

# Smartleasing drives efficiencies, accuracy.

Vehicle leasing division customizes signing process with Adobe Sign, enhancing security and accelerating customer service.



"By reducing the complexity involved in the leasing process, Adobe Sign helps us create a further point of difference in a highly competitive industry. It aligns well with our culture of innovation and agility."

*Shamim Yasin, Group Leasing Manager, Smartleasing*

## SOLUTION

Adobe Document Cloud  
• Adobe Sign

Salesforce CRM

## RESULTS

**90%**  
FASTER

### PRODUCTIVITY LIFT

Contract generation reduced from 20 minutes to 2 minutes with one-click integration through Salesforce



### SAME-DAY SERVICE

Contracts can now be executed within 30 minutes, to enable customers to take delivery of their vehicle on the same day



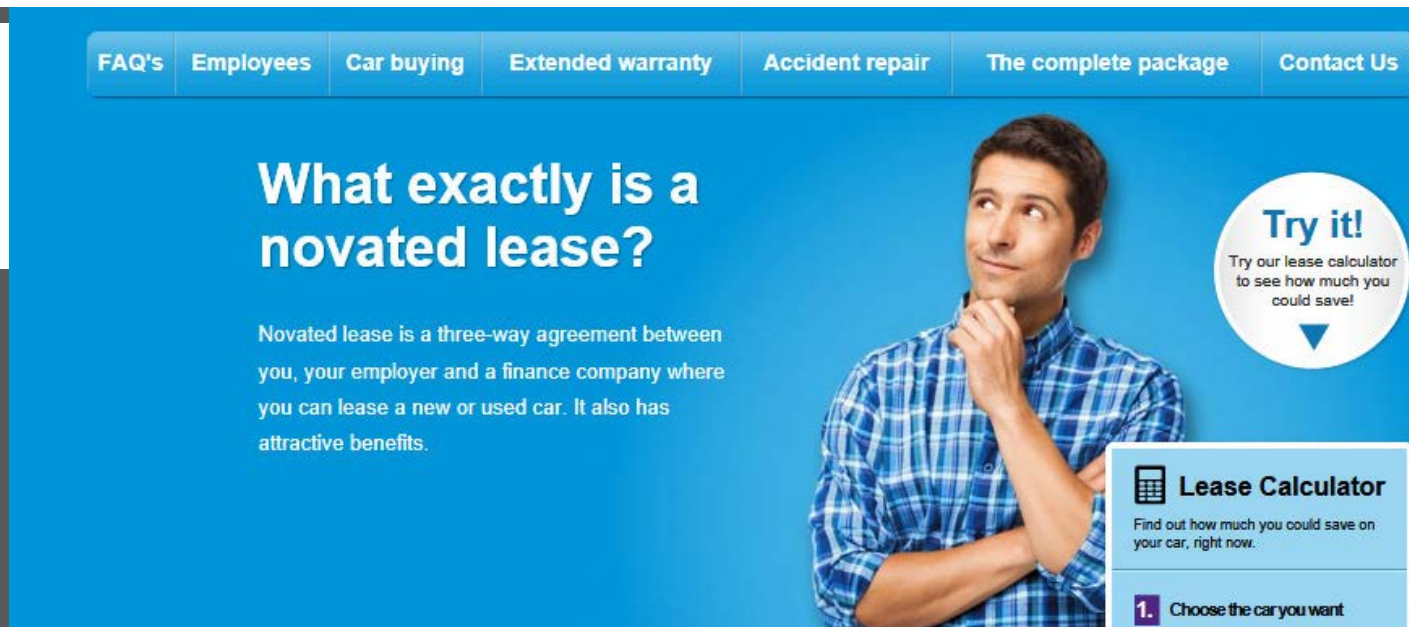
### ACCURATE RECORDS

Decreased customer signing errors and missed fields with pre-populated contract fields



### RELIABLE VALIDATION

Enhanced authentication of signatures, minimizing risk for financiers and clients



## Smartleasing, a division of Smartsalary

Established in 2001

Sydney and Melbourne, Australia

[www.smartleasing.com.au](http://www.smartleasing.com.au)

### CHALLENGES

- Reduce time required to generate leasing contracts and to better manage the signing process
- Simplify and accelerate document completion with multiple signatories
- Improve the visibility and monitoring of contracts once they have been sent to the customer
- Demonstrate that an e-signature process and platform could deliver the same security and compliance protocol as was the case with “wet signatures”

### Multiple signatures, multiple steps

Smartleasing is a division of Australia's Smartsalary, which offers outsourced salary packaging services for corporate clients, healthcare institutions, government agencies, and SME organizations. Smartleasing provides competitive vehicle salary packages by providing leasing and vehicle sourcing services. The process involves managing the three-way leasing agreement between an employer, employee, and financier. Smartleasing also leverages relationships with its extensive network of car dealers to help secure the most competitive price for its customers.

