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Rise Interactive Overview

- **Industry:** Marketing & Advertising
- **Company Size:** 201-500
- **HQ Location:** Chicago, IL
- **Founded:** 2004
- **Use Case:** Legal, Contract Management

Rise Interactive is a Chicago-based digital marketing agency and Interactive Investment Management firm specializing in digital media and analytics for Fortune 1000 companies. Rise works as a strategic partner to help marketing leaders make smarter investment decisions.

The Goal: Organizing Contract Processes to Save Time and Speed Revenue

Adding an in-house legal department revealed the need for change.

When Rise Interactive hired their first in-house lawyer in 2016, they quickly realized that they were spending too much time on disorganized and inefficient document processes. Rise needed a contract management solution that would streamline their processes and accelerate time to revenue.

The Challenge: Rise Needed a Platform That Could Support and Empower Multiple Users

Collaborating in Google Docs was resulting in lost work and unnecessary delay.

Rise Interactive hadn't had in-house legal before 2016, so the Sales teams that deliver services to clients were the ones working on SOWs. They would collaborate on a shared Google document and could have 12 to 20 different people working on a document at one time. Without version control, they would sometimes inadvertently delete sections that someone else had spent hours writing. Clearly, Rise needed a document management platform that could enable collaboration by multiple users while tracking changes and providing a way to stay organized.

An intuitive, modern user interface and usability were other key factors in Rise Interactive's choice of SpringCM. SpringCM was the easiest and most robust solution that they considered. "All solutions are going to have some basic workflow, storage, and visibility. The way in which it's delivered is what's important to us, and the competition couldn't live up to SpringCM," said Julie Honor, Rise's Vice President, Counsel.

The Solution: A Clear and Automated Process

Workflows, version control and approved templates were part of their new toolkit.

Beyond usability, SpringCM gave Rise the accountability and visibility that their contract process needed. Instead of an open-ended and unorganized collaboration, SOWs are now written through a process that has a clear beginning and end.

Each person that contributes to the SOW is notified when it is time for them to add their contributions, and everyone involved can see exactly where each document is in the cycle.

The Legal department can create templates that include approved language before handing them over to the Sales and Client Services teams. The teams can choose to include or exclude the approved language without requiring a review by Legal. This saves the Legal team valuable time and gives the Sales team an easier way to create and deliver SOWs to clients. Rise is accelerating revenue, serving clients faster and benefits from total visibility into any bottlenecks or problems that might hold up their process.

The Result: Rise Interactive Is Expanding the Use of SpringCM to All Departments

The search for a solution also yielded a valuable partnership.

After only a few months, Rise is thinking about how much more they can do with SpringCM. The goal is to implement SpringCM organization-wide, using the powerful workflow functions and document platform for HR documents, invoices in accounting, project plans and RFP responses. Rise has also found value in the culture and team at SpringCM. According to Honor, "SpringCM's vast network of customers makes them a true and invaluable partner for us. They can make connections to new business or similar companies for us, which adds so much more value."

"SpringCM gives us the visibility and accountability within the contract process to move faster, close business faster and get revenue in the door faster."

- Julie Honor, Vice President, Counsel

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.