

## **UK mail order giant rolls out Silanis e-signatures across its online retail stores to streamline consumer credit applications**

**Montreal, QC, June 9, 2010** – Silanis Technology, the leader in Electronic Signature Process Management, today announced that a leading UK retail giant has finished deploying [ApproveIt Web Server](#) across several of its online retail stores in an effort to streamline new credit applications and improve the online retail experience for its customers. By enabling its customers to electronically sign and return credit applications over the Web using Silanis' solution, the retailer expects to reduce processing time from two weeks down to minutes.

As its fastest growing channel and with revenues of £500m, the Web has become a strategically important channel for this retailer.

"Online shoppers expect instant gratification," said Tommy Petrogiannis, CEO and co-founder of Silanis. "The Silanis solution will enable our UK mail order customer to greatly improve their customers' online retail experience by eliminating the paper chase normally associated with processing new credit applications manually, while at the same time providing them with an extremely secure and compliant solution that meets CCA regulations in the UK."

With the goal of rolling out [ApproveIt Web Server](#) across all 30 of its online retail stores, the retailer first wanted to test the adoption of e-signatures on just a few of its brands. The results were tremendous.

"An astonishing ninety percent of all consumers completed the credit application over the retailer's Website," added Petrogiannis. "Moreover, they received no complaints or adverse reactions whatsoever with regards to the online signing process. The deployment of electronic signatures exceeded their expectations."

To promote high user adoption and conversion rates, [ApproveIt Web Server](#) integrates seamlessly within a retailer's branded Website, and uses a simple "click-to-sign" method to capture customer signatures in documents.

The entire online application takes place within a Web browser where customers are presented with all of the required documents and legal disclosures in the right order, and prompted to accept, initial and "click-to-sign" in all the right places using their computer mouse. The entire process takes place within the customer's Web browser, without the need to download any documents or install any software or plug-ins.

"Equally important to making the online application process as easy as possible for their customers was the need to demonstrate compliance with CCA regulations," said Petrogiannis. "The Silanis solution received the stamp of approval from the retailer's legal team due to the strong electronic evidence that it produces."

[ApproveIt Web Server](#) goes beyond simply capturing signatures in documents. It records and reproduces the entire online application process from beginning to end to provide even stronger evidence than is possible on paper. This includes all of the Web page and documents that were presented to customers, how long they spent reviewing the information, and all actions that they took during the online application process.

"In the event of a legal dispute, it is not enough to produce reliable electronic records and signatures," added Petrogiannis. "The key to a successful defense is being able to reproduce evidence of the entire process a user went through when reviewing and signing documents."

### **About Silanis**

Silanis Technology is the leading provider of electronic signature process management solutions. The world's largest insurance and financial services companies, major government agencies, integrators and service providers depend on Silanis to accelerate business transactions and reduce costs while improving compliance with legal and regulatory requirements. The company's electronic signature platform, ApproveIt®, is an enterprise-class e-signature process management solution that transforms paper-based business transactions to all-electronic, Web-based processes for e-commerce and e-government.