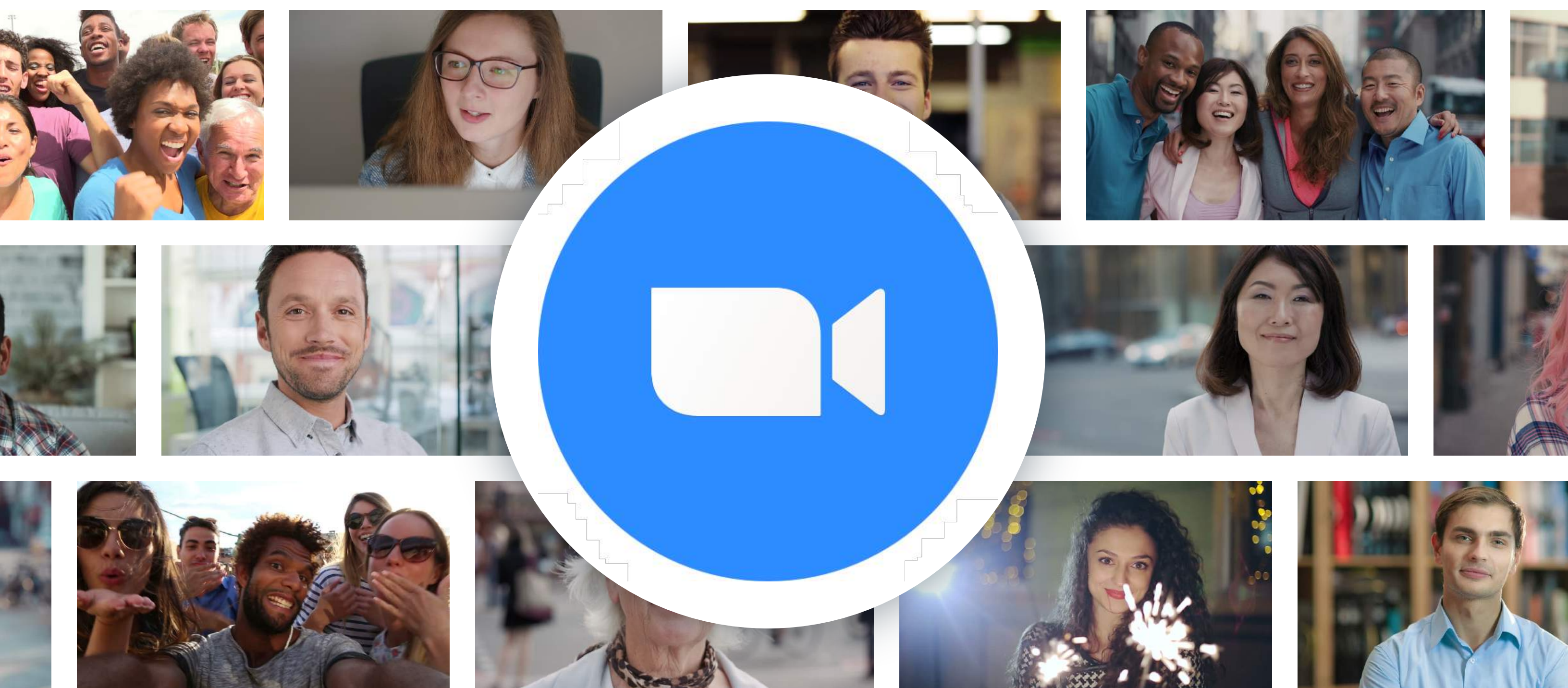


# How Zoom Closes Deals Faster by Streamlining E-Signatures in Salesforce with SignNow

Zoom went from needing 650 licenses to 1,000 when their company size nearly doubled after switching to SignNow

