



Groupon: unbeatable deals for strong growth.

Global leader of local commerce efficiently processes hundreds of thousands of contracts annually using Adobe Sign integrated with Salesforce and Conga Composer.



"Adobe Sign makes the contract process seamless for our internal teams and our merchants. Our teams spend less time on contracts and more time nurturing relationships with merchants."

Erica Geil, Vice President, Global Engineering Operations, Groupon



SOLUTION

Adobe Document Cloud
• Adobe Sign

Salesforce CRM
Conga Composer

RESULTS



MORE DEALS

Contracts signed increased by tens of thousands in 2015



INCREASED EFFICIENCY

Eliminated paperwork and increased productivity, so business consultants can spend more time fostering merchant relationships



REDUCED RISK

Reduced errors and delays by using integration with Salesforce and Conga Composer to populate contracts automatically



IMPROVED CONFIDENCE

Centralized updating of templates used for client and sales communications to help ensure that contracts address the most current legal requirements

Groupon

Established in 2008

Employees: More than 9,000

Chicago, Illinois

www.groupon.com

CHALLENGES

- Support strong business growth by streamlining operational and sales processes
- Improve relations with small businesses by simplifying the contract process
- Reduce legal risk by centralizing management of contract workflows

SOLUTION AT A GLANCE

- Adobe Document Cloud
 - Adobe Sign
- Salesforce CRM
- Conga Composer

For more information

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



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

Discovering the next great deal

With thousands of new experiences available daily—from dining at local restaurants to buying designer shoes or booking mini-vacations—Groupon lets shoppers search and discover great services at unbeatable prices. Since its launch in 2008, the company has grown rapidly to serve 49.4 million active customers in more than 500 markets worldwide.

One area where Groupon excels is reaching out to local and small businesses. Groupon has worked with more than one million merchant partners globally, and more than 90% of the businesses Groupon works with have 20 employees or fewer. Groupon business consultants frequently work directly with business owners, who often don't have time or resources to deal with complicated contract processes.

To keep pace with strong growth and better serve small merchants, Groupon needed a better way to process the thousands of contracts signed monthly. The company decided to streamline contract workflows by integrating Adobe Sign, an Adobe Document Cloud solution, with its Salesforce CRM solution.

"Processing thousands of contracts each month requires a customizable and easy-to-use solution that's available to our business consultants and merchants," says Erica Geil, Vice President of Global Engineering Operations at Groupon. "Adobe Sign automates contract management and processes for most of our contracts every month."

Better results from improved accuracy and efficiency

Adobe Sign offers Groupon a streamlined, consistent contract management solution for issuing and storing contracts. After entering details about a merchant into Salesforce, a business consultant can initiate the contract process for e-signatures. Contract templates live in Salesforce and are pushed to Conga Composer, and then to Adobe Sign. The contract is then automatically routed to the merchant.

"The integration with Adobe Sign, Salesforce, and Conga Composer makes the contract process seamless for our business consultants and merchants. The process is so fast that business consultants can even send a contract and receive the signature while on the phone with a merchant," says Geil. "Our business consultants spend less time on contracts and more time nurturing relationships with merchants." As a result, Groupon used Adobe Sign to increase the number of agreements sent by more than 11% in a year.

Using the real-time metrics and analytic tools in Adobe Sign, Geil can quickly identify issues and make data-driven decisions that continually improve the contract workflow. "As a public company, we need the audit trail in Adobe Sign to show how we control information access," says Geil. "Through Adobe Sign, we're continuing to improve the contract workflow to make it faster, more secure, and more convenient for our business consultants and merchant partners."