

# DocuSign Payments enables AV Dimensions to sign & collect payment in one easy step

DocuSign Payments reduces risk by eliminating exposure to sensitive customer data

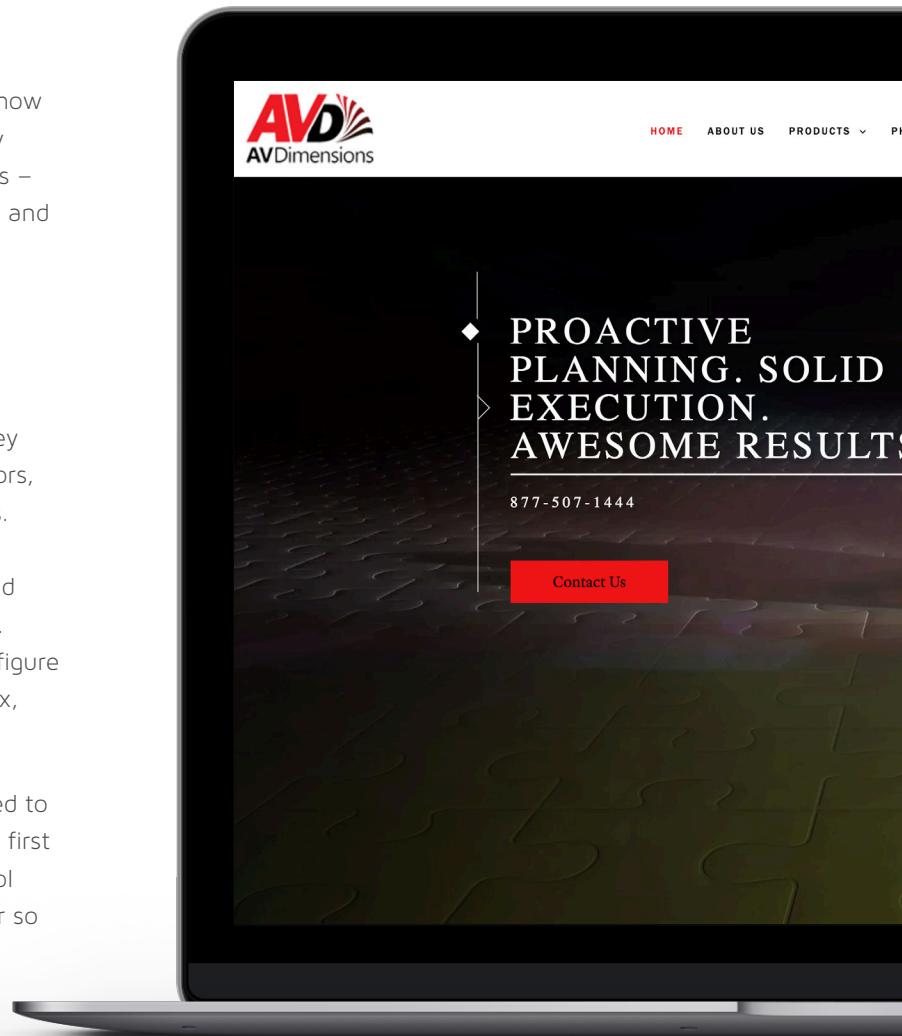
## Summary

AV Dimensions is a privately-held, premier audio visual company specializing in corporate events, trade shows, consumer shows, special events, product launches and show management programs. Launched in 2000, the company has grown to have locations throughout the United States – serving mainly Exhibit and Design Producers, Trade Show and Event Managers, and Meeting Planners.

## The Challenge

AV Dimensions has been a DocuSign customer for a long time, accelerating contracts and agreements related to clients, bids and project specifications. However, once they came to agreement with their clients, partners and vendors, they still struggled with collecting deposits and payments. “We send the contracts through DocuSign, but when it came to collecting deposits and payments, everything had to go through accounting as the next step in the process. Accounting had to manually create the invoice and then figure out how the client would pay,” explains Monica Jonas-Cox, Finance Manager at AV Dimensions.

AV Dimensions deployed a payment solution, but it proved to be cumbersome and time consuming “We would have to first create and send an invoice, then go into our payment tool enter in all the information to send a link to the customer so they could pay,” explains Jonas-Cox.



## Results Achieved

- ✓ Leverages DocuSign Payments to simplify the invoicing process.
- ✓ Reduces exposure to litigation and liability by NOT having to collect sensitive financial information and data.
- ✓ DocuSign Payments reduces the workload for accounting department staff by simplifying the payment process.

While the system technically worked, it required a lot of extra, unnecessary steps and was both manual and time consuming. "The frustration was just all the information we had to manually enter in to the system. We still got paid, but streamlining the process for a more efficient workflow became a priority," says Jonas-Cox.

AV Dimensions was also concerned about security and liability for their clients. AV Dimensions wanted to mitigate risk by limiting exposure to that kind of customer information. "We didn't want to deal with taking the risk that comes with the credit card numbers or the liability and risk that comes along with obtaining credit card details," Jonas-Cox notes.

On occasion, the old system delayed significant payments, and that was problematic for AV Dimensions. "Sometimes we had a fairly large payment that was due to us, and it would get flagged as fraud through our existing payment service, so it deprived us of funds while it got sorted out. That was a big problem," says Jonas-Cox.

### Solution

AV Dimensions enabled DocuSign Payments, and instantly realized how much easier and efficient it is to use. "I was worried that it would be difficult to use, but once I saw how easy DocuSign is to set up and use, I was amazed," recalls Jonas-Cox. "I was up and running within two hours, including linking our bank accounts with DocuSign Payments," she adds.

### Results

DocuSign Payments was easy to initiate, easy for customers to use, reduced risk and liability, and made life much easier on AV Dimensions staff. "With DocuSign our clients sign the contract, receive the invoice and provide a deposit or payment all in one step. Now, we don't have to enter in all the information. We simply drag and drop the Payments box that has the dollar amount. I don't have to enter in the job information. I don't have to enter in the invoice number – it eliminates a lot of items that would have to be entered previously," says Jonas-Cox. "With DocuSign all we have to do is upload the invoice, enter the dollar amount and hit send. It eliminated a lot of unnecessary steps," she exclaims.

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– **Monica Jonas-Cox**  
Finance Manager, AV Dimensions

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While DocuSign is significantly more simplified and easy to use, Jonas-Cox says it still offers all the essential details the accounting department wants. "Our previous payment service took about 15 minutes, but with DocuSign, it takes a few minutes if not seconds. DocuSign Payments is so easy and so fast," she says.

DocuSign Payments also helps AV Dimensions meet its goal to offer an all digital office solution. "Everything we do is digital. We're trying to be paperless across our entire business. We don't want the hassles of having to move and store paper documents," says Jonas-Cox.

AV Dimensions has been highly satisfied with their decision to incorporate DocuSign Payments, and looks forward to added functionality with soon-to-come ACH payments.



### About DocuSign

DocuSign® is changing how business gets done by empowering anyone to send, sign and manage documents anytime, anywhere, on any device with trust and confidence. DocuSign and Go to keep life and business moving forward.

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