

DocuSign and SAP help Sun Communities scale for massive international growth

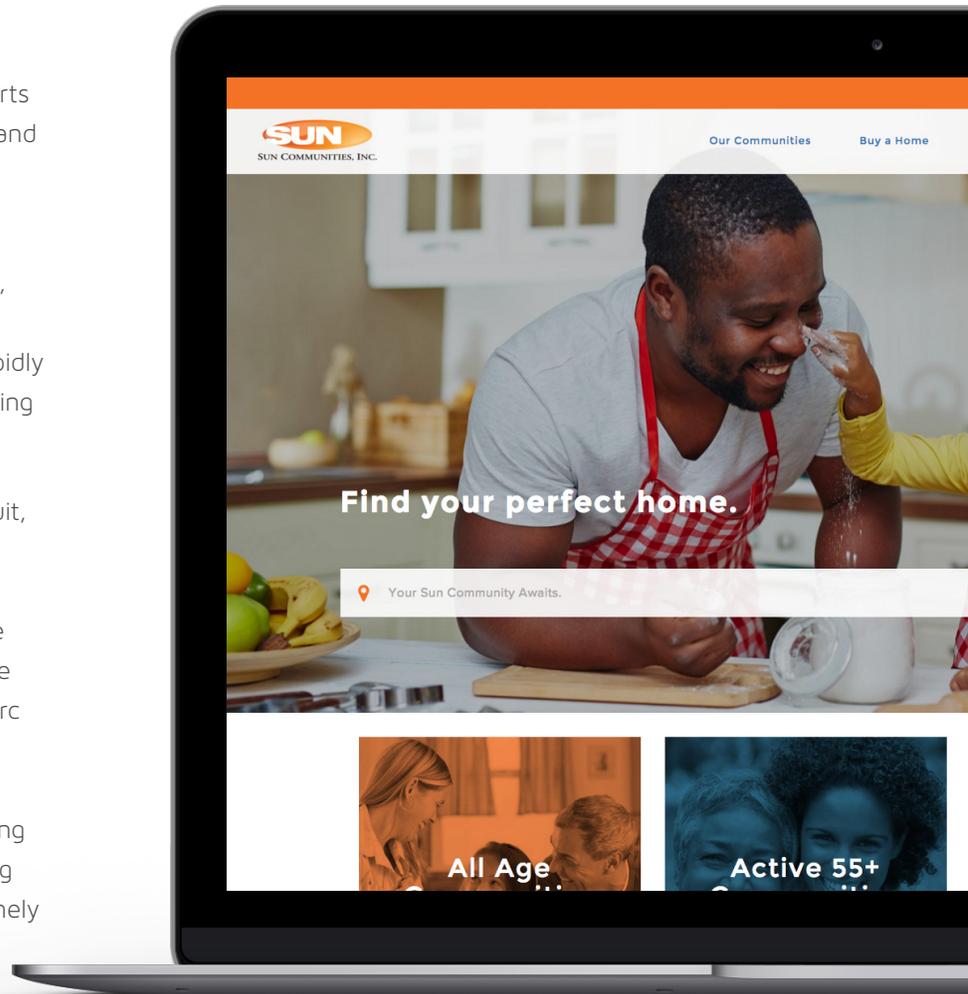
Sun Communities fully automated its HR process with DocuSign and SAP

Summary

Sun Communities is a publicly traded Real Estate Investment Trust which owns and operates manufactured housing communities and RV resorts across nearly 350 locations in the United States and Canada.

Just five years ago the company owned and operated less than half the amount of properties, but drove significant growth – primarily through acquisition. As a result, Sun Communities has rapidly grown to employ over 4,000 team members during peak season.

Throughout, the company has continued to recruit, hire, and train thousands of new employees to support its growth. Its manual, paper-based processes could not keep pace and needed to be automated in order to simplify and streamline the business. Vice President of Human Resources Marc Farrugia recognized the need for change. “When I first came to Sun, our HR department had no automation,” recalls Farrugia. “The old on-boarding processes consisted of a two inch thick, three ring binder of documents for new hires. It was extremely archaic and very inefficient.”



