Transforming contract workflows for a global media brand.

Adobe Sign provides POPSUGAR with visibility to manage contracts easily and efficiently.

POPSUGAR.

"Adobe Sign and our contract management system transformed our contractual experience."

Bjorn Pave, Senior Director, IT, POPSUGAR

SOLUTION

Adobe Sign and Adobe Acrobat Pro DC within Adobe Document Cloud

RESULTS

Increases **PRODUCTIVITY** of employees involved with contract creation by 38%

SAVES 20 HOURS PER WEEK in contract administration time across departments

Delivers a **FAST AND EFFICIENT** contractual experience that reflects POPSUGAR's technology goals

Delivers **AUTOMATED**, on-time contract creation and renewals

POPSUGAR

Established in 2006

Over 28 million fans and followers

Employees: 300

San Francisco, California

www.popsugar.com

CHALLENGES

- Improve real-time visibility of contract status company-wide
- Deploy an automated e-signature workflow to complete contracts faster
- Decrease contract administrative processes to increase employee productivity

USE CASES

- Digital Workflows
- Administration and Control
- HR Efficiency

A growth media brand

From Hollywood movie stars to British royalty, and for the latest tips and trends relating to fashion, beauty, fitness, food, and parenting, POPSUGAR has become a daily must-read for people of all ages, but particularly among millennials. POPSUGAR reaches 1 in 2 millennial women in the US.

Manually driven legacy processes

In the midst of maintaining staff and freelancers to deliver its on-demand content, POPSUGAR required new technology to support the management of contracts. The contracting process was manually driven, with departments such as legal, finance, creative, sales, and marketing each managing their contracts in different ways.

"Our contracts administration was inconsistent, with each department doing its own thing, processing and storing contracts locally," explains Bjorn Pave, Senior Director, IT, POPSUGAR. "There was little visibility or automation to the process. And, there were often delays getting them signed."

The lack of visibility into contract renewal status and ownership presented a challenge for POPSUGAR's legal team. If the person responsible for negotiating, renewing, or finalizing a contract left the company, for example, it could delay signing.

Realizing action had to be taken, POPSUGAR evaluated adopting an e-signature and digital workflow solution for its contracts.

Planning for a more efficient contract workflow

"Once we started looking at e-signature solutions, we identified Adobe Sign as the leader," says Pave. "In addition to its intuitive functionality, and features, Adobe Sign offered smooth integration with our contract system."

Adobe Sign integration with POPSUGAR's contract management system would allow the company to easily obtain e-signatures on managed contracts and documents without leaving the application, enabling the company to complete contract executions faster and more efficiently.

"Our priority was to consolidate every step related to contract creation and create an end-to-end automated workflow," says Pave. "Because Adobe Sign resides within our contract management solution, nothing leaves the system, creating the central repository for contracts we needed."

Today, POPSUGAR users create contracts in PDF using Adobe Acrobat Pro DC. Contracts then enter the company's contract management digital workflow with the desktop and mobile signing capability in Adobe Sign facilitating the process, even if recipients are traveling.

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SOLUTION AT A GLANCE

Adobe Document Cloud

Adobe Sign

Adobe Acrobat Pro DC

Alerts, meanwhile, keep stakeholders apprised of status. By accessing a central repository, stakeholders can pull up a contract and view its history. The speed and ease by which contracts can now be updated helps to create smoother, faster negotiations and renewals.

Accurate budgeting and forecasting

The finance department, meanwhile, uses Adobe Sign to stay apprised of the value of contracts and renewals, which is vital for budgeting and forecasting. Adobe Sign reporting, in conjunction with POPSUGAR's contract management software, allows the department to look 30, 60, or 90 days ahead, providing visibility into what is coming up for renewal, and when. This allows finance personnel to partner with internal stakeholders to keep negotiating and signing timescales on track.

POPSUGAR's creative team members are also active Adobe Sign users, relying on the solution to manage agreements for commissioned artwork or original photography.

Finally, Adobe Sign helps the HR department onboard new employees faster through the quick and easy signing of offer letters and delivery of onboarding packets. Adobe Sign is also used by POPSUGAR personnel to electronically sign documents indicating their acceptance of annual updates made to the employee handbook.

Bottom line savings

Across the business, Pave estimates that Adobe Sign has helped increase the productivity of employees involved in contract creation by 38%, and saves approximately 20 hours per week in contract management and administration time across all departments.

"Adobe Sign and our contract management system transformed our contractual experience," says Pave.

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