

Drybar is a California-based chain of salons that provide “blowouts,” a hair styling service. In addition to over 70 locations throughout the United States and Canada, their growing product line is sold in their shops and at Sephora, Nordstrom, Ulta and Bloomingdale’s.

A scalable contract lifecycle management solution for a growing business

The new General Counsel wanted to get her house in order.

Since their founding in 2008, Drybar has experienced tremendous growth. With 71 stores of their own and a product line in several major department stores, they have a lot of channels and locations that require contract review and negotiations. The brand’s first in-house General Counsel came onboard in 2015 and immediately saw a need for a Contract Lifecycle Management solution.

Moving from shared drives and manual processes to the cloud

Drybar needed a thoughtful solution for accessing, maintaining and storing templates and contracts.

Drybar did not have a centralized resource that would maintain or track their templates and signed agreements that included event agreements, lease renewals, model releases, non-disclosure and manufacturing agreements. Everything was stored on shared drives, specific to departments. When anyone needed to know how many contracts Drybar had, they would have to go to the head of each department and collect everything manually. In addition, tracking lease end dates on their stores was done manually through a spreadsheet, resulting in missed deadlines.

A flexible solution that works from anywhere

Integration with Salesforce® was important to some users, but not others.

Drybar’s General Counsel had used other DocuSign CLM solutions prior to joining the company and she was familiar with DocuSign’s reputation as a leader in innovation, effectiveness, and value. They checked all the boxes that Drybar wanted in a solution. While the competition provided purely contract management or purely case management solutions, DocuSign CLM offered both. In addition, they offered flexibility in form templates and reporting tools, as well as integration with Salesforce. Since some in the company use Salesforce and others don’t, the flexibility of viewing and working directly in Salesforce – or outside of Salesforce – was also key.

Overview

Retail

Industry

1,001–5,000

Company size

Irvine, CA

HQ location

2008

Founded

Legal, contract management

Use case

Mobile access was another deciding factor. With DocuSign CLM, anyone can access any contract or document from anywhere in the world. According to Drybar's General Counsel, "It's actually easier for me to pull a document up from the app than it is from my laptop. I can pull it up in two seconds from the app and easily forward it on." In addition, tracking lease end dates on their stores was done manually through a spreadsheet, resulting in missed deadlines.

Empowered employees

Drybar Sales and HR have more control over their work and legal can move on to other tasks.

DocuSign CLM has enabled Drybar departments like Sales and HR to own their timelines during the negotiation and contract process. They no longer have to wait for Counsel to complete tasks – and Drybar's General Counsel has recovered two hours of her work day that she can dedicate to more strategic tasks. And, adoption and feedback from Drybar employees has been positive. They didn't have to go through arduous training with DocuSign CLM because the tool is designed to be easy to learn and use.

“It has enabled me to be extremely service-oriented with my team — at a low cost. I’m working faster and more collaboratively.”

Alyson Barker
General Counsel

About DocuSign

DocuSign helps organizations connect and automate how they prepare, sign, act on, and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature: the world's #1 way to sign electronically on practically any device, from almost anywhere, at any time. Today, more than 537,000 customers and hundreds of millions of users in over 180 countries use DocuSign to accelerate the process of doing business and to simplify people's lives.

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