30-Second Contracting

The Importance of User Experience in Enterprise CLM

Russ Edelman, Founder & Chief Product Evangelist
russ.edelman@contracts365.com

Dave Sandstedt, Vice President of Marketing
dave.sandstedt@contracts365.com

contracts 365 ®

01

30-Second Contracting Defined

02

Industry Data Points In The CLM World

03

Common (& Less Common) 30-Second Use Cases

04

Default Behavior & Why It Matters

05

The User Experience In & Out of CLM

06

Contracts 365 Intro & 30-Second Demos

contracts³⁶⁵

Introductions

Russ Edelman

Founder,
Chief Product Evangelist

Dave Sandstedt

Vice President
Marketing

The Origin of 30-Second Contracting

When It Comes To Contract Management

HOW COULD YOUR LIFE BE BETTER?

contracts³⁶⁵

FASTER + INTUITIVE

contracts³⁶⁵ ®

AND...DOES R.O.I. MATTER?

contracts³⁶⁵®

If a software application isn't fast, easy, and intuitive to use, no one will use it. It's as simple as that.

We Consistently Ask Three Questions

Why does this <u>matter</u>?

How can this be <u>easier</u>?

How can we reduce <u>risk</u>?

contracts^{365®}
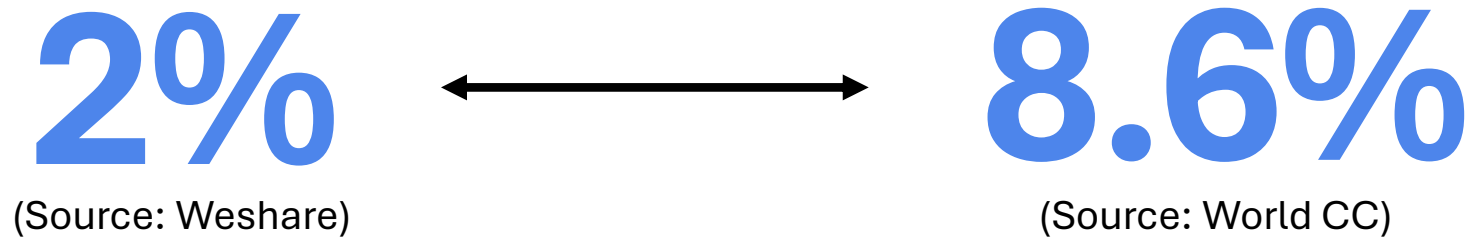
Poll Question #1

ROI: What does it take to justify a purchase in your organization?

- ✓ Unnecessary in my organization
- ✓ I've performed research and developed a budget
- ✓ Light ROI based upon efficiency gains
- ✓ Intense TCO with internal costs and risk assessments

contracts³⁶⁵

02
Industry Data Points

2%

(Source: Weshare)

8.6%

(Source: World CC)

Lost Revenue Attributed
to Poor Contract Management

contracts³⁶⁵®

1%

(Conservative Estimate)

For a $10M Organization, Even 1% Equals $100,000 of Lost Revenue Annually

contracts³⁶⁵

3.4 Weeks

Average Time to Get Contract Approved in Mid-Large Organizations

Source: Procurementtactics.com

33%

Amount of the Workforce Involved in Contracting

18% of Sales Cycle

Consumed by the Contracting Process

$3,000,000

Annual Cost of Searching
or Recreating Lost Documents

(for businesses with 1,000 employees)

contracts365®

03

Common (& Less Common) 30-Second Use Cases

Poll Question #2

What Contract Activities do You Wish Took 30-Seconds or Less to Complete?

