



Hot Vendors in Digital Transaction Management, 2026

The next Generation of DTM focuses on Content Intelligence and DTM Assistants

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SUMMARY

The market The Digital Transaction Management (DTM) market is undergoing a seismic architectural and economic shift. The era of basic, standalone e-signatures has effectively ended, having been fully commoditized. In its place, a new frontier of Content AI, Intelligent Assistants, and Agentic Workflows is emerging. Aragon identifies a Hot Vendors that is making a difference.

Key Take Aways

Prediction: By YE 2027, 60% of DTM providers will offer both AI Assistants and AI Agents to speed up the creation and signing process for Digital Transaction Management (70% probability).

Introduction: The Era of Non-Human Identity: Securing the Digital Workforce

Enterprises are no longer satisfied with digitizing the "pen"; they are demanding end-to-end automation where document generation, negotiation, execution, and downstream business actions—such as provisioning, invoicing, and payments—are seamlessly orchestrated by AI. This report provides an in-depth analysis of the macroeconomic and technological trends driving this transformation and identifies three Hot Vendors in Digital Transaction Management that are challenging legacy incumbents by transforming static documents into dynamic, self-executing transactions.

Agentic AI: A New Paradigm for Enterprise Automation

A fundamental shift in artificial intelligence is underway, moving beyond passive, prompt-driven models to proactive, autonomous systems. This evolution marks the rise of Agentic AI, where intelligent agents, acting alone or in orchestrated groups known as Agentic Systems, are empowered to understand goals, reason through complex scenarios, and execute multi-step tasks with minimal human intervention. This trend is propelled by significant advancements in Large Language Models (LLMs), which now possess sophisticated reasoning and planning capabilities. Enterprises are increasingly turning to agentic systems to automate complex workflows, enhance decision-making, and unlock new levels of operational efficiency, moving AI from a tool to a virtual workforce.

The core of Agentic AI lies in its ability to decompose high-level objectives into sequential, executable actions. Unlike traditional AI, these agents maintain context and memory across interactions, allowing them to learn from feedback and adapt their strategies in real-time. This is facilitated by a new breed of AI platforms that provide the essential infrastructure for building, deploying, and managing agentic systems.

These platforms offer a modular architecture, typically comprising a marketplace of pre-built and customizable agents, an orchestration layer to coordinate their activities, a sophisticated memory layer for persistent context, and a robust governance framework to ensure security, transparency, and compliance.

The implications of the surge in Agentic AI for the enterprise are profound. Organizations that harness this technology can achieve a significant competitive advantage through hyper-automation of business processes. In customer service, for instance, agentic systems can handle intricate queries from start to finish, seamlessly integrating with various enterprise systems to provide comprehensive solutions. In sales and marketing,

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they can automate lead nurturing, personalize customer engagement, and even manage entire campaigns.

However, the adoption of Agentic AI also presents new challenges. Ensuring the security of autonomous systems that can interact with sensitive company data and external platforms is paramount. The "black box" nature of some advanced models can create issues of transparency and accountability, making it crucial for enterprises to implement rigorous monitoring and ethical guidelines. Furthermore, the integration of a virtual workforce necessitates a strategic approach to reskilling and upskilling human employees, shifting their focus to higher-value tasks that require creativity, critical thinking, and strategic oversight.

Market Overview – The Great DTM Migration

In 2026, enterprise digital transformation has evolved from basic cloud migration to the aggressive integration of advanced Artificial Intelligence across all operational workflows. For over a decade, the primary focus of the Digital Transaction Management market was digitizing paper-based processes and securing the "digital pen." While e-signing has become an indispensable commodity for modern business operations, it is no longer a competitive differentiator on its own.

Today, organizations are experiencing the limitations of first-generation DTM platforms. These legacy systems successfully solved the problem of remote execution but inadvertently created "digital silos." Contracts and agreements often sit in static repositories (like PDFs in a cloud drive) disconnected from the enterprise systems (CRM, ERP, Billing) that rely on their contents. This friction point—the gap between signing a contract and actually executing the business obligations it contains—results in delayed revenue realization, increased compliance risk, and significant operational drag.

