



Yamaha in Tune with DocuSign for Salesforce

Musical Instrument Giant Sings the Praises of DocuSign Electronic Signature Service

Fast Facts



US Headquarters: Buena Park, CA

Business: Musical instruments, audio visual/IT products

Industry: Manufacturer

Number of Employees: 450 in North America

Website: yamahaproaudio.com

Goal: Increase the compliance rate for returned contracts

Reduce the volume of inaccurate and incomplete contracts

DocuSign Solution: EnterpriseEdition integrated with Salesforce and powered by Drawloop

Results: Reduced signing process of thousands of contracts from months to minutes

Cut delivery costs by more than \$10,000 a month

Integrated directly into Salesforce, streamlining contract workflows and providing metrics into signing process

Deployed across three sales divisions in one month with no additional IT investment

Number of DocuSign Users: 250

Client Profile

In 1887, Torakusu Yamaha built his first reed organ and began taking orders. In 1900, Yamaha began manufacturing upright pianos. And, the rest is history.

From its humble beginning in Japan more than 100 years ago, Yamaha has grown into the global leader in the design and manufacture of musical instruments and audio products. Today, Yamaha spans the globe providing superior quality acoustics, design, technology and customer-oriented services.

Business Challenge

Yamaha, the world's largest manufacturer of musical instruments, delivered all dealer correspondence through standard mail. This meant printing and stuffing thousands of envelopes, often racking up more than \$15,000 in courier charges. Then, delayed responses and the tedious task of manually tracking the status of each contract.

"We didn't have any technology," says Mike Machado, CRM manager at Yamaha. "Everything was pen and paper. We sent the agreement and sometimes would never see it again."

This caused a compliance problem for Yamaha. Not only did some contracts never make it back to Yamaha, but the process of manually monitoring agreements created a workflow nightmare.

DocuSign Solution

As a result, Yamaha considered offerings from three providers, choosing DocuSign for its ease of use to the customer and its seamless integration capabilities with the Salesforce platform. Designed to integrate directly into Salesforce, DocuSign works together with software created by its partner, Drawloop, to offer Yamaha a completely integrated e-signature solution.

Yamaha can select specific clauses or words necessary to a specific contract, Drawloop takes the data from the opportunity in Salesforce, the customer name and the data from the product section in the opportunity and merges it into a DocuSign template in order to create an assembled PDF document.

This powerful combination would help increase Yamaha's efficiencies while improving compliance metrics.

"The best part is documents could be signed in literally minutes versus months."

Mike Machado, CRM Manager
Yamaha Commercial Audio