OUTLAW

Buyer's Guide to Contract Lifecycle Management Software

Journey with 4 real-life buyers from selecting a contract lifecycle management vendor to implementation and success

Introduction

Contracts are living documents. This underlies the key mechanics of how we built Outlaw — and how we approach the buyer's journey.

We understand that buying a CLM software, like many technology purchases, can be overwhelming. With so many diverse solutions out there, how do you know which is the right product that will meet your specific business needs? What we found is that just like contracts, the process of CLM evaluations is not static. There is no "one-size-fits-all" approach to buying and implementing CLM software. When each organization has contracting challenges that are unique to their process, a CLM partner that adapts to them throughout the whole buyer journey is the key to success.

In this guide, we share the 5 questions that you need to ask to identify a CLM partner that will work with you from discovery to implementation to successful adoption. Next we compiled 4 stories from actual buyers. What better way to learn about evaluating CLM software and finding the right partner than from real-life buyers themselves? Our buyers will share their:

Challenges: Their unique contracting pain points and how they started their CLM software search.

Solutions Wishlist: Their approaches to pinpointing the CLM capabilities they require in order to solve their challenges.

Solutions: Post implementation, how they problem solved by leveraging different aspects of CLM software.

CLM Outcome: Their overall experience, success, and how implementing Outlaw has transformed contracting for their organization.

Contents

Choosing the Right CLM Partner

Choosing the right CLM partner is crucial not only to solve your immediate contracting challenges, but to ensure the continued success and adoption across your teams. Before we jump into our buyers' stories, here are 5 key areas of consideration when evaluating CLM software:

1. **Does the solution address my unique challenges?**
   While you may be tempted to choose the solution that has the broadest, most robust feature set, you might also be paying for bloat — features that you end up not using. Have a laser focus on your organization's unique situation and the exact challenges you are looking to solve. Your CLM partner should be able to properly understand your existing business processes before prescribing solutions. An ideal solution is one that is able to work for you, not the other way around.

2. **Is the solution and the team behind it flexible and agile? Will they grow with my organization?**
   In a fast-growth environment, policies, processes and templates change all the time. This means that your contracts need to adapt to rapid modifications on an ongoing basis. An ideal cloud-based CLM solution should thus be agile and scalable in order to keep pace with the accelerating pace and complexity of your business. For example, does the solution enable granular control that can help your team modify contracts/ workflows on the fly while maintaining compliance? Look for flexibility and configurability not just in the software, but in the team behind it as well.

3. **Is the solution intuitive and easy to use?**
   The last thing you want in a CLM software is your teams not getting onboard because it's too complex/ difficult to use. Unfortunately, it's not uncommon to see legacy solutions in the market with clunky, horribly designed software. Choosing a solution that offers an intuitive, well-designed, consumer-grade experience is therefore crucial. A CLM partner that can provide this will help you make contracting not just tolerable, but delightful.

4. **What does implementation and onboarding look like? Will my organization receive the support we need to achieve success?**
   The right CLM partner should be one that's committed to your success. From the sales process through to the onboarding and support, choosing a partner that will walk alongside you throughout your CLM journey will help your organization achieve contract success. Read customer reviews on business software sites such as G2 and Capterra to get a sense of your potential partnership journey with the vendors. Dedicated account and customer success managers, hands-on onboarding and training, live chat support, help documents and existing document migration are other customer-centric services to look for.

5. **Does the solution integrate with my existing business tools? How easy and seamless is that process?**
   Contracts form the central nervous system of an organization, touching every aspect of core operations. This means well supported integrations are essential. Look for a partner that connects seamlessly with your existing business tools so you can further accelerate contract workflows.

Beyond Pricing's CLM Journey

"We had taken demos with multiple CLM vendors at the start. We eventually chose Outlaw not just because they were the one of the only two vendors who had the conditionality feature we needed, but because they actually listened to our concerns. That went a long way. From the deal closing to getting our teams using the platform, it only took about a month. I couldn't have asked for a better team to partner with."

Sergey Mann Sales Strategy Manager

Industry	Computer Software
Size	51 - 200 employees
Location	San Francisco, CA

Key Results | 10x faster contract creation time | 100% reduction in errors | Increase in executive visibility

Who is Beyond Pricing?

Founded by revenue management veterans from the airline and hospitality industries, Beyond Pricing is the world's leading revenue management software for vacation rental owners and managers. By providing the only solution offering dynamic pricing through hyper-local analytics to maximize revenue growth, Beyond Pricing has priced billions of dollars in bookings, operates in thousands of markets worldwide, and is integrated with all the major OTAs and property management software systems.

