

## Canva designs new business efficiencies with DocuSign for Salesforce

Any company experiencing hyper-growth requires technology nimble enough to keep up with rapid expansion.

This is especially true for one of Australia's most successful software start-ups. Founded in 2012, design and publishing platform Canva has become an international success with more than 20 million users across 190 countries in every corner of the globe.

Canva makes design simple for everyone, from a free online platform to professional solutions like Canva Pro and Canva for Enterprise. Built for teams who need to design at scale, Canva for Enterprise is tailored to the needs of Fortune 500 organisations and is being used widely across marketing, sales, and HR teams.

Making sure its products are easy to use is at the heart of Canva's ability to empower the world to design. Even when communicating with new and existing customers, Canva for Enterprise has to ensure every process is as simple as possible.

That's why streamlining the sales contractual process – even if it demands price negotiations, several rounds of reviews, and a range of signatures – is key to doing exactly that.

### Less time with paperwork means more time for design

"We want every solution that our company uses to be simple and streamlined, just like Canva. That's true for the tools that our team uses internally, but it's also essential for our customers. Anything customer-facing needs to have the same simple, easy to use experience as our product," said Tiffany Tai, General Manager of Enterprise, Partnerships, and BizOps.

However before DocuSign, Canva's sales team faced a complex reality at the backend. Its previous solutions made it impossible to void contracts once they were signed. This was a significant pain point, as customers continually received reminders despite having already signed their contract.

Additionally, manual data-entry around customer details and pricing was time consuming and left room for human error. It was time to streamline the processes both for renewal and new business contracts.

As a first step, Canva for Enterprise deployed Salesforce to automate data input. This reduced manual processes and helped ensure that all information in the first draft of the contract was accurate. The next step was finding a solution to manage the end-to-end agreement process with new customers – one that would empower staff and customers to work in an efficient, nimble way. After a successful proof-of-concept, it was decided to design contracts with DocuSign.

## Results

### Before DocuSign

Inflexible & frustrating legacy e-signature solution

Time wasted by sales teams and customers on contracts

### After DocuSign

Fast & Seamless business operations

Flexibility for edits and signatures in real-time

More confident sending out pre-populated contracts

**“DocuSign’s Salesforce Integration and inherent flexibility, mean that our sales team can move far more quickly. Time that was previously spent on building and chasing contracts, is now used to build better relationships with customers and prospects.”**

### Tiffany Tai

GM of Enterprise, Partnerships and BizOps  
Canva

## A beautiful design begins with a contract

As a software unicorn evolved from a vision to empower the world to design, creating contracts that were difficult for customers to complete was problematic for Canva's Enterprise sales team.

By implementing DocuSign for Salesforce, Canva has streamlined its customers' experiences through cloud-based agreement management.

Take contract creation and dispatch, for example. With DocuSign, contracts are dispatched and completed from mobile devices, with the ability to request and confirm changes on the spot.

Similarly, prospective customers often require edits to their contracts during the sales process. This requires Canva to have the right technology to work efficiently. With DocuSign, contracts can be edited from anywhere, and changes are processed quickly.

## The data will look after the design

By using DocuSign for Salesforce, the company has empowered its sales team to deal with customer data in a flexible, agile way.

Automating contracts helps the sales team work more efficiently, freeing up more time for higher value tasks and business growth. Data is pulled from, and updated into, Salesforce to ensure accuracy. For each new or existing customer, the solution automatically populates the same data across every related form. Previously, time was spent manually entering the same information several times, which was more likely to result in error.

For an organisation founded on making the complex simple, the implementation of DocuSign for Salesforce is a logical step.

**“As a business, our sales team is growing rapidly. We need to work with brands who can move and scale with us as we grow. DocuSign can do that.”**

**Tiffany Tai**

GM of Enterprise, Partnerships and BizOps  
Canva

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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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