## Introduction:

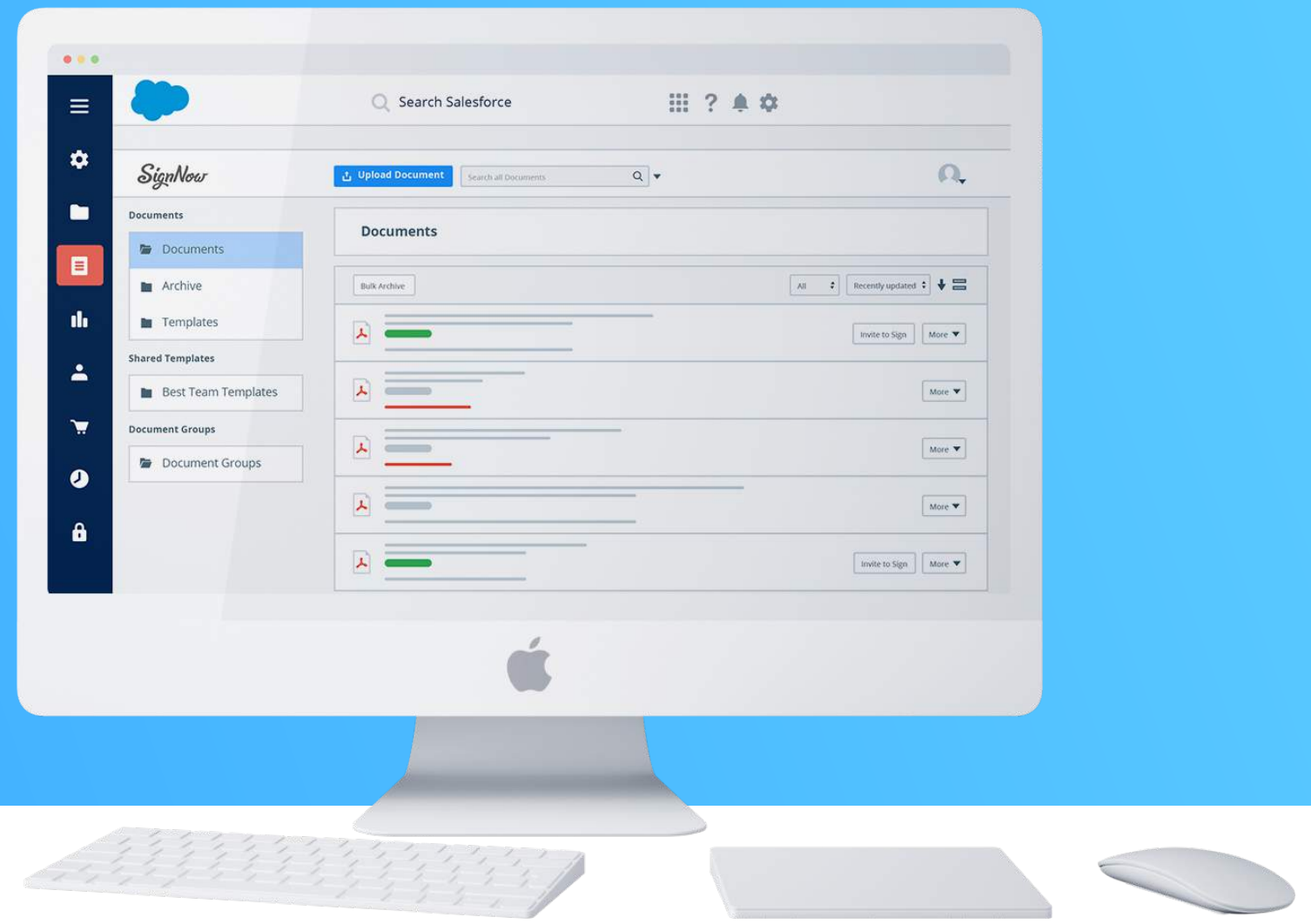
Zoom is the leader in modern enterprise video communications, with an easy, reliable cloud platform for video and audio conferencing, collaboration, chat, and webinars across mobile devices, desktops, telephones, and room systems. Zoom Rooms is the original software-based conference room solution used around the world in board, conference, huddle, and training rooms, as well as executive offices and classrooms. Founded in 2011, Zoom helps businesses and organizations bring their teams together in a frictionless environment to get more done.





