

Building a Turnkey GCC for DocuSign



About the Company

DocuSign is a leading American software company revolutionizing electronic agreement management through a secure, cloud-based platform. It currently operates in 180 countries and serves 1.7 million businesses.

Challenges

- Rapid global expansion demanded scalable, future-ready tech infrastructure
- Constantly rising cost of talent acquisition in the U.S.
- Need for faster product delivery cycles
- Operational complexity in managing distributed global teams

Prime Drivers

- Access to top-tier digital and engineering talent
- The ability to build a global extension of core teams
- Ensuring speed, compliance, and cultural alignment
- Focus on innovation and enhanced customer experience

GCC Overview

Location :
Bengaluru, India

200+ roles in 18 months

- Functions: Engineering, Product, IT, Customer Ops
- Goal: Strategic extension of global HQ; enable 24/7 operations

3x 

Team growth in less than 2 years.

ANSR's Solution

ANSR Partnered with DocuSign to setup its turnkey GCC in Bengaluru, India by deploying the BOT (build-operate-transfer) model.

Leveraging ANSR's global workforce of 2.5 million tech professionals, our talent acquisition team built a 200+ strong team in less than 18 months.

Undertaking end-to-end workforce management, our team also managed payroll and employee benefits.

Outcomes

50%

Cost savings as compared to setting up a legal entity

40%

Increase in operational efficiency, globally

3x

Scalability: The DocuSign team is slated to grow from 50 to 200 in less than 2 years