

Completing the AI Story: How ISVs Can Maximize Their AI Investment with ISV Embed

From AI-driven intelligence to signed agreements — all in one seamless experience.

Overview

Artificial intelligence has become the defining theme of the software industry. Every ISV is building an AI narrative into their products — from predictive analytics that help sellers forecast deals, to intelligent assistants that streamline HR processes, to risk engines that guide financial decision-making. Customers expect it. Investors demand it. Competitors race to deliver it.

And yet, there's a problem. AI alone isn't enough.

AI Alone Isn't Enough

Across industries, ISVs have poured resources into developing machine learning models, natural language interfaces, and automation capabilities. But too often, those investments fall short when customers experience them. The AI delivers an insight or recommendation, but the workflow stops there. A sales rep knows which deal is most likely to close, but still has to leave the CRM to draft a contract. A recruiter finds the perfect candidate, but still has to toggle into another system to send an offer letter. A lender uses AI to model creditworthiness, but still must chase paperwork through email attachments and manual signatures.

The result is a gap between insight and execution — and it's in this gap that ROI erodes. AI may impress in demos, but if customers can't see it translate into real, tangible outcomes, adoption stalls and differentiation fades.

Rethinking the Foundation

That's where agreements come in. Agreements are the connective tissue of business — the point where decisions turn into commitments. They define obligations, timelines, risk, and compliance. And they represent the moment when insight becomes action.

For ISVs, this is the missing piece of the AI story. If your application stops short of agreements, your AI risks looking like “just another feature.” But when you connect AI-powered insights to agreement workflows, you elevate your narrative from “smart app” to “complete solution.”

Docusign ISV Embed is the bridge that makes this possible. It's not an AI engine — instead, it allows ISVs to integrate agreement creation, sending, signing, and management directly inside their application. The result? AI doesn't just inform — it drives outcomes. And your investment in AI delivers a much higher return.

75%

Faster time to set up
new customer
accounts

99%

Of documents are
completed using
Docusign

1.7M

Pieces of paper saved
annually with Docusign



The Gap in Today's ISV Landscape

Artificial intelligence has become the centerpiece of product roadmaps. ISVs are embedding AI into every corner of the customer experience. In CRM platforms, AI forecasts pipeline and suggests next-best actions. In customer support, AI is powering chatbots and case deflection. Procurement platforms are using AI to identify preferred suppliers, while financial services apps model creditworthiness in seconds.

These innovations are impressive — and they represent massive investments in research, engineering, and go-to-market resources. But here's the catch: most of them stop short of execution.

Imagine a sales rep logging into their CRM. AI tells them which opportunities are most likely to close. That's valuable. But then, to move the deal forward, the rep has to leave the platform, open another tool, draft a contract, and send it out manually. The AI forecast was correct, but the workflow broke down.

95% of generative AI pilot programs fail to produce measurable business impact.¹



Or think of a recruiter using an HR platform. AI surfaces a perfect candidate match. Great. But to extend an offer, they need to toggle into another system, create a document, and chase down signatures. The AI insight is real, but the action is disconnected.

This is the AI gap — the space between what AI tells you and what the customer needs to do next. And in that space, adoption and ROI are lost. Customers are left wondering: “If the AI is so smart, why can't it help me finish the job?”

For ISVs, this is a risk. You've invested heavily in AI, but if customers don't experience end-to-end value, your differentiation erodes. Gartner estimates that nearly 85% of AI projects fail to deliver measurable business impact. A major reason is this disconnect between insight and execution. To maximize ROI on AI, ISVs must close the gap. It's not enough to generate predictions. You must enable customers to act on them — in the same place, at the same time. That's what turns AI from a novelty into a necessity.

Why Agreements Belong in the AI Conversation

Agreements may not be as flashy as generative AI or predictive algorithms, but they're fundamental to business. Every workflow — no matter the industry — ultimately lands on an agreement.

- Deals end with contracts.
- Hires start with offer letters.
- Supplier relationships begin with vendor agreements.
- Loans are finalized with signed documents.

Agreements are the final mile of every process. They capture the details that define timelines, obligations, risk, and compliance. Without them, decisions remain hypothetical.

Here's the paradox: while ISVs have rushed to add AI into upstream workflows, agreements are often still managed in disconnected systems. That means the final mile — the moment of truth — is left outside the app.

This creates two problems. First, it weakens the customer experience. Imagine being able to get an AI-driven sales forecast but then having to jump into email or Word to generate a contract. The insight loses its impact because the action is delayed. Second, it diminishes ROI. AI may accelerate decision-making, but if execution still takes days or weeks, the value isn't fully realized.

Bringing agreements into the AI conversation changes the game. Agreements are where customers feel the impact. If AI is going to drive productivity and differentiation, it must connect to the place where commitments are made.

For ISVs, this is a massive opportunity. By integrating agreements, you extend your AI narrative all the way through to outcomes. You show customers that your AI isn't just interesting — it's useful. And you make your product indispensable.

