

SharePoint Contract Lifecycle Management Solutions for the Technology, Finance, Healthcare, Pharmaceuticals, Energy, Oil & Gas, Hospitality, Entertainment/Media Industries and Public Sector Organizations



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“CLM Matrix was the Microsoft Office/SharePoint CLM application pioneer and continues to be the leader in the space by continually discovering, reinventing and delivering elegant intuitive technology applications for contract lifecycle management.” - Tim Sparks

CEOCFO: Mr. Sparks, what is the focus at CLM Matrix today?

Mr. Sparks: CLM Matrix develops software applications for contract lifecycle management and licenses its products to customers trying to standardize, streamline, and automate contract processes while using the Microsoft Office/SharePoint technology in which they are already invested. We also have an implementation team that provides delivery and customer support services to our customers. It's funny, because we didn't know it at the time, but back in 2003 CLM Matrix was the first ever to develop a SharePoint CLM application which is when it was first technically possible. Now, 15 years and many version upgrades later, we remain a leader in the space with some of the most full featured technologically advanced CLM applications on the market. It's been a lot of fun.

CEOCFO: Why do you like SharePoint?

Mr. Sparks: Well, SharePoint is the world's leading collaboration application and is part of the Microsoft Office technology family. As such, SharePoint provides the perfect platform for a contract lifecycle management solution. Over 94 percent of organizations worldwide have already standardized on Microsoft Office technology for managing their contracts. Also, research shows that the 3 top risks to CLM projects faced by our competitors are integrating with MS Office, low user adoption and the high level of training required to use hardcoded Java-based applications. CLM Matrix avoids these risks deliberately by offering a fully no-code wizard configurable CLM application that works natively with MS Office/SharePoint. No code wizard (re)configurability allows the application to be adapted to how the organization works versus forcing end users to change their work to match the software. Our applications provide users the opportunity to continue working in a process that is familiar while using the Microsoft Office tools in which the organization has already invested and for which end users are trained and confident. The result is high user adoption, little if any end user training and on-going administrative costs that are a fraction of other CLM systems.

CEOCFO: Would you tell us about your products, how they work and what they accomplish?

Mr. Sparks: CLM Matrix introduced the first SharePoint contract management applications and today offers the only CLM applications independently tested and certified on Microsoft technology. Our applications allow organizations to collapse contract cycle times by up to 90%, eliminate risk and deliver 100% compliance to business rules and policy.

There are two primary needs in the contract lifecycle management market and they generally reflect where an organization falls on the CLM maturity curve. The first, which we call "enter, find, remind", is a need to create a database of information that summarizes all contractual data, provides the ability to filter, search and perform adhoc reporting and to

set up alerts, reminders and notifications along with workflow capabilities for reviews and approvals. Our Matrix Fast Track application is designed to serve this niche. Secondly, are organizations who have a more mature list of requirements where they may have a need for all of what Matrix Fast Track delivers plus additional more mature requirements like the ability for automated rule based document generation with a clause library, parent/child relationship tracking, contract cloning, amendments and multi-language capabilities. Matrix Enterprise delivers these and many more capabilities while producing documents natively in Microsoft Word and/or in PDF formats. This allows documents produced by Matrix Enterprise to work without the need for plug-ins with any 3rd party digital signature, evaluation or other tools designed to work natively with Microsoft Word or PDF.

At the core our applications combine a workflow engine, rule engine, document generation engine and smart contract interview forms. It is all administered fully with no-code configuration wizards for rapid deployment and using SharePoint, the leading collaboration technology platform. CLM Matrix applications provide self-service contract requests letting a user request or profile a new agreement 24/7 while freeing up legal and contract teams to focus on other high value activities. A contract requestor is intuitively guided through a series of one-to-many questions and through a contract process that can be unique for each agreement type. Throughout an agreement process reviews and approvals can be automated, policies enforced and compliance assurance delivered including an audit trail of all activities over the entire contract lifecycle. CLM Matrix applications automatically create 21 reports and can automatically send alerts, reminders and notifications to the right people, at the right time and with the right information. Our applications also include multi-language support at the user interface (UI), database and document generation levels including any language supported by Microsoft Word. The rule engine can enforce the use of both standard and non-standard language within any document type. There's a lot more to it but this is it at a high level.

CEOCFO: *How are you able to provide such a comprehensive service yet simple enough for people to use on their own?*

Mr. Sparks: From the start, we challenged our R&D team to develop a CLM application that would be so easy to use that my 5th grade son, Nick, could log-on to the system and request a contract without training, and know exactly what to do every step of the way. We used that example as a reminder to keep things as simple and intuitive as possible. Our reasoning was that people don't have to go to 3 days of training to purchase something on the internet after visiting a website for the first time, so why should CLM applications not be even easier to use. At the time, and still today, most CLM applications are not intuitive and require days of training. We believe an intuitive CLM application should guide the user through the questions, steps, tasks, reviews, approvals, etc. while interrogating and complying with all business rules and policies without the user having to know any of it. All a requestor should have to know is what they are trying to accomplish and the application should do the rest. Success has come from this focus on simplicity while trying to make the system itself elegant enough to where people want to use it because it makes their job easier and faster.