✓ Open Format Responses in Questions/Answers

contracts365®

The Five Most Common

01 | To Initiate A Request For A Contract (Or Related Request)

02 | To Find A Contract (That You Can Trust)

03 | To Check On The Status Of A Contract (Or Be Notified Automatically)

04 | To Approve A Task Assigned To You For A Contract (Excluding Contract Review)

05 | To Initiate A Request For A Contract From A CRM System (Or Other System)

contracts³⁶⁵

Less Common Examples

To Run A Report Or Create Chart	To Receive Alert That Request Is In Motion
To Configure My Dashboard My Way	To Identify The Right Template
To Summarize A Contract For Others	To "Validate" Contract After Signature
To Initiate AI-Based Extraction Process	To Initiate AI-Based Negotiation Process
To Send Contract For Negotiation	To Check-In Document From Negotiation
To Find/Act On Contract Obligations	To Be Reminded/Aware Of Renewals

contracts365®

Practically, How Did We Make This Real?

04

Default Behavior & Why It Matters

People hate wasting time entering redundant information.

How can we create a "Default Behavior" in Contracts 365 to avoid this?

Default Behavior Defined

- Default Behavior represents the automated population of data to accelerate entry with the appropriate information being consistently populated.

- And for default behavior settings, it should be equally easy to administer and adjust based upon evolving business requirements. It is a key factor in supporting 30-Second contracting.

**Your Login ID
Or
A Selected User**

**A Selected
Value(s)**

**Your
Context**

Your Login ID
Or
A Selected User

Defined

To automatically retrieve key information about yourself or a user that you have selected when entering a form in a CLM system. This is not limited simply to an initial intake form, it extends to virtually any form and the 30-Second contributor is that it correctly and swiftly enters information into the form in an automated fashion.

Examples

- Your (or person selected) Manager
- Your (or person selected) Department
- Your (or person selected) Location
- Your (or person selected) Dashboard
- Your (or person selected) Spending Threshold

contracts³⁶⁵

A Selected Value

Defined

To automatically populate a collection of other fields based upon the selection of a value that has business definitions established with that specific value.

Examples

- Contract Type
    - Term Length
    - Workflow Approvers
    - Payment Terms
- Department
    - Supplemental Approvers
- Legal Entity
    - Jurisdiction

contracts³⁶⁵

Your Context

Defined

Your context (in this context) means where you are currently operating from and if there is information that can be obtained from that context. The most tangible example of context is when using integrations with other systems such as Dynamics 365 or Salesforce. When "living in" these systems, the data from those systems should be available for automatic population.

Examples

- CRM Opportunity Record
  - Opportunity Value -> Contract Value
  - Opportunity Name - > Contract Name or Description
  - Opportunity Manager -> Internal Requestor
- CRM Account Record
  - Account Name
  - Account Address Information

contracts³⁶⁵

Partial Form Entry Defined

"Partial Form Entry" — when business users submit a request, they may not have the necessary information to complete the request form in its entirety. Or they don't enter a form often enough to remember how best to complete it. With a Partial Form Entry, the request requires minimal entry with an optional checkbox that allows users to enter more information based upon user classification or comfort level.

1 - Requestor

Fields	Value
Requestor	Default Behavior
Request Date	Default Behavior
Description	Requestor Types In

2 – Contract/Legal Pro

Fields	Value
Requestor	Default Behavior
Request Date	Default Behavior
Description	Requestor Types In
Contract Type	Supplier MSA
Contract Value	AI or Entry
Approvers	Default Behavior
Term	Default Behavior

3 – Requestor

Fields	Value
Requestor	Default Behavior
Request Date	Default Behavior
Description	Requestor Types In
Contract Type	Supplier MSA
Contract Value	AI or Entry
Approvers	Default Behavior
Term	Default Behavior
Confirmation	Requestor Types In

