



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

Results

With a solution from electronic signature service provider DocuSign, Yamaha has streamlined and automated the contract process so that dealers—numbering in the thousands—can quickly and easily respond to the necessary documents. All the while, Yamaha can monitor its customers' progress through DocuSign's ability to integrate with Salesforce.

Machado and his team were drawn to the intuitiveness of the DocuSign software. DocuSign's fully configurable solution seamlessly integrated into Yamaha's Salesforce customer relationship management system. This created an easy to use document sending and tracking process with multi-layers of authentication, auto-reminders and certificates of completion, backed by a full audit trail. At anytime and from anywhere, Machado and his team could control the document process. They know the who, what and where for each dealer document. And, as easy as it is for Machado and his team to create and send documents, it's just as easy for the dealer to complete and return them.

"We wanted to make it as painless as possible," Machado says. "This is where we felt DocuSign was best for the person doing the signing. The best part is documents could be signed in literally minutes versus months."

The result has been an enhanced user experience for the dealer and increased visibility for Yamaha.

Dealers were initially leery over the change from paper to electronic, but quickly dropped any objections once they started using the DocuSign product. The familiar, user friendly interface quickly guided signers through the document signing process. Plus, they could complete the process quickly and easily from the office or at home, on any PC.

"They were expecting it to be more challenging than it was," Machado says.

Besides reducing the signing of the agreement to a simple point-and-click, moving to DocuSign allowed Yamaha to consolidate contracts from its many selling divisions into one uniform agreement. In addition, using software as opposed to actual paper prevented dealers from making their own revisions.

"You either sign or you don't sign," says Machado. "There is no changing of the document. If you don't agree with the terms, you can have a conversation with the sales team, but you're not just going to mark up the agreement. The DocuSign system just doesn't allow you."

While Machado likes to point out that Yamaha chose DocuSign with the customer in mind, he does not deny the unmistakable operational benefits to the company. Previously, Yamaha attempted to manually track the status of contracts in Excel spreadsheets—an onerous task considering each document being sent and received crossed about 50 touch points within just the Yamaha organization.

DocuSign's ability to integrate with Salesforce now enables Yamaha to automatically generate metrics on the documentation process, such as when the documents are opened and signed and how long they have been in the dealer's possession. Additionally, the DocuSign solution also allows Yamaha to deliver automatic reminder-to-sign notifications to customers to help expedite the process.

Since implementing DocuSign, Yamaha has reduced its back-end costs and increased compliance rates.

"As a whole, I need to know where everything is," stated Machado. "With DocuSign, we know exactly where it is and who needs to sign. If we need to push, we push it."

Recently, Yamaha digitally delivered its minimum advertised price (MAP) policy to 1,400 dealers. After a month, roughly 250 of the documents still had not been returned. Machado didn't panic. He knows people are busy, take vacations and email in boxes can be overwhelming. But he also knows that with a visit into Salesforce, he can easily discover the offenders and quickly remedy the situation.

"I now have complete visibility," says Machado. "With a few clicks, I know who hasn't signed."

About DocuSign Inc.

DocuSign, Inc. is the leading provider of on-demand software services for electronic signature. DocuSign empowers individuals, small business and global enterprises to operate faster and more efficiently with greater profitability, enhanced security and compliance. DocuSign is the only Web-based service to securely automate and control the entire electronic document signing process. To learn more, call 866.219.4318, email sales@docusign.com or visit our Website at www.docusign.com.



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