# Challenge

Needed a straightforward e-signature solution that integrated with Salesforce, their HR systems and legal contracts, and is easier to use and more scalable than other e-signature solutions



Zoom needed an e-signature solution that was fast, easy and could integrate with their Salesforce CRM system. "In order to speed up our sales cycle, we were in need of a more robust platform that could deeply integrate directly with Salesforce," said David Berman, President, Zoom. Such an integration would eliminate the time-consuming hassle of constantly sending and receiving documents between email accounts, messaging services and Salesforce. "We were using another e-signature solution for three to four months. It didn't work with Salesforce" said George Gutierrez, Sr. Account Executive, Zoom.



When it came to generating contracts, adding fields and sending them to the customer, time became an issue for the Zoom team. Complications during the back and forth of executing a contract were a common setback. "Time to revenue is everything and as you know, time kills deals," said Duy Pham, Account Executive, Zoom. "The way I use SignNow today is simply to get contracts executed".

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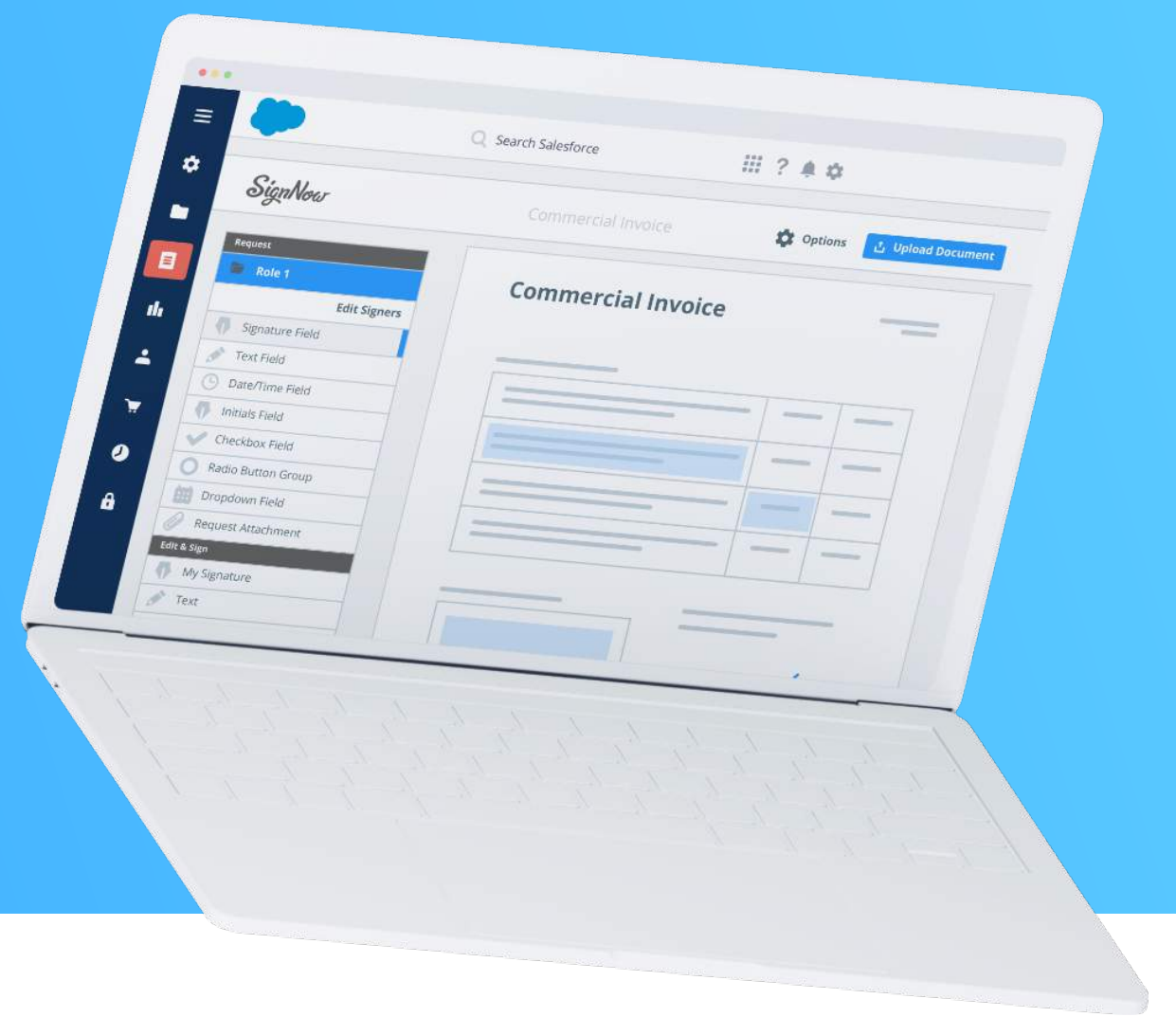
**David Berman**

