CASE STUDY

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

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eMudhra promotes faster turn-around-time, increased convenience and improved merchant experience for a large eCommerce Company.

Industry
eCommerce

Business Matters
With increasing number of transactions on mobile over the internet, the eCommerce Company wanted to move to a completely paperless environment for merchant lifecycle management using Digital Signatures that provides them with authenticity and legal non-repudiation.

Business Need
Reduce turn-around-time for merchants in application processing and faster onboarding using Digital Signatures for a completely paperless process.

Approach
eMudhra deployed a digital signature workflow solution for the 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 this competitive segment, it is the quality and number of merchants that eventually differentiate eCommerce players from one another. India's leading online marketplaces are pursuing hundreds of thousands of small and medium-sized merchants to expand their product range and reach across the country with an eye on grabbing 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 turn-around-time for merchant onboarding, this eCommerce company has automated the merchant boarding process powered with a digital signature process. Their current merchant base is more than 120,000 in India.

Business Requirement

The eCommerce company wanted to leverage Digital Signatures (both transactions based and crypto-token based) to allow merchants and approving authorities to initiate, sign and approve documents as part of a pre-defined workflow. The need was to effectively eradicate paper-based interactions between merchants and companies 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 transactions based and generated by the issuer for the client in a secure device or issued in a downloadable format to the user in a crypto token or secure device

Benefits

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

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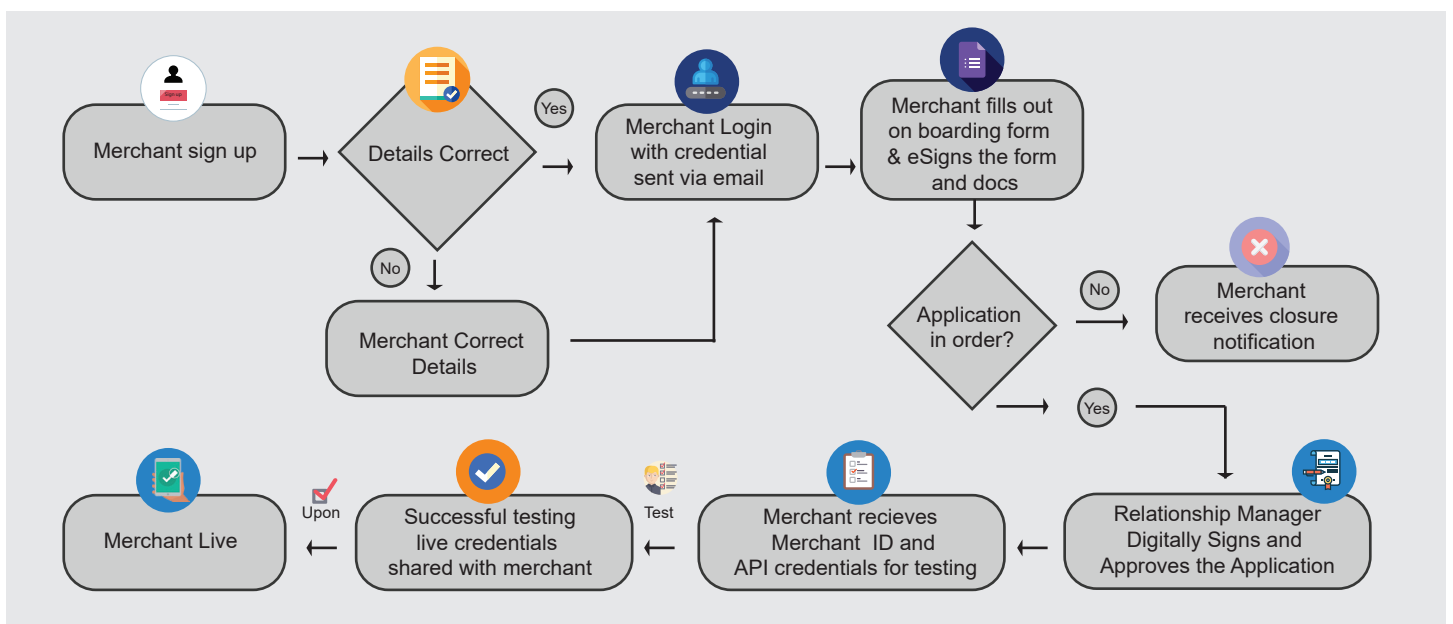
Solution

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

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 the merchants
- **Merchants receive credentials** at a faster turn-around-time

The paperless office solution was deployed with following modules:

- **emSigner**
  Allowing organizations to connect through the API for digitally signing documents by end-users

- **emAS - eMudhra Authentication Server**
  To authenticate and 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 crypt-processing

About eMudhra:

Much like the name, which is an embodiment of the seal of authenticity in the electronic or digital world, eMudhra is a cyber security solutions company and a trust service provider that is focused on accelerating the world's transition to a secure integrated digital society. With presence in 5 continents and a global delivery center in Bengaluru, India, eMudhra is empowering secure digital transformation of over 45 global banks, several Fortune 100 customers and thousands of SMEs.

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