

## DocuSign gives visibility at speed towards a paperless process.

### Local Measure helps businesses uncover new insights about customers and visitors to their venues.

It's location-based customer intelligence platform acts as a finger on the pulse of what's happening in real-time, helping businesses understand their customers and personalise their experiences at scale. Its customers including some of the world's leading brands in travel, sports and entertainment.

### Getting visibility at speed

Local Measure has grown rapidly. Founded in Sydney in 2012, it now has offices in Miami, London, Singapore, and Dubai. Along the way, it's needed to find ways to maintain its accelerated pace. Jonathan Barouch, Founder & CEO, said that as a growing business with a small team it needed to automate processes like contract management.

"We had no standard processes in place when it came to finalising contracts and renewals. They were sent out by email, fax or post and we'd have no visibility as to whether they'd been received," Barouch said. "There was a lot of time lost in handling the documents and following up."

### DocuSign for Salesforce

Local Measure experimented with another eSignature solution before ultimately implementing DocuSign for Salesforce. It was a brand that customers could trust and the easy integration with Salesforce allowed it to create a fully integrated workflow for contract management. With a few clicks in Salesforce, contracts are generated through Conga Composer and sent out for signature through DocuSign. Once signed, documents are attached to customers' records in Salesforce, kicking off accounting workflows.

The implementation of this solution took just two weeks and required minimal support. According to Barouch, "Everything just worked!" Now, Local Measure is using DocuSign for Salesforce and the DocuSign app to digitally complete other agreements, including board resolutions.

## Results

**\$100**

and one hour saved per contract

**70%**

improvement in turnaround time

**99%**

paperless office as a result of using digital technologies like DocuSign

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**"By going paperless with technologies like DocuSign, it's much easier to scale. We're 99% paperless now and plan to remove paper wherever we can."**

**Jonathan Barouch**  
Founder & CEO

## Making the complex easy

Local Measure can now scale its business without being slowed down by time consuming process. Sales reps save one hour per contract which is quickly adding up to a significant productivity boost. Contract turnaround is also 70% faster with most signed within 48 hours. What's more, signing digitally is much easier for customers who can complete contracts anytime, anywhere.

“We have many customers who operate in places where it's not uncommon for contracts to be posted with company stamps and seals, and yet we've not found any hesitation from them in transacting digitally,” said Barouch. “Even some of our largest contracts are signed almost instantly by CEOs using the DocuSign mobile app.”

The business has also found the digital process more reliable – there's no more risk of contracts going missing or being left on a desk for a week while someone's on holiday. The audit trail within DocuSign provides a complete view of contracts and where they are at in the signing process.

Benefits like these are some of the reasons Local Measure prefers a paperless office. Leveraging technologies like DocuSign, Salesforce, Google, and Microsoft, it's now made this a reality.

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### About DocuSign

DocuSign helps organisations 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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