Optimizing the procurement process

Marston's

Unit4 Source-to-Contract by Scanmarket (S2C) drives the digital maturity of the procurement process through an integrated platform that gives control over spend, the ability to quickly make data-driven decisions, and compliance maintenance.

Unit4 Contract Lifecycle Management by Scanmarket (CLM) streamlines control of contracts, data, and documentation, and uses eSignatures to speed up processes and provide full audit visibility of documentation, thereby reducing risk and improving compliance.

Moving the business forward

Marston's, one of the UK's premier brewers and pub operators, deals with a lot of contracts. Thousands of contracts, in fact. Both Sales and Procurement have an enormous number of external commitments and each one needs a contract created, executed, monitored, and managed. Keeping "the paper flowing" is essential for Marston's to continue their business moving forward.

Solution: More value-added activities through Contract Management

Marston's implemented [S2C's CLM] module to start the process of better managing the organization's external commitments. With widespread operations and a large supplier base, Marston's had long faced a significant number of issues posed by legacy storage of contracts in hard drives, filing cabinets, etc., with no central repository.

In addition to limiting visibility of the organization's liabilities, this situation required significant legal resources to manage existing agreements, resources that could be better directed away from administration to more value-added activities. The Legal group constituted the core team with the Sales team being the first external group involved. Results so far have been impressive.

According to Sam James, lead of the Contract Management initiative, nearly all parts of the organization are on-board and they "don't have to chase people

Industry
Brewery/Pub Management

Location
Headquarters: Wolverhampton, UK

Size
Approx. 14,000 employees

Product
Unit4 Source-to-Contract by Scanmarket (S2C)

Challenges

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Key metrics

SPEED

eSignature functionality enables faster processing of contracts and signatures

SAVINGS

Decreased paper, postage, and even ink costs

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"It's just so easy to use. A first-time user can work it out... By moving to the DocuSign eSignature... Marston's legal team was able to process contracts and signatures faster."

Sam James
Procurement Process Coordinator, Marston's

anymore; they upload the contracts themselves."

Result: DocuSign equals higher efficiency and more savings

Once the foundation was in place, Marston's wanted to fully leverage the capabilities inherent in online contract management. Repository, workflows, and transparency were all done through the [S2C] platform. To get to the next level, they needed to incorporate the signature process into the online repertoire.

Even if an organization is managing all its external commitments through a central repository and reporting system, the requirement for a physical signature inserted delays, cost, and complexity into the process.

According to Sam, "...tons and tons and tons of contracts were coming in, going into a physical signoff basket, and, each week, a director in the legal department needed to go through the pile and sign off the contracts by hand, causing delays and missed opportunities. By moving to the DocuSign eSignature functionality inside [S2C's CLM] module, Marston's legal team was able to process contracts and signatures much faster."

In addition to the efficiency and opportunity benefits, Marston's was able to generate real savings through decreased paper, postage, and even ink costs. These savings more than covered the cost of the technology. Contracts from as far away as

Kazakhstan could be executed as easily as ones down the street

Successful implementation, no training required

The best implementation approach depends on each individual organization. For Marston's, a flexible approach that relied less on mandates and training worked best. Starting with the highest-volume contract team (Sales), Marston's rolled out to over 200 people. Efficient communications programs, FAQs, and user guides helped speed up the roll-out. The platform is so easy to use that no training was required. According to Sam, "It's just so easy to use. A first-time user can work it out. We gave it to our Legal Admin and she just ran with it without any training."

Marston's is planning an aggressive roll out of DocuSign to the rest of

the organization with a planned completion by Summer 2020. All this is accompanied by careful measurement of processes, efficiency, and those cost savings in paper, postage and ink.

Marston's advice to other organizations

Sam's advice to organizations new to DocuSign is pretty straightforward: "Use the resources available because they are plentiful. Everything you need is easily located on the website. As a project lead, serve as a resource for the rest of the business and let them run with it. And when determining how to 'sell' the concept inside the organization, focus on the fact that everyone understands this is the future of contract and you're headed there eventually."

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