CEOCFO: *Who is using your services today?*

Mr. Sparks: CLM Matrix customers include some of the largest multinational organizations in the world plus small and medium companies too. We have customers in 22 industry verticals in 25 countries on 4 continents. We serve both buy side and sell side use cases in both the private and public sectors including local, state and federal governments worldwide. We have developed a system that is more of a horizontal platform which can be configured to the exact needs of any industry. Many of our competitors have created hard coded systems that serve a particular narrow industry vertical. It makes it very difficult to then translate the needs in that vertical over to other industries or maybe from buy side to sales side because those systems have been developed and hard coded for a specific purpose. We found building agility into the system would be a much more well received approach. We feel our market success has proven out this approach.

CEOCFO: *How is business?*

Mr. Sparks: Business is good with 2016 ending strong. Going into 2017, we have a very robust pipeline and are cautiously optimistic that this will be a record year for sales and profitability. Two weeks into the year we already have 10 new customer projects teed up and expect more to follow. Our new Matrix v15.0 release last year introduced a host of powerful new functionality and completely new UI and has been well received by both existing and new customers. Stay tuned, as we will be announcing some big plans for new products later in 2017.

CEOCFO: *How do you reach potential customers and how would someone looking know what to look for to find you?*

Mr. Sparks: Most organizations find out about CLM Matrix through word of mouth or an internet search on "SharePoint contract lifecycle management" and then find more information on our website at www.clmmatrix.com. The company also attends and speaks at various industry conferences and publishes articles and whitepapers for additional exposure. CLM

Matrix primary market is serving those organizations who need a contract lifecycle management application. Because at the core our application is document centric collaborative workflow, we also have customers using our applications for matter management, case management, rights management, document lifecycle management, IP management, program management, etc. We compete effectively in all of these application verticals and serve customers in them today. If we can't help a prospect, we usually know other vendors who might be able to serve their needs and we are happy to pass on their contact information. We can also be contacted via email at sales@clmmatrix.com or by telephone at +1 (800) 961-6534.

CEOCFO: *What are some of the features that customers use most and what are some features that people are missing?*

Mr. Sparks: That's a good question. We find the universal needs shared by most organizations tend to fit in just a few buckets and CLM systems will need to have features to provide functionality to serve these requirements. The first requirement is they need a repository for storing their meta-data. Organizations want to be able to capture all the metadata for contracts or other agreements types. Secondly, they typically need alerts, reminders and notifications. They want to know critical dates when something is going to expire or when they need to send out a notice for a renewal, etc. Thirdly, they want to filter and search contract metadata with the ability to create adhoc reports. This allows a CLM application to be a knowledge system for planning and decision making. Beyond these three universal needs are other requirements for automating workflow processes, applying and enforcing business rules and policies, automatically generating documents and integrating with other up and downstream systems such as Salesforce or Dynamics CRM, Oracle or SAP ERP systems and/or any other legacy systems. In addition, organizations should insist on collaboration capabilities, role-based security and an adaptive application that can be readily configured and changed without code development by internal non-technical resources. This will insure the system can contribute to business agility and can rapidly adapt to an organization's evolving and maturing CLM requirements.

CEOCFO: *Why choose CLM Matrix?*

Mr. Sparks: CLM Matrix was the Microsoft Office/SharePoint CLM application pioneer and continues to be the leader in the space by continually discovering, reinventing and delivering elegant intuitive technology applications for contract lifecycle management. We have been focused on contract lifecycle management exclusively since 2003 with our heritage in collaborative workflow going back to 1992. Our technology has been the recipient of Global Awards from Microsoft and IBM/Lotus and our applications are recognized as leaders in the CLM space worldwide by organizations and industry analysts alike. As a stable and profitable company for over 15 years, we believe CLM Matrix represents the lowest risk option from both a technology and implementation perspective. We use only internal resources for all implementations and have invested heavily over the past decade in documenting and creating implementation best practices, tools and templates that allow for repeatable, rapid, successful CLM implementations in any industry. We like to remind people not to forget the importance of ensuring that the team implementing the CLM system that has been chosen has dozens (or hundreds in CLM Matrix case) of successful customer implementations for that specific CLM application. None of us would want to have a risky medical procedure performed by a doctor who has never done it before any more than we would want to take on the implementation risk of having a novice team implement our CLM application. As strategic as contracts are to all organizations, implementation risk should be avoided at all costs. Instead selecting CLM applications and implementation teams proven and tested over time for having deep domain, technology and change management experience. You'll be glad you did. It's been a pleasure to speak with you today. Thanks.

