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# LinkedIn Connects with DocuSign for Salesforce

Founded in 2003, LinkedIn is the world's largest professional network of more than 48 million members in over 200 countries on 7 continents. LinkedIn connects professionals in technology, financial services, media, consumer packaged goods, entertainment, fashion and numerous other industries. The LinkedIn Corporate Solutions team provides productivity applications to enterprises that leverage LinkedIn's unique social platform, including the LinkedIn Talent Advantage, a suite of tools to help companies acquire better talent faster.

## LinkedIn's disconnected agreement process

In just a little over one year, over 40% of the Fortune 100 companies have licensed LinkedIn Talent Advantage to help them sift through the content-rich profiles of passive job candidates to find the right people to fill their employee rosters.

"If you're looking for that hard to find person, that salesperson who's a superstar, the person who's already employed as the top performer at his or her company, LinkedIn helps you find better talent faster," says Brian Frank, director of Global Enterprise Operations for LinkedIn.

Although the company was linking job recruiters with the right candidates, it wanted to strengthen connections with its customers during the contract signing process.

As a leader in Web 2.0, the organisation was an early adopter of electronic signature technology. However, they encountered significant difficulties tracking customer information that was key to invoicing and collections.

"When the contracts were being done, salespeople were not filling in the purchase order number, billing and shipping information, user information and so on," says Frank. "They filled in the name of the person and maybe one of the addresses. Then they'd shoot it out electronically to the customer, the customer signed it and they considered it done."

The problems started when the contract ended up on the desktops of accounts receivable staff. They'd have to hunt down the proper information before they could even ask for payment. On average, the hassle of tracking down information was tacking an extra 25 days onto the billing cycle.

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## Results

**80%**

faster time to invoice customers  
(from 25 days down to 5 days)

**\$1M**

in additional working capital  
contributed annually

**Streamlined**

contract workflows by integrating  
directly into Salesforce®

**Improved**

contract security by generating  
non-modifiable PDFs of contract  
documents

## A fully integrated and easy to use solution

LinkedIn decided to adopt DocuSign for Salesforce together with document generation software to deliver a more logical workflow for their salespeople. With the new setup, a salesperson can select specific clauses or words to populate a DocuSign template and then let the generation software pull product, customer and other data from Salesforce into the contract automatically. What comes out is a clean and complete PDF that is customized for each sale.

## LinkedIn reduces time to invoice from 25 days to 5 days with DocuSign

“With the click of button, the system creates a contract for you to send to a customer,” Frank says. “There’s no uploading into DocuSign. You just hit send and then it goes to the customer.” This simplicity enabled LinkedIn to reduce the time it took to invoice a customer from 25 days to 5 days, an 80% reduction.

Not only is this process convenient – eliminating the requirement for salespeople to log onto another system – it also adds a layer of security into the process. “It is a non-modifiable, locked PDF,” Frank says. “That prevents anyone from creating their own documents and adding it into the system.”

Perhaps most important to LinkedIn, however, is the added flexibility that DocuSign has given to capture data on the customer side during the contract signing process.

“DocuSign is fast, easy and seamless. It removed the hassle of getting a copy back to the customer, tracking data and knowing who approves what,” Frank says. “But the thing that’s really special is that it captures terms like PO number and billing address that come up in the contract cycle that no one ever thinks about. Those terms are very important to a variety of different internal stakeholders at the company.”

As a result, LinkedIn has considerably reduced DSO (days sales outstanding) and improved cash flow. “The introduction of DocuSign into our collections process significantly improved how long sales are outstanding, contributing to access to over \$1M in additional working capital on an annualised basis,” Frank says.

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**Brian Frank**  
Director of Global Enterprise Operations  
LinkedIn

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### About DocuSign

DocuSign helps organisations connect and automate how they prepare, sign, act on, and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature: the world’s #1 way to sign electronically on practically any device, from almost anywhere, at any time. Today, more than 500,000 customers and hundreds of millions of users in over 180 countries use DocuSign to accelerate the process of doing business and to simplify people’s lives.

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