Pactly: **Expanding Mid-Market and Enterprise Contract Management** with SignWell

CUSTOMER STORY
With Ivan Rawtaer & Jussi Kaijalainen.
Founders, Pactly
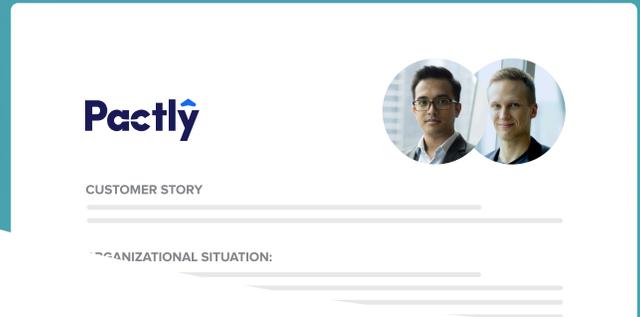
OVERVIEW

INDUSTRY:
LegalTech, Contract Management

CUSTOMER PROFILE:
Pactly, founded by Ivan Rawtaer and Jussi Kaijalainen, is a bootstrapped contract management platform based in Singapore. The company focuses on mid-market legal teams seeking a cost-effective and user-friendly solution for managing contracts without the complexity and high costs of traditional enterprise systems.

ORGANIZATIONAL SITUATION:
With growing traction in Singapore, Malaysia, Australia, and the Philippines, Pactly sought to integrate e-signature capabilities to provide a seamless, all-in-one contract management solution. Many of Pactly's customers either lacked an e-signature solution or struggled with high costs and complexity from existing providers like DocuSign and Adobe Sign.

SOLUTION:
Pactly integrated SignWell's embedded API, enabling users to sign contracts within Pactly without needing a separate e-signature provider. The integration provided a simpler, faster, and more affordable alternative for Pactly's customers, allowing them to move away from costly DocuSign and Adobe Sign subscriptions.

"SignWell has been an ideal e-signature solution for Pactly and our customers. It's cost-effective, easy to integrate, and delivers the functionality we need—without the complexity and pricing challenges of DocuSign and Adobe Sign. For mid-market and enterprise contract management, SignWell is the perfect fit.

Ivan Rawtaer.
Co-Founder, Pactly

BENEFITS:

- **Lower e-signature costs** – Pactly's customers save significantly compared to DocuSign and Adobe Sign.
- **Seamless contract execution** – SignWell's embedded API allows Pactly users to send e-signature requests without leaving the platform.
- **Ease of integration** – SignWell's clean API documentation and responsive support accelerated implementation.
- **Scalability for enterprise clients** – SignWell supports Pactly's growth into larger organizations, including enterprise legal teams.
- **Better customer experience** – SignWell's intuitive interface and automation features improve contract workflows.

For many mid-market companies in our region, the cost of e-signature adoption was a real barrier. We saw an opportunity to provide a fully integrated and cost-effective alternative with SignWell.

OVERVIEW

Pactly, founded by Ivan Rawtaer and Jussi Kaijalainen, is a Singapore-based contract management platform designed to address the challenges mid-market legal teams face when managing contracts. Unlike large enterprises that can afford expensive and complex contract lifecycle management (CLM) systems, many mid-sized companies struggle to find a cost-effective, easy-to-use solution that meets their needs without requiring extensive implementation or IT support.

Recognizing this gap, Pactly was built as a streamlined, intuitive platform that simplifies contract workflows from negotiation and approvals to execution and compliance tracking. The company's approach focuses on affordability, efficiency, and accessibility, making it an attractive alternative to high-cost enterprise systems. With an entirely bootstrapped model, Pactly has grown organically by prioritizing customer needs and adapting to the evolving demands of mid-market legal teams.

Over the years, Pactly has expanded its footprint beyond Singapore, gaining traction in key regional markets such as Australia, Malaysia, and the Philippines. Its success has been driven by a commitment to serving organizations that require robust contract management capabilities without the overhead and complexity of traditional enterprise solutions. Through strategic partnerships and integrations, Pactly continues to refine its platform, ensuring that legal teams can manage contracts efficiently while maintaining compliance and control.

We see SignWell as more than just a vendor—we want to build a long-term collaboration that benefits both our teams and customers.

SignWell

> SignWell was incredibly easy to work with. Their team quickly answered questions, which made a huge difference during implementation.

CHALLENGES WITH PREVIOUS SOLUTIONS

Before integrating SignWell, Pactly's customers faced several challenges related to cost, complexity, and accessibility regarding e-signature adoption. Many mid-market legal teams had no e-signature solution due to the high costs associated with enterprise platforms like DocuSign and Adobe Sign. In cases where they did use these platforms, pricing models often forced companies to limit envelope usage or bundle multiple documents together to manage expenses.

This approach created inefficiencies, as legal teams rationed e-signature use rather than freely adopting it as a natural part of their workflow. Pactly saw that many organizations still relied on manual signature processes, such as affixing PNG images of signatures onto documents or printing and scanning signed contracts.

The costs remained an issue for those who used Adobe Sign or DocuSign, mainly when scaling e-signature adoption across departments. For example, one of Pactly's enterprise customers had been instructed by their IT team to discontinue their DocuSign subscription due to cost constraints. This left them scrambling to find a suitable alternative before their contract renewal deadline.

"**For many mid-market companies in our region, the cost of e-signature adoption was a real barrier**," said Ivan Rawtaer. "**We saw an opportunity to provide a fully integrated and cost-effective alternative with SignWell**."

