

## Client



## Business Need

Somo has built some of the most innovative and creative mobile products and campaigns in the market for leading global brands such as Audi, De Beers, BP, and The New York Times.

Somo was primarily looking for an e-signature solution to assist its HR and finance teams' workflows, both of which are signature heavy departments. Working with numerous contractors, the business sends out multiple contracts and insertion orders, and needed to accelerate contract signing so new projects could begin as quickly as possible.

The company's main requirement was to find a solution that would decrease document turnaround times and keep track of all outstanding contracts and orders. For Somo's legal department, both compliance and legality were key factors when choosing the solution.

## Selection Process

Somo had trialled several other e-signature solutions including the market leader but struggled to find a solution that met all of its requirements. The company was recommended SigningHub, for its secure signing process, ease of use and affordable pricing structure.

## The Solution

SigningHub by Ascertia was selected as the solution to elevate Somo's signing process from current ink and paper signing methods.

SigningHub's portal enables users to monitor signing workflow progress of documents and send notifications to the person delaying the approval process. Progress can be quickly checked in the dashboard.

The use of advanced electronic signatures and SigningHub's unique signing keys prove the identity of each user. This ensures signatures cannot be altered and are legally accepted. Document preservation and validity is ensured with PDF/A format support.

## Result

Somo has seen a dramatic acceleration in its signing process, enabling the team to approve projects faster and begin work sooner. It can also monitor the approval process, reducing the time spent waiting for contracts to be signed and returned. SigningHub ensures compliance and the legality of documentation. Ultimately, Somo has improved the overall efficiency of its contracting and order processes.

## Testimonial

*"The transition to SigningHub's e-signature solution has been very smooth. It's really improved our signing process and made it much more efficient. It was standard for contracts to take a few days to come back but now it takes **just a few hours**. We work in a fast paced environment and SigningHub has enabled us to accelerate the signing process and easily keep track of what the next step is in getting our contracts and orders signed."*

**Helen Wheeler, Traffic Coordinator at Somo**