Largest eCommerce company uses emSigner to automate merchant on-boarding process

eMudhra helps faster turn-around-time, increase convenience and improve merchant experience for a large eCommerce Company

Industry
eCommerce

Business Matters
With increasing transactions going through mobile and the internet, the eCommerce Company wanted to move to a completely paperless environment for merchant lifecycle management by using Digital Signatures which provide authenticity and legal non-repudiation

Business Need
Reduce turnaround time for merchants from application to faster onboarding using Digital Signatures for a completely paperless process

Approach
Deploy a digital signature workflow solution for management of merchant lifecycle using legally valid digital signature certificates and components of digital signing and validation, approval workflow and document management

Background
Merchants are the lifeblood of ecommerce marketplaces in India. In the sea of sameness in products, it is the quality and number of merchants that eventually differentiates eCommerce players from one another.

India's leading online marketplaces have been pursuing hundreds of thousands of small and medium-sized merchats to expand their product range and reach across the country, both crucial as they battle for larger shares of India's rapidly expanding ecommerce market.

The merchant boarding timeframe for traditional acquirers takes 3-5 days. The conventional process has following challenges:

- Increased merchant turnaround times

- Huge back office processing centres for processing forms and applications

- Inconsistencies in data due to manual errors

To reduce the turnaround time for merchant onboarding, this eCommerce company have automated the merchant boarding process powered with digital signature process. Their current merchant base is more than 120,000 in India.

Business Requirement
The eCommerce company wanted to, therefore, leverage Digital Signatures (both transaction based and crypto token based) to allow merchants and approving authorities to initiate, sign, approve documents as part of a predefined workflow. The need was to completely eliminate paper based interaction between merchants and company and vice versa.

Digital Signature Technology

- The Digital Signature Technology works on the Public Key Infrastructure framework which uses a Cryptographic Key Pair – Private and Public Key for secure access and transmission of information.

- Digital Signatures can be both transaction based and generated by the issuer for the client in a secure device or issued in downloadable format to the user in a crypto token or secure device

Benefits

The eCommerce company reaped significant benefits by implementing digital signature based workflow for merchant onboarding. This includes -

- Legal non-repudiation, thereby reducing frauds
- Offering anywhere, anytime filing of forms for merchant onboarding
- Faster turnaround time, increased employees efficiency, productivity and transparency
- Meet compliance & regulatory requirements
- Completely paperless workflow, thereby, resulting in huge savings from a BPO/Real Estate perspective

Solution

eMudhra (a Licensed Certifying Authority in India and a PKI solution provider) implemented emSigner – Secure Paperless Office solution to enable Digital Signature based workflow for merchant to company and vice versa

The typical lifecycle involves:

- **Merchant using transaction based digital signatures** (lower cost) to sign merchant onboarding forms. These digital signatures are issued server side with a link to the KYC
- The forms are sent through **emSigner to approving authorities**
- **Approvers review KYC, digitally signed** forms using token based signatures which are sent to merchants
- **Merchants receive credentials** at a faster turn around time

The paperless office solution uses following broad modules:

- **emSigner**
  Allowing organizations to connect through the API for digitally signing documents from end customers

- **emAS - eMudhra Authentication Server**
  To authenticate, verify digital signature certificates on a real time basis

- **Configuration Module**
  Signature, Encryption & HSM

- **Hardware Security Module**
  FIPS-2 level 3 certified physical computing device that safeguards and manages digital keys for strong authentication and provides crypto processing

Web: www.emudhra.com

Address:
eMudhra Limited. Sai Arcade, 3rd Floor, No.56,
Outer Ring Road, Devarabeesanahalli, Bangalore - 560103

Contact:
Email: eservices@emudhra.com
Call: 080 6740 1400