

CASE STUDY

Icertis





01

Profile

Headquarters

Seattle

Industry

Enterprise software

No. of offices

6

Investor dollars raised

\$46M

No. of employees

250+

Users

750,000+

Icertis is the leading provider of contract lifecycle management in the cloud. Managing 3.5 million contracts for 1,000,000 users in 90 countries and 40 languages, Icertis Contract Management (ICM) is an intelligent, easy-to-use platform that is highly configurable and continually adapts to complex business needs.

An industry power-house, Icertis closed a C round \$25M funding round in Q1 of 2017. With funding secured, the call came to “hit the gas” on user acquisition and double-down on marketing efforts. For Icertis, this meant growing their marketing department to keep up with demand and finding the right partners to help execute their proven playbook.



02 Problem

Scaling for growth

Design is a crucial part of marketing. Almost every marketing campaign requires some kind of visual asset. Icertis were faced with the challenge of scaling content for events, nurture programs, sales enablement, digital marketing, and web in an affordable manner that helps drive 100% year-over-year growth.

Icertis has always relied on contract designers for collateral design and layout. Chris Ries, Demand Generation Director at Icertis, explains, “We have really aggressive goals. The opportunity cost of spending internal time on design is terrible.” The team wanted to continue using outsourced design and find ways to make it more efficient and cost-effective.



3 problems Icertis faced with freelancers

01 Lack of a tiered rate structure: The freelancers billed at the same rates, whether it was highly conceptual designs or simple day-to-day design work. This meant that project complexity was not taken into account.

“They were unable to give us a sliding scale—new design and production were charged at the same rate.” Icertis

02 Build a deeper bench: The team was looking for creative ways to explore and express their brand and felt that an expanded team of designers would help.

03 Lack of visibility: Being largely removed from the design and iteration process, Icertis would frequently miss out on important design discussions and edits that ordinarily took place via disconnected emails. Pairing difficult communication with a lack of team-wide visibility meant design coherence occasionally suffered.



03 Solution

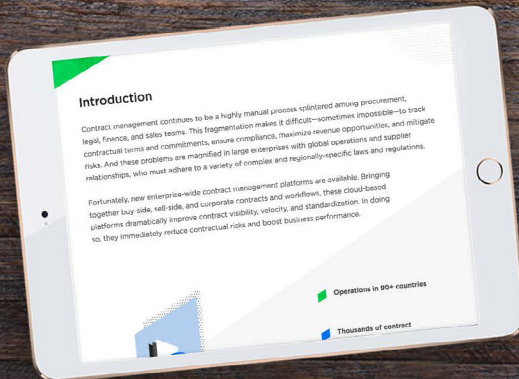
Enter SketchDeck

Icertis started a two month pilot with SketchDeck. During this trial period, SketchDeck provided the marketing team with all of their design needs —from production through concepts. Design requests ranged from event signage to online ad campaigns, all the way to a series of branded eBooks.

“Onboarding was incredibly smooth. We expected a two month pilot. But we knew two weeks in that this was the right solution. We signed two weeks later.” [Icertis](#)

After only two weeks, Icertis was ready to hand-over all of their design needs to SketchDeck. Here’s what had their marketing team convinced long before the pilot was over.

The Forrester Wave™: Contract Life-Cycle Management, Q3 2016



Landing page banners

Great design

SketchDeck only works with designers that are best-in-field and vetted for project and client fit. All designers are managed by a dedicated Design Director who facilitates smooth communication and ensures that designs match the client's branded style and specific requests.

"There's a notion of 'Shadow IT', the same is true for design. SketchDeck helps us get a high quality design solution to everyone who needs it, removing 'Shadow Design' from our organization." [Icertis](#)



Easy communication

One thing Icertis likes most about SketchDeck is how the platform is built to support seamless, easy-flowing communication between clients and designers. With online chat, project boards, and a dedicated Account Manager and Design Director, it's easy to talk through projects and understand exactly what success looks like.

Transforming
the Foundation
of Commerce

ENTERPRISE CONTRACT
MANAGEMENT »

icertis
APP for (CRM)

Buy Side
Contracts

Corporate
Contracts

Sell Side
Contracts

22

PowerPoint template sample

“I just want to emphasize the Account Manager and Design Director. We’re getting a lot of value from this and getting a great level of design and customer service that’s very hard to get from a one-person contracting shop.” Icertis



How do you stack up in the six key contract lifecycle stages?

Download a free copy of our Enterprise Contract Lifecycle Best Practices eBook to learn more.

PowerPoint template sample

Full visibility

SketchDeck makes collaboration easy. There is no limit to the number of team members that can access the platform. Team-wide visibility simplifies review cycles, making the design stages clean and clear. At anytime, team members can talk directly with their SketchDeck Account Manager to see their project status, offer feedback, or use early-stage designs to kickstart secondary projects.

“The platform has really helped socialize the three distinct stages: copy, style sample, merging of content and style. The fact that it’s easy to get online and talk through the project is great.” **Icertis**



Predictability

SketchDeck offers transparent and predictable pricing. Project prices are quoted through the app, so you can check project budgets day or night. SketchDeck's unique credit system allows for quiet and busy months within a consistent membership. If there are big design-demand spikes, our memberships allow for this too through overage. Chris Ries explains:

"SketchDeck pricing provides a predictable, budget-friendly way to manage our GL [General Ledger] code." [Chris Ries](#)

icertis
Applied Cloud

Live Webinar: Join us to learn about risk management trends, strategies and mitigation.

Thursday, April 6, 2017
10:00 - 11 AM (PDT) / 1:00 - 1 PM (EDT)

[Register](#)



04 Impact

SketchDeck has helped Icertis move faster. Icertis' marketing team can now focus on their core competencies without distraction, significantly increasing the number of leads they generate. With the support of SketchDeck, Icertis has dramatically scaled their collateral and content needs to keep pace with rapid growth.



There are lots of high-end agencies that can do brand work but this is the first time I've found an agency that can do the day-to-day design work that is essential to success. SketchDeck is the perfect solution to a problem that every company has." Icertis

SketchDeck has helped Icertis focus on the goals that matter most. They've increased lead generation significantly and improved the quality and consistency of their brand without the distraction of building their own brand team internally. If you're a marketing team with big goals, **find out how SketchDeck can help you win.**