How Docusign ISV Embed Can Extend ROI

Insight to Outcome

Agreements as the Final Mile

AI drives insight, but agreements turn those insights into commitments.

From Prediction to Action

The true ROI of AI comes when insights flow seamlessly into agreements.

Closing the AI Gap

AI alone informs decisions — agreements make them real.

Connecting Intelligence to Outcomes

Pairing AI with agreements delivers measurable business results.

Building agreement workflows from scratch is complex and time-consuming. Most ISVs don't have the time, budget, or appetite to engineer digital signature platforms, compliance layers, and workflow logic internally. That's where Docusign ISV Embed comes in.

Docusign ISV Embed provides ISVs with a set of APIs and SDKs that allow agreement workflows to be dropped directly into their applications. That means customers can prepare, send, sign, and manage agreements without ever leaving your platform.

Here's why it matters for AI ROI:

- **Seamless experience.** When AI insights and agreements live in the same workflow, customers see end-to-end value.
- **Faster time-to-market.** Instead of building agreement infrastructure, you can integrate quickly and focus your engineering resources on your core AI differentiation.
- **Higher ROI on AI.** Your AI no longer stops at predictions — it flows into execution. Customers see faster results, adoption grows, and the return on your AI investment increases.

Consider a procurement ISV. Their AI helps customers identify the best supplier. Without ISV Embed, the workflow stops there — contracts are handled elsewhere. With ISV Embed, those AI-driven supplier decisions flow directly into executed agreements in the same platform. The procurement AI suddenly feels more valuable, because it delivers measurable outcomes.

This is the multiplier effect of Docusign ISV Embed. It doesn't add AI. It makes your AI more valuable. It's the bridge between insight and action — and it's how ISVs maximize the return on their AI investment.

Real-World Scenarios — Turning Insights Into Outcomes

The power of combining your AI with DocuSign ISV Embed comes to life when you look at industry scenarios.

CRM & Sales Tech

Imagine a CRM platform that uses AI to predict which deals are most likely to close. Reps get recommendations on where to focus their time. But if contracts still live in Word documents and email attachments, the insight loses its punch. With DocuSign ISV Embed, reps can generate, send, and sign contracts right inside the CRM. The AI forecast drives immediate action, reducing cycle time and boosting close rates.

HR Tech

An HR platform uses AI to match candidates to open roles. Managers love the recommendations. But extending an offer means switching systems, generating an offer letter, and chasing signatures. With ISV Embed, offer letters can be created and signed inside the HR platform. The AI doesn't just recommend the best candidate — it helps hire them faster.

Procurement Platforms

Procurement tools use AI to rank suppliers and flag risks. But contract execution often happens offline. With ISV Embed, supplier agreements are prepared, sent, and signed in the same platform. The AI insights translate directly into commitments, closing the sourcing loop.

Financial Services Apps

Lenders use AI to model credit risk in seconds. But loan documents are still handled manually, slowing approvals. With ISV Embed, loan agreements are generated and signed digitally in the financial app. Borrowers get faster decisions, lenders build trust, and the AI models deliver tangible ROI.

Healthcare Solutions

Healthcare platforms use AI to optimize scheduling and predict patient needs. But intake forms and consents are still paper-based. With ISV Embed, patients can sign digitally in-app. Staff spend less time on paperwork and more time on care.

Across every industry, the story is the same: AI provides insight, ISV Embed makes it actionable. Together, they create a complete, ROI-driven experience.



Preparing Your AI Narrative for Maximum Impact

ISVs don't need to invent new AI features to strengthen their market position. They need to make their existing AI investments more valuable. That means telling a complete story: one where insights flow into outcomes.

Here's how to start:

1. **Map the gaps.** Look at where your AI insights stop. Do customers have to leave your product to execute agreements?
2. **Bridge the workflows.** Explore how ISV Embed can integrate agreements into your app, connecting AI outputs to action.
3. **Reframe your story.** Instead of saying, "We predict outcomes," you can say, "We help customers go from insight to agreement — all in one platform."

This shift transforms AI from a feature into a differentiator. It shows customers that your product doesn't just inform — it delivers.

Analysts and investors are already asking: How are ISVs driving real ROI from AI? The answer isn't "more models." It's "connected workflows." The ISVs who win will be the ones who deliver intelligence that leads directly to outcomes.

By positioning your AI narrative around agreements, you show customers and stakeholders that your investment is more than hype — it's a driver of measurable business impact.

Important: Docusign ISV Embed is not an AI product. It's the workflow layer that allows ISVs to insert agreement capabilities into their applications. That means you can bring Docusign into your AI narrative — showing customers how intelligence connects seamlessly to action.



From Smart Apps to Complete Solutions

AI is shaping the future of software. But AI alone doesn't guarantee adoption, differentiation, or ROI. Customers don't want predictions in isolation — they want results.

