

# DocuSign increases Professional Services revenue using FinancialForce

## DocuSign

**Industry:** Software / High Tech

**Company Size:** Large

**Headquarters:** San Francisco, CA

**Products Used:** Professional Services Automation, Billing Central, PSA Communities

### Key benefits:

✓ 98% Faster Invoicing

✓ Avoided need for 4 FTE Hires

✓ Real-time financial and operational metrics



## Outgrowing homegrown approaches

Since its inception in 2003, DocuSign has been on a mission to accelerate business and simplify life for companies and people around the world. With its pioneering e-signature technology, DocuSign helps organizations connect and automate how they prepare, sign, act on, and manage agreements.

Over the years, DocuSign has created homegrown solutions and custom builds to support ProServe, its professional services organization. As DocuSign continues to grow and scale, the company recognized a need to instill more rigor around ProServe financials. To support the growing complexity of its professional services business, DocuSign implemented FinancialForce solutions.

**“Our implementation and go-live was a success. It was great working with the Financial Force team. The introduction of Financial Force significantly improved our operations and had a positive effect on our organization.”**

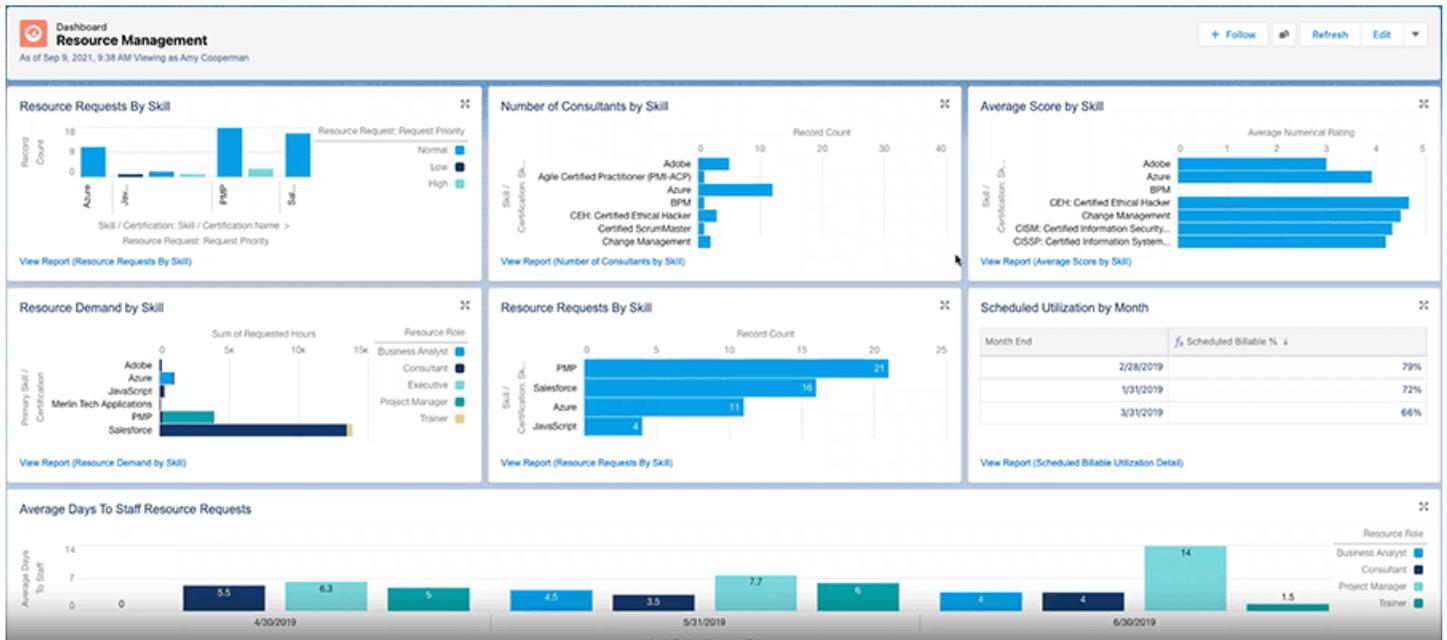
Stephanie Banhart  
Manager  
Finance-Billings

With FinancialForce PSA and Billing Central seamlessly linked to Salesforce, DocuSign can more easily plan and manage projects in a structured, detailed way. By managing all teams and projects in a single system, professional services, adoption consulting and training teams can better schedule resources, track time, and more quickly and easily determine project and task status. Plus, earlier visibility into deals makes it possible to bring customers live in a shorter period of time, helping them realize faster time to value.

Rather than turning to colleagues throughout the organization to kludge together data, the ProServe team is now a source of definitive truth about project data. Now the analytics team, executives from other departments and finance can more easily determine expenses, partner and project performance, CSAT and more because of easy access to real-time financial and operational metrics.

With the help of FinancialForce solutions, DocuSign has established a partner ecosystem in 2018, which supported the launch of the DocuSign Agreement Cloud, expanded its international presence, and grew its professional services revenue. The company can accommodate partners and invoices 98% faster while reducing collections, errors and customer inquiries. By automatically creating invoices with an integration to DocuSign CLM, it avoided the need to hire four additional people.





Rather than rip and replace its core systems, DocuSign has been able to pursue and accelerate business by integrating FinancialForce software to gain needed capabilities. With FinancialForce seamlessly enabling DocuSign’s growth, the company expects to expand its FinancialForce footprint to support continued growth. An example is the PSA Communities rollout to enhance their engagement with partners. Having realized so many benefits by using FinancialForce software, end users across DocuSign are excited about the possibility of even more efficiencies with every FinancialForce upgrade.

**Learn more**  
[www.financialforce.com](http://www.financialforce.com)