contracts³⁶⁵

05

The User Experience
In & Out of CLM

What is "Out of CLM"? And Why Does it Matter

CRM

ERP

CLM System
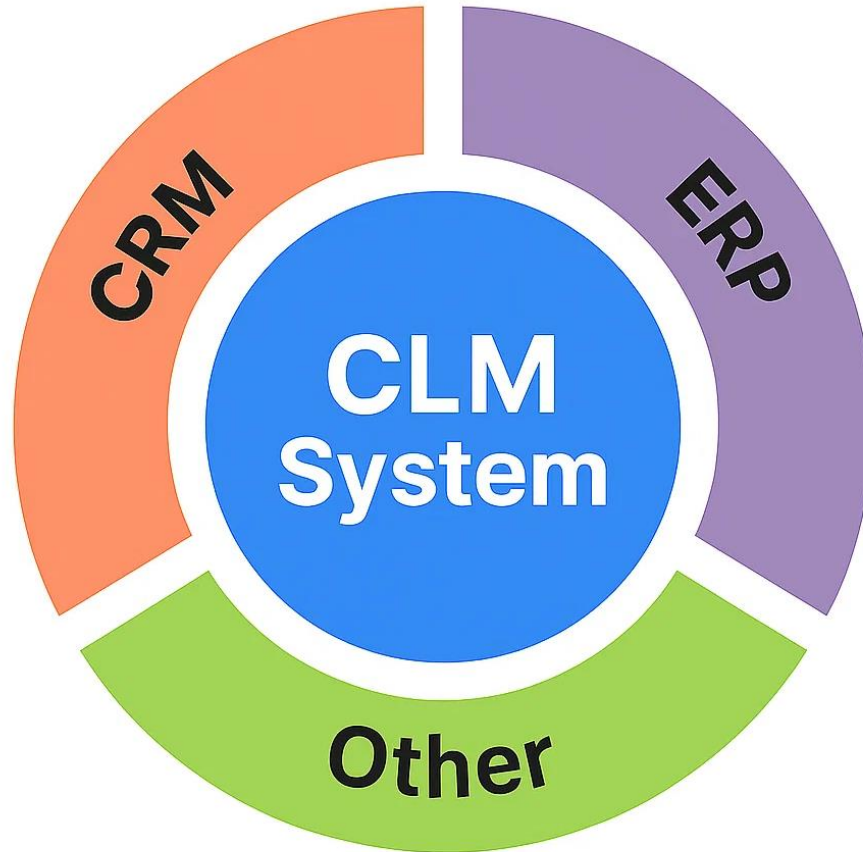
Other

30-Second Factors That Matter Out Of CLM

- Seeing and Securely Accessing Contracts & Other Related Information (e.g. Account, Opportunity, etc.)
- Initiating Key Processes such as eSignature and Negotiation
- As defined in Default Behavior – Context – automatically taking existing content from other systems (ERP, CRM, etc.) and automatically populating it into the CLM process

contracts³⁶⁵

31

06

Contracts 365
& 30-Second Demos

Powerful contract management software for businesses that run Microsoft 365.

contracts³⁶⁵®

That's why we built Contracts 365 differently, from the ground up.

PLATFORM

Microsoft 365®

PEOPLE

User Experience

PROCESS

Customer Success Journey

NO CODE

Ready-To-Use Solution

contracts³⁶⁵®

contracts³⁶⁵®

SAAS USER EXPERIENCE

Architected for organizations that have embraced the Microsoft vision.

- ✓ Purpose-built for contract management
- ✓ Modern user experience & extremely easy to use
- ✓ Highly configurable for most use cases

Microsoft 365

CONTRACT REPOSITORY

Contract storage in your Microsoft 365 cloud.

- ✓ Retain ownership of your contracts & data
- ✓ Increased security, visibility, control
- ✓ Vetted by your IT & Sec leaders
- ✓ Rapid adoption of data governance policies

contracts³⁶⁵ ®

Works in all Microsoft cloud environments

Dynamics 365   Power Platform   Microsoft 365   Microsoft Entra ID   Microsoft Azure

