

A close-up, low-angle shot of a runner in a starting crouch on a reddish-brown track. The runner is wearing a pink and purple athletic shoe with a white sole and a yellow sock. The background is a blurred outdoor track with trees and a clear sky.

HELPING A RENOWNED  
SPORTS BRAND

**WIN THE CONTRACT  
MANAGEMENT RACE**



When a global sports leader needed to improve its contract processing agility, **they handed the baton to Integreon.**

#### Challenge

### Repeatable Tasks Burden In-House Legal Team

A leader in the sports marketplace with global operations generates a continuous stream of contracts and agreements with vendors and other external parties, posing a major workflow challenge for its U.S. Legal department. Recognizing the problem, the company's assistant general counsel needed a solution to optimize efficiency for its high-volume contract operations.

*"Our attorneys were spending a lot of time on repeatable tasks that we thought could be done more efficiently. We wanted to find an outside resource to right-size where the work was going, freeing our internal attorneys to focus on more strategic work,"* the assistant general counsel says.

Key objectives included accelerating turnaround time for contract review and amendment, and standardizing contract language and processes across the enterprise. In addition, the Legal department needed to implement a mandate from the company's lead counsel to centralize contract storage across the enterprise.

Following a review of alternative legal service providers (ALSPs), the company chose Integreon as its contract management partner. This decision was based on Integreon's experience and ability to provide a team of seasoned contract specialists, along with foreign language capabilities.

## Solution

# Standardized, Managed Workflows

Integreon rapidly formed a team combining its U.S. and global service centers to deliver a range of solutions that expanded over time to meet the company's needs. These included:



### Contract Playbook

In collaboration with the company's Legal department, Integreon developed a comprehensive Playbook defining a consistent set of terms and conditions for each contract or agreement type, with clear rules for escalating contracts requiring specialized attention or negotiation. This helped improve efficiency, preventing duplicate tasks, reducing the burden on the in-house Legal department and minimizing referral to costlier outside counsel.

Integreon also helped launch a Coupa Supplier Portal to automate the process of ensuring vendors have contracts that have undergone legal review prior to payment.



### Centralized Storage

Integreon designed and implemented a storage solution to consolidate all contract content in a centralized, easily searchable repository. This helped streamline access to content and further support consistency in contract language, in alignment with the Playbook.



### Help Desk

Integreon provided a Help Desk to assist the company's contract originators and ensure requests are submitted according to the standardized intake process. This helped ensure consistency, minimize the time required for contract intake, and ensure contract tasks were referred to the appropriate resource.



### Language Support

The global company works with partners and vendors in countries worldwide. Integreon provided support in 25 languages, rapidly adding new language capabilities when required.





### Drafting and Negotiating

The Integreon international service center team provided drafting and negotiation services for non-disclosure agreements (NDAs). In addition to accelerating turnaround time for NDAs, this work stream provided improvements to the Playbook.

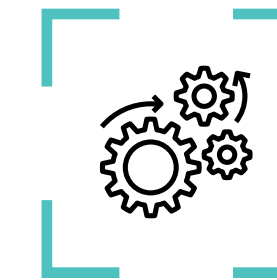
*“As the Integreon professionals learned more about how we worked, they could predict how we would respond. This enabled updates to the Playbook in ways that we didn’t necessarily think was a possibility,”* the assistant general counsel says.



### Metrics and Reporting

Integreon’s data-driven approach to service delivery has been a key benefit of the partnership, according to the company’s assistant general counsel.

*“We ask a lot of our vendors in terms of providing detailed data and we know it’s a heavy lift. But the metrics from Integreon help us make our case to leadership and show how we’re performing. I feel so fortunate and supported by the breadth and depth of data we receive from Integreon,”* she says.



### Proactive Process Improvements

As the relationship progressed, Integreon’s Business Enablement Services Team (BEST) analyzed the company’s contract work streams to identify additional opportunities for improvement. Applying Six Sigma principles, the BEST team recommended changes to improve process efficiency and mitigate risk. These process improvements were then operationalized through the Playbook.

*“We are an innovative company and we expect thought leadership from our partners. Integreon met that expectation without a hitch,”* the assistant general counsel says. *“They consistently made proactive suggestions for improving processes.”*

Integreon has also taken on the task of managing workflow with the company’s other vendors. *“They have shown that we can build efficiencies between vendors without having us in the middle shuffling that work stream. That has proved invaluable. It doesn’t get more team-oriented than that,”* she says.

Based on the performance and efficiency gains realized by the Integreon team, the company has expanded the engagement to support its Sports Marketing department, which has very distinct needs.

## Results

### Faster Turnaround, Increased Agility

Through its partnership with Integreon, the company has achieved significant improvements in key areas of contract/agreement processing:



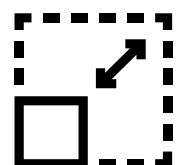
#### Accelerated Turnaround Time

Integreon reduced TAT for contract/agreement processing from 5 – 7 days down to a maximum of 2 days and as quickly as 4 hours for some agreements.



#### Contract Quality

For NDA negotiations, Integreon amendments were accepted by Legal 98% of the time, consistently meeting stringent SLAs.



#### Resource Scaling

Contract volume has grown steadily over the course of the relationship. Integreon's ability to scale rapidly and "right size" its resources enable the company's Legal professionals to stay focused on higher-value work.



#### Actionable Data

Data on a wide range of program metrics helps the Legal department's leadership track contract operations and make the case to management on the value of outsourcing.



#### Customer Satisfaction

The Integreon solutions have achieved the goal of freeing the company's Legal professionals from repeatable tasks, while instilling confidence that the work will be done rapidly and accurately. *"What we're hearing from people is that the program has really taken a lot of the 'noise' and stress away and freed them up to focus on other things,"* the assistant general counsel adds.

Ready to transform your legal support performance and efficiency?

**Contact Integreon today.**



**integreon**



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