

# Head to Head Media Stays Online 24/7 by Keeping Business Digital with DocuSign

DocuSign ensures Head to Head's transactions are stored, signed and sent securely

## Company's Top Objectives

Head to Head is a full-service media agency offering an unmitigated array of services, ranging from media strategies up to, and including, media administration. The company has been extremely successful, growing consistently for more than ten years to date. Besides offering clients a full service package, Head to Head has a great affinity with software development, chiefly demonstrated by its recent collaboration with ComponentsLab in Lisbon.

## Challenge

Head to Head is a fast growing media agency situated in the Netherlands that provides a one-stop shop for its clients marketing needs. With an expanding portfolio, Head to Head needed to streamline its business operations in order to keep up with increasing demand.

"Given our continuing growth, in terms of both volume and clients, we saw a need for a digital system that would help to keep the ever present probability of error to a minimum first and foremost," said Gerard Ghazarian, Director of Head to Head Media. "Besides this, the system would need to make it possible to store invoices digitally in just one central location. Ease of use and simplicity for users were two other very important aspects of the system to be developed. It was also imperative that both the business and our clients would have access to the system."



## Top Benefits Achieved

- ✓ DocuSign helps Head to Head stay online 24/7 and take its on-demand business global
- ✓ Multiple signers allow business to complete transactions any time, on any device
- ✓ Head to Head safeguards its data and secures customer information with DocuSign

# Head to Head's rapid growth benefits from DocuSign's scalable solution, for any business, of any size

It was clear that the key driver for Head to Head Media was to create an archive solution for all written and signed communication. This data was required to be stored on a singular platform, as well as to increase the efficiency of the business by digitising its administrative processes, all while ensuring legality.

"Finally, it was important that it would be possible to sign financial documents digitally and, as such, ensure that documents like this gained legal validity," continued Ghazarian.

## The Resolution

Head to Head therefore sought a solution that would integrate seamlessly with the in-house platform that was currently in place, CandidNet. It was essential to have a user-friendly solution to ensure that all documents would be sent through the Head to Head platform and stored digitally, without the need to use dated processes such as fax, or the use of a courier for paper documents. From this, Head to Head would achieve a unified platform where every contract would be delivered, signed and stored digitally.

To facilitate Head to Head's growth, the solution would need to boast continuous availability and perfect data integrity in order to keep with the business' 24/7 service, in which it provides high standards for data management and storage.

## The Key Benefits

Since implementing DocuSign, Head to Head Media has seen extensive results that continue to bring benefits to the business. The key success indicator is the time gains that the company has attained as a result of DocuSign, "The collaboration with DocuSign has resulted in huge improvements for our financial department, as contracts, procurement, and all kinds of other financial activities can be completed in no time at all," says Gerard, who immediately saw the benefit of DocuSign upon implementation.

DocuSign can be sent to clients, vendors, and other third parties who don't already use the service. This was a key driver when considering the solution, as Gerard states, "Another advantage is that we are not forced to limit our activities to just our own sector; our system can definitely benefit any national or international company."



After all, which company today would not like to be able to introduce a working method that enables everyone to keep up-to-date on all of the activities taking place in a company, 24 hours a day, seven days a week, and utilise a digital system in which financial transactions can be performed and approved quickly and safely?"

**Gerard Ghazarian,**  
**Director**



Security was another contributing factor when Head to Head was in the market to purchase an eSignature solution. Moreover, keeping its clients and its own data safe were paramount when looking into a digital transaction management service. Gerard continued, "The system is safe too. A number of people can be involved in the process, or give their digital approval at the same time and the system is available for all relevant persons, 24 hours a day, seven days a week – so a huge progression for our company."

Keeping business digital is something that Head to Head Media views as business critical. Being a company that is constantly switched on, Gerard and his team require a reliable, on-demand service, available at any time, on any device with zero downtime. These were the driving results that cemented Head to Head's success with DocuSign.

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