The next three years will see a massive acceleration in the deployment of AI Assistants and AI Agents across the transaction lifecycle. We are witnessing the "Great DTM Migration," where enterprises are transitioning from legacy Systems of Record to AI-native Systems of Intelligence. Vendors that cannot offer deep integration, data liquidity, and autonomous workflow execution will rapidly lose market share to agile, AI-first disruptors.

Key Trends Reshaping the DTM Landscape

To justify the investment in next-generation DTM solutions, enterprise architecture and IT leaders must understand the four primary trends redefining the market in 2026.

The Rise of Agentic Workflows and AI Assistants

The 2026 landscape is being redefined by AI agents that possess the ability to manage end-to-end business cycles with minimal human intervention. The focus has transitioned from mere digital delivery to a sophisticated ecosystem where knowledge and automation converge.

Agentic processes allow specialized AI assistants to hand off tasks to one another seamlessly. For example, a transaction initiated by a Sales Agent (which drafts the initial quote based on CRM data) can be automatically routed to a Legal Agent (for compliance review and redlining), executed by a Signing Agent, and instantly processed by a Billing Agent. This eliminates the manual "swivel chair" integration that has plagued enterprise operations for years. These agentic systems do not just route documents; they reason through them, flag anomalies, and ensure that the right human supervisor is only brought into the loop for critical exceptions. See Figure 1.

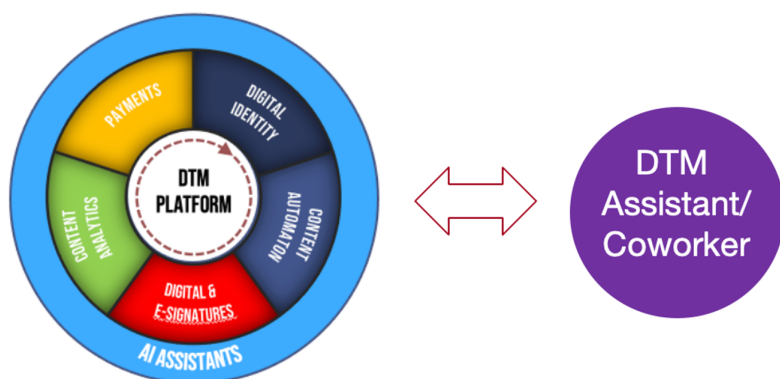


Figure 1: DTM Providers are adding AI Assistants to help get work done faster.

Shifting to an Assistant and Agent-Based Approach – DTM CoWorker

In previous years, we highlighted that AI assistants had arrived in the DTM market, though early iterations functioned primarily as add-ons rather than revolutionary interface changes. Today, the market has entered a new phase where AI assistants are capable of managing entire workflow processes end-to-end, representing a call to action for the entire industry.

Providers are leveraging existing frameworks such as Google Gemini, Microsoft Copilot, and Claude to power these digital coworkers. Some vendors are extending functionality to allow external tools to execute tasks, while others are white-labeling these advanced capabilities directly into their proprietary platforms.

Agentic processes significantly enhance transaction management and document execution. The long-term market focus is shifting toward custom agent models that

leverage proprietary organizational data. Enterprises are utilizing these specialized models to automate processes with high precision, driving continued innovation in DTM workflows.

For data collection and form generation, providers are moving past click-based or basic prompt-driven interviews. Multi-agent systems can now conduct dynamic, context-aware dialogues with users to gather information, while simultaneously running background agents to verify data accuracy and pre-fill related agreements across multiple enterprise systems.

This evolution redefines traditional workflow automation. A user no longer needs to manually specify routing rules or recipients for a transaction. An intelligent agent can determine the appropriate approval chain based on the document type, financial value, and internal hierarchy, routing it automatically while keeping the human in the loop for final authorization. The primary implication of this trend is a massive acceleration in cycle times. Enterprises must evaluate DTM providers on their ability to execute autonomous, multi-agent workflows, as organizations failing to adopt these agentic capabilities will face higher operational costs and slower execution compared to their more agile competitors.