Top Benefits Achieved

- ✓ Sun Communities uses DocuSign and SAP to scale to achieve massive growth
- ✓ The entire HR process is now fully automated, digital and mobile for a great employee experience

The Challenge

Executives across industries around the world have often said that survival in today's business world is not as dependent upon the big overtaking the small, but the fast overtaking the slow. That scenario may not be more evident than with Sun Communities.

Sun was moving and growing quickly, but its manual, paper-based processes could not keep up with the company's accelerated growth or the demand placed upon its Human Resources department by the sheer amount of new hire activity. The archaic approach put a tremendous strain on the company's small, but mighty HR team.

Sun needed to recruit, hire, on-board and train hundreds of new employees. They needed to transform their business from paper to digital to scale for growth.

As the company began to address pressing HR needs, they started looking at how going digital might positively impact other aspects of their business model. They also considered how they might incorporate mobile devices, better manage inherent company changes, like updates to employee benefit packages or additional training sessions, and managing their expanding payroll system.

Solution

Sun Communities chose DocuSign's Digital Transaction Management (DTM) platform and eSignature solution to enable its digital transformation. When integrated with SAP SuccessFactors onboarding and recruiting software, the entire process was transformed to empower Sun Communities to run simple, 100% digital. There were many reasons, but perhaps one significant factor was DocuSign's rich eco-system of partners, including SAP who is a DocuSign customer, partner, reseller and investor.

In fact, Sun Communities found DocuSign only after trying another industry solution that failed to meet their needs for security, reliability and flexibility. "Before DocuSign, we attempted to implement another solution, but we had ongoing browser compatibility issues, as well as a number of "instability" issues where their solution just wasn't available or running properly. Now that we're



Going paperless and digital with DocuSign has been essential, especially when you look at how quickly we are growing as an organization and onboarding new team members."

- Marc Farrugia

VP of Human Resources, Sun Communities.

using DocuSign, we've jumpstarted our digital transformation and have not encountered a single issue," says Farrugia. "In the past, we would generate our offer letters electronically, but then we would save them in the provider's cloud document platform, and would have to then take extra steps to distribute offer letters from there. The sheer time savings of being able to click of a single button with DocuSign's seamless SAP integration was a huge win – not to mention the far superior security, reliability and flexibility of DocuSign."

Results

Sun Communities' results achieved by going digital with DocuSign and SAP are staggering. Farrugia explains: "For example, we recently closed a \$1.68 billion acquisition which added more than 100 locations to our portfolio. We had 120 days to complete a tremendous amount of work; one of the most efficient pieces of this process was issuing offer letters – it was quick and painless with the joint solution from DocuSign and SAP. Once we closed on the transaction; we were able to hire around 1,000 team members into the system and have them up and running in payroll, our learning management system, and other ancillary systems in less than two days!"

In 2016, Sun Communities hired and onboarded over 4,000 team members. The HR team manages payroll for all employees in the U.S. and Canada, and they've eliminated nearly all manual data entry with DocuSign as the data flows seamlessly through each of the modules.

But the DocuSign solution went even further because it provided the added dimension of full mobility. While a lot of Sun Communities employees are accustomed to working from their desktop PC, the vast majority of new hires with the company complete pre-hire activities from a mobile device. Having a functional mobile solution was critical for the company. "DocuSign's mobile integration is so easy and seamless that we often get our offer letters back within an hour, whereas before it could take several days. There was a very clear point in time when we began working with DocuSign that we experienced a massive acceleration of our onboarding efforts," says Farrugia, "and it continues to this day."



Farrugia sums it up this way, "We get things done quicker with DocuSign. There's been a substantial amount of time savings across our team. They're able to issue offer letters and get them back faster – which means positions get filled quicker. Annual policies are distributed quickly and efficiently, reviewed and signed promptly, and we have extensive visibility into the complete process through reporting in DocuSign."

Sun Communities has now fully automated its HR department and has had so much success going digital that they see DocuSign and SAP as enablers to continued rapid growth and expansion. So much so that they are seeking out opportunities to digitize other parts of the business, including travel, expenses and other financial software services.

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