

**BENEFITS**

- Managers can prioritize deals according to potential revenue and other criteria to ensure optimal profitability and speed time-to-revenue
- Automated contract lifecycle management frees sales reps, managers, and other personnel from time-consuming manual tasks for improved productivity
- Salespeople can view the status of documents and workflow at any point in the contracting process from within Salesforce.com, helping them work more productively with no need to ask for updates

**IMPLEMENTATION HIGHLIGHTS**

- SpringCM Contract Accelerator 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 familiar Microsoft Office interface
- Templates and contract clauses stored in the SpringCM repository expedite the creation of new contracts based on best practices

**Stratus Streamlines Contract Negotiations with SpringCM and Salesforce.com**

Stratus Technologies helps its customers ensure the continuous availability of information systems that support critical business processes. Until recently, however, the company's own 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. There were no system feeds into it; instead, 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 — a process that Parker repeated at least once per 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 added yet another manual task to his contract-tracking process.

"I needed a tool 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. In addition to automated workflow and document management, the ideal system would 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 interrupt their work — or mine — to research a deal's status."

**Finding contract lifecycle management functionality — without paying contract lifecycle management prices**

Parker initially researched contract lifecycle management (CLM) solutions, but found their cost well beyond the budget of even a \$260 million company like Stratus. In speaking to various vendors and colleagues, including fellow attendees at meetings of the International Association for Contract and Commercial Management (IACCM), 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 — a decision that soon led him to SpringCM Contract Accelerator. "In fact, I think SpringCM's integration with Salesforce.

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com will give us much more than DM; 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 Software-as-a-Service (SaaS), 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 is now rolling out SpringCM Contract Accelerator 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 e-mailed 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, out to the prospect for review, and 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 stored in Salesforce.com 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 may explore the use of SpringCM for 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 Contract Accelerator is ensuring that Stratus’ sales organization remains fully available and dedicated to its most critical task: closing sales and generating revenue.

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