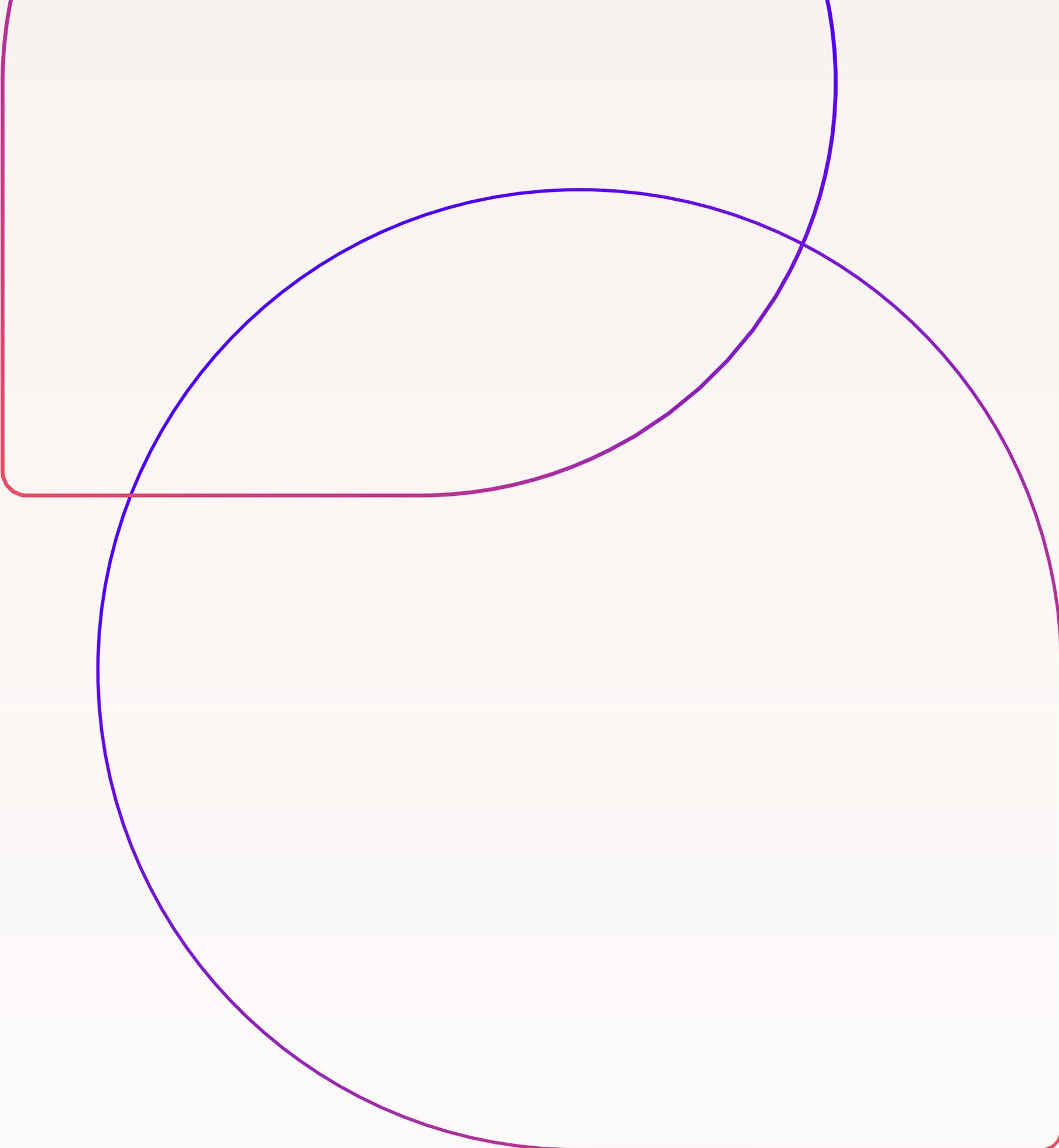
DocuSign Embed helps ISVs deliver those results. By connecting AI-driven insights to agreement workflows, you:

- Strengthen your AI positioning.
- Deliver seamless end-to-end customer experiences.
- Maximize the return on your AI investment.

The message is simple: your AI tells customers what to do. Embed helps them do it. Together, they create a story that customers believe in, investors value, and competitors struggle to match.

Next Step: Explore how DocuSign Embed can extend your AI story into action — and ensure that your investment delivers its full return.





About Docusign

Docusign brings agreements to life. Over 1.6 million customers and more than a billion people in over 180 countries use Docusign solutions to accelerate the process of doing business and simplify people's lives. With intelligent agreement management, Docusign unleashes business critical data that is trapped inside of documents. Until now, these were disconnected from business systems of record, costing businesses time, money, and opportunity. Using Docusign IAM, companies can create, commit to, and manage agreements with solutions created by the #1 company in e-signature and contract lifecycle management (CLM).