Golf Maker Implements Sophisticated CLM in Six Weeks

Business Overview

One of the oldest and most prestigious sports in the world recognizes one brand above the rest. TaylorMade Golf applies innovation and the competitive spirit of the game to its design and manufacturing of golf clubs and other equipment and apparel. With a reputation for excellence, its products are used by legendary athletes like Tiger Woods and Rory McIlroy.

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>
> — Rebecca Smith, TaylorMade Paralegal

Challenges

In October of 2017, TaylorMade's parent company announced the sale of TaylorMade to a private equity firm. In addition to the substantial work associated with this change of ownership, the IT and legal teams had to transition more than 6,000 contracts, including everything from non-disclosure agreements to multi-million dollar contracts.

"We had hoped that the previous system would be a contract management solution, but user adoption was lower than expected. It ended up being used as an electronic repository," noted TaylorMade Paralegal Rebecca Smith. "We needed our new system to be streamlined, powerful, and flexible. We're a global company, so it also had to be easy to translate into Japanese or Korean if needed, and be user-friendly for our teams in the UK, Canada and other countries."Rebecca and her team had until their divestment date to identify, customize and implement an entirely new solution with an attractive cost structure.
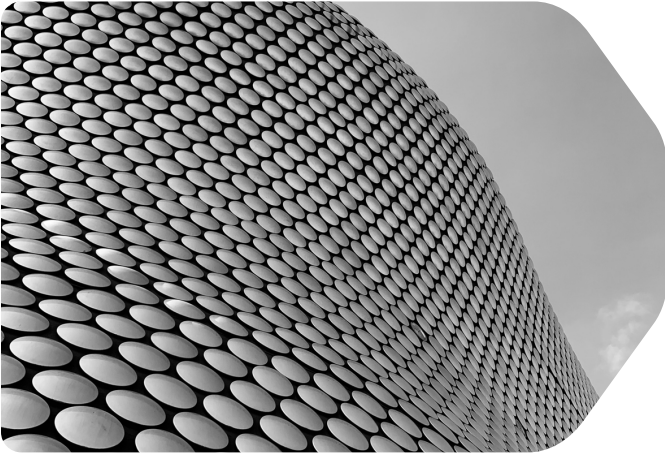
Industry

- Sports

Challenges

- Change in ownership required rapid implementation of new system for managing contracts
- Global users necessitated templates across multiple languages and flexibility to localize
- Wanted to boost adoption; previous system viewed as a "digital filing cabinet"

Agiloft Solution Benefits

- Accelerated implementation, completed in six weeks, way below industry standard
- Complex customization and legacy contract import included in initial phase despite fast-tracked for release
- Stayed within project budget

Certain contracts required automatic alerts 'x' days in advance of different date fields stored in the contract, then again at 10, 30 and 60 days in advance of those dates. They also had special contracts that could only be terminated with 'x' days of notice before the end of each quarter, and we had to configure the system so it would automatically set a 'Latest Date For Notice' field for this purpose and notify 10, 30, and 60 days in advance of that date while also refreshing it with a new date as each quarter passes. Normally, there isn't a quick and easy way to set up this kind of automation without custom coding or scripting, but we found a creative solution for this that was both time- and cost-efficient."

Beyond the customization related to templates and notifications, TaylorMade required the system to comply with a unique permissions matrix. The solution needed to silo content based on the individual user's employment entity and department division. Agiloft created special filters within the architecture to support a list of over 90 sub-departments. These data points were cross-referenced and stored in the system to ensure the utmost security and compliance.

The Search

After refining the list of requirements, TaylorMade's Senior Manager of Global IT Rossen Petkov requested demos from a wide selection of vendors.

Next, he began a formal RFP process, where stakeholders across the company ranked and scored the solution providers until a consolidated lineup of frontrunners emerged.

"Agiloft was at the top of our list. We looked at different factors like functionality, cloud-based, global-ready, supports multiple languages, etc. Total cost of ownership was also a big factor. We considered everything and Agiloft was the best choice," Rossen explained.

The Project

The TaylorMade system deployment required an aggressive timeline. Despite its history of delivering the majority of projects ahead of schedule, the Agiloft implementation team was nervous about this one.

"We had six weeks for implementation and rollout, which included building out customized contract tables with numerous unique fields, and importing a massive legacy dataset that included a large volume of files and diverse metadata," noted Agiloft implementation lead Chris Pankaew. "One of the more challenging elements of the customized implementation was related to their extensive list of requirements for automated notifications.

"The project was on point, on track and on budget with no compromises."

— Rossen Petkov, TaylorMade Senior Manager of Global IT

In addition to flexibility and speed of deployment, ease-of-use proved a critical element. TaylorMade wanted their employees to experience an immediate difference between the Agiloft solution and the legacy system. Agiloft ensured that the forms were as streamlined as possible, requiring minimal effort to complete without sacrificing necessary information. The end result is a simple interface that creates a significantly better user experience.

> "No surprises, executed flawlessly."
> — Rossen Petkov

Solution Benefits

"The Agiloft team definitely exceeded our expectations. We had a very challenging six-week timeline. They provided all our requirements within budget. This is a system that the business will adopt," Rebecca Smith said.

Agiloft and TaylorMade achieved the abbreviated schedule by operating at a hyper-accelerated pace, without losing sight of the quality and integrity of the finished product.

The TaylorMade and Agiloft teams were diligent about deadlines, never letting any task slip. "We had very good control over the project, scope and budget — which was very important. No surprises, it was executed flawlessly. There was a big commitment from our team to keep the pace and deliver on time. I credit Agiloft for exceeding all my expectations. They were very professional and responsive to our timeline. In the end, the project was on point, on track and on budget, with no compromises." Rossen concluded.

Let Us Show You

What Agiloft has done for TaylorMade, it can do for you. Let us show you how. In a few hours, we can set up a custom proof of concept featuring your toughest business process. Give us a call to schedule a time.

About Agiloft, Inc.

As the global leader in contract and commerce lifecycle management (CCLM) software, Agiloft is trusted to provide significant savings in purchasing, enable more efficient legal operations, and accelerate sales cycles, all while drastically lowering compliance risk. Founded in 1991, Agiloft's adaptable no-code platform ensures rapid deployment and a fully extensible system. Using contracts as the core system of commercial record, Agiloft's CCLM software leverages AI to improve contract management for legal departments, procurement, and sales operations. Visit www.agiloft.com for more.

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