Accelerating time to marketing.

Acxiom frees employees from contract-related administration to better serve clients, onboard talent, and build revenue, using Adobe Sign integrated with Salesforce, Conga, and Workday.

acxiom®

"Adobe gives our clients, partners, and new employees a smoother, faster onboarding experience, while integration efficiencies with Salesforce, Conga, and Workday free our teams to serve clients, hire critical talent, and grow the business."

Lissa Hess, Platform Manager, Corporate Application and Data Services, Acxiom

SOLUTION

Adobe Sign, an Adobe Document Cloud solution

Salesforce CRM
Conga Composer
Workday Human Capital Management

RESULTS

Seamless contract process creates a **POSITIVE FIRST IMPRESSION** for clients, partners, and recruits

EXPEDITES onboarding of critical talent through fast, efficient contract workflows

Enhances **CLIENT SATISFACTION** with efficient process for amendments documenting project scope changes

Integrated workflows **REDUCE ADMINISTRATION**, letting teams spend more time on the business

Acxiom

Established in 1969

Employees: More than 2,600 (includes full-time and part-time associates)

Conway, Arkansas

www.acxiom.com

CHALLENGES

- Eliminate time-consuming, manual contract workflows
- Deploy a more cost-effective e-signature solution for faster, more efficient contract completion
- Get critical hires aboard more quickly through a digital onboarding process

USE CASES

- Digital Workflows
- Administration and Control
- HR Efficiency

Fueling marketing initiatives with data

Acxiom provides a rich source of data to marketers around the world that allows them to create targeted, effective sales and marketing campaigns to build revenue streams and strengthen competitive positions.

With marketing professionals using data to create personalized brand experiences across every consumer touch point, demand for Acxiom services is high. As a result, the company is winning more clients, forming more partnerships, and hiring more skilled talent. To make the document and contract experience smoother and faster, Acxiom implemented an e-signature solution several years ago within a few select departments. However, following a cost-driven review of the latest industry solutions, Acxiom switched to Adobe Sign, an Adobe Document Cloud solution, for deployment across the company.

"Electronic signatures for contracts create a great first impression for our clients, partners, and recruits, and a streamlined onboarding experience that reflects our technology-oriented brand values," explains Lissa Hess, Platform Manager, Corporate Application and Data Services, Acxiom. "Adobe Sign delivered the effortless digital workflow and features we needed, along with offering competitive, strategic pricing."

Providing transparency into project status and changes

The largest number of Adobe Sign users within Acxiom are based in its Salesforce group. The Salesforce team uses Adobe Sign integrated with Salesforce and Conga Composer for e-signatures on change request documents when modifications are made to the scope or requirements of projects, such as the re-allocation of project staff hours, or changes to deliverables or pricing. Clients must sign indicating their agreement to these scope changes for a project to re-commence. The team issues approximately 200 client change requests per month, averaging three to four pages each.

Adobe Sign integration with Salesforce and Conga enables the seamless creation and completion of change request forms. Users populate the data needed for a change request in a Salesforce case, then pull it into a standard template using Conga. The form is then sent to the customer through the Adobe Sign workflow for an electronic signature.

"With Adobe Sign, our clients can approve change requests without having to save, print, sign, scan, and send the document back to us, saving time and creating a better experience," says Hess. "Similarly, the workflow automates what was previously a lengthy, paper-based internal process."

Today, Adobe Sign records are stored centrally and conveniently within Salesforce, allowing team members to quickly pull up files should they need to review, amend, resend, or cancel a client agreement.

SOLUTION AT A GLANCE

Adobe Document Cloud
  Adobe Sign

Salesforce CRM

Conga Composer

Workday Human Capital Management

For more information
http://acrobat.adobe.com/us/en/sign.html

Adobe Inc.
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

"There are several Adobe Sign features our users appreciate," notes Hess. "First, they can get a signature from any client immediately. The solution also provides the flexibility to add additional documents to a change request. And, our clients can sign without having to download software, secure a license, or do anything on their end. The user experience couldn't be easier."

Onboarding new talent faster

Meanwhile, Acxiom's HR department uses Adobe Sign integrated with Workday to onboard new employees.

The solution automates the previous manual process, where HR staff would print, sign, scan, and email employment contracts, onboarding packets, and memos requiring signatures to prospective employees, who would have to source a printer and scanner, and repeat the steps. The complexity of the process meant that contracts were often returned incomplete, with missing information or signatures, requiring the HR team to return the contract or start again, which could delay the arrival of much-needed resources.

To modernize this process, Acxiom integrated Adobe Sign with Workday, creating a digital workflow and e-signature solution that is easier, faster, and more user friendly. Today, the process saves time for both recruits and the HR team by eliminating workflow steps and manual data entry requirements.

"Adobe Sign integrated with Workday gives new employees a great first impression of the company and has increased productivity within the HR team," says Kathy Brand, Senior Human Resource Manager, Acxiom. "The time we're saving on contract-related administration is being re-invested in global recruitment and supporting the needs of employees."

Further roll-out of Adobe Sign

On a day-to-day basis, the integration of Adobe Sign with systems such as Salesforce, Conga, and Workday means Acxiom employees can simply work within these applications to complete projects without having to jump back and forth between multiple applications. The positive experience with Adobe Sign across the company is leading to new deployment opportunities in international markets. Acxiom's IT team in the UK, for example, is interested in adopting the solution.

"Throughout the company, Adobe Sign delivers value," concludes Hess. "Adobe gives our clients, partners, and new employees a smoother, faster onboarding experience, while integration efficiencies with Salesforce, Conga, and Workday free our teams to serve clients, hire critical talent, and grow the business."

"Adobe Sign is a game changer in terms of security, reliability, convenience, and efficiency in helping Acxiom manage through thousands of legal transactions and enable rapid execution of strategic sourcing services," adds Anthony Porter, Head of Corporate Procurement & GSVS, Acxiom.