



How to integrate contracts with Salesforce and close 30% faster

Unbabel provides translation as a service for companies and their customers, by combining the power of AI and a global community of 50,000 mobile linguists. Global brands like Under Armour, Pinterest and Skyscanner rely on Unbabel, which was incubated by Y Combinator and launched in 2014 in Lisbon, later expanding to California.

The challenge: a system of record for contracts

Unbabel grew quickly to more than 150 employees in just a few years, and its business is underpinned by a comprehensive range of contracts, including order forms, partnership agreements, confidentiality agreements, and employment contracts. Unbabel needed something robust enough to handle every type of contract, integrate seamlessly with Salesforce, and be intuitive enough to use across a fast-growing and increasingly global company.

The requirements: what did Unbabel need?

The first must-have was a versatile, **flexible solution**, explains Edmund Ovington, VP Global Alliances at Unbabel. "We needed a solution that could be used across the company, from order forms to NDAs to employment contracts." But Unbabel's contract volumes, managed through Salesforce, meant that actionable insight was also crucial: **AI-level analytics** had to be part of the solution. "Our ability to understand what is being in the business is critical," Edmund says. Finally, Unbabel needed to maintain and increase **velocity** with a Salesforce-integrated system that removed friction, without compromising on staying in control.

The solution

In early 2018, Unbabel implemented Juro to an initial deployment of two users, to automate high-velocity sales and contract processes. Over the following year, the number of active users grew more than tenfold, as Unbabel integrated their new contract workflow with Salesforce. Contracts created per month - without ever having to leave Salesforce - grew to more than 30.

The results

Eye-popping time savings

Juro's end-to-end contract workflow had an immediate impact on the time it took stakeholders to manage contracts. Account executives and senior management were suddenly saving 75% of their time spent on contracts - invaluable ROI for the business with a real impact on the company's ability to grow.

"Juro removes friction from the final yard, ensuring contracts aren't painful and don't impede our velocity and growth"

Edmund Ovington,
VP Global Alliances



30%
faster closing



75%
time saving
on contracts



User growth from
2 to 30
in a year

Fast, frictionless closing

Enabled by Juro's Salesforce integration, users began to report 30% faster closing times for contracts, with no printing or scanning needed, as well as a reduction in number of trivial redlines requested by customers. "Juro removes friction from the final yard, ensuring contracts aren't painful and don't impede our velocity and growth," says Edmund - and faster closing is a huge win for any business.

Less risk, more data

Juro became the system of record for contracts at Unbabel, meaning all documents were stored securely in one place; more than this, Unbabel's team could access analytics data on their contract workflows, spotting any risks, pain points or bottlenecks. "Having everything now in Juro is putting us ahead of the curve," says Edmund. The data feedback means Unbabel can continue to optimise its contract workflow on an ongoing basis, increasing efficiency and accelerating sales.

A scaleable solution

Juro's integrated, end-to-end tool enabled Unbabel to embed a **flexible solution**, integrated with Salesforce and increasing **velocity** across all the company's contracts, without losing control - and with the added bonus of **AI-level analytics**. User feedback was so positive that Unbabel immediately expanded its deployment: "We originally decided on Juro to streamline contract signing for customers. When we saw the value of the workflow product in the sales team, we immediately decided to use it in our hiring process too - having all processes aligned really helps operations," says Rui Carvalho, Finance Director.

Usage continues to increase, as Juro adds more features and refines its user experience even more, meaning the future is bright for Unbabel's contract workflow: "Combine a brilliant product with a team that is a pleasure to work with," Edmund says, "and you find Juro as a core pillar of the Unbabel tech stack."



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About Juro

Juro is an end-to-end contract workflow platform, headquartered in London. The platform offers contract authoring, collaboration, negotiation and e-signature, while delivering AI-level analytics on contract data. Juro is backed by Point Nine Capital, Seedcamp and the founders of TransferWise, Gumtree and Indeed. In addition to Unbabel, Juro's customer base includes Deliveroo, Skyscanner and SecretEscapes.

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