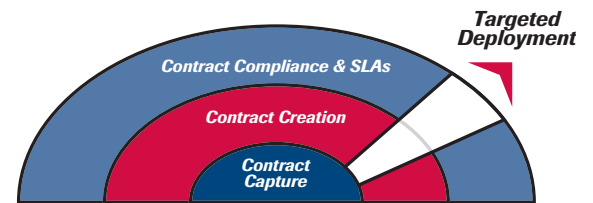




## Strategic Implementation: *Targeted Deployment Maximizes Payback*

*"The first priority is to digitize your contracts."*  
Andy Kyte, VP Research  
Gartner Inc.

The power of ASC Contracts is its ability to adapt to an organization's implementation needs and offer alternatives. ASC Contracts provides returns that match investment and generates a compelling ROI at each step. ASC Contracts offers a Phased Implementation – organizations can complete the Contract Capture phase for all contracts followed by Targeted Deployments or start immediately on Targeted Deployment of selected contracts.



**Phased Implementation**

### **Contract Capture**

ASC recommends that organizations with a complex contract management environment first implement the Contract Capture phase to establish control and to sustain controlled and managed progress. The focus is to capture contract information and images within a centralized database. Andy Kyte, Gartner analyst, views the digitization of contracts as a crucial first step in automating contract management. Organizations get digitized contracts in the Contract Capture phase, which provides the maximum ROI with the minimum investment.

### **Targeted Deployment**

Organizations begin a Targeted Deployment after the Contract Capture phase or when an organization experiences "pain" with a particular contract. The focus of the Targeted Deployment is creating contracts according to the organization's business rules and integrating the contract details with other applications to track compliance and SLAs. Companies can quickly achieve noticeable returns through improved revenue assurance and stopped leakage by implementing just one contract type. As a result, this approach provides the greatest payback for the investment.

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## Contract Creation Phase

### Legal, Sales & Marketing

- Maximum Return
- Risk Management
- Revenue Assurance

ASC Contracts generates contracts with the appropriate T&Cs and pricing structure ensuring that the proper business processes occur before the contract is presented to the customer/supplier. Working with Legal, Sales, Marketing and Procurement, Contract Templates are developed. *NB: Contract capture is integral to Targeted Deployment and does not require completion of the Contract Capture phase.*

### Contract Templates

A Contract Template, in ASC Contracts, is more than contract terms and conditions. It includes the product pricing model and the workflow stages, events and notifications, ensuring that contracts are generated and managed according to your business rules. Contract Templates encompass all aspects of the contract management process in your organization.

### The Process

To create and store a contract, the Salesperson or Contract Manager:

- Logs into ASC Contracts, selects a Contract Template and enters the appropriate information, such as the term, prices, quantities, etc., into the HTML form.
- Generates the legal contract with the ASC Barcode and faxes, emails, or prints and mails the contract to the customer/supplier.
- Updates and re-transmits the contract throughout the negotiation process.
- Faxes the signed contract to ASC Contracts for storage in the database.

The contract information and the signed contract images are available for reporting and distribution to authorized users.



Customizable



ASC Barcode



Contract Database



Easy Reporting

## Compliance & SLA Phase

The focus of the Compliance phase is integration of contract information in ASC Contracts with usage and billing information in legacy/proprietary billing, ERP and CRM applications.

### The Benefits

Contract creation occurs in accordance with your business rules, which dramatically reduces administrative time and contractual risk and liability. Recorded information can trigger compliance reports and contract renewal notifications. Detailed information is always immediately accessible to support a financial audit or litigation.

With integration between ASC Contracts and billing, ERP, CRM, and other key applications, management can have a complete understanding of what was contracted and how much was paid/received. Additionally, management can determine if the delivered goods and services comply with the contract terms and adhere to the SLAs.

## About ASC

Incorporated in 1997, ASC's mission is to provide quality software products, professional services, and managed solutions to our customers. ASC designs and develops software products to automate and simplify the Contract Management business practices. These solutions dramatically improve internal business processes and deliver substantial benefits and a compelling ROI to our customers.