

## Yamaha Corporation of America Managing the Dealer Channel

### DocuSign Customer Success Story



#### Customer Profile

**Industry**  
Music industry

**Company**  
Yamaha Corporation Of America

**Location**  
Buena Park, California

**Website**  
<http://www.Yamaha.com>

*“At first the sales team was resistant, but once it saw how easy DocuSign was to use and how quickly the team could close deals, everyone jumped on board.”*

Mike Machado, Systems Specialist for the Music Marketing Group

#### Summary

» Yamaha relies upon its nationwide network of dealers to sell the vast majority of its products through retail stores. Ensuring that they have up-to-date, signed dealer agreements strengthens Yamaha's ability to successfully sell through and manage its major retail presence in the United States.

» Recently, Yamaha Corporation of America needed to update its dealer agreements, which involved its entire dealer network and more than 7,000 documents. Prior to using DocuSign this labor-intensive process had little or no visibility and took a long time to complete. By using the DocuSign electronic signature service, Yamaha gained the necessary visibility to manage and update all 7,000 dealer agreements quickly. The cycle time needed to finalize the contracts decreased from months to days and avoided instances in which signed contracts were never returned.

» Following its overwhelmingly successful implementation, Yamaha has mandated that new authorized dealers must use DocuSign for signing all contracts.

» “We’re very happy about the impact DocuSign has had on helping us fundamentally and radically improve how we manage our critical network of dealers. Plus our dealers are much happier because they can sign easily and quickly using DocuSign. It has improved our customers’ experience working with Yamaha.”

---

## Background

Yamaha Corporation of America is the leading supplier of musical instruments in the United States. It offers an array of instruments, including pianos, digital keyboards, synthesizers, woodwind and brass instruments, guitars, drums as well as professional audio gear. In 2007 Yamaha needed to update its contracts with every one of its dealers in an efficient and timely manner.

## The Challenge

Yamaha needed a way to manage its distribution channels and partners more effectively, and it recognized that DocuSign was a strategic business tool that could improve the company's existing processes. With such a vast network of authorized dealers, Yamaha sales representatives needed a better way to manage signing contracts with their accounts. Because of a change in its Internet sales policy, Yamaha had to work with its entire dealer network, essentially at once, to update its master dealer agreements. Yamaha explored options for easing its contract-signing process that would benefit the internal sales team as well as dealers.

But the company felt that there was more to simply getting contracts signed; it wanted to strengthen its relationships with its dealers and position Yamaha as a progressive company that adopts new technologies to become more efficient. In addition, it wanted to find a way to incorporate contract signing into its existing CRM system from Salesforce.com. By tracking all of the interactions that the sales team had with customers, including contracts, Yamaha management could get a global, 360-degree view of its customers. And, most importantly, Yamaha wanted to make sure that its dealers would have a positive experience working with the company.

## The Solution

Yamaha realized that the team needed to find a new way to work closely with its dealers to ease the current signing issues and be prepared to more efficiently sign

up new dealers. The team was able to quickly and easily implement DocuSign and integrate it with its existing Salesforce.com solution. Just as important was the need to implement a solution that its internal sales team would adopt, since the effort would be wasted without its support. "At first the sales team was resistant, but once it saw how easy DocuSign was to use and how quickly the team could close deals, everyone jumped on board," said Mike Machado, systems specialist for the Music Marketing Group.

Leigh and her team have been using DocuSign for over one year and have been incredibly happy with the results. "Using DocuSign's eSignature technology has allowed us to stay ahead of the competition and position ourselves as an advanced real estate firm. This technology has freed us up to focus on more client-facing activities and improve our customer service. It's a huge bonus for both my team and our customers."

## The Results

Machado couldn't have asked for better results. "Not only did we find a technology that made our internal processes more efficient, but more importantly we found a way to connect with our customers and renew our accounts without the hassles that we'd encountered in the past," he said.

Previously, Yamaha would have sent contracts via overnight courier to each of its customers. In many cases, a dealer would have received multiple envelopes from each of Yamaha's selling divisions. That amounts to more than 5,000 envelopes that included lengthy contracts. Besides the time and cost involved in these types of mass mailings, frequently documents would be returned with pages or signatures missing, meaning the process would have to start over. In the contract project's two-month period, Yamaha received thousands of electronically signed contracts — a tremendous improvement over past projects. "We're so happy with the results that we're going to use DocuSign eSignatures when signing up new dealers," said Machado.

## About DocuSign

DocuSign offers an electronic signature service that provides the simplicity, speed and security required to deliver, sign and store documents. Designed from the ground up for business-class usage, this service integrates the technical infrastructure and legal compliance needed to operate an end-to-end signing service. DocuSign customers span a variety of industries and range from the largest corporations to the smallest branch offices. DocuSign, Inc. is a privately held company based in Seattle, Washington.