Kuhn Krause, offering high-quality agricultural equipment and services.
Leading agriculture equipment manufacturer uses Adobe Sign to expedite orders, dealership agreements, and internal approvals.

“If you can click a mouse, you can make Adobe Sign work for your company and your customers.”
Curt Davis, Marketing Manager, Kuhn Krause

SOLUTION
Adobe Document Cloud
• Adobe Sign

RESULTS

- EXPONENTIALLY FASTER
  Accelerated completion rate on dealer agreements from one week to minutes

- CUT COSTS
  Reduced paper expenses fivefold for company

- FASTER ORDERS
  Cut product order processing time from at least two days to 30 minutes

- RELIABLE PROCESSES
  Eliminated lost and misplaced orders as well as errors resulting from previous paper-based processes
Clear, accurate orders save time and money

Kuhn Krause is a division of Kuhn North America and emerged from a long history of innovation in agricultural equipment. From Henry Krause’s invention of the one-way disc plow in 1916 to the acquisition by KUHN Group in 2011, the company has grown to become a leading developer and manufacturer of tillage and grain drill equipment. Today, Kuhn Krause offers more than 2,000 machines and service parts through its network of more than 350 dealers across the United States and Canada.

Clarity of orders is critical for Kuhn Krause to manufacture equipment based on customers' specific requirements. In the past, dealers who wanted to make a purchase had to fax in their signed orders. A territory manager from Kuhn Krause would approve the order with a signature, followed by a dealer sales manager, and finally the operations manager. Depending on the location of each person or party involved, the order could be sent through the fax machine up to three times over a two-day period. By the time the hard-copy order reached Kuhn Krause's manufacturing facility, it could be blurry or unclear and there was no confirmation to the customer of order receipt.

The resulting lack of clarity on documents could potentially lead to ordering an incorrect machine or producing a machine with missing options. In addition, delays in receiving orders could result in last-minute calls from territory managers and lead to production and delivery delays of up to several weeks.

"Accuracy, clarity, and speed of the ordering process are critical to our business" said Curt Davis, Marketing Manager at Kuhn Krause. "We chose Adobe Sign to help streamline how we handle orders while also gaining more visibility into each step of the process. With Adobe Sign, there is never a question about the details or timeframe of an order. We don’t have to guess if it’s a nine or a four written on a fax."

From two days to 30 minutes

Kuhn Krause learned about e-signature solutions several years ago when it received a legal document to sign electronically. Realizing the efficiency of the tool, Kuhn Krause decided to research e-signature solutions that would help to streamline the ordering process for both the company and customers. Davis evaluated three options and selected Adobe Sign, and Adobe Document Cloud solution. The results were immediate.

"With Adobe Sign, the ordering process was cut from a minimum of two days to only 30 minutes," says Davis. "We were also able to manage and track orders much more efficiently, and eliminated lost orders." Customers also found the tool very easy to use. Another benefit of the Adobe e-signature solution was the cost savings. "We reduced printing costs fivefold for the company," continues Davis.
Unlimited value

The use of Adobe Sign has expanded beyond Kuhn Krause to include its parent company. Kuhn North America now processes dealer agreements, including annual renewals, with Adobe Sign instead of relying on paper and mail. In a matter of minutes, Kuhn North America can process legally binding documents with dealers across the country; previously this process could take more than a week as paper documents were mailed, signed, and sent back.

"Sending a stack of documents to a dealer to sign is an outdated way of doing business," says Davis. "Adobe Sign is modern and professional, and sets us apart from our competitors." The same holds true for record keeping. With Adobe Sign, the company can easily track customer orders and agreements dating back years, making them easier to renew and update. The Adobe solution also helps to maintain a more complete set of internal records in the event of an audit.

Kuhn Krause uses Adobe Sign to support many internal business processes, including managing controls for pricing adjustments. With the automated process, the team can quickly collect signatures from up to six different people who might review price changes.

Davis sees the potential use of Adobe Sign in other areas of the business as well. "Adobe Sign can be applicable in plenty of ways to other departments, for both internal and external purposes," he says. "If you can click a mouse, you can make Adobe Sign work for your company and your customers."