

Case Study

Dynamic Communities Secures More Revenue in Half the Time for Dynamics 365 User Groups with AssureSign's eSignature

Customer Profile

With a member base spanning 50+ countries and ranging from sole proprietors to the globe's largest corporations and charities, Dynamic Communities drives member growth by "creating a tech-centric community of likeminded people." Dynamic Communities aims to maximize software solution performance by cultivating collaboration, networking and idea exchange between users of common tech solutions. This is achieved by hosting user-generated webinars, international events, online forums, local chapter learning and networking opportunities, and Academy trainings for companies like HP, The American Heart Association, Ford Motor Company, Pandora, and their remaining 160,000+ member base. Dynamic Communities is best known for its engagement with User Groups for Microsoft Dynamics 365, offering a platform for Dynamics AX, CRM, GP, NAV, SL, and Power BI product knowledge as well as professional development and growth.



Situation

To continue fostering its vision of sharing product knowledge and development among users, Dynamic Communities hosts many national and international events and conferences. In addition to the central organization's docket, they assist with undertakings on behalf of their local chapters. These and other initiatives are made possible by securing organizations and businesses as sponsors, who must review and agree to all the applicable terms, conditions and commitments.

Prior to 2014, Dynamic Communities used the highly manual 'send, print, sign, scan and return' method to send the necessary documents to

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sponsors for completion. The sluggish process usually took multiple weeks from start to finish. What's more, the process typically required multiple follow-ups and tedious correspondence. This same procedure was also used when purchasing advertisement space in Dynamic Communities' quarterly magazine publication—a marketing opportunity for partners, sponsors and members to advertise their products and services.

This manual process was not only a poor experience for sponsors and members, it unnecessarily delayed funding for their local, regional, national and international events.

Solution

In 2014, Dynamic Communities decided they needed to digitally transform their paper-latent process with a solution built for managing digital transactions and eSignatures. After beginning their search, Xpertdoc, a document automation tool provider and fellow Microsoft Partner, recommended the eSign vendor highly favored within the MS partner community. Shortly after the recommendation, Dynamic Communities began utilizing AssureSign through a custom-built integration within their Xpertdoc solution.

Not only was the securing of sponsorships digitally transformed, Dynamic Communities also digitized the purchasing of its