

POPSUGAR Inc. is a global media and technology company that includes lifestyle media publishing, digital shopping platform, ShopStyle, and a monthly subscription box. The brands attract 100 million monthly visitors worldwide, and inform, entertain, and inspire through their content.

Centralize contracts and keep track of renewals

Contracts were expiring without notification.

POPSUGAR's Senior Director of IT, 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, they quickly found a cost driver to support a new system. Multiple times a month, contracts were expiring or renewing without warning to POPSUGAR's legal or finance teams. This impacted POPSUGAR's ability to negotiate contracts ahead of autorenewals.

POPSUGAR was also experiencing document loss when employees left the company because it lacked a centralized repository to store these types of documents. They didn't have access to any of the account contracts. POPSUGAR 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.

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. It was important that the solution supported mobile use cases. All vital documents needed to be captured, and have the proper metadata applied.

Overview

Media and technology

Industry

100M

Monthly visitors

San Francisco, CA

HQ location

2005

Founded

Media publisher

Use case

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

Senior Director of IT
POPSUGAR

A central document repository and easy searching

Documents were stored in one place and notification were sent for expiring contracts.

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

DocuSign CLM 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.

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

Money and time saved

DocuSign CLM automated the process so that they were able to save more time and money.

After implementing DocuSign CLM, 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 DocuSign CLM 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 POPSUGAR's Senior Director of IT.

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 DocuSign CLM 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 and we are aware before our contracts expire.”

Senior Director of IT
POPSUGAR

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 537,000 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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