

Mobility Management Vendor Exceeds Sales Quotas with DocuSign for Salesforce

DocuSign Helps This Sales Team Scale And Automate Operations To Meet Demands Of Rapid Growth

Company's Top Objectives

An innovative vendor with solutions to securely connect people, applications, and devices uses DocuSign to enable its sales organization. With on-demand identity and access management offerings including directory services, single sign-on, authentication, provisioning, and workflow, this vendor is used by leading organizations in multiple industries to enable access to critical business processes and applications.

Challenge

About two years ago, the mobility solutions vendor was growing rapidly, but as the number of customers it signed up every quarter grew, the sales organization was running into problems. While it used Salesforce for its sales team and Zuora as its quoting engine, signing sales contracts was completed via a manual, labor intensive pen and paper process. Not only was this inefficient, but it took up too much of the reps' and customers' time. Furthermore, the vendor didn't have visibility into where contracts were – or even who within their customers' organizations had to sign them to close the deal. "It was hectic," said the vendor's Senior Director of Finance and Business Operations. "We needed to automate the process instead of running around wasting time and money on printing, signing, scanning, faxing and chasing paper."



Top Benefits Achieved

- ✓ Automates hundreds of contracts per quarter with DocuSign
- ✓ Shortened quote-to-cash cycle by about a week
- ✓ Improved visibility into customers' procurement process
- ✓ Lightened sales team's administrative burden to focus on selling to more customers

Solution

The vendor looked at several options and chose DocuSign's Digital Transaction Management (DTM) platform, in part because of DocuSign's relationship and deep integration with Salesforce. "We're a big Salesforce shop," said the director, "and with the native DocuSign for Salesforce offering we had the solution up and running quickly without any trouble or the need for professional services."

The vendor uses DocuSign for all sales contracts, including automated contracts generated by its inside sales team, as well as one-off contracts sent by field sales. "My favorite example of DocuSign saving the day was the first week we deployed it," observed the director. "It was quarter-end, and we were working on a really big deal to help achieve a significant sales milestone. By the time we got a clean contract to the customer, it was late Friday and the CIO had gone home for the weekend and certainly wasn't going to come in to the office to sign the contract. We told him we could send it to him by DocuSign. He DocuSigned the paperwork on his mobile phone and we made our goal. What's more, our customer loved the convenience of DocuSign."

"Before we adopted DocuSign, our co-founder asked it was something we really needed," he added. "When he saw that deal close, he was a DocuSign believer."

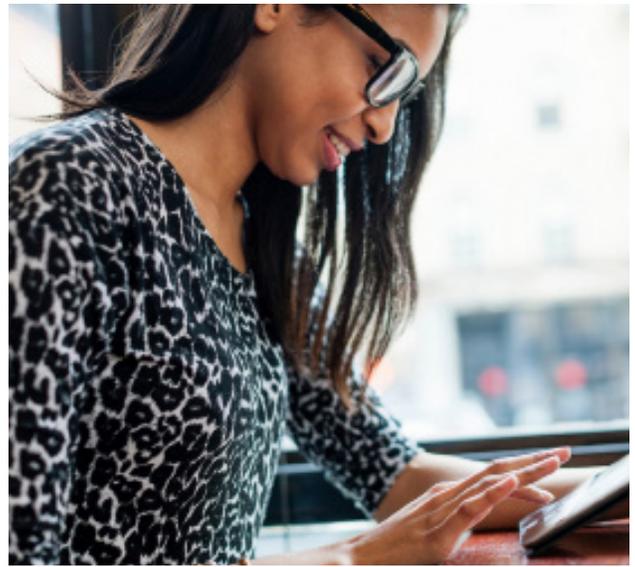
The Key Benefits

The vendor now automates hundreds of sales contracts per quarter using DocuSign. "Our reps love it," says the director. "It has become so central to our process that at the end of the quarter our reps joke about how they have to sit at their computer and watch DocuSign. The visibility DocuSign provides into our sales contracting process is incredible."

"Better visibility is a benefit that we weren't really thinking about when we first started using DocuSign," he commented. "The reps like the improved visibility into our customers' approval process."

"As for me, it makes my life easier because I sign off on all sales contracts," the director continued. "On the bus on my way to work I'll pop open DocuSign and approve million-dollar sales contracts on my mobile phone, before I even get into the office."

The mobility management vendor likes DocuSign so much it is starting to use in other areas of the business. "We're just about to roll DocuSign out in our new hire/onboarding process," said the director. "DocuSign is more convenient for HR and our new hires, and it puts us in a better light, especially since we're a technology company and we want to give candidates a slick experience. We want to reinforce that they are joining a best in class company. DocuSigning paperwork on their mobile phone gives new employees that experience."



"Before we adopted DocuSign, our co-founder wondered if we really needed it. But the first week we had it, it was critical to bringing in a big quarter-end deal. That one deal made him a believer."

**Senior Director,
Finance and Business Operations**



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For U.S. inquiries: toll free 866.219.4318 | docuSign.com
For EMEA inquiries: phone +44 203 714 4800 | emea@docuSign.com | docuSign.co.uk
For APAC inquiries: phone +1 800 255 982 | docuSign.com.au
For LATAM inquiries: phone +55 11 3330 1000 | docuSign.com.br