



emma™

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## Emma Overview

**Industry:** Marketing and Advertising

**Company Size:** 51 - 200

**HQ Location:** Nashville, TN

**Founded:** 2003

**Use Case:** Contract Management

Emma Inc. needed to get a handle on its purchasing. With vendor contracts everywhere, it was almost impossible to do—until they found SpringCM.

## The Goal: Eliminate Redundant Purchasing

Emma needed visibility into its vendor contracts to stop unnecessary spending.

Emma had been using Salesforce and other solutions for managing contracts on the sales side, but had no central location for storing vendor contracts. In purchasing every person was doing their own thing and, as a result, there was redundancy in purchasing and excess spending. Emma needed a solution that would store vendor contracts and documents in one location and make them searchable and accessible from anywhere.

## The Challenge: Reliably and Quickly Access Documents

True integration with Salesforce CRM and CPQ was key for Emma because of existing relationships with those products.

Documents related to purchasing were everywhere, including in individual's emails. It was extremely difficult for Emma's new Vice President of Operations to get a handle on the documents and information she needed to understand the challenges facing purchasing in order to resolve them. Emma was also manually collecting signatures for vendor document and wanted to modernize and streamline the process to be more efficient.

At the same time, Emma was transitioning to Salesforce CPQ. They needed a solution that would easily integrate with both Salesforce CRM and CPQ and that did not require a lengthy implementation.

## The Solution: SpringCM's Central Repository

The ability to locate documents in a central repository and to set up workflows, attributes and groups to help them stay organized was a game-changer.

SpringCM's central repository gave Emma the flexibility it required to store and access documents.

They were able to create both simple and complex workflows that would manage the approval process for vendor contracts based on their needs. In addition, SpringCM would provide an audit trail for approvals after the fact and the ability to generate reports on demand or automatically. The ability to capture signatures digitally was a feature that was also attractive to the company, saving time that could be used to benefit other areas of the business.

### The Result: Greater Efficiency and Reduced Spending

Emma employees were excited to use SpringCM.

Ease of use was important to Emma. Once attributes were set up in SpringCM, the admin walked her users through how it worked. SpringCM captures metadata related to every contract, including renewal dates, contract terms and values so they can be tracked. Emma always knows what contracts are coming up for renewal and when.

Emma is already planning a rollout of SpringCM to handle documents for the sales side of the business as soon as their vendor management implementation is complete.

“I love that if you have a Salesforce license you can get into it, but you don’t need a license to access SpringCM. And SpringCM is always working with customers to find out what they need and are building that into the product.”

- Karen Hodson, VP of Operations

## About SpringCM

SpringCM is a secure cloud platform that manages sales contracts and all types of documents seamlessly across desktop, mobile and partner applications like Salesforce. SpringCM goes beyond standard sales contract management software with advanced workflows that automate manual tasks and complex processes to shorten contract cycles and speed time-to-revenue.