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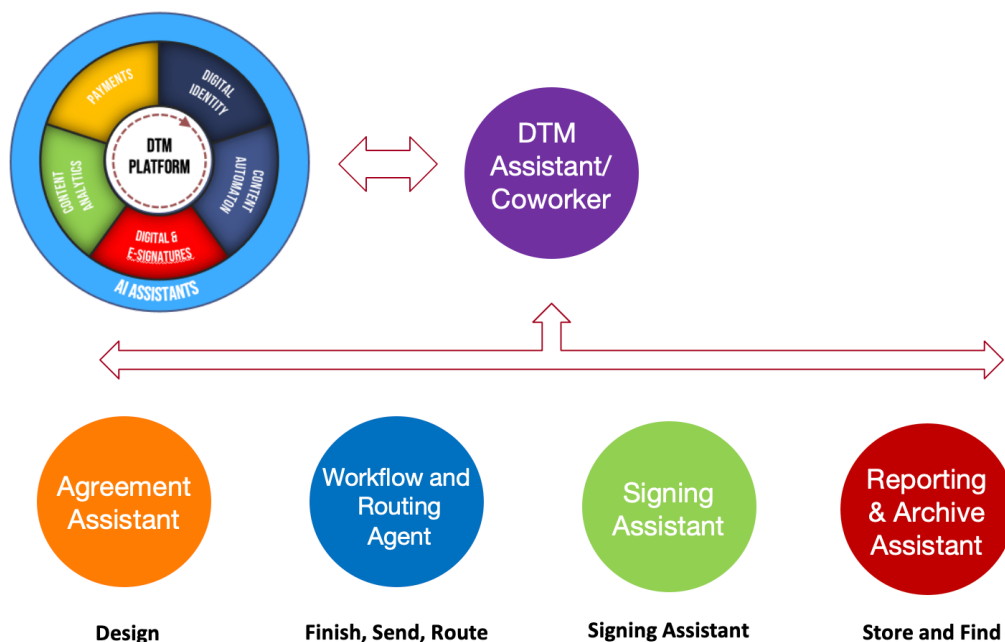


Figure 2: DTM Assistants will enable Agentic processes with Agents assisting humans to complete transactions.

Transaction Convergence (Unifying Execution and Revenue)

Historically, securing a signature and collecting a payment were treated as two entirely separate workflows, often managed by different departments using different software. This disconnect is a primary source of "revenue leakage"—the time and money lost between a closed-won deal and cash in the bank.

A major trend driving the new DTM market is Transaction Convergence. Modern DTM platforms are deeply integrating with payment gateways and invoicing systems. By ensuring that billing is automatically triggered—or even processed—the precise moment a signature is applied, these platforms collapse the Quote-to-Cash (QTC) cycle. This pragmatic, revenue-focused approach ensures that execution and downstream actions happen simultaneously, providing a robust defense against abandoned B2C shopping carts and delayed B2B receivables.

Content AI and Agreement Intelligence (Data Liquidity)

A fundamental divergence is occurring in the DTM market, widening the gap between basic and advanced providers based on how they treat the underlying document. Basic DTM focuses solely on capturing a cryptographic signature on a static PDF image. Advanced DTM treats agreements as structured data.

Through the application of Content AI and Large Language Models (LLMs), next-generation DTM platforms read, understand, and extract the clauses, terms, and obligations within a contract. They turn unstructured text into structured data that can be queried, analyzed, and fed into enterprise Knowledge Lakes. This concept of "data liquidity" means that an agreement is no longer a dead file; it is a living digital asset that actively informs the business of renewal dates, liability caps, and compliance requirements long after the ink has dried.

The Economic Shift – Beyond "Per-Envelope" Pricing

The technological evolution of DTM is forcing an economic evolution. Legacy incumbents built massive businesses on the "per-envelope" pricing model, effectively charging a toll for every document sent for signature. As e-signatures have commoditized, this pricing structure has become increasingly misaligned with enterprise value.

Emerging vendors are aggressively attacking this technical and economic debt. By shifting toward platform-based, usage-based, or outcome-based pricing models, these challengers align their commercial success with the actual workflow automation they provide. This economic disruption is highly attractive to mid-market and enterprise buyers who feel penalized by the rigid, seat-and-envelope models of the past decade.

