



## ASCAP Decreases Operating Costs with Sertifi and DrawLoop



**The American Society of Composers, Authors and Publishers (ASCAP)** is a membership association of more than 500,000 U.S. composers, songwriters, lyricists and music publishers of every kind of music.

Through agreements with affiliated international societies, ASCAP represents hundreds of thousands of music creators worldwide. ASCAP is the only U.S. performing rights organization created and controlled by composers, songwriters and music publishers, with a Board of Directors elected by and from our membership.

For more information, visit [www.ascap.com](http://www.ascap.com).

“

Sertifi for Salesforce allows us to accelerate the sales process by 150% while decreasing operational costs by 44% and offering an easy way for customers to do business with us!

”

### the CHALLENGE

ASCAP needed an easier way to get music licensing agreements signed and stored within Salesforce. As each license agreement is unique and contains specific requirements, the company selected DrawLoop's LOOP Document Services platform to quickly generate new agreements and renewal agreements.

The manual contract process (snail mail or print, sign and fax) took on average 5 days to get agreements signed and stored within Salesforce. Next, ASCAP was in search of an electronic signature app natively integrated into Salesforce to automate the last mile of the sales process.

### the SOLUTION

ASCAP selected Sertifi for Salesforce for its full integration with DrawLoop, competitive pricing and one-on-one customer support.

By using DrawLoop and Sertifi together, ASCAP gets agreements signed and stored within just minutes, instead of waiting days. Customers are offered an easy way to sign agreements. Licensing Specialists and Account Managers are no longer bogged down by excessive administrative demands such as printing, faxing and overnighting paper. Additionally, they're able to track and manage all activity in real time, greatly increasing on-the-job productivity.

### the RESULTS

By using Sertifi for Salesforce, ASCAP's sales and operational gains were monumental.

- Accelerated its sales process by 150%
- Decreased its operational costs by 44%
- Increased its sales close rate by 45%
- Offers a convenient way for customers to sign agreements