> "Outlaw has been instrumental to our new sales contract roll-out. Now, our contract creation and internal approval times have accelerated ten-fold, our ops and exec teams have complete visibility over contract terms, and our reporting abilities are enhanced. I couldn't have asked for a better team to partner with."

Sergey Mann
Sales Strategy Manager

Beyond Pricing Customizes Complex Contracts in Seconds with Conditional Logic

The Challenge

To meet the demands of a growing market, Beyond Pricing had plans to roll out multiple new products. In order to prepare for this, the team sought out the right infrastructure to support the rollout. One key area of focus was the creation of a new, multi-product sales contract that included specific clauses for each product, as well as different discount methods.

However, the executives foresaw difficulty getting their team to effectively use this new, complicated contract. Sergey Mann, Sales Strategy Manager at Beyond Pricing explains, "The main complexity comes from those multiple products and clauses throughout the contract. It would have been impossible for our sales team to manually create on Word without errors massively going up. For example, if you added in a second product, you'd have to add in these specific clauses, and if you added in this new clause, you'd have to make all these changes. It can get really complicated."

Sergey knew a template solution had to be sought. "There was one feature that was a dealbreaker for us. We needed a solution that enabled conditionality for clauses — such that if you select "yes" for a field or variable, that would trigger the relevant clause to appear in the contract instantly", Sergey continues, "Most vendors didn't have this functionality; some even made it sound like I wanted AI. I liked Outlaw not only because they had the feature, but because they actually listened to our concerns. Even if what I wanted wasn't there, we talked through creative solutions and that definitely went a long way."

Solution Wishlist

✓ **Conditionality** Contract templates and clause libraries with conditional logic baked in

✓ **Overviews** Increase visibility for CEO across all contracts and custom clauses

✓ **Salesforce Integration**
Push contract data into Salesforce for reporting, accountability and visibility

The Solution

Building dynamic clause libraries with conditional logic baked in

Working closely with customer success, Beyond Pricing leveraged Outlaw Draft to build their contract template with conditional clauses. The team enjoyed that setting this logic up on Outlaw required no code. Instead, drop-down menus were used to set the determining variables. Now, their sales team simply has to select the relevant options from the drop-down menus, and a full, customized agreement will populate error-free.

"At first, I was uncertain how it'd all fit together because there is a lot of complicated conditional logic in the contract," Sergey recalls, "But I really have to compliment the Outlaw team here. From the deal closing to building out our template to getting our teams actively using it, it only took about a month."

Setting conditionals streamlined Beyond Pricing's contract creation and ensured 100% accuracy in their contracts every time. "We wouldn't have been able to generate these custom contracts without Outlaw," Sergey mentions, "Now, there's absolutely no way to put something into the contract that wasn't done on purpose, or miss a clause because someone forgot. Countersigning is a lot faster when guardrails are put in place to prevent human errors."

Creating 100% visibility for the executive team with Overviews

In addition to simplifying contract creation, Outlaw delighted Beyond Pricing with the Overview feature which allowed the team to layer their formal contracts with a cover page. "Our CEO has been thrilled by the fact that he can see at a high level what's in a contract from the Overview. Before, if a contract had custom discount clauses, our CEO would have to go digging in Salesforce or ask the sales rep to find out more. With Outlaw, he simply has to open up the Overview page where he can see — 'ok, they're using this system, ok there's a discount, ok, it's this this this —boom —done.' It made it super simple for him and I think that's honestly one of the best features of Outlaw," Sergey says.

Powering contract data reports with Salesforce integration

A data-driven company, Beyond Pricing places immense value on utilizing data to inform their decisions and recommendations. Working closely with Outlaw's dev team, the company also integrated Outlaw with Salesforce in a bi-directional data sync.

"SFDC integration was also one of our main motivations to look for a solution like Outlaw. In our contracts, we have a lot of variables built out — price points, commissions, products etc. The only way to get this data into our Salesforce reports is because of this integration. This is critical for us to understand what contracts are actually coming in."

The Outcome

Outlaw's conditionality feature has helped Beyond Pricing transform their complex, multi-product sales contract into a repeatable, dynamic template their team can generate error-free contracts from. "Outlaw has been instrumental to our new sales contract roll-out. Without it, our sales team would never have been able to generate custom contracts without making mistakes," Sergey explains further. "Now, our contract creation and internal approval times have accelerated ten-fold, our ops and exec teams have complete visibility over contract terms, and our reporting abilities are enhanced. I couldn't have asked for a better team to partner with."

