



Case Study

EMAAR's digital signature journey enhanced by Circularo

The company

EMAAR is a multinational conglomerate and property development company located in Dubai, United Arab Emirates.

It operates in six major business segments with 60 active companies and has a presence in 36 international markets, primarily in Asia, the Middle East, North Africa, PanAsia, Europe and North America.

The company is built upon the legacy of its flagship Downtown Dubai creations - the iconic Burj Khalifa, Dubai Mall and Dubai Fountain.

EMAAR Properties is one of the world's most valuable and admired real estate development companies. With proven competencies in properties, shopping malls & retail and hospitality & leisure, EMAAR shapes new lifestyles with a focus on design excellence, build quality and timely delivery.

The company operates a mixed portfolio of over 5,000+ retail, commercial and residential units.



The challenge

When EMAAR reached out to Circularo in 2021, the company was already no stranger to eSigning. By that time, a few of their departments have been using a different, industry-leading digital signature solution for several years.

However, when it comes to cost optimization and strategy, it's not one size fits all and EMAAR decided to look for different solutions which would be more suited for mass rollout within the organization.

Ideally, EMAAR wanted a product that could provide the same or better quality as the original digital signature solution at a more economical price point, making it easier and cheaper to scale.

The volume of documents getting signed in EMAAR jumped by 65% as the solution by Circularo was more economical to be rolled out across the entire organization. We were able to eradicate paper, manual follow ups and manually archiving signed documents.

Syed Ashar Ahmed
Head of Malls IT & PMO



The solution

After thorough research, EMAAR has found a solution highly adaptive to customer needs, which was Circularo Enterprise, a product tailored specifically for large organizations like EMAAR. Circularo was chosen for its unmatched value-for-money benefit, with its clear product roadmap and features being the answer to EMAAR's requirements.

The solution was delivered with advanced corporate identity preserving add-ons such as custom domain, custom email identity, and visual branding according to EMAAR internal standards.

EMAAR has also integrated Circularo into its internal BPM platform where all contracts, documents, and tasks are handled. The integration is available in multiple different applications where document signing needs to be initiated within a process. Out of tens of thousands of documents now signed digitally in EMAAR, around 90% are being directed through this integration.

In just one year of using Circularo, EMAAR was able to scale the volume of documents signed digitally by 65% and as a result not only eradicated paper but also saved valuable productive man-hours in the form of manual follow-ups and manual document archiving. All that while also reducing overall costs by 60%.

Documents requiring signatures are now being handled via Circularo in 16+ EMAAR departments including Finance, HR, Asset Management, Facilities Management, or PMO - a big jump from just 2 departments having used eSignatures in the past.

In conclusion, Circularo has proven to be the cost-effective, flexible, scalable digital signature solution EMAAR was looking for. The Dubai giant is currently planning to further continue and scale its digital transformation efforts by introducing more use cases for Circularo within the group.

The numbers

12
months

60%
costs saved

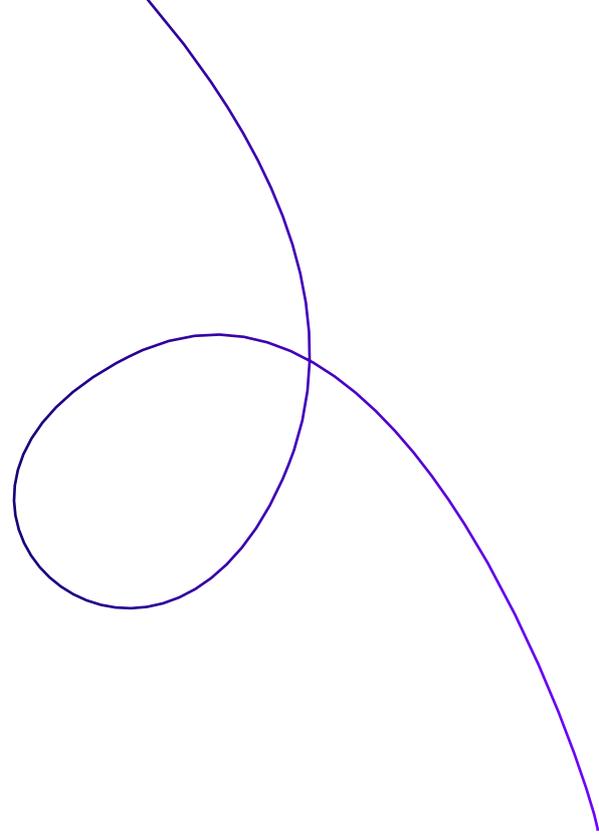
65%
increase of signed document volume

16+
departments

Circularo has played an important role in the digital transformation journey we embarked on in our operations regionally and internationally. The ROI we achieved, and the technology platform superiority was key benefit we were able to achieve

Bino Joseph
CIO EMAAR Group





For more info, contact your authorized distributor.

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