President

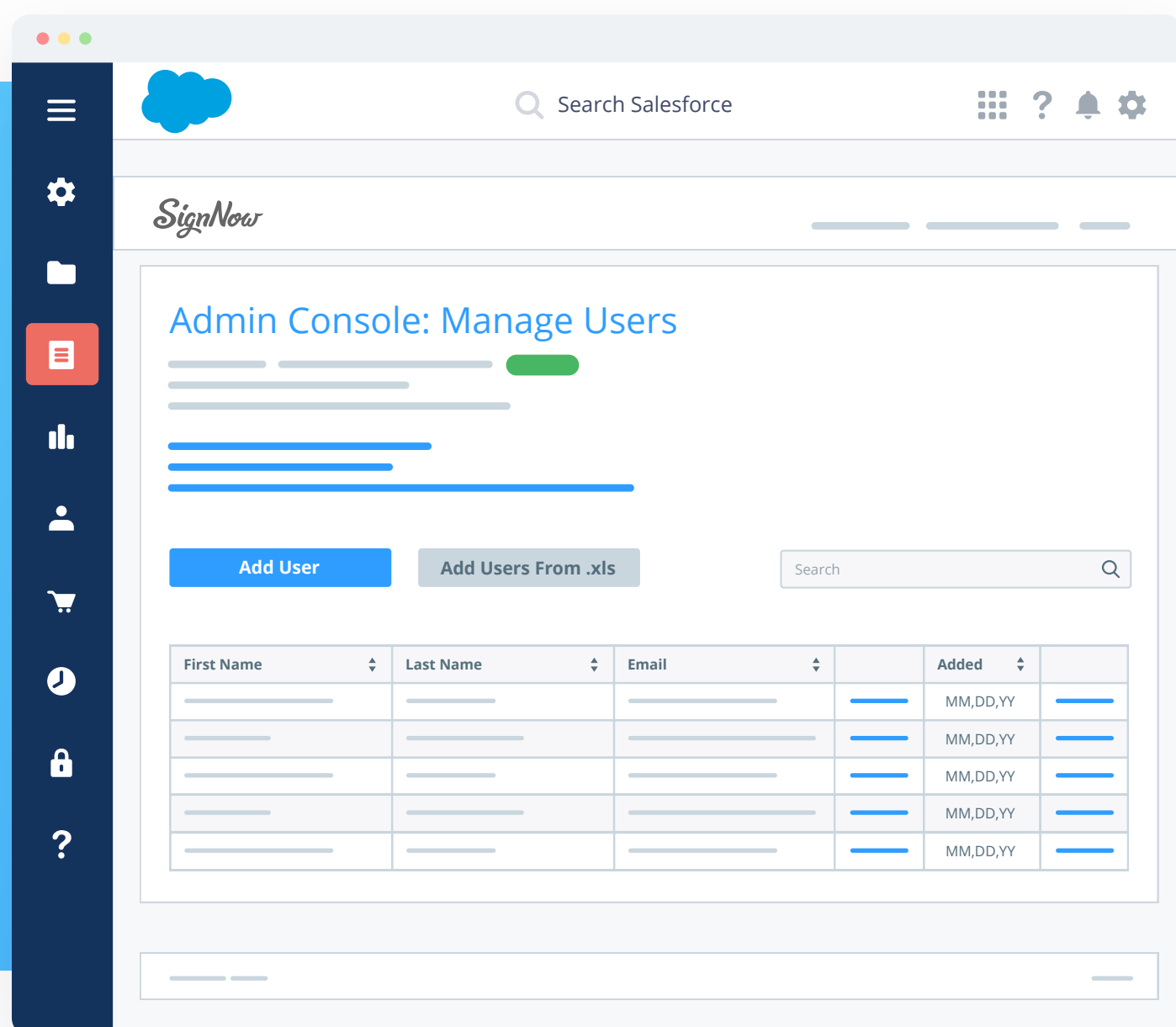
Zoom

# Solution

Deployed over 650 SignNow licenses for the Zoom Salesforce organization to streamline e-signature collection



SignNow offered immediate solutions to the obstacles the Zoom team encountered with their previous platform. “We chose SignNow because their product is extremely powerful and easy to use. We were able to quickly integrate SignNow with our Salesforce organization and saw immediate gains,” said Berman. Zoom is closing in on 1,000 SignNow users, a drastic increase from the 650 they started out with just a few months ago.



SignNow’s straightforward interface, time-saving features and document auditing options gave Zoom more control over their most time-sensitive processes. “There’s less clicks with SignNow and it’s more intuitive. Other e-signature solutions slow you and the customer down. In the last one we used, for example, you had to find the attachment, send the email, check certain boxes, it [SignNow] is just faster, safer, and able to initiate templates on mobile,” said Pham. Gutierrez adds, “it’s super simple to upload a document. Super simple to put in different fields for dates, signatures, etc. I like to use the History piece (audit log) because I like to open it up and see if the customer has taken a peak.”

