

# OUTLAW

## Customer Case Study

# Intrado

**Industry** Technology  
**Size** 10,000 - 15,000  
**Location** Omaha, NE



## Key Results

- ✓ **80% faster deal cycle**
- ✓ **Multi-million dollar increase in revenue**
- ✓ **8,000+ contracts auto-generated**

### Who is Intrado?

For over 30 years, global technology services provider Intrado (formerly West) has provided omnichannel communication solutions to 27,000 companies across 99% of the world's countries.

“In two months, we were able to sign thousands of contracts and generate annual revenue in the millions of dollars by leveraging Outlaw.



Sean Green  
SVP, Head of Direct Sales

# Global Communications Provider Intrado Grows Annual Revenue by Millions with Contract Auto-Generation

## The Challenge

When Intrado underwent a company rebrand in 2019, the redesign and name change for the enterprise telecommunication firm was to reflect their expansion into new cloud services and products. With updated offerings though came the need to renew some of their existing business relationships — in fact over 8,000 of them.

“We had a group of customers who had been using legacy conferencing systems and were paying per minute without a contract. We wanted to offer them a discount in exchange for committing to a multi-year subscription model,” recalls Sean Green, Intrado’s SVP, Head of Direct Sales.

It became clear to Sean that an automated solution was needed to dispatch the thousands of contracts in a time-efficient manner. “Our contract process was very complex and time-consuming. Different products resided in different systems. Then in Salesforce, each contract went through 4-5 approvals before getting generated. On a good day, turnaround time took about 48 hours. So we were looking for a partner who was agile and flexible enough to accommodate the complexity of our process.”

## Solution Wishlist

- ✓ **Batch auto-generation** Create thousands of customized contracts in minutes
- ✓ **Flexible platform** Configurable to company’s complex needs while remaining affordable
- ✓ **Easy & accessible** Build customer trust with personal, easy-to-use approach

## The Solution

### Thousands of contracts generated in minutes

Working closely with Outlaw's support team to enable batch generation, Intrado imported contract data from different accounts that mapped to the relevant contract fields. Once the data was accurately aligned and the templates were created in 5 different languages (English, Spanish, French, Korean, Japanese), thousands of custom contracts were generated in minutes. After integrating with their marketing platform, Oracle Eloqua, Intrado was then ready to auto-deliver the agreements. "For this initiative, what we've been able to do is create contracts at scale. We can now pre-create offers for thousands of customers at a time; then generate and deliver to our clients for review. At just two weeks in, we had over a 100 contracts signed and returned — with very little effort on our part."

### Accessible anywhere and any time

"Outlaw made it so easy for our customers to access and sign their contracts. Anyone can view the contract from any device. It's straightforward to countersign as well. I just access the agreement from my iPhone and can eSign from anywhere. This flexibility has been especially essential as we've all moved to remote work." Sean says.

"This saves everybody so much time from the back and forth and the waiting. End-to-end — from generating the contracts to having clients sign — it has been 80% faster to close deals."

Sean Green SVP, Head of Direct Sales

### It's all about customer experience

To make the process even more seamless, Intrado leveraged Outlaw's Overview feature, which enabled them to provide a personal note with instructions for their contract recipients. "At the end of the day, everything that we want to do is to improve the customer experience — and this new process has vastly improved their experience. When they have a better experience working with us, that gives people more confidence in Intrado as a business partner."

## The Outcome

"Two months in, we have already signed thousands of contracts and generated annual revenue in the millions of dollars by leveraging Outlaw," says Sean. "We now have a multi-year, committed, stable base of customers that have more predictable revenue."

"Our customers, too, are satisfied because Outlaw helped them achieve millions of dollars in savings. And, of course, the smooth contract process made it all the easier for them to sign. It's a win-win all around."

"And after seeing the full breadth of your contract management capabilities, we have even more exciting projects that we're taking on, and I want to bring Outlaw along the way."

#### About Outlaw

Outlaw is a cloud-based contract platform that enables teams to generate, negotiate, track and manage contracts in a first-of-its-kind authoring environment. Outlaw has been recognized as a legal technology leader in 2020 by the National Law Journal and is venture-backed by Bowery Capital. In addition to Wenham Carter Group, Outlaw's customer base includes Intrado, Rise by Barclays and Democracy International.

1 (833) 668 8529    [hello@getoutlaw.com](mailto:hello@getoutlaw.com)    [www.getoutlaw.com](http://www.getoutlaw.com)

OUTLAW