Intrado's CLM Journey

"During the vendor selection process, we looked for 3 things.
First, ease of doing business with. Second, a partner that
was agile and flexible enough to accommodate the
complexity of our processes. And lastly, a consultative sales
experience. Instead of selling us a predefined product,
we were looking for a diagnosis before prescription.
Outlaw checked all those boxes and more. After seeing
the full breadth of their contract management capabilities,
we have even more exciting projects that we're taking on,
and I want to bring Outlaw along the way."

Sean Green SVP, Head of Direct Sales

Customer Case Study

Intrado

Industry	Technology
Size	10,000 - 15,000
Location	Omaha, NE

Key Results

✓ **80% faster deal cycle**

✓ **Multi-million dollar increase in revenue**

✓ **8,000+ contracts auto-generated**

Who is Intrado?
For over 30 years, global technology services provider Intrado (formerly West) has provided omnichannel communication solutions to 27,000 companies across 99% of the world's countries.

> "In two months, we were able to sign thousands of contracts and generate annual revenue in the millions of dollars by leveraging Outlaw.

Sean Green
SVP, Head of Direct Sales

Global Communications Provider Intrado Grows Annual Revenue by Millions with Contract Auto-Generation

The Challenge

When Intrado underwent a company rebrand in 2019, the redesign and name change for the enterprise telecommunication firm was to reflect their expansion into new cloud services and products. With updated offerings though came the need to renew some of their existing business relationships — in fact over 8,000 of them.

"We had a group of customers who had been using legacy conferencing systems and were paying per minute without a contract. We wanted to offer them a discount in exchange for committing to a multi-year subscription model," recalls Sean Green, Intrado's SVP, Head of Direct Sales.

It became clear to Sean that an automated solution was needed to dispatch the thousands of contracts in a time-efficient manner. "Our contract process was very complex and time-consuming. Different products resided in different systems. Then in Salesforce, each contract went through 4-5 approvals before getting generated. On a good day, turnaround time took about 48 hours. So we were looking for a partner who was agile and flexible enough to accommodate the complexity of our process."

Solution Wishlist

✓ **Batch auto-generation** Create thousands of customized contracts in minutes

✓ **Flexible platform** Configurable to company's complex needs while remaining affordable

✓ **Easy & accessible** Build customer trust with personal, easy-to-use approach

The Solution

Thousands of contracts generated in minutes

Working closely with Outlaw's support team to enable batch generation, Intrado imported contract data from different accounts that mapped to the relevant contract fields. Once the data was accurately aligned and the templates were created in 5 different languages (English, Spanish, French, Korean, Japanese), thousands of custom contracts were generated in minutes. After integrating with their marketing platform, Oracle Eloqua, Intrado was then ready to auto-deliver the agreements. "For this initiative, what we've been able to do is create contracts at scale. We can now pre-create offers for thousands of customers at a time; then generate and deliver to our clients for review. At just two weeks in, we had over a 100 contracts signed and returned — with very little effort on our part."

Accessible anywhere and any time

"Outlaw made it so easy for our customers to access and sign their contracts. Anyone can view the contract from any device. It's straightforward to countersign as well. I just access the agreement from my iPhone and can eSign from anywhere. This flexibility has been especially essential as we've all moved to remote work." Sean says.

> "This saves everybody so much time from the back and forth and the waiting. End-to-end — from generating the contracts to having clients sign — it has been 80% faster to close deals."
>
> Sean Green SVP, Head of Direct Sales

It's all about customer experience

To make the process even more seamless, Intrado leveraged Outlaw's Overview feature, which enabled them to provide a personal note with instructions for their contract recipients. "At the end of the day, everything that we want to do is to improve the customer experience — and this new process has vastly improved their experience. When they have a better experience working with us, that gives people more confidence in Intrado as a business partner."

The Outcome

"Two months in, we have already signed thousands of contracts and generated annual revenue in the millions of dollars by leveraging Outlaw," says Sean. "We now have a multi-year, committed, stable base of customers that have more predictable revenue."

"Our customers, too, are satisfied because Outlaw helped them achieve millions of dollars in savings. And, of course, the smooth contract process made it all the easier for them to sign. It's a win-win all around."

"And after seeing the full breadth of your contract management capabilities, we have even more exciting projects that we're taking on, and I want to bring Outlaw along the way."

Democracy International's CLM journey

"Our contract process was very manual and time intensive, so we wanted to make a quick decision on CLM solutions. Outlaw was nimble in both their sales and onboarding processes, and that helped us tremendously. What started out as a platform for the Programs team has now expanded to Operations, HR and we're finding different uses on the regular. All across the organization, we have been able to find new ways to leverage the platform to save us time and resources drastically."

