



EXECUTIVE SUMMARY

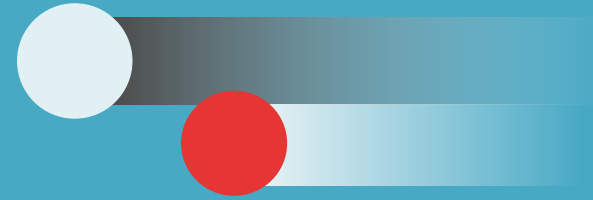
Frictionless contract management with Conga

Sustainable, successful business requires a collaborative environment in which teams across the organization can work cross-functionally.

But while legal and sales both play an important role in driving business revenue, legal has additional topline priorities and processes that differ from, and can even hinder, sales. Specifically, legal has a duty to manage risk. And this can cause friction with sales that results in cumbersome contract processes, slower sales cycles, and missed revenue opportunities.

Conga's suite of contract lifecycle management solutions for legal teams helps to alleviate that friction by breaking down data silos, eliminating visibility gaps, and dramatically simplifying legal processes to speed up business operations and keep the revenue engine running.

The challenges today's legal teams face



Disparate systems and limited visibility

Sales information and legal documentation typically live in different systems. Sales proposals, pricing, and quotes hang out in the CRM while contracts can often be found in various team and local folders. But these disparate systems mean disjointed workflows and little to no visibility, making it increasingly difficult for legal to collaborate and coordinate with sales and other teams.

Manual tasks and operations in legal's already-complex, siloed environment only make it worse. Creating contracts from scratch every time, writing custom clauses, and traditional redlining processes add more layers of human involvement—and more chances for errors that further slow down the sales cycle. What's more, the difficulties with version control that typically go hand-in-hand with manual processes mean stakeholders may not be working from the latest information, and inaccurate clauses and terms could slip through unnoticed. All of this is a recipe for delays as well as greater risk.

Limited staff and budgets

Legal teams face growing workloads, shrinking budgets, and limited staff. Like other teams across the organization, legal is under pressure to contain and even reduce costs wherever possible. And with intense focus on business competitiveness, they're challenged to make it easier for customers to do business with the organization while also delivering top-quality service.

With greater demands on their time and output, legal doesn't always have the focus and resources needed to prioritize making operational or efficiency improvements. Managing contracts in the same manual ways can feel less disruptive than adopting a new system or making significant process changes, but it's at the expense of revenue acceleration.

Ineffective workflows

Sales does what's possible to close deals, which might include offering special discounts or other promises that may not be the company's standard. But legal is responsible for protecting the business from rogue negotiations that give away too much value. Without insight into what sales is doing—and vice versa—it's necessary for legal to slow everything down while they scrutinize every deal.

Manual routing and approvals are also time-consuming and cause further delays in closing deals. And there's often no standard, consistent way to handle change requests or complex contracts that involve multiple line items and services. This can lead to muddled communication with prospects and clients, causing frustration and lost revenue.

Conga's contract management solutions streamline and speed up revenue cycles



Conga's solutions help legal teams get out of the mode of sales prevention so they can partner more effectively with sales and other internal teams—without sacrificing the customer experience. The solutions also provide legal with much-needed visibility to stay organized and prevent risk in the short- and long-term. Conga's integrated platform of solutions enables legal teams to:

Collaborate more effectively

The cloud-based platform as a service (PaaS) product empowers legal and sales teams to work together. A centralized, single user experience creates a single source of truth that authorized users on both teams can access anytime, anywhere. Leveraging information from the organization's Salesforce system or other CRM, Conga dramatically accelerates contract creation with just a few clicks. Everyone gets the visibility, information, and insights they need to work at peak efficiency.

Gain visibility from the big picture down to daily priorities

A clean grid view gives legal complete visibility into daily workloads and enables them to quickly manipulate contracts right from the grid, such as changing statuses or assigning tasks to other team members. Legal also gains visibility into the future with a dashboard that shows contracts about to expire, risky contracts with termination clauses, highly red-lined clauses, and clause types or categories—helping them know which clauses to rework to avoid future redlining.

Legal has full access to the same CRM data that sales works with all day long, while sales has a view into contract status—ending the need for constant status updates.

Simplify changes and edits

The platform simplifies redlining and version control by enabling legal and sales to review and redline documents simultaneously rather than sequentially. This gets rid of the time-consuming back-and-forth that typically occurs between legal and sales while also minimizing version control errors.

Speed up approvals

An automated, rules-based workflow creates a seamless approval process. And built-in digital signatures for all related stakeholders means no one accidentally overlooks an emailed signature request or has to waste time chasing down a signature. Contracts can also easily be managed in the familiar Microsoft Office user interface, to eliminate the need for additional training and long learning curves that are inefficient and invite mistakes.

Smoother contract processes for more profitable business

Conga's software integrates systems and teams for seamless, efficient, and profitable business operations. FIS—the largest provider of technology services to the global financial services and payments industry—adopted Conga's contract solutions to increase the efficiency of its legal resources. The company's streamlined legal workflows have reduced contract processing time from two weeks down to two days or less, and many contracts no longer need legal intervention to complete.

By reducing contract cycle times, Conga's solutions drive sales velocity and transform legal into a strategic and unified force that makes it easier for your customers to do business with your organization.

To learn more about Conga's contract lifecycle management solutions, [contact us](#) today or [schedule a demo](#).

[Schedule a demo](#)



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