CLIENT SPOTLIGHT
Software Company

3Cloud modernizes and migrates software client's CLM & digital signature suite to reduce operational costs by $1.3M

CHALLENGE

Fueled by a resurgence in post-pandemic demand and the widespread adoption of remote work, this software client found itself navigating a period of significant global market growth for its online document management and digital signature services. This presented the business with three key challenges. First, the company needed to enhance scalability and agility to meet the evolving demands of a global market. This required a modernization of infrastructure and customer-facing Contract Lifecycle Management (CLM) and eSignature suites, hosted on-premises and in AWS.

Second, the company aimed to extend its CLM suite to Australia, Canada, Europe and APAC markets, necessitating a shift from on-premises data centers to a public cloud for streamlined global deployment and feature updates. And finally, to uphold service level commitments to a growing customer base, the client embarked on a migration and modernization journey for its flagship eSignature suite, addressing technical debt and service level concerns by transitioning data stores from on-premises centers. This strategic approach aimed to position the business as a global leader in secure and efficient digital document management and signatures.

SOLUTION

Given the urgency to extend the software client's CLM into new markets, 3Cloud leveraged its Azure Migration playbook focused on assessing infrastructure, application and DevOps needs while utilizing Cloud Adoption Framework (CAF) to establish a modern environment and migration of their CLM. The process began with 3Cloud's Holistic Business Case (HBC) offering, incorporating our App Modernization Roadmap. This involved a data center resource scan through the "3Cloud360 Migration" Power BI portal, followed by curated workshops to prioritize services for migration.

Utilizing 3Cloud's App Innovation Roadmap, we outlined services to refactor/rebuild using Azure PaaS while expediting 'time to value' and demonstrating the need and approach to redesign CLM with modern architecture with services like Azure Kubernetes Service and Azure SQL Managed Instance. Addressing gaps in deployment, 3Cloud introduced GitHub, Terraform and modern DevOps practices for an automated, one-click deployment across multiple Azure regions. With the successful migration of CLM to Azure, 3Cloud identified the need to migrate and modernize the client's eSignature suite. 3Cloud repeated the process, offering an architectural approach to migrate the client's eSignature suite to Azure. This comprehensive strategy enabled the business to deploy CLM features globally with efficiency and reliability.

RESULTS

3Cloud's partnership with the software client to migrate and modernize with Azure has had a significant impact on the business. The outcomes include the successful expansion of the organization's CLM suite to Australia, Canada, Europe and APAC, addressing market demand and expanding revenue stream. Additionally, enhancements in eSignature scalability and availability have empowered the client to efficiently support a rapidly growing base of customers and partners. The initiative resulted in an impressive 37% year-over-year growth in new customer subscriptions across their suite.

Operational costs were reduced by $1.3M annually and time to market improved by 40%, achieved through the implementation of DevOps processes and application architecture utilizing modern PaaS offerings. The overall service level also saw improvement with reduced latency, enhanced security, improved reliability and availability in both their CLM and eSignature suite – attributed to a modern application architecture and global Azure deployments.

CLIENT PROFILE

Software company facilitating electronic agreement management.
Annual Revenue: $2.1B
Employees: 7,400
Innovation Focus: App Innovation / App Modernization