

Goodman Australia takes on property industry's paper trail

Company swaps signing meetings for digital efficiency

Company's Top Objectives

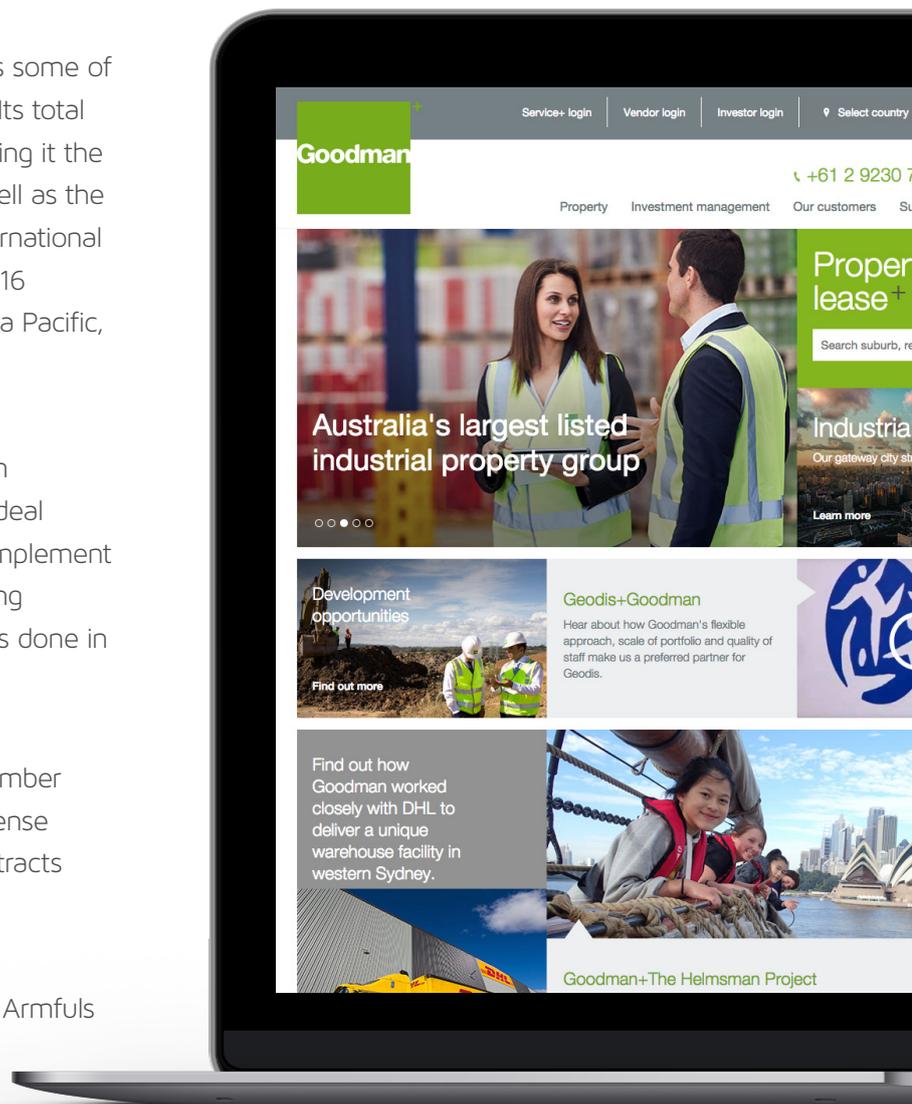
Goodman Australia owns, develops and manages some of Australia's premier industrial and business space. Its total portfolio includes more than 160 properties, making it the largest within the broader Goodman Group, as well as the largest listed property group in Australia. The international property group owns and manages properties in 16 countries across Europe, the United Kingdom, Asia Pacific, Brazil and North America.

Many of the business processes used globally by Goodman Group can be traced back to Goodman Australia. It's both a hot spot for innovation and ideal testing environment which is why it was first to implement DocuSign. It wanted to digitise workflow, improving efficiency and transforming the way business gets done in the property industry.

Business Challenge

Goodman Australia executes an extraordinary number of documents each day. These include access license agreements, customer reference checks and contracts with building services professionals like builders and plumbers.

And as the company grew, so did the paper trail. Armfuls



Results Achieved

- ✓ Faster turnaround on execution of internal and external documents. In some cases, turnaround times have been slashed from two weeks to two days
- ✓ Improved document management with full compliance and traceability
- ✓ Reduced time and cost of administration
- ✓ Cost avoidance of more than \$6,500 p.a. on printing and scanning

of documents would be passed from one signatory to the next or hauled into conference rooms for signing meetings. Once finalised, the documents would then need to be scanned or physically stored.

The process was not only inefficient but interfered with daily business. Contracts misplaced or delayed in the post could stall development works or building repairs. Similarly, variations to tenancy agreements could be delayed simply because a key signatory was travelling.

With innovation at the core of the company's values, Goodman Australia could no longer accept the status quo. Instead, it decided to take a huge leap forward and digitise workflow.

Michelle Ban, Custody and Legal Assistant at Goodman Australia, said, "In the future, everything will be digital so it just made sense to make that leap now. We can take the lead in the industry and reap the benefits right away."

The Resolution

Goodman Australia began its digital transformation by implementing DocuSign's eSignature Platform. Trusted globally with local support in each of Goodman Group's key markets, DocuSign met all the requirements of the local team while offering an easy path towards wider adoption.

Ban has led the implementation, digitising 70% of internal forms and many external documents in less than one year. This has included setting up digital templates for fast and easy electronic signing and creating new power forms to support automated workflow. The power forms ensure users complete all compulsory fields and provide supporting documents to advance processes like the execution of a lease.

The Key Benefits

You'll no longer find teams huddled together in a conference room simply to sign papers. Instead, they are using DocuSign to sign documents instantly, both from

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– Michelle Ban, Custody and Legal Assistant,
Goodman Australia

their laptop and phone. Documents requiring external signatures are then sent seamlessly to the nominated party for rapid execution. There's no longer the need for either side to worry about a lost or delayed contract. Digitisation and automation means that business is always moving forward.

The turnaround time on documents has been slashed from as much as two weeks to two days and there's the added efficiency that comes with reducing paper waste and storage. Also, in the fiscal year ending 2017, Goodman Australia avoided over \$6,500 that would have otherwise been spent on printing and scanning.

Employees are also discovering the value of DocuSign as a document management tool. They can log on to find a document and see the history of who signed it and when. They can also run reports on power forms rather than tracking documents via spreadsheets. It's reduced admin and made compliance much easier to manage.

As a next step, Ban plans to work with teams like HR to identify areas where DocuSign can be used to further digitise and streamline operations. Still, she's enthusiastic about the results achieved thus far. "With DocuSign, we've removed so much of the time and paper involved in everyday property management. It's set a new standard not just for ourselves but the industry at large," she said.



About DocuSign

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