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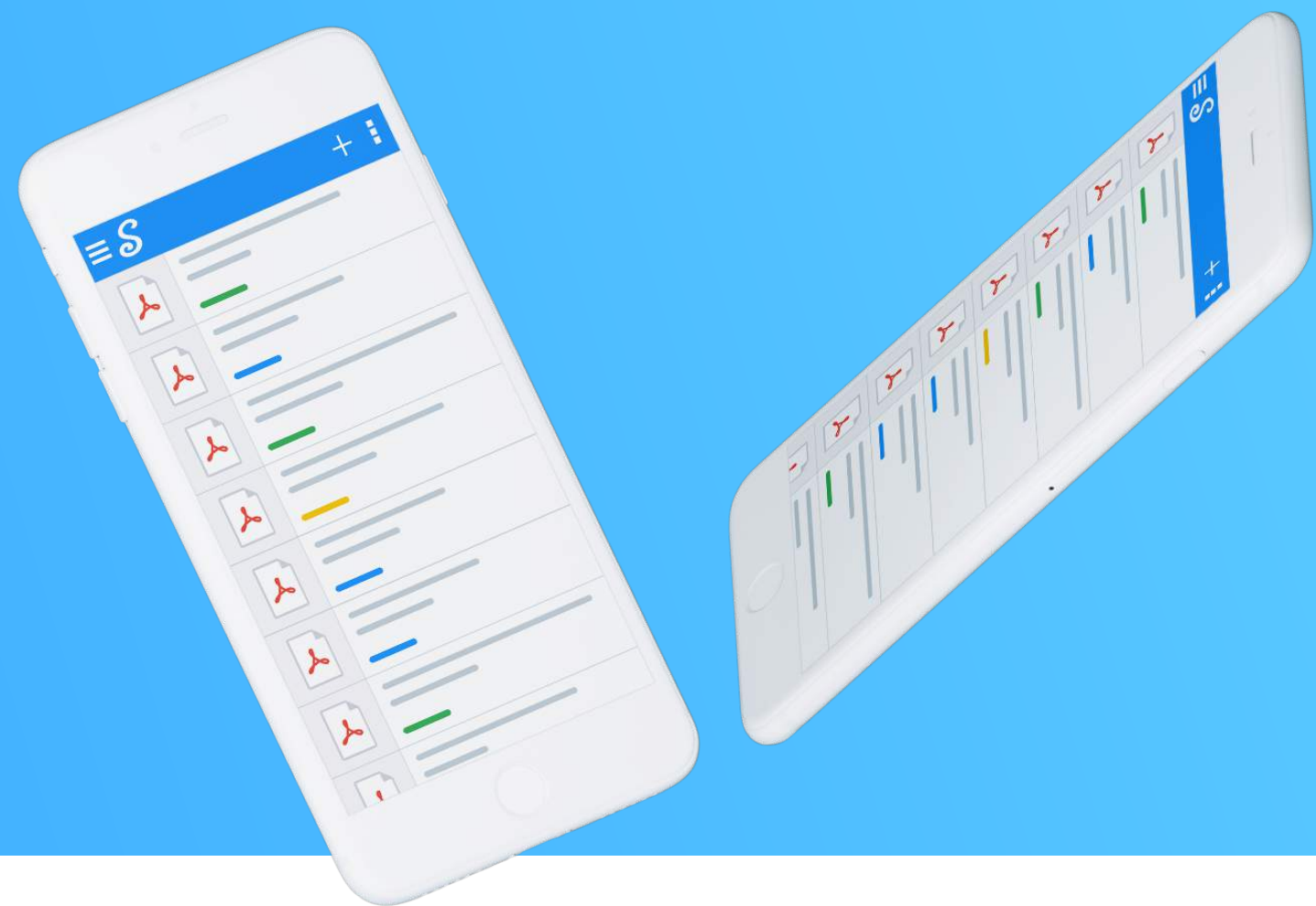
President

Zoom








# Result

Zoom users experienced immediate gains due to increased speed and flexibility and are now able to close deals while on-the-go with the SignNow mobile app



SignNow became the go-to e-signature solution for the entire Zoom team. Proposals, commission statements, price quotes, offer letters, virtually any document that needs to be signed is sent through the SignNow service. "Our ability to manage and sign documents on the go is now completely streamlined," said Berman, in reference to SignNow's mobile app. Zoom employees are no longer restricted to document access from their office. Berman adds, "Our entire company now uses SignNow, from Sales and Legal, to HR and Operations for 100 percent adoption within one month." Other benefits that Zoom users have taken full advantage of include:

-  Easy-to-use interface that doesn't require signers to have an account
-  Deep Integrations with Salesforce CRM, Oracle CPQ, CallidusCloud, NetSuite, Office 365, Dynamics CRM, Box, DropBox, Egnyte, and other CRM, ERP and Content Management systems
-  Mobile app allows users to initiate, manage and collaborate on workflow documents while on-the-go, wherever your customers are
-  Includes Advanced Threat Protection to protect senders and recipients
-  Document Auditing allows users to view actions by signers and team members, even in offline mode

As Zoom continues to grow, the speed and freedom that SignNow yields has become second-nature for the team. "We're competing against major companies. At the end of the day two of our primary advantages are speed and flexibility. We can't have something that takes twice as long or double the clicks," said Gutierrez. "Every single person who comes on uses SignNow."

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**David Berman**

President

Zoom