Evan Smith Vice President

OUTLAW

Democracy International

Industry	International Development
Size	51 - 250 employees
Location	Bethesda, MD

Key Results

50% faster closing rate   **100% acceleration in batch auto-generation**   **Zero contract errors**

Who is Democracy International?
Democracy International has been developing new tools, research and approaches to strengthen peace and democracy for the last 15 years. Working with governments, ministries and NGOs, Democracy International has worked on some 200 projects that span across the globe.

"From request to approval to signature, the whole process has been streamlined and reduced the total time for contracts to be done by half. Now I can send a contract to someone on the other side of the world, go to sleep, wake up and find the contract is signed. I sign it and we're done. There's zero lag time — it saves half our day.

Evan Smith Vice President

Democracy International Centralizes their Distributed Workforce by Streamlining Contract Workflows

The Challenge

Democracy International's mission is to solve democratic and global development challenges around the world. Working with governments, ministries and NGOs, they collaborate on numerous contracts to develop projects to achieve a more peaceful society. In addition to complicated contracts, 90% of Democracy International is a distributed workforce — long before the coronavirus pandemic — with field offices across the globe. Without a centralized contracting system that could set standards and boost productivity across all their offices, they realized their manual contract process was becoming unsustainable.

For an organization dealing with multiple time zones, the manual contract process was drawn out and cumbersome. "Our contracts were tied to physical pieces of paper for approvals and requests. It was time intensive, where staff was walking around the office to print and sign," explains Evan Smith, VP of Democracy International.

The lack of centralization made it difficult to streamline the process and regulate all their contract templates. "There was the perennial challenge of ensuring all teams were using the same contract template and that rogue edits weren't being made," recalls Evan.

Working in multitudes of countries meant different labor rules — some regulations that could change randomly. It was becoming clear that the right contracting platform would not only streamline their contracting but be able to make contract changes at scale across their offices.

Democracy International's Solution Wishlist

Central + accessible platform Increase transparency and accountability across all contractst

Template management Empower teams with self-serve templates and conditional logic

Batch auto-generation Create personalized contracts and integrate contract changes at scale

The Solution

Instant transparency from anywhere

After a short implementation period, Evan and his team were ready to use Outlaw, and they saw increased efficiency over their contracts right away. By utilizing the platform's Checkpoints, approvals no longer needed to be requested by an email exchange. Instead agreements could move forward through triggered notifications and automations.

Through Outlaw's dashboard and audit logs, Democracy International now had a completely streamlined internal process. "Anyone who is involved in a contract can have full transparency on the progress of the contract. Everyone knows where things are and when things get done. This is a useful accountability system we didn't have previously."

Getting back contract control across remote offices

Standardizing the contract process across their field offices was easy through Outlaw's template management tool Draft. Not only was it instantaneous for field offices to auto-generate contracts from approved templates, but they were customizable. "Before, our field offices would sign some version of a contract that had evolved slowly over time." By using built-in conditional logic and intake forms within the templates, contracts could now be tailored to the needs of each office, reducing rogue contracts down to zero.

After using a laborious combination of Microsoft Word and mail merge, Democracy International's HR team was also eager to switch and utilize Draft for batch contract generation. From annual bonus letters to integrating changed clauses in employee contracts in El Salvador, the HR team was able to consolidate multiple steps into one time-saving platform. "Sending out personalized contracts in bulk took forever previously — now it's maybe an hour."

The Outcome

"From request to approval to signature, the whole process has been streamlined and reduced the total time for contracts to be done by half." Evan explains further, "For example, now I can send a contract to someone on the other side of the world, go to sleep, wake up and find the contract is signed. I sign it and we're done. There's zero lag time — it saves half our day."

"What started out as a platform for the Programs team has expanded to Operations, and we're finding different uses on the regular. I really appreciate Outlaw's flexibility and how hands-on customer support is to help. All across the organization, we have been able to find new ways to leverage the platform to save us time and resources drastically."

Wenham Carter Group's CLM journey

"We weren't looking for just a typical CLM partner. Partnering with
a customer-focused and agile team is something we really appreciate
— and that's why we chose Outlaw. When we first started our
partnership, we had a deal breaker feature request that they were
able to add to their product pipeline and launch very quickly.
Besides, the platform's user interface and experience are top-notch.
We now have complete control and oversight over the renewals
and contracts that come through. It's a huge operational win."

