



SpringCM® Customer Success

STRATUS TECHNOLOGIES

STRATUS STREAMLINES CONTRACT NEGOTIATIONS

Stratus Technologies helps its customers ensure the continuous availability of information systems that support critical business processes. The company's contract negotiation and new partner application processes were hampered by manual processes that made optimal sales performance difficult to achieve.

Recalls Steve Parker, senior business development manager for Stratus, "We tracked the status of contract and partner documents with a spreadsheet. Every time I needed to update senior management, I had to go into emails, desktop folders, and voicemails to extract the relevant information and type it into Excel by hand." Each update took an hour to prepare each week.

Manual inefficiency was only part of the problem. With 20 to 40 deals underway at any given time, it was difficult to identify which ones needed the greatest sense of urgency. Parker added revenue information from Salesforce.com to the spreadsheet, which helped focus his time where it was most needed—but that added another manual task to the tracking process.

"I needed to be able to prioritize deals automatically based on certain criteria, and explain to others in the company why I was focusing on one deal instead of another at a given time," says Parker.

To Stratus, an automated workflow and document management needed to address three key needs: integration with Salesforce.com for seamless productivity; the ability for users to access the system through a familiar Outlook interface to ease adoption; and full self-service visibility for salespeople. "If a contract is going through finance and legal review, the salesperson should be able to click a button in Salesforce.com and see where it is. That way, they get instant answers without having to research a deal's status."

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STEVE PARKER
Senior Business Development
Manager, Stratus



STREAMLINING CONTRACT LIFECYCLE MANAGEMENT

Parker initially researched contract lifecycle management (CLM) on-premise software solutions. He found them costly for a \$260 million company like Stratus. In speaking to various vendors and colleagues, Parker determined that a document management (DM) system with Salesforce.com integration would be a more cost-effective way to get the functionality he needed. That decision led him to SpringCM's Cloud Sales Contract Management Solution. "In fact, I think SpringCM's integration with Salesforce.com will give us much more than document management. It will support our needs across the entire contract lifecycle at a much better cost than a high-end CLM system," says Parker.

Another key factor in Parker's choice was SpringCM's willingness to work closely with Stratus to tailor the solution to its needs. "Our IS people preferred to work with SpringCM, and that says a lot. We've developed a strong relationship with our account rep, and feel there's an ongoing personal commitment to us on their part, even at the executive management level, to listening to our needs and making sure we're getting the best possible results." As a cloud (also called Software-as-a-Service or SaaS) vendor, SpringCM also offers minimal setup costs, rapid deployment, low ongoing costs, and automatic product upgrades released as often as every ten weeks for a constant flow of innovation.

AUTOMATION AND WORKFLOW FOR BETTER SALES PRODUCTIVITY

Stratus rolled out SpringCM to users in America, with Europe and Asia to follow. When a given sales opportunity reaches a strong likelihood of closing, an account folder is created and populated with a contract template, which is then emailed or faxed to the prospect. As negotiations proceed, the prospect can email or fax the red-lined contract directly to a folder within SpringCM, triggering automated alerts to Stratus participants on arrival. Dedicated subfolders for contracts awaiting internal legal review, those out to the prospect for review, and contracts out for sign-off track each contract's progress through the cycle, until a final signed version arrives in the "executed contracts" subfolder. New partner applications are managed through a similar process. The result: more efficient contract editing and negotiation, reduced risk of costly errors, and faster time to revenue.

"From the sales reps' perspective, the biggest benefit will be visibility into the business processes around contracts," says Parker. "They won't have to ask around or wait for voicemails or emails to be returned to learn the status of their deals; they can find out instantly on their own, freeing their time for better sales productivity." Reports to senior management will be fast and simple to prepare, and the ability to easily prioritize deals according to potential revenue and other criteria will help ensure that Parker's attention is being focused where it's most needed. "It shows the company where the investment in my time is best spent."

As its contract negotiation and new partner application processes achieve new levels of efficiency and productivity, Stratus is poised to streamline other critical processes. Says Parker, "It's quite possible we could use SpringCM for a number of different processes beyond contracts, such as HR, accounts payable, and other areas where documents and workflow need to be managed."

SpringCM is ensuring that Stratus' sales organization remains fully available and dedicated to its most critical task: closing sales and generating revenue.

BENEFITS

- Easy prioritization of deals ensures optimal profitability and speeds time-to-revenue
- Automated contract lifecycle management frees everyone from manual tasks
- High visibility into contract process from within Salesforce.com

IMPLEMENTATION HIGHLIGHTS

- SpringCM enables teams to collaborate, share best practices, and streamline contract negotiation and approval for Stratus' contract negotiation and new partner application processes
- Desktop integration allows users to access and use the system from within their MS Office apps
- Templates stored in central repository expedite new contract creation using best practices



ABOUT SPRINGCM

SpringCM is the recognized market leader in enterprise-class cloud platforms for managing content and business processes. SpringCM's affordable, rapidly deployable solutions enable organizations of all kinds to address their most critical Enterprise Content Management (ECM) and Business Process Management (BPM) challenges. SpringCM's solutions are trusted by customers such as the Department of Energy, Comcast, and Siemens. SpringCM partners include salesforce.com, Microsoft, and Ricoh.com.

For more information, please email: sales@springcm.com or call 877.362.7273.

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