

# Mercedes-Benz USA Drives Seamless Contract Visibility with Icertis

Auto giant speeds non-procurement contracting with sophisticated contract management platform.



Mercedes-Benz USA is responsible for the marketing and distribution of Daimler car brands in the U.S.

## Contract Intelligence Objective

Empower users with contract templates they can easily create and store for faster turnaround and better visibility.

## Solution Highlights

- Reduced risk thanks to smart approval routing
- Accelerated contract turnaround thanks to contract self-service
- High user adoption thanks to easy-to-use platform and rich functionality



## Business Challenge

Mercedes-Benz USA is responsible for the promotion and sales of Daimler Auto Group brands in the U.S. When Daimler announced that it would be deploying the Icertis Contract Intelligence (ICI) platform as a central component of its new procurement system, the North American organization saw an opportunity to rethink how it handled contracts outside of procurement as well.

Mercedes-Benz USA wanted a contract management system that could act as a single source of truth for all contracts; as was,

contracts were spread across the organization in multiple systems. It also saw opportunities for improvement in how users authored and negotiated contracts. Processes like redlining, contract tagging and routing contracts for approval were managed manually and prone to bottlenecks.

“We wanted templates to be in the hands of the business user, with the ability for legal to give them the language needed to be used on the agreement,” says Tessa Cierny, Information Governance Lead at Mercedes-Benz USA.



## The Solution

In choosing ICI, Mercedes-Benz USA put its non-procurement contracts on the same platform used for procurement contracts, thus providing an end-to-end contract intelligence platform.

Mercedes-Benz USA liked that the Icertis platform could handle any contract type, creating a single source of truth for all contracts. The company also liked that ICI could handle the entire lifecycle of the contract: Users can redline contracts within the system, and non-legal users can self-service

contracts with pre-approved clauses and templates from legal. Even after contracts expire, the data is retained on the platform for future reference.

Smart, rule-based authoring rules trigger amendments or clauses and users build a contract. And the platform is smart enough to model even the most complex approval processes, automatically routing contracts to the right person based on contract content. This means that every contract is seen by the right person before it is signed.



## The Results

Ciorny says that with Icertis the company has seen a decrease in contract turnaround time and far better visibility into the entirety of its contracts.

“The ability to store and save those eSigned agreements in one repository without having to click around into multiple systems is one of the major benefits that we’ve seen with Icertis,” Ciorny says.

Icertis’ ease of use and rich functionality has sped adoption.

“We were able to get their buy-in really easily,” Ciorny says of the business users. “If you have a happy user it’ll make life a lot easier.”

“With increased user ability, we’ve seen a decrease in the amount of time contracts take for approval.”

Tessa Ciorny,  
Governance Lead,  
Mercedes-Benz USA



With unmatched technology and category-defining innovation, Icertis pushes the boundaries of what’s possible with contract lifecycle management (CLM). The AI-powered, analyst-validated Icertis Contract Intelligence (ICI) platform turns contracts from static documents into strategic advantage by structuring and connecting the critical contract information that defines how an organization runs. Today, the world’s most iconic brands and disruptive innovators trust Icertis to fully realize the intent of their combined 7.5 million+ contracts worth more than \$1 trillion, in 40+ languages and 90+ countries.