

Responding to growth and creating efficiency in the agreement process.

Smashfly is the only Enterprise Recruitment Marketing Platform that helps you find, initiate and nurture relationships so companies and prospective employees can better determine fit before hire to reduce costs, improve engagement and increase retention.

Working smarter and faster through automation.

Turning a vision into a reality is no easy task.

Smashfly is a technology company that caters to the human resources (HR) and recruiting industries. Their Recruitment Marketing Platform is the first of its kind, helping organizations make better and faster hiring decisions. With rapid growth throughout the company, Smashfly knew they needed a solution to organize and automate various types of documents and workflows with the goal of increasing productivity and driving sales. In addition, Smashfly needed a Salesforce-integrated solution and this was the underlying driver of their technology stack.

Lightening legal's workload.

Legal struggled to maintain speed and organization in its existing contract management process.

Fast growth, coupled with a small team was causing sales cycles and internal employee onboarding to slow. Since all agreements needed to pass through Legal, Marty Ahlijanian, the new Director of Contracts and Legal, and his team were struggling to pace of the rest of the organization. The Legal team needed a way to create standard templates and clauses so that Sales could generate agreements on their own and not have to wait for approvals from Legal. They also wanted to utilize the same solution for onboarding freelance hires and working with outside vendors.

Marty knew DocuSign CLM well, as he worked with the product in two previous companies, and looked to DocuSign CLM as a crucial component to solve Smashfly's business challenges.

Workflows and pre-approved templates save time.

Legal, Sales, Marketing, HR and Engineering are all benefitting from DocuSign CLM.

DocuSign CLM solved three different use cases within Smashfly: HR onboarding; IT and Engineering vendor management; and Sales contracts.

Overview

High Tech

Industry

51-200

Company size

Concord, MA

HQ location

2007

Founded

Contract Management

Use case

First, the Smashfly marketing team frequently works with freelance employees. DocuSign CLM helps them generate consulting agreements – along with other HR and onboarding documents like non-disclosure agreements (NDAs) and background checks, route them using automated workflows and store the final versions in the central repository so that they can be accessed easily and securely.

Next, when Smashfly employees, particularly in the IT and Engineering departments, work with outside vendors, they use DocuSign CLM to generate, automate and store agreements so that they can get through the vetting process and begin working with vendors faster.

Finally, Sales and Legal are using DocuSign CLM to generate NDA's, master service agreements and subscription agreements with their customers. Legal created a library of Smashfly's unique clauses for contracts. This enables Smashfly sales reps to quickly generate agreements using language pre-approved by Legal. Sales can then route the agreements to customers to be e-signed and stored in DocuSign CLM.

Productivity increases and employees stay on track.

Workflows make paperwork a breeze and help everyone at Smashfly work faster.

According to Marty Ahlijanian, "As soon as we saw it, the DocuSign CLM workflow engine blew us away." Now, pre-approved templates for contracts are taking the burden off of Legal. Automated approvals are speeding deals to close, accelerating business for Smashfly and their customers. The one-stop central repository makes it easy to search and locate documents and limits potential liability that might arise if documents were lost. "If DocuSign CLM went away, we would be screwed," said Ahlijanian.

“We are doing more deals than at my previous company with only half the staff. DocuSign CLM saves us time when it comes to employee onboarding, vendor management and sales cycles.”

Marty Ahlijanian
Director of Contracts and Legal

About DocuSign

DocuSign helps organizations connect and automate how they prepare, sign, act on, and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature: the world's #1 way to sign electronically on practically any device, from almost anywhere, at any time. Today, more than 500,000 customers and hundreds of millions of users in over 180 countries use DocuSign to accelerate the process of doing business and to simplify people's lives.

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