BoldSign
By Syncfusion

# How V Cycle Publishing Reduced eSignature Costs Without Sacrificing Features



## Introduction

Jules Fox is the owner of V Cycle Publishing, a marketing and publishing company that works exclusively with clients whose social media presence exceeds 100,000 followers to help them grow their audiences even more.

## Challenges

Managing costs is key to running any business, and for Jules and V Cycle Publishing, it's no different. "I pay about $1,000 per month for tools," Jules said. "It adds up." Anytime he can find a way to save, he pursues it.

One area where costs were coming untethered from the value of the service they provided was the company's chosen e-signature solution, Docusign. Jules is constantly sending, receiving, and signing client contracts, so an e-signature platform is mission-critical for the business. At the end of the day, though, they're electronic signatures drawn on digital documents. It shouldn't be complicated for the user, and it shouldn't disproportionately eat into a business's revenue.

## Solution

A simple Google search for Docusign alternatives led Jules to other platforms, and ultimately to BoldSign. "I probably tried five different solutions" he said. "Some were unnecessarily complicated, and some were just really expensive. BoldSign was both inexpensive and very intuitive and easy to use."

## Results

After switching to BoldSign, the savings were immediate and the features were on par with Docusign. According to Jules, "Docusign, I think, was like three or four times the price of BoldSign, and BoldSign

**Industry**
Marketing

**Product used**
BoldSign®

**Region**
United States

**Use case**
A marketing and publishing agency uses BoldSign as the backbone of its contracting process to save money without sacrificing features or ease of use.

did the exact same thing."

Creating and sending contracts for signing is as easy as ever for Jules. He just designs the contract document in Google Docs, exports to PDF, imports the PDF into BoldSign, drags and drops signature and date fields, and it's ready to go.

Keeping track of contracts is easy, too, thanks to BoldSign's notification system. As soon as a client signs a document, BoldSign notifies Jules via email so he can initiate the next steps. If the client hasn't signed within whatever time frame Jules specifies in BoldSign, he is notified and can reach out to the client to remind them to sign.

## Conclusion

Jules is now a ready advocate for BoldSign: "I always recommend the products that I like. BoldSign is up there with, for me, Calendly and Adobe Creative Suite."

Furthermore, using BoldSign does more for Jules and V Cycle Publishing than simplifying and streamlining the contracts: it communicates a level of certainty and reliability that reassures clients. "The whole idea of a signature is trust, so I think you also need to have a lot of trust in the actual signature application," said Jules. He has found that in BoldSign.

To capture that same sense of certainty for your organization, start a **free 30-day trial** of BoldSign today or **request a demo**.