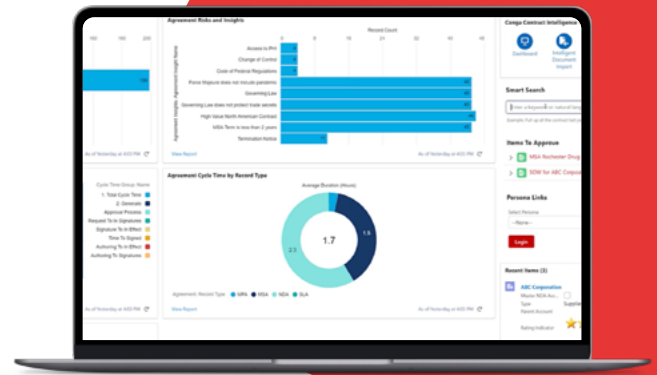


# Conga CLM for sales leaders

Streamline operations and  
deliver a Revenue Advantage



## Contracts govern over 80% of the transactions in the average organization

Conga CLM, with [ethical](#), industry-leading CLM AI, empowers sales leaders to manage contracts efficiently. Reduce contracting cycle time by 75%, working in your CRM with preapproved templates, clause libraries, CLM AI suggestions, and approval workflows to speed negotiation. Tracking, alerts, and insights ensure renewals and obligations aren't missed and opportunities are identified. Spend less time contracting and more time selling and driving growth.

### Challenges

- Slow, manual contract lifecycles are inefficient with bottlenecks along the way
- Lack of insight into contract process and critical dates
- Pressure to increase productivity and revenue with limited resources
- Locating contracts and answering questions takes time away from selling
- Struggle to stay on top of obligations and renewals, impacting revenue and risk
- Contract and customer data is siloed, and departments struggle to get timely information

### Benefits

- Reduce cycle time, instantly access standard contracts and templates, and kick off workflows
- Review contract progress and track renewal dates
- Speed up negotiation with CLM AI risk scoring and suggested revisions; identify cross-sell and timely pricing opportunities
- With Contract Copilot, get immediate contract answers and summaries
- Anticipate and manage customer obligations and renewals
- Integrate and sync contract and related data to any CPQ, CRM and ERP systems

## Results achieved with Conga CLM

**+85%** in efficiency

**50%** increase in  
contract volume

**75%** faster deal approval

## Features

- **Document creation:** Dynamically populate templates with customer data from your CRM. Self-service intake forms empower business users to create legally-approved contracts faster.
- **Collaboration:** Standardize, customize, and automate workflows. Collaborate with internal departments and external parties. Redline simultaneously and track audit history.
- **Risk assessment and management:** CLM AI highlights risks, suggesting language based on guidelines.
- **Reporting:** Advanced reporting tracks obligations, cycle time, customer discounts, and more.
- **Visibility:** Quickly find contracts and related information in a secure repository using Smart Search. Contract Copilot summarizes contracts and answers questions. Identify cross-sell and upsell opportunities and timely price increases.
- **Customer/supplier management:** Identify obligations to ensure you meet commitments and track counterparty commitments.
- **Data extraction:** Fast, accurate CLM AI extraction of text and data for automatic tracking and reporting; import and analyze 3rd party and legacy documents.
- **Integrate:** APIs and connectors to any CRMs and native integrations with Salesforce. Negotiate and review with Microsoft Word and Google Docs. Native support for Conga Sign included, and support for DocuSign and AdobeSign.

## Case Study: ABIOMED

### Challenge

Abiomed's sales organization wanted to improve the sales experience and streamline laborious processes for forecasting, product program reviews, regional reports, field service documentation, and to manage contract terms and conditions, with three main challenges:

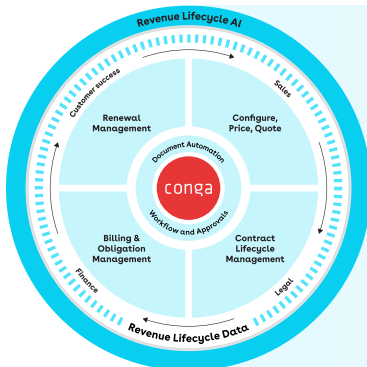
- Burdensome and time-consuming sales forecast projections
- Lengthy contract negotiations
- Extended sales process cycle

### Solution

Using Conga Contracts for Salesforce, along with Salesforce CPQ, Abiomed slashed the time reps spent creating weekly sales updates, accelerated the contract negotiation process, and reduced sales process cycle time. Templates reduced human error by 70%, and real-time dashboards delivered visibility into every stage of the contract.

### Results

- Slashed time spent developing weekly sales forecast presentations
- Accelerated process for contract negotiation
- Reduced sales contracting time



Today's leaders have a unique opportunity to gain a revenue advantage; however, this requires a team effort. Conga Advantage Platform combines Configure, Price, Quote, Contract Lifecycle Management, and Document Automation capabilities on a single open platform. Powered by a unified revenue data model, complete revenue intelligence, and purpose-built AI to help companies address their most complex revenue-related contract questions.



**For more information**

Email [info@conga.com](mailto:info@conga.com) or visit [conga.com](https://conga.com)

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