy integration into back-office systems
- **We streamline the end to end journey,** including script displacement, e-sign, doc collection, payments & shared review.
- **Configurations are quick and easy** and controlled by the customer
- **Consumption based business model** that allows for economies of scale
- **Customer centric service-based customer success approach** with experienced team focussed on customer success
- **Displaced Vizolution** at British Telecom and Metlife France, speaking to additional unhappy Vizolution customers

Competitive Battlecard

DocuSign®

[Product Video](#)

Positioning: Agreement Cloud (A suite of applications)

Customers: Over 500,000 customers worldwide, 15% Enterprise/ 85% SMB

Functionality

- Electronic Signature (send, sign, succeed)
- Contract Lifecycle management (automate agreement workflows and management)
- Document Generation and Negotiation (Streamline Agreement generation, review and approval)
- Agreement Analytics (Use AI to search and analyze)

Key Strengths

- Strong brand and global presence
- Mature eSign product
- 300+ integrations
- Newly added IDV & Payment (not widely used)

Weaknesses

- **Not real-time for B2C use-cases** with high volumes of customer signatures
- **End user CX is clunky**, not real-time nor mobile friendly
- **Does not cover the end to end consumer journey...** lacking doc collection, shared review, visual cart
- **Support is Poor** Most customers only hear from them when they need to renew. No ongoing relationship and account optimization. (Focus is on large enterprise customers).

Competitive Battlecard

DocuSign®

Business Model

- License based for SMB's, Envelope-based for mid-market & enterprise customers
- “Envelope” is a doc (or set of docs) sent for signature.
- Cost is \$0.40 to \$4/envelope (depending on the industry & vol committed)
(vs. Lightico’s “session” means customers can send as many doc, sign & doc requests

Lightico Positioning

- Lightico is **“DocuSign on steroids”**
- DS has focused on “digitizing pdfs” for businesses (vs. **Lightico built to accelerate entire journeys with mobile consumers**).
- **DS's platform was engineered around the agreement** (not around the real-time customer interaction). Their success is in B2B use-cases where the real-time interaction is less important. **In B2C, it's a completely different story** where that experience is not ideal for the company, the agent or the end consumer.
- DS’s recent acquisitions (SpringCM for CLM and Seal Software for AI) signal that they are mostly centered **around contract lifecycle management** and AI for contracts. [indicating strategy to improve offering for B2B companies who require streamlining long customer redlining processes). **DS hasn't made any investments in their capabilities for B2C**, where we are playing and winning.
- **Lightico's customer centric service-based approach** ensures on-going communication and optimization for improved results. We partner with our customers, listen to them and become true business partners.

Competitive Battlecard



Adobe Sign

[Product Video](#)

Positioning “Document Cloud” Get documents signed, wherever you are.. easy to send, easy to sign.

Business Model license based SMB \$30/license. Per/license for Enterprise too

Key Strengths

- Adobe brand and span
- Mature eSign product (acquired from Echosign in 2009)
- Integrated with Adobe suite of products & MSOffice & Other apps
- Mega-sign mass campaign capability

Weaknesses

- **Clunky experience**/ not intuitive for both agents and consumers
- **Not mobile optimized** for a smooth mobile experience
- **Lack of product development** (one of many in the Adobe suite)
- **Lack of customer focus**

Competitive Battlecard



Adobe Sign

Lightico Positioning

- Lightico is “**Adobe Sign on steroids**”
- They has focused on digitizing PDFs, **while Lightico is built to accelerate entire journeys** with mobile customers.
- Adobe sign was engineered around the PDF agreement, **not around the real-time customer interaction**. More suitable for B2B use-cases where the real-time interaction is less of importance. In B2C, it's a completely different story. The Adobe sign experience is less than ideal for the company, the agent and the end consumer.
- **Lightico streamlines the end-to-end journey**, not just signing agreements, in a sleek mobile friendly way that drives faster turnaround times and higher completion rates.
- **Lightico's customer centric service-based approach** ensures on-going communication and optimization for improved business results. We partner with our customers, listen to them and become true business partners.