The number of stakeholders required to execute a lease contract, coupled with the complexity of the leasing documents, resulted in a cumbersome process that took Smartleasing an average of five days to turn around a completed set of documents. First, a 20-page document was emailed to an employee. Once printed, the employee would often call a Smartleasing representative for assistance in completing the document. The employee then needed a witness to sign the document before submitting it to the employer for authorization. Another witness was needed to sign off on the employer's validation. Finally, the completed contract was mailed back to Smartleasing in preparation to finalize the contract.

“Our customers complained about having to manually complete such lengthy documents,” says Shamim Yasin, Group Leasing Manager for Smartleasing. “In addition, the need for multiple signatures on the same document made it difficult for us to track.” If a customer forgot to sign a section of the document, or submitted their papers with incomplete or incorrectly entered fields, Smartleasing was required to reissue the documents and start the process all over again, causing further delays.

### A more secure, reliable gateway

To simplify the complex workflow and improve the customer experience, Smartleasing evaluated e-signature solutions and selected Adobe Sign, an Adobe Document Cloud solution. Key considerations included Adobe's brand recognition in the industry, and the ability to tightly integrate Adobe Sign with Salesforce. The decision to standardize contracts on the Adobe solution was cemented by the experience of one of its finance partners.

“One of our financiers was already using Adobe Sign and was vocal about the solution's ability to mitigate risk and help meet stringent security standards,” says Susan Stevenson, Business Analyst at Smartleasing. “We now have an enhanced level of visibility into the signing process, and we can monitor email and IP addresses to help validate signatures for our financial partners.”

"With Adobe Sign, we can complete the contract cycle in as little as 30 minutes and customers can pick up their vehicles on the same day."

*Shamim Yasin, Group Leasing Manager,  
Smartleasing*

## SOLUTION AT A GLANCE

- Adobe Document Cloud
- Adobe Sign
- Salesforce CRM

For more information  
[www.adobe.com/go/dc-enterprise](http://www.adobe.com/go/dc-enterprise)



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Leasing contracts now reside behind a customer portal for enhanced security. A link with login information is generated and sent to the customer to access the contract, which has fields pre-populated with existing information associated with that customer in Salesforce. Adobe Sign prompts the customer to sign in certain areas and verify information, before automatically sending the documents to the next person for approval and signature. Once all signatures have been collected, Smartleasing is notified. The team can also report on and view the agreement at any point in the process, providing total transparency.

"With Adobe Sign, we can complete the contract cycle in as little as 30 minutes and customers can pick up their vehicles on the same day," says Yasin. "The flexibility of the Adobe solution and the ability to customize our workflow have simplified processes for our customers at every step."

## A foundation for agility

Tight integration between Adobe Sign and Salesforce has also simplified work for Smartleasing's leasing consultants by eliminating the need to sign into two separate systems. With one click, they can trigger the entire workflow from the Salesforce CRM. What used to take 20 minutes can now be completed in 2 minutes.

In addition, contracts no longer have to be returned due to incomplete fields or missing information, because information is pulled directly from Salesforce and the contracts are pre-populated where possible. For fields populated by the customer, there are strict validation rules in place to help ensure the validity of the customer's input.

Smartleasing expects to process hundreds of contracts every month once all of its clients begin using Adobe Sign. In addition, the company plans to roll out the Adobe e-signature solution to other departments for their specific workflows. This will further reduce the costs that Smartleasing currently incurs for printing, paper, and off-site storage for archived documents.

"By reducing the complexity involved in the leasing process, Adobe Sign helps us create a further point of difference in a highly competitive industry," says Yasin. "It aligns well with our culture of innovation and agility."