Initially, Pactly integrated with DocuSign and Adobe Sign, allowing customers to connect their existing accounts. However, as more mid-market organizations voiced their frustrations over pricing, it became clear that Pactly needed a more sustainable and scalable solution.

> We've helped multiple clients transition from DocuSign, and we expect more to follow as they look for alternatives that fit their budget and workflow needs.

Signwell

CHOOSING SIGNWELL

Pactly evaluated multiple e-signature providers before selecting SignWell's embedded API as the best solution. Several factors influenced the decision, including cost savings, ease of integration, and scalability for larger clients. According to Ivan, SignWell's API documentation was among the cleanest they had worked with, making the integration process smooth and efficient. More importantly, the pricing structure aligned far better with Pactly's customer base.

"**Compared to DocuSign and Adobe Sign, SignWell was a no-brainer for our customers in terms of affordability**," Ivan explained. "**Many were actively looking for alternatives, and SignWell offered a cost-effective solution without sacrificing functionality**."

Beyond pricing and ease of use, SignWell's customer support also played a key role in Pactly's decision. The responsiveness of SignWell's team helped ensure that any questions or roadblocks during the integration process were quickly addressed.

"**SignWell was incredibly easy to work with. Their team quickly answered questions, which made a huge difference during implementation**," Ivan added.

With SignWell's embedded signing capabilities, Pactly could offer a seamless signing experience within its contract management platform, eliminating the need for customers to switch between multiple tools or maintain costly standalone e-signature subscriptions.

IMPLEMENTATION AND TRANSITION

One of the first companies to transition to SignWell's embedded signing was a large enterprise customer handling over 1,000+ contracts yearly. Previously, this company relied on DocuSign but faced pressure to reduce costs. After evaluating alternatives, they moved to Pactly's embedded SignWell solution, a shift that significantly lowered their expenses while maintaining compliance and usability.

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Hi guys!

Is there anything I can help you with?

Just let me know!
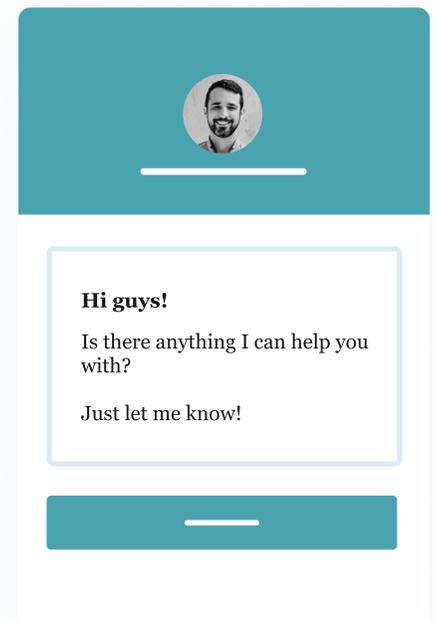
> Once customers see how easy SignWell is to use, switching from DocuSign becomes an obvious decision. We can offer them the same functionality at a fraction of the cost, and that's a huge win.

The transition was executed over three months in a planned, structured rollout to ensure a smooth switch for all stakeholders. While the shift from DocuSign to SignWell could have been done faster, Pactly and its client opted for a phased approach to allow for internal alignment, user training, and a seamless adoption process without disrupting ongoing operations.

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Since implementing SignWell, Pactly has expanded its enterprise footprint, bringing on more customers requiring seamless, compliant, cost-effective e-signature solutions.

> One of our clients initially used DocuSign only for external contracts. With SignWell, they're also signing internal documents—because it's affordable.

BENEFITS AND RESULTS

The adoption of SignWell brought immediate and measurable improvements to Pactly's customers, enabling faster contract execution, lower costs, and a better overall experience.

One of the most significant impacts has been on cost savings and e-signature accessibility. Previously, many Pactly customers limited their use of DocuSign or Adobe Sign due to pricing constraints. With SignWell, organizations can expand e-signature workflows across departments without worrying about restrictive pricing models.

> We've always focused on mid-market customers, but SignWell's capabilities have made it easier to win larger enterprise deals as well.

"**One of our clients initially used DocuSign only for external contracts. With SignWell, they're also signing internal documents—because it's affordable**," Ivan explained.

Beyond cost, SignWell's seamless integration into Pactly has eliminated manual inefficiencies, allowing legal teams to execute contracts directly within the platform. This has dramatically reduced signing delays and enabled organizations to standardize their approval workflows.

SignWell

"**For mid-market teams, time is a valuable resource. Having e-signatures built into Pactly allows them to execute contracts without extra steps**," said Ivan.

Additionally, SignWell's scalability has supported Pactly's expansion into more significant enterprise deals. Focused initially on mid-market legal teams, Pactly has now found success with larger enterprise legal teams that appreciate SignWell's simplicity and cost-effectiveness.

"**We've always focused on mid-market customers, but SignWell's capabilities have made it easier to win larger enterprise deals as well**," Ivan noted.

LOOKING AHEAD

As Pactly continues to grow, SignWell remains a key part of its strategy for providing an all-in-one contract management solution. The company is seeing increasing adoption among mid-market enterprises, where ease of use and affordability are major factors.

"**We've helped multiple clients transition from DocuSign, and we expect more to follow as they look for alternatives that fit their budget and workflow needs**," Ivan shared.

Pactly is also exploring opportunities for a deeper partnership with SignWell, including expanded API support and a potential long-term referral agreement.

"**We see SignWell as more than just a vendor—we want to build a long-term collaboration that benefits both our teams and customers**," Ivan added.

Pactly

CUSTOMER STORY

ORGANIZATIONAL SITUATION:

For more information call or visit:

signwell.com

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