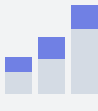**Jonathan Deutsch** Chief Operating Officer

OUTLAW

Customer Case Study

WENHAM CARTER
GROUP

Industry	Staffing & Recruiting
Size	51-200 employees
Location	Brighton, UK

Key Results

50% FASTER
sales cycle

34% INCREASE
in contract renewals

Who is Wenham Carter Group?
Wenham Carter Group is an international
executive search firm with a specialization
in digital transformation. With proven recruitment
methodologies, the best assessment tools in the
industry and a multi-disciplinary team, Wenham Carter
has recruited over 5,000 senior-level appointments
in over 80 countries.

> "Missing contract renewal
> dates used to be a huge
> problem for my team.
> Now, we can pull a list
> of contracts up for
> renewal in seconds."

Jonathan Deutsch
Chief Operating Officer

Wenham Carter uses Outlaw to stay on top of contract progress and renewal dates

The Challenge

With a network of 170,000 of the top technologists, Wenham Carter handles hundreds of employment contracts every month. However, manually tracking contract progress, expiry and renewal dates was an operational nightmare for their Sales team. To keep pace with increasing contract volume, they needed a scalable cloud-based system that could give the team 360° visibility on contract progress and key dates.

"We were using Microsoft Word and DocuSign and didn't have a proper tracking system or centralised repository in place. It was a huge headache for our Sales team to deliberately track each contract's progress throughout its lifecycle. We needed a solution that could streamline our workflows and ensure the smooth management of contracts," recalls Jonathan Deutsch, Wenham Carter's Chief Operating Officer.

Solution Wishlist

✓ **Central Repository**
Access contracts easily in a searchable source-of-truth

✓ **Contract Renewal Tracking**
Reduce costs by staying on top of renewal deadlines

✓ **Audit Trail**
Increase visibility of contract milestones without manual monitoring

The Solution

Gaining complete oversight across their entire contract process

In 2019, Wenham Carter partnered with Outlaw to regain control of their contracts. They leveraged Outlaw's searchable contract repository which allows the team to easily track all contracts in a single source-of-truth. Using the platform's bulletproof audit log, the team is also able to get complete oversight across all contract progress.

"On the platform's dashboard, we can quickly see which contracts are signed, and which need more pushing. All contract activities are logged down and changes in approval statuses trigger notifications. This ability to track each contract milestone saves my team a lot of time and effort," Jonathan says.

Wenham Carter is also able to stay on top of key contract deadlines using advanced search filters on the platform. "Missing contract renewal dates prior to Outlaw used to be a huge problem for my team. Now, we can pull a list of contracts up for renewal in seconds."

Automating contract generation

In addition to tracking, Wenham Carter also leveraged Outlaw's dynamic template environment to centralize all their legal-approved contract templates.

Doing so enables their Sales and Operations teams to generate error-free contracts from the most updated templates. This decreased the time needed for their legal counsels to fine-comb every contract prior to signing, "cutting their deal cycles by half".

> "The platform's user interface and experience are top-notch. We now have complete control and oversight over the renewals and contracts that come through. It's a huge operational win."

The Outcome

Today, the team no longer has to worry about missing contract renewal dates, losing oversight and executing outdated contracts. "We chose Outlaw because they are a customer-focused and agile team that is always responsive to our needs," says Jonathan.

"Besides, the platform's user interface and experience are top-notch. We now have complete control and oversight over the renewals and contracts that come through. It's a huge operational win."

Conclusion

Customer focus is key to a successful partnership

With the plethora of CLM solutions in the market all offering similar features, our 4 buyers show that there's no standard, or "one-size-fits-all" approach to buying and implementing CLM software. It all boils down to your organization's unique situation and the exact challenges you are looking to solve. That's when a customer-focused CLM partner will make all the difference.

A customer-focused CLM partner is one that will walk alongside you — from the discovery process through to implementation and beyond, and will understand your existing contract needs before prescribing an approach that works for you. And even as this entails a high-touch, customized process, our buyers' experiences show that it doesn't have to be long and drawn-out. This can only be made possible when the software is agile and flexible to adapt to and meet different needs.

Navigating the CLM software space can be overwhelming. So choose a customer-focused CLM partner that can help you make digital contracting for your organization beautiful.

OUTLAW

Outlaw is an end-to-end contract platform that eliminates contract chaos to help organizations reach agreement faster. From dynamic template-based generation through cloud-based negotiation, lifecycle management and reporting, Outlaw automates and streamlines contract workflows in the most seamless, productive environment you've ever seen. Outlaw has been recognized as a legal technology leader in 2020 by the National Law Journal and is venture-backed by Bowery Capital. A customer-first CLM partner, Outlaw powers digital contracting for the world's most innovative companies including Intrado, EVgo and Beyond Pricing.

Get in touch: **hello@getoutlaw.com** or +1 (833) 668 8529