

Productivity for the entire supply chain.

SPS Commerce focuses less on administration and more on customer service by using Adobe Sign integrated with Salesforce CRM and Salesforce CPQ.



"With Adobe Sign, we're dramatically reducing administrative work so that our teams can concentrate on providing the best customer service."

Dan Juckniess, Chief Sales Officer, SPS Commerce

SOLUTION

Adobe Sign, an Adobe Document Cloud solution

Salesforce CRM

Salesforce CPQ

RESULTS



FASTER quotes, from 2 hours to 10 minutes



Agreements countersigned in less than **ONE DAY**



More time to **WORK WITH CUSTOMERS**



EASY INTEGRATION for working from one screen



SPS Commerce

Employees: More than 1,000

Minneapolis, Minnesota

www.spscommerce.com

CHALLENGES

- Serve customers more efficiently with faster response times
- Reduce administrative work and allow teams to focus on more valuable tasks
- Create simple workflows through integration of solutions

USE CASES

- Sales Acceleration
- HR Efficiency
- Digital Workflows

“With Adobe Sign, agreements are typically countersigned in less than a day. We can help customers get started with their service much faster, which leads to much higher levels of customer satisfaction.”

Dan Juckniess, Chief Sales Officer, SPS Commerce



Accelerating customer service

Today, most retail companies connect with consumers digitally, selling products everywhere in the world through e-commerce and digital shopping experiences. But companies also use digital systems to connect with vendors, distributors, and other partners throughout the retail supply chain.

SPS Commerce Inc. is a leader in cloud-based solutions for retailers, suppliers, and other trading partners. The company has grown rapidly as companies embrace the flexibility and power of SPS Commerce solutions.

No two retail partnerships operate the same, so many companies work closely with SPS Commerce to find the right combination of SPS solutions to improve productivity and efficiency. To help ensure pricing consistency, sales representatives need purchase documents countersigned and approved by internal stakeholders before any deal can be finalized.

“Sales reps are required to secure a countersignature to approve the mix of solutions and pricing,” says Dan Juckniess, Chief Sales Officer at SPS Commerce. “With a more efficient process, our customers can get started with their services on their schedule, not ours. We decided to look into electronic signatures to streamline internal countersignatures.”

SPS Commerce wanted to make the countersignature process as smooth and simple as possible, and that meant that the electronic signature solution needed to integrate with existing sales tools, particularly the Salesforce CRM platform. SPS Commerce decided to implement Adobe Sign, the electronic signature solution within Adobe Document Cloud, for its ability to easily integrate with Salesforce.

“We currently send hundreds of documents for electronic signature a month with Adobe Sign,” says Juckniess. “With Adobe Sign, we’re dramatically reducing administrative work so that our teams can concentrate on providing the best customer service.”

"Adobe Sign gets new features that make it more responsive and intuitive all the time."

Dan Juckniess, Chief Sales Officer, SPS Commerce

SOLUTION AT A GLANCE

Adobe Document Cloud

Adobe Sign

Salesforce CRM

Salesforce CPQ

For more information

<http://acrobat.adobe.com/us/en/sign.html>



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www.adobe.com

From days to hours

Before Adobe Sign, getting countersignatures on purchase agreements could be time consuming. It could take hours or days for busy executives to review and sign documents. Sales representatives spent a lot of time following up on documents because they could not move forward to book a sale until the countersignature process was complete.

"With Adobe Sign, agreements are typically countersigned in less than a day. We can help customers get started with their service much faster, which leads to higher levels of customer satisfaction," says Juckniess.

Integration for greater efficiency

In the past several years, SPS Commerce has expanded its use of Adobe Sign both internally and externally. Now instead of faxing or scanning signed agreements, customers receive an email with a link that allows them to easily review, electronically sign, and return documents with just a few clicks.

The SPS Commerce marketing department uses Adobe Sign to obtain signatures from vendors and sponsors for customer events, while the HR team uses Adobe Sign for some internal document workflows. SPS Commerce is currently working on a pilot program rolling out integration between Adobe Sign and Salesforce CPQ to sales representatives. Unlike other electronic signatures options, which required extensive documentation to explain the integration procedure, Adobe Sign integrated with Salesforce CPQ by clicking just three buttons.

Integration with third-party solutions, including Salesforce CRM and Salesforce CPQ, has been key to the success of Adobe Sign at SPS Commerce. The integrations allow sales representatives to generate, send, and monitor agreements and quotes from a single screen. Working with Adobe Sign from within a known platform dramatically reduces the need for training, increases adoption rates, and improves efficiency.

"It used to take an hour or more to prepare and send a quote, but with the integration of Adobe Sign and Salesforce CPQ, sales representatives can send quotes in 10 minutes," says Juckniess. "Sales representatives can even send a quote while on the phone with a customer. This automation improves productivity and gives sales representatives more time to talk to customers, do research on customer needs, and find the best solutions for our customers."

A long-time user of Adobe Sign, SPS Commerce plans to continue reaping the productivity and efficiency benefits of electronic signatures for years to come. "Adobe Sign gets new features that make it more responsive and intuitive all the time," says Juckniess. "It encourages me to stay with Adobe Sign and work it into our workflows moving forward."