

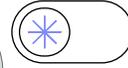


Integration Brief

Sirion and



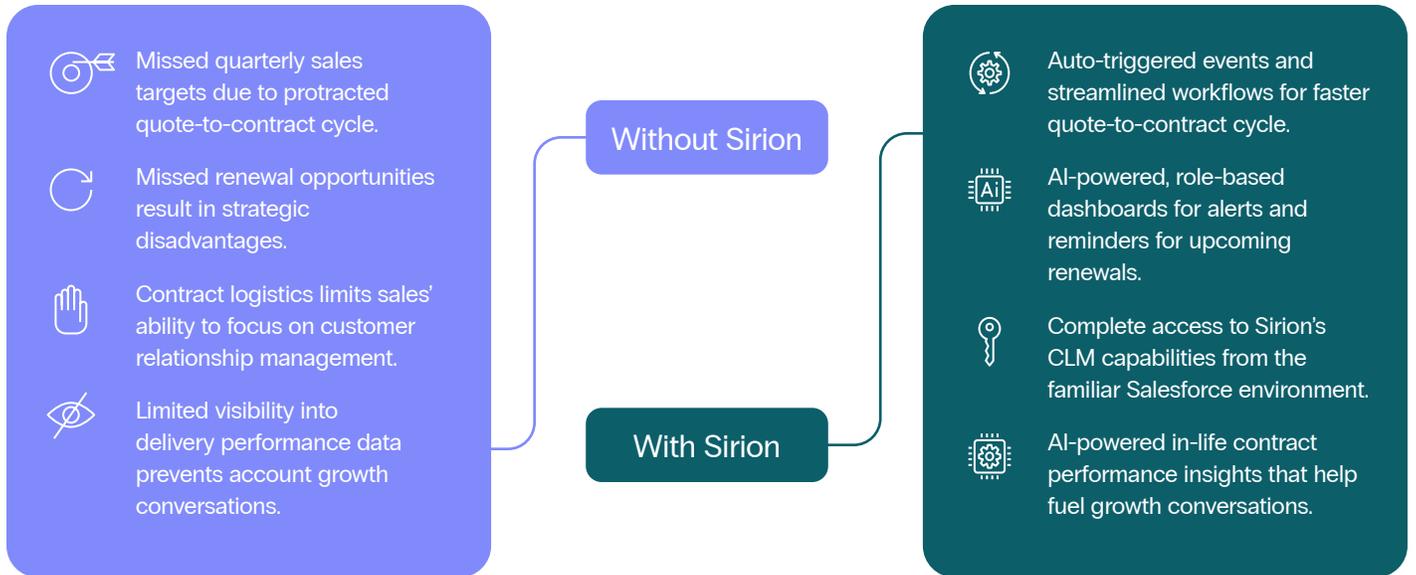
Salesforce



## Empowering Sales Negotiations with Deep Contract Intelligence

Business growth and revenue are often directly impact by the speed at which sales teams can close and renew deals with customers. Despite their significant role and the prevalent usage of Salesforce – a leading customer relationship management (CRM) platform – the sell-side faces multiple challenges that delay the quote-to-contract cycle.

Sirion's AI-native, intuitive contract lifecycle management (CLM) technology fits right into Salesforce's class-leading CRM, empowering enterprise sales teams to regain control over quote-to-contract cycle.



*With real-time synchronization between the two platforms, up-to-date customer information from Salesforce is readily available in Sirion to cut down the time needed to create the initial contract draft, and all contracts are at our sales team's fingertips within Salesforce, their customer relationship tool. This gives our sales team essentially a single source of contract truth.*

**Rebecca Smith, Chemours**

# Experience Sirion's Effortless Contracting on Salesforce

The Salesforce-Sirion CLM native integration empowers account managers and sales teams with an intuitive set of tools to create, negotiate, and sign contracts and reduce the lead-to-contract cycle – right from a familiar Salesforce interface.

## How it works



- **Generate Contracts from Salesforce:** Create new contracts by pulling in data from Salesforce objects such as opportunity and quote records for faster contracting.
- **Configure Workflows for How You Use Salesforce:** Customize the interface to make workflow actions available in the stage that you want them to appear.
- **Leverage Multi-org Support:** Integrate multiple Salesforce organizations within a single Sirion instance for unified workflow management, dashboard, and repository.
- **Boost Productivity with Automation:** Automatically pull data from opportunities to populate contract line items and vice versa without ever stepping out of Salesforce.
- **Mitigate Risk:** Leverage clause and template libraries pre-approved by the Legal team to ensure standardization and compliance with regulations and internal policies.
- **Gain 360-degree Visibility:** Gain a holistic view of sales, evaluate new and existing opportunities, CSAT/NPS, revenue target realization, and contract renewal metrics – all in one place.
- **Demonstrate Performance:** Leverage Sirion's deep post-signature governance capabilities to capture in-life performance data to drive renewals and negotiations.

## Customer Success Story

Our customer, an American chemical manufacturing major, transformed their sales contracting practice by integrating Sirion with Salesforce to:

- Migrate, digitize, and centralize sell-side contracts stored on Salesforce in a cloud repository.
- Enabled the sales team to access Sirion from within Salesforce's interface.
- Simplify contract authoring by auto-populating new draft requests with data pulled from Salesforce objects.

## Outcomes

Up to

**80%**  
reduction in  
time-to-contract

**2500+**  
contracts digitized

**400+**  
Users



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