

POPSUGAR.

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POPSUGAR Overview

POPSUGAR Inc. is a global media and technology company including lifestyle media publisher POPSUGAR, digital shopping platform ShopStyle, and monthly subscription box POPSUGAR Must Have. Together, the brands attract 100 million monthly visitors worldwide, and inform, entertain, and inspire action through their content and commerce.

The Goal: Centralize Contracts and Keep Track of Renewals

Contracts were expiring without notification

POPSUGAR's Senior Director of IT, Bjorn Pave, soon after arriving at POPSUGAR identified the need for a system to better manage their documents, which included vendor contracts, legal documents, and non-disclosure agreements. Partnering with the legal and finance teams, Bjorn quickly found a cost driver to support a new system. Multiple times per month, contracts were expiring or renewing without advanced warning to POPSUGAR's legal or finance teams. This impacted POPSUGAR's ability to negotiate contracts and stay ahead of auto-renewals.

POPSUGAR was also experiencing document loss when employees left the company because it lacked a centralized repository to store these types of documents. "When I started with the company, I didn't have access to any of the account contracts I was tasked with managing. I quickly realized that the

company needed a system that provided searchability for documents, early notification for renewal dates, escalation based on dollar amounts and metadata associated with the files" says Bjorn.

"The searchability is huge. One of the main problems that any document management tool has is finding information and SpringCM does a great job with that"

- Bjorn Pave, Senior Director of IT at Popsugar

The Problem: Tracking Down Documents and Losing Time

They needed a solution that would provide real search capabilities

Documents were scattered across individual's computers, departmental server folders, as well as within email accounts. Tracking down original contracts was complicated and time-consuming. Contracts were often signed and sent via email, and kept in email folders so the rest of the staff couldn't access them. A simple file server wasn't going to provide them the workflow based solution that they needed.

They also needed the ability to quickly upload documents from multiple devices and locations. A global company with a distributed workforce it was important that the solution supported mobile use cases. All vital documents needed to be captured, and have the proper metadata applied.

The Solution: A Central Document Repository and Easy Searching

Documents were stored in one place and notifications were sent for expiring contracts

POPSUGAR found SpringCM after searching for a leader in the contract management field. After their vetting process, the team chose to work with SpringCM because of the rave reviews from current customers - each customer that POPSUGAR spoke with said that SpringCM was definitely the answer to the problem that they were facing.

SpringCM helped to organize the content according to document type, confidentiality and expiration date while automatically indexing to be found in searches later. The solution provided a seamless integration with the already existing Salesforce® CRM that POPSUGAR was using. Key notifications were pushed out in plenty of time to negotiate and renew a contract that was expiring, so deadlines weren't missed.

SpringCM's sync tools gave team members ability to sync files from any device and automatically notified them of document changes or comments.

"The open API structure and Salesforce integration is helpful"

- Bjorn Pave, Senior Director of IT at Popsugar

The Result: Money and Time Saved

SpringCM automated the process so that they were able to save more time and money

After implementing SpringCM, POPSUGAR has a more efficient business process that allows users to quickly and easily access what they need from a single, secure and searchable cloud repository. "Before SpringCM I would have to wait up to a week to receive a copy of a contract - sometimes having to go to the vendor and ask for a copy. It was frustrating and time-consuming. Now using a simple search term I can have the needed document, and any related documents, returned in seconds" said Bjorn.

POPSUGAR is no longer missing deadlines on expiring contracts and have taken on the responsibility of negotiating contracts with vendors. The company relies on the IT department to negotiate contracts with SaaS vendors, and with SpringCM they are able to do that in a productive way, saving the company time and money.

"We aren't missing opportunities to negotiate our contracts, we aren't caught without a lot of notice before the contracts expire."

- Bjorn Pave, Senior Director of IT at Popsugar

About SpringCM

SpringCM, a DocuSign Company, delivers a secure cloud platform that manages contracts and all types of documents seamlessly across desktop, mobile and partner applications like Salesforce. Automate business processes through advanced workflow and speed time-to-revenue. SpringCM makes it possible to optimize collaboration and processes across internal and external teams.