

# LinkedIn Realizes Revenue 5x faster with eSignatures

Technology company connects to its customer in  
a new way with DocuSign for Salesforce

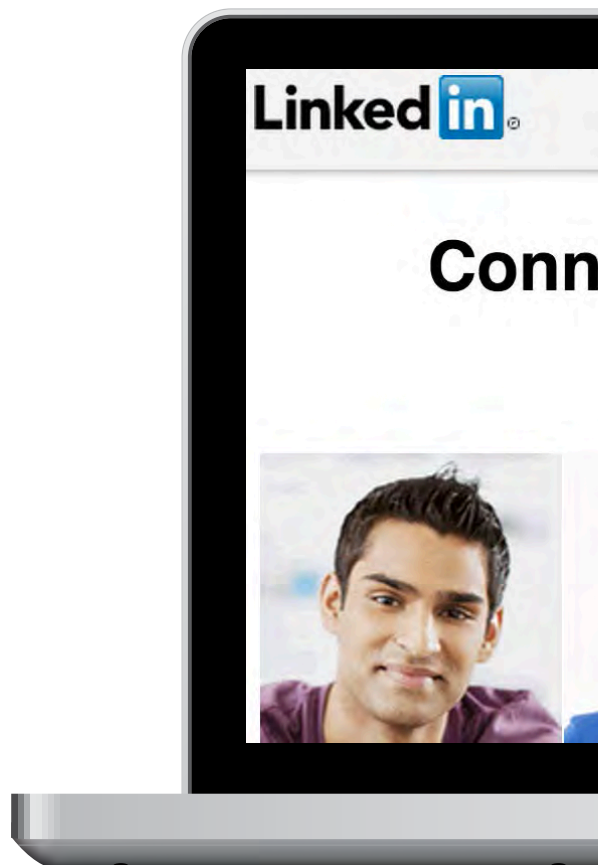
## Company's Top Objectives

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 347 million members in over 200 countries and territories across the globe, LinkedIn is the world's largest professional network.

The LinkedIn Corporate Solutions team provides productivity applications to enterprises that leverage LinkedIn's unique social graph platform, including the LinkedIn Talent Advantage, a suite of tools to help companies acquire better talent faster. In order to help its customers acquire the best talent first, LinkedIn deployed DocuSign to streamline contract workflows.

## Challenge

LinkedIn's mission is to connect the world's professionals to make them more productive and successful. Companies license the LinkedIn Talent Advantage to help them sift through the content-rich profiles of passive job candidates in order to find the right people to fill their vacancies. Although the company was linking job recruiters with the right candidates, it wanted to strengthen connections with its customers during the contract signing process.



## Top Benefits Achieved

- ✓ Reduced time to invoice from 25 days to only 5 days
- ✓ Integrated directly into Salesforce, streamlining contract workflows
- ✓ Improved contract security by generating non-modifiable PDFs of contract documents
- ✓ Positive feedback from clients on how DocuSign and LinkedIn work together

## LinkedIn considerably reduces time it takes to collect revenue and improves cash flow

Jeroen Dries, Enterprise Sales Manager – Talent Solutions Benelux at LinkedIn, describes the importance of moving to a digital platform, “LinkedIn is a business where we try to link all of the professionals in the world together, and that way make the sharing of knowledge more successful and productive. This can only scale when it happens online, so digitisation is extremely important to us.”

As a leader in Web 2.0, LinkedIn is an early adopter of digital technology. However, the company encountered significant difficulties surrounding the tracking of customer information key to invoicing and collections.

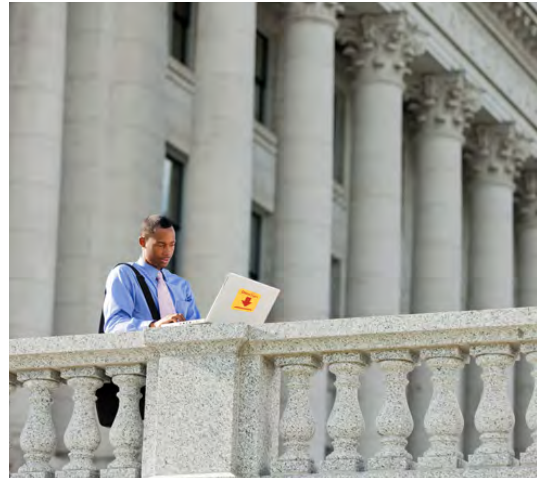
LinkedIn’s accounts receivable staff would receive erroneous contracts, from which they were required to track down the correct information before they were in a position to request payment for LinkedIn’s services. This process was adding, on average, 25 days to the billing cycle.

LinkedIn uses Salesforce as its CRM system to manage its growing customer base and therefore sought a solution that is deeply integrated with Salesforce so as to improve the sales effectiveness of the organisation. It needed to be easy for account executives and prospects to use—as would befit the LinkedIn brand.

### The Resolution

In order to streamline these processes and realize revenue faster, LinkedIn implemented DocuSign’s Digital Transaction Management (DTM) solution, as Dries explains, “DocuSign fits extremely well with LinkedIn as a business. The focus on digitization, the focus on mobile, the focus on convenience and connecting with each other, those are things that are extremely important within LinkedIn.”

Designed to integrate directly into Salesforce, DocuSign offers LinkedIn salespeople an automated workflow. The salesperson can select specific clauses or words necessary to a specific contract, take the data from the opportunity in Salesforce, and automatically populate it in to a DocuSign template in order to create an assembled PDF document.



The past few years have been very good; there is a proven increase in use and our clients have positive feedback on how DocuSign and LinkedIn work together. So I anticipate that this cooperation will only intensify and be strengthened.”

**Jeroen Dries**  
**Enterprise Sales Manager – Talent Solutions Benelux**

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For U.S. inquiries: toll free 866.219.4318 | [docusign.com](http://docusign.com)

For EMEA inquiries: 43 Worship Street, London EC2A, UK  
phone +44 203 714 4800 | [emea@docusign.com](mailto:emea@docusign.com) | [docusign.co.uk](http://docusign.co.uk)

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"We use DocuSign a lot when it comes to our customers; when it comes to the solutions that we offer and the contracts, collaborations and partnerships that we have with our customers. They are always confirmed using DocuSign," says Dries.

After seeing the success DocuSign was having on its sales process, LinkedIn expanded its use case internally, according to Dries "We use it for contracts that are sent from HR containing compensation plans, and there are also certain rules that we have all been able to confirm through DocuSign and which could be signed by us as LinkedIn employees."

### The Key Benefits

Since implementing DocuSign for Salesforce, LinkedIn has seen the speed of turnaround of contracts reduce from weeks, to now being measured in minutes via the DocuSign portal. Not only is this process convenient—eliminating the requirement for salespeople to log onto another system—it also adds a layer of security into the process.

LinkedIn's customers appreciate the speed at which they can conduct business with the company, as they are no longer required to print, sign and fax or post contracts, so the process has accelerated dramatically.

"Speed is a very important factor when it comes to solving specific challenges for our customers, and to make sure that we do not experience delays we often use DocuSign," says Dries, "That is good for them, but also for us, being a publicly traded company. It is also important for us that we keep our promises and DocuSign can help to ensure that speed is guaranteed."

DocuSign triggers the creation of invoices automatically, streamlining back-end processes and subsequently increasing the speed in which payment is received. As a result, LinkedIn has considerably reduced the number of days it takes to collect revenue after a sale has been made, improving the company's cash flow in turn.

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For EMEA inquiries: 43 Worship Street, London EC2A, UK  
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