

# Accelerating Unilever's Digital Transformation with DocuSign Agreement Cloud

## Expansion through innovation

With more than 400 brands – including Dove, Lipton and Ben & Jerry's – in 190 countries, every day, 2.5 billion people use Unilever products. The company's vision is to make products that are loved by consumers worldwide and friendlier on the planet those consumers all share.

As part of Unilever's growth strategy, it is committed to constant innovation, allowing the company to stay at the forefront of the ever-changing global business landscape.

One of Unilever's key initiatives is a partnership with DocuSign. Unilever uses multiple products from the DocuSign Agreement Cloud, integrated with other Unilever systems. Across different business functions, Unilever uses DocuSign to help automate numerous processes.

This case study will highlight Unilever's Smarter Contracting initiative.

## Procurement at Unilever: the Smarter Contracting initiative

Efficient and cost-effective contracting is key to the supply chain which underpins this truly global business. Before working with DocuSign, globally distributed teams at Unilever got agreements done with a mix of office applications, email, printing, scanning, faxing, and phone follow-ups. Given Unilever's scale and its global scope, the cost and time necessary to do this work was significant.

"People would search their email inbox looking for the last email with a contract attachment, having to make sure it's the right one," said Wei Ling Lim, Unilever's Global General Counsel for Global Supply Chain. "We wanted tools and solutions that would harmonise, simplify and bring efficiencies."

To help digitally transform procurement contracting, Unilever collaborated with DocuSign. Using DocuSign CLM (Contract Lifecycle Management), Unilever was able to increase speed throughout the contracting process for spend portfolios that were previously not integrated into a contract management workflow. For example:

- When a contract needs to be initiated, the requester can enter the deal's key facts
- Based on the requester's input and the additional pulled-in data, the contract is automatically generated with the correct clauses
- Unilever leverages the DocuSign CLM workflow to route the review and approval tasks to the right people
- When the contract is ready for signature Unilever utilises DocuSign eSignature for sending and signing in an efficient, user-friendly way

## Company Profile

**Consumer Goods**  
Industry

**10,001+**  
Company size

**UK**  
Location

**DocuSign**  
**Agreement Cloud**  
Use case

**"We wanted tools and solutions that would harmonize, simplify and bring efficiencies."**

**Wei Ling Lim**  
Global General Counsel for Global Supply Chain  
Unilever

DocuSign's CLM and eSignature products are central to Unilever's Smarter Contracting program, an initiative to not only save time and resources in contracting but also to make life easier on Unilever's employees. Where before people needed to manually find, copy and paste the right information into contracts, it is now there for them.

In addition to DocuSign CLM, Unilever uses DocuSign Click to simplify checkbox agreements. DocuSign Click is an easy way for Unilever to standardise static agreements in which language does not change depending on the signer. This solution is part of Unilever's current NDA process.

"We designed everything we do around making sure user experience is as good as it can be," said Wei Ling.

Since the introduction of Smarter Contracting more than 9,000 contracts have been processed through the platform of which more than 4,000 were automatically generated through the DocuSign CLM tool. The tool is set up to generate English, Spanish, Portuguese and Indonesia Bahasa language contracts. The Smarter Contracting initiative has been rolled out across more than 70 countries. "The success of my team depends on our ability to support across different languages and different countries across the value chain," said Wei Ling.

Average contract completion time has been cut in half. In an early pilot launched in India the Smarter Contracting platform reduced contract drafting times by 80%.

## More agreement, less paperwork

Unilever's results in Smarter Contracting is just a part of the story. Many other groups at Unilever are using the DocuSign Agreement Cloud to bring greater efficiencies to its agreement processes – allowing them to do business faster, more efficiently and easier for everyone involved.

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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.

### DocuSign, Inc.

Broadgate Quarter  
9 Appold Street, 2nd Floor  
London EC2A 2AP UK

[docusign.co.uk](http://docusign.co.uk)

### For more information

[sales@docusign.com](mailto:sales@docusign.com)  
+44 203 714 4800