

Sony is a global manufacturer of consumer electronics and one of the most recognizable brands in the world. Sony Latin America provides a diverse set of products including audio, video, gaming and computers to millions of customers throughout the Latin American and the Caribbean region. The company selected DocuSign's electronic signature platform to speed the contract signing process for its distribution channel, reduce costly paperwork, and accelerate the pace of business.

## Business Challenge

The Sony Group is one of the most comprehensive electronics and entertainment companies in the world. Sony Latin America sells products throughout 17 countries, but the division faced a significant challenge closing business in a timely manner. Despite having automated much of their workflow, every Sony dealer contract still needed to be printed and signed. The dependency on pen and paper dramatically slowed transaction cycle times – it would often take a month or more to receive a physically signed contract. Shipping costs drove up the cost of each transaction. Sony needed a more efficient way to handle contracts and signatures.

## Solution

Sony Latin America selected DocuSign's eSignature platform to make it easier and faster to complete transactions, and eliminate the administrative burden of "wet ink" signatures in the contract process. DocuSign had the added value of its full integration with Salesforce and SAP.

## Results

Sony Latin America's agreements related to its distribution channel are now signed and completed in hours instead of weeks. According to Juan Meza, strategic business development manager, eliminating paper and physical signatures has made a huge impact.

"The fact that everything is electronic helps tremendously," says Meza. "The internal approval and signature workflow involves many signers and just shipping the contracts around took a lot of unnecessary time and money. If someone was out of the office, the process would be delayed even further. Now with DocuSign we can sign from anywhere, any time, and the shipping and handling is completely eliminated.

## SONY

"Choosing DocuSign was an easy decision – they are clearly the de facto standard for electronic signature. We felt good about going with the industry leader. And after the results we've had, I can see why they lead the way."

**Juan Meza**  
Strategic Business Development Manager,  
Sony Latin America

DocuSign is dramatically better for us and our customers."

DocuSign makes it easy for Sony's customers to sign contracts and add information online using any Internet-connected device including PCs, tablets, and smart phones. DocuSign guides users through the process of entering any additional information that's needed. Once the documents are ready the user simply selects the documents, clicks the eSign button, and hits "send."

DocuSign integrated easily with Sony's existing business systems and helped streamline their internal workflow, as well. "Once a contract is signed, DocuSign populates both Salesforce as well as SAP with any data updates," explains Meza. "All the core functionality is automated so there is no manual intervention, no errors, and notifications of account openings are fully automated."

Administrative costs have been dramatically reduced and Meza says that the savings in shipping alone justified the purchase of DocuSign several times over. "Our investment in DocuSign was paid for in the first two weeks. Now it literally takes just three clicks and it's done."

## Summary

- Reduced contract-signature cycle time from weeks to hours
- Eliminated unnecessary international shipping expense
- Integrated contract workflow with Salesforce and SAP for efficiency and compliance
- Still provides options for eSignature via fax or a physical print for those customers who choose not to digitally sign via DocuSign
- Reduced Sony's carbon footprint with all contracts can be stored electronically

## About DocuSign

DocuSign® is the global standard for electronic signature®. DocuSign accelerates transactions to increase speed to results, reduce costs, and delight customers with the easiest, fastest, most secure global network for sending, signing, tracking, and storing documents in the cloud.



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