



# Smurfit Westrock Unites Contract Management & Governance with Icertis

Global packaging leader streamlines contract lifecycle and boosts enterprise-wide alignment



## Contract Intelligence Objective

Unify contract lifecycle management across merged entities by consolidating disparate systems into a single Icertis platform to improve governance, standardization, visibility and cross-functional collaboration.

## Solution Highlights

- Monthly release model with business stakeholders for continuous improvement
- Automated approvals via e-signatures to reduce manual steps
- Real-time dashboards & analytics tracking cycle times, contracts created and adoption

## The Challenge

As a global organization responsible for corrugated packaging and paper innovation, Smurfit Westrock faced the complexity of integrating with the legacy operations of Smurfit Kappa. A myriad of disconnected systems and disparate workflows across legal, procurement and other business units left the company with limited insights, collaboration and reporting. Without a unified framework, governance suffered and digital transformation stalled.

## The Solution

Smurfit Westrock selected Icertis as its enterprise contract lifecycle management platform to enable governance, standardization and scalability. Key initiatives included:

- Establishing a monthly release-model process working with business partners and stakeholders.
- Automating contract approvals via e-signatures and integrating with the clause library for plug-and-play efficiency.
- Delivering real-time dashboards and contract analytics to leadership, tracking cycle times, contracts created and user adoption.

## The Results

With Icertis in place, Smurfit Westrock has transformed its contract lifecycle management into a strategic, scalable capability. The company now enjoys:

- Faster contract cycle times and fewer manual interventions.
- Improved governance across merged entities and unified business units.
- Enhanced reporting, visibility and collaboration across legal, procurement and sales functions.

**“Icertis helps us drive governance and unity across all our organizations, ensuring we operate on the same page.”**

**LaTascha Traylor,**  
Director, Digital Product  
Management,  
Smurfit Westrock



Smurfit Westrock is a global leader in sustainable paper and packaging solutions, driving innovation across corrugated, paperboard and containerboard products. The company is headquartered in Dublin, Ireland and employs approximately 100,000 people worldwide.

## About Icertis

Icertis delivers AI-powered insights and agentic automation to transform static contracts into strategic enterprise advantage. The Icertis Contract Intelligence platform revolutionizes how enterprises manage their customer, supplier, and partner relationships, enabling businesses to grow revenue, control costs, mitigate risk, and ensure compliance. Today, more than one third of the Fortune 100 trust Icertis to realize the full potential of millions of business relationships in more than 90 countries around the world.