

Customer Success Story

DocuSign replaces Excel for budgeting, reporting and forecasting



**DocuSign
Software**
San Francisco, CA

Challenges

- Previous experience implementing SAP with poor results
- Dependent on Excel for budgeting
- Did not have a long time-frame for an implementation

Why Adaptive Insights

- Ease of reporting
- Short time for implementation
- Ease of use for non-administrators
- Robust headcount module
- Discovered easy methodology to import
- SFDC data for revenue recognition

Results

- Saves a dramatic amount of time
- Ability to make a change to an assumption and the model automatically updates
- No longer sending individual spreadsheets out to the field
- Rolled out to the exec staff

Introduction

DocuSign is the electronic signature cloud platform leader, offering the fastest, easiest and most secure way to get a signature. Headquartered in San Francisco, the organization has more than 180 employees. DocuSign helps customers decrease transaction times, reduce costs, and enhance customer satisfaction with the easiest, fastest, most secure global network for sending, signing, tracking, and storing documents in the cloud.

The Challenge

Five years ago, while working in another organization, Mike Wong, the Director of FP&A at DocuSign, had implemented a six figure SAP system, which took a year and a half to complete and resulted in a budget prone to system errors. As a result of that experience, Wong researched alternative solutions and discovered Adaptive Planning, part of the Adaptive Suite, that offered exceptional value compared to expensive, hard to implement on-premise systems.

"I implemented Adaptive Planning at a previous company before coming to DocuSign and experienced great results," said Wong. "When I arrived at DocuSign, the organization was dependent on Excel spreadsheets. We were on track to double our revenue and triple our employee headcount and we needed a more automated solution to manage through this period of rapid growth. With Adaptive Planning, it is easy to model our ever evolving business to the exact department and line item."

"The reporting is the holy grail of Adaptive Planning. Being able to drag and drop fields for reports is a great feature. Finally, it is very easy to import data from different data sources for improved forecasting and reporting."

Mike Wong, Director of FP&A

Customer Success Story

"Adaptive Insights' support organization is outstanding. At one point, I mistakenly deleted important data and the support group was able to recover the data promptly. In addition, with Adaptive we have the details behind every budget or forecast number and with the new release we can drill into our GL detail and satisfy the accountant in everyone."

Mike Wong
Director of FP&A

"Everyone uses Excel. It is a great tool, but it is not collaborative and has limitations especially in regards to errors in assumptions or calculations. With Adaptive, you can create a new plan in a matter of seconds."

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The Solution

DocuSign rolled out Adaptive Planning to the management team and finance group in time for the next budget cycle. Now DocuSign has the ability to conduct top down and bottoms up budgeting. In addition they are able to plan for future events, measure the performance of the company, and conduct variance analysis.

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The Results

By relying on Adaptive Planning for corporate performance management, DocuSign has saved a dramatic amount of time. In 2012, DocuSign will no longer have to send spreadsheets out to budget contributors and spend manual effort consolidating spreadsheets and correcting errors. Each time a new employee is added, the changes are instantaneous across the model. In addition, as booking figures change, the financial statement is automatically updated."

"Everyone uses Excel," said Wong. "It is a great tool, but it is not collaborative and has limitations especially in regards to errors in assumptions or calculations. With Adaptive, you can create a new plan in a matter of seconds."

DocuSign benefits from being able to maintain the application within the finance team and not depend on the company's IT resources. It also benefits from being able to analyze data from multiple systems, as well as to conduct budgeting, forecasting, commission planning, and sales forecasting.

"The reporting is the holy grail of Adaptive Planning," confirms Wong. "Being able to drag and drop fields for reports is a great feature. Finally, it is very easy to import data from different data sources for improved forecasting and reporting."

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