Adobe Customer Story

LeasePlan, better service through transparency and speed.

Leading fleet management company boosts procurement speed and productivity with e-signature services.

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Bart van den Heuvel, Manager of Corporate Procurement, LeasePlan Corporation

SOLUTION
Adobe Document Cloud
• Adobe Sign

RESULTS
83% FASTER
FAST SIGNATURES
Reduced average contract turnaround time approximately 83%

MOBILE SIGNING
Enabled executives to review and sign documents from anywhere

FULL COMPLIANCE
Met strict electronic signature requirements for financial institutions in the Netherlands

TEAM PRODUCTIVITY
Automated document tracking, providing the procurement team with more time to focus on improving services
Leading the industry in transparency

When Anton Goudsmit founded LeasePlan in 1963, the company’s business model—leasing equipment to companies—was virtually unknown in the Netherlands. A few years later, LeasePlan transformed itself with yet another innovation: open calculation leasing. Open calculation offered full disclosure and transparency, which became a core of the LeasePlan strategy.

Today, LeasePlan is a global leader in fleet management. The company’s 6,800 employees operate in 32 countries and manage an impressive fleet of 1.4 million vehicles. Supporting all of these operations is the corporate procurement team, which handles thousands of contracts and agreements for facilities, human resources, IT, travel, professional services, and more.

“We support operations and services throughout the company, so we’re always looking for ways that we can serve our internal customers better,” says Bart van den Heuvel, Manager of Corporate Procurement at LeasePlan Corporation.

Previously, the procurement team did all they could to push paperwork through approvals as quickly as possible, often walking papers from one desk to another and even manually updating a Microsoft Excel file to track process. But with key executives frequently traveling for business, signatures were often delayed. “We were spending too much time tracking down documents—time that could be spent improving processes and services,” says van den Heuvel.

The procurement team identified electronic signatures as a way to solve their tracking and turnaround challenges. With e-signatures, users can review and sign documents wherever and whenever is most convenient for them. “Out of all of the electronic signature solutions we evaluated, Adobe Sign stood out for ease of use, and most importantly, for its compliance,” says van den Heuvel.

Assessing compliance

As a financial institution with a Dutch banking license, LeasePlan acts under the supervision of the Dutch Central Bank (DNB). Therefore, any e-signature solution implemented by the company needed to meet strict requirements for legality and compliance.

“Our e-signature solution needed the usability that we wanted, but still had to satisfy our own and our regulator’s high standards for data security and privacy,” says van den Heuvel. LeasePlan commissioned its legal team to study the legality, risk, and best practices for electronic signatures—not only in the Netherlands, but also in all of the countries where LeasePlan operates, from the United States and Brazil to the United Kingdom and Russia. “The courts now recognize an advanced e-signature solution with high security and privacy standards like Adobe Sign,” says van den Heuvel. “We’ve partnered with Adobe and created a set of best practices in the area.”
The legal team developed a best-practices legal guideline for business units operating around the world. It provides assurance to internal and external customers that Adobe Sign is legal and binding. By working through the legalities and risk assessments beforehand with DNB, the legal team not only set the groundwork for using Adobe Sign, an Adobe Document Cloud solution, throughout the company, but helped pioneer the foundation for use of e-signatures in the Netherlands as well.

**Speedy turnaround, excellent service**

Adobe Sign offers LeasePlan new levels of speed and productivity. With just a few clicks, stakeholders can review and sign documents that appear in their email in-box. Executives appreciate that they can sign off on approvals from almost anywhere, whether they’re working from their laptops at a hotel or reviewing a document from their smartphones in an airport.

"As a global company, our executives are particularly mobile-oriented," says van den Heuvel. "People have been impressed by the ease and functionality across mobile devices. Adobe works to make the experience just as accessible no matter where or how we're working."

Easy workflows translate to faster turnaround times, with documents signed in as little as an hour. "Adobe Sign reduced our average contract turnaround time from 23.5 days to 4 days and 2 hours—that's an 83% reduction," says van den Heuvel. "We're able to procure services and start projects sooner, which helps us deliver better service to our customers."

For the procurement team, Adobe Sign makes document management faster and smoother. Gone are the days of Microsoft Excel spreadsheets and running documents between desks. Now the procurement team can view the status of all documents from a single screen and send reminders about unsigned documents with just a few clicks. The team spends more time improving services and customer relationships, rather than chasing paperwork.

**Expanding efficiencies company-wide**

The procurement team currently processes thousands of documents a year using Adobe Sign. This includes approvals for internal finance documents and has expanded to include internal HR documents as well. But van den Heuvel sees opportunities across the company to use Adobe Sign even more, specifically with sales contracts.
In a current pilot involving two franchisees for LeasePlan in the United Kingdom, Adobe Sign is dramatically streamlining the processing of fleet management contracts. The franchisees signed more than 1,010 contracts in just one quarter, reducing average turnaround times per contract from seven days to four hours.

LeasePlan will be integrating Adobe Sign with Salesforce as part of a global rollout. This enables the entire LeasePlan organization to take advantage of the integration efficiencies. "Beyond our own procurement contracts, the immediate success of our UK pilot already shows how Adobe Sign can deliver time savings and enhanced services on the sales side. We're hoping to use these successful pilots as blueprints for how we can leverage Adobe Sign throughout our organization to expand efficiencies to other parts of our business," says van den Heuvel.