

Closing deals anywhere in the world.

Adobe sales representatives provide customers with exceptionally fast service, closing deals in as little as a few hours using Adobe Sign.

Adobe

"For our sales teams, Adobe Sign is a game changer. We're serving customers better while making a significant difference to our bottom line."

*Monte Wilson, Global Vice President,
Digital Media Strategy and Business
Development, Adobe*



SOLUTION

Adobe Document Cloud
• Adobe Sign

Salesforce
Apttus CLM

RESULTS



FAST CLOSING

Signed sales contracts faster to close deals in as little as a few hours



INTEGRATION

Integrated Adobe Sign with Salesforce CRM and Apttus CLM to automate workflows and improve productivity



PRODUCTIVITY GAINS

Reduced manual contract management, enabling sales teams to process more contracts without increasing headcount



QUICK APPROVALS

Accelerated turnaround time for internal signatures, finishing high-level sales deals before fiscal deadlines

Adobe Systems Incorporated

Established in 1982

Employees: More than 13,000 worldwide

San Jose, California

www.adobe.com

CHALLENGES

- Accelerate sales cycle to meet goal of gaining signed contracts within a few hours
- Complete sales contracts faster by reaching signatories anywhere
- Help sales representatives work more productively and achieve sales goals

"With Salesforce and Adobe Sign, we have seen a 34% increase in greater visibility into deal management processes to help sales representatives handle more deals more efficiently."

Rob Thomas, Salesforce Administrator, Adobe

Keeping up with the pace of business

Today, business success depends on having highly responsive and agile sales teams that can work fast and compete globally. "Customers want a faster and easier way to do business," says Monte Wilson, Global Vice President, Digital Media Strategy and Business Development at Adobe. "Little things can add up to make a better business experience that makes customers want to maintain a relationship with us."

Adobe sales teams make it their goal to give customers a fast response when they need it, even if it means closing deals within a few hours for customers who want services right away. Not only does a fast response benefit the customer by helping them get started faster, but it also helps Adobe sales representatives win over customers in a competitive market.

One of the most time-consuming steps of the sales workflow can involve getting the signatures required to finalize a deal. Waiting for paperwork and signatures could easily take days. With Adobe Sign, and Adobe Document Cloud solution, the Adobe sales team saw an opportunity to speed up the sales cycle and improve customer services using traceable and accessible electronic signatures.

Signed sales contracts within a few hours

In the past, it could take Adobe sales teams ten business days or longer to obtain signed contracts. After negotiating with a customer and drawing up a sales contract, Adobe sales representatives would mail or email the contract to the customer. The customer then needed to find an authorized signer at their company, wait for a signature, and return the contract by mail, fax, or scan.

"Using Adobe Sign, sales representatives can accommodate customers looking for a fast response by getting contracts signed in minutes and closing deals in less than a day," says Rob Thomas, Salesforce Administrator at Adobe. "If the customer contact needs approval from someone higher up, they can forward the contract with just a few clicks."

The ability to close deals faster gives sales representatives a leg up over the competition. "We're getting contracts signed before competitors even get their foot in the door," says Thomas.

Redefining processes through integration

Leveraging the integration between Adobe Sign and Salesforce, sales representatives then send and manage those contracts without ever leaving the Salesforce interface. With only one solution needed throughout the customer-facing part of the sales cycle, new sales representatives require less training, can manage processes more efficiently, and are able to spend more time developing relationships with customers.

"Using Adobe Sign, we can secure internal approval in minutes so that we don't have to worry about losing a deal or missing the deadline for the quarter end."

Eric Piziali, Director of Revenue Operations, Adobe

SOLUTION AT A GLANCE

- Adobe Document Cloud
- Adobe Sign
- Salesforce
- Apttus CLM

For more information

www.adobe.com/go/dc-enterprise



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"With Salesforce and Adobe Sign, we have seen a 34% increase in greater visibility into deal management processes across four different business units to help sales representatives handle more deals more efficiently," says Thomas. "Sales managers also gain greater insight into the scope and volume of deals being closed via reporting viewable from within Salesforce, which helps us refine strategies and increase forecasting visibility."

Furthermore, the revenue operations team takes advantage of integration between Adobe Sign, Salesforce, and Apttus CLM to make their processes more efficient and accelerate revenue generation.

Fast internal signatures

Adobe sales teams also use Adobe Sign to streamline the internal approvals required as a final step for high-level sales deals. Executives must give approval before creating invoices and billing. Adobe Sign makes it simple to control the list of authorized signers and redirect contracts as needed for fast approval. "Using Adobe Sign, we can secure internal approval in minutes so that we don't have to worry about losing a deal or missing the deadline for the quarter end," says Eric Piziali, Director of Revenue Operations at Adobe.

In addition, sales representatives spend less time running around Adobe offices hunting down signatories. A request efficiently lands in the signatory's email inbox, and approval can be given from a mobile device. "With Adobe Sign, we've seen great productivity gains for our teams. We've been able to grow the volume of contracts processed even as our team's headcount has remained the same," adds Piziali.

Through fast signatures for both internal and external approvals, eSign services speeds up the sales cycle by days. "Anyone in sales can appreciate the pressure at the end of the fiscal year," says Wilson. "Once, we had a very large transaction at the end of the year, and our CFO was on vacation. We weren't sure we could close the deal in time. But leveraging Adobe Sign, he signed using his mobile device, and the deal made a material difference in our business that quarter."

"For our sales teams, Adobe Sign is a game changer," says Wilson. "We're serving customers better while making a significant difference to our bottom line."