Hot Vendors in Digital Transaction Management

The market is shifting from legacy incumbents to agile, AI-native platforms. While there are many technology providers in the DTM space, a select group is pushing the boundaries of what a transaction can be.

This year's Hot Vendors in Digital Transaction Management include:

- **Propper**

Propper



Figure 3: Propper offers a DTM platform including signing and vaulting.

Note 1: Propper at a Glance

Who they are and what they do:

Propper is an AI-first document intelligence platform that unifies document generation, e-signatures, workflow automation, and structured storage into a single cloud-native system.

Location: Atlanta Georgia

CEO: Jack Berube

Key Offerings: Propper Sign, Gen, Fabrik, Click, and Locker (Intelligent Agreement Management Platform)

Availability: Available Now

Website: <https://www.propper.ai>

Propper represents the vanguard of the "AI-first" replacement market in Digital Transaction Management (DTM). Headquartered in Alpharetta, Georgia, and led by CEO Jack Berube along with a founding team of former operators and engineers who scaled the global eSignature industry at DocuSign, Propper was built entirely from the ground up without the technical debt of legacy providers (See Figure 5 and Note 3). The company treats business agreements not as static file images, but as dynamic, actionable data sets. By replacing fragmented point tools with a unified cloud-native environment, Propper enables organizations to seamlessly generate, automate, and analyze the entire contract lifecycle.

Propper delivers an integrated ecosystem composed of five specialized document intelligence modules. Propper Gen automates scalable document generation directly from structured data fields, while Propper Fabrik orchestrates advanced workflow routing and approval chains. Transaction execution is handled by Propper Sign—an enterprise-grade, fully compliant e-signature engine that provides near-zero switching costs via out-of-the-box DocuSign template migration—alongside Propper Click for clickwrap consent management. Finally, post-signature workflows are anchored by Propper Locker, a proprietary, AI-powered vault that turns executed contracts into queryable intelligence for tracking business obligations, surfacing metadata, and populating live dashboards.

What makes Propper a Hot Vendor is its deep architectural alignment with the market shift toward Agentic DTM and its disruptive approach to identity and pricing. Propper connects the signing event directly to upstream and downstream enterprise systems, utilizing built-in AI agents that autonomously act upon agreement data to eliminate manual operational friction. To counter escalating industry fraud, Propper has natively embedded trusted biometric identity verification directly into the signing flow via key global partnerships with CLEAR in the U.S. and OneID in the UK.

Enterprises looking to modernize their transaction infrastructure and leverage AI to extract, route, and autonomously act upon agreement data should evaluate Propper. Its unique ability to serve as a low-risk, highly flexible alternative to legacy e-signature giants makes it an essential

consideration for procurement, sales, operations, and IT leaders eager to reduce software sprawl. By replacing siloed administrative tools with a unified intelligence model, Propper is a prime example of how the market is definitively moving past the digital pen and toward true, scalable agreement intelligence.

Aragon Advisory

- **Audit the "Access-Trust Gap" in Your Workflows:** Enterprises must re-evaluate their current DTM providers. If your provider is only offering basic e-signature capabilities without a clear, demonstrable roadmap for Content AI and agentic workflow automation, it is time to actively develop an exit strategy.
- **Mandate Transaction Convergence:** Prioritize platforms that seamlessly connect the execution of a document with the subsequent business requirements, such as storage or vaulting.
- **Challenge Legacy Pricing:** Use the emergence of these AI-first vendors to aggressively renegotiate legacy "per-envelope" pricing structures that fail to deliver end-to-end workflow value.

Bottom Line

The Digital Transaction Management market has matured far beyond simple electronic signatures, transitioning rapidly into a battleground for enterprise automation. The future belongs to platforms that leverage Intelligent Assistants and Agentic Workflows to autonomously manage the entire lifecycle of an agreement. By treating documents as actionable data, converging the steps of execution and revenue realization, and dismantling outdated pricing models, the Hot Vendor identified in this report is not just challenging incumbents; but setting a new standard for the digital enterprise.