Leverages apps people use every day

Key integrations make contract workflow easier

salesforce   Adobe Sign   DocuSign®

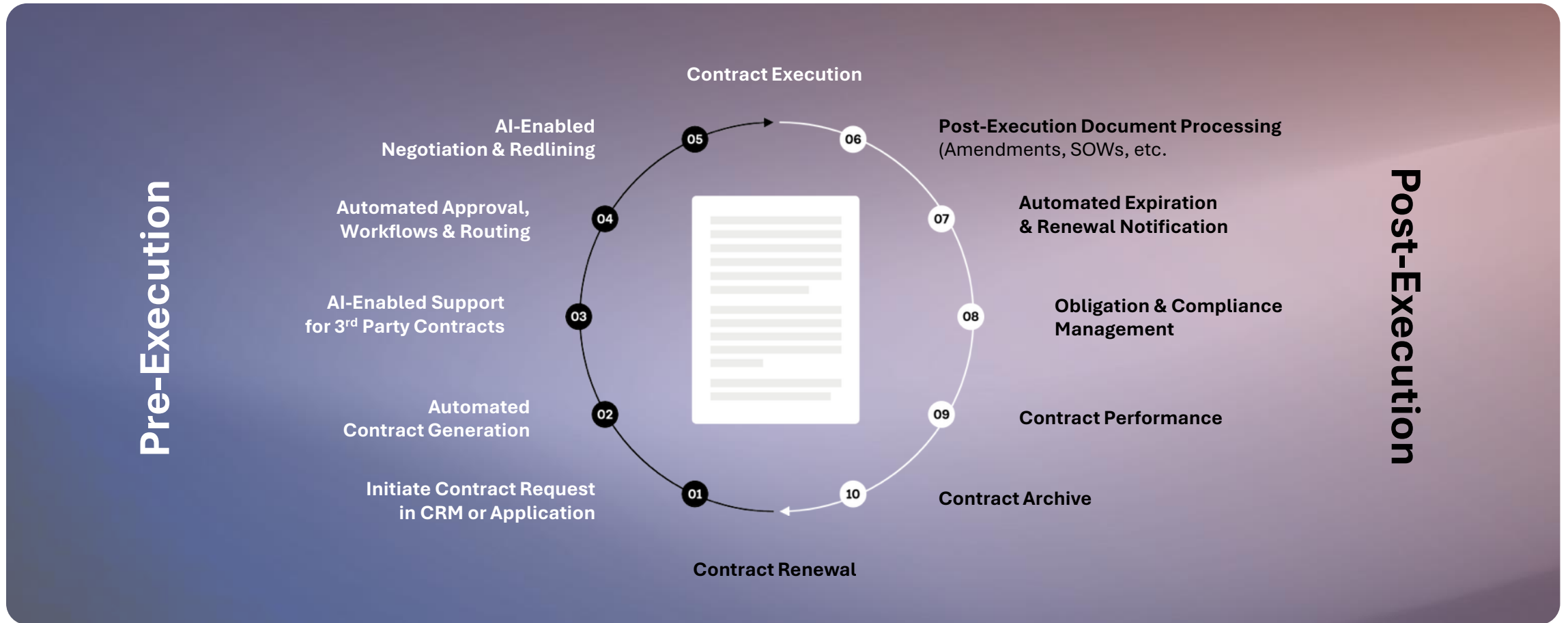**Advanced AI, data and security services**

OpenAI   Microsoft   Microsoft Defender   Microsoft Sentinel

Delivers greater efficiency for all contract lifecycle activities

Pre-Execution

Post-Execution

Contract Execution

AI-Enabled Negotiation & Redlining — 05

06 — **Post-Execution Document Processing** (Amendments, SOWs, etc.

Automated Approval, Workflows & Routing — 04

07 — **Automated Expiration & Renewal Notification**

AI-Enabled Support for 3rd Party Contracts — 03

08 — **Obligation & Compliance Management**

Automated Contract Generation — 02

09 — **Contract Performance**

Initiate Contract Request in CRM or Application — 01

10 — **Contract Archive**

Contract Renewal

Centralized & Secured Repository	Dynamic Reporting	Role-Based Dashboards	Integration With Other Systems

30-Second Demonstration

DEMO
Business User

- My Searches & Finding Contracts
- Changing My Dashboard
- Initiating A Request

DEMO
Contract Legal Pro

- Setting Up Default Values
- Checking On Contract Status
- Running/Changing A Report

contracts365

Questions?

Drop us an email: info@contracts365.com

contracts³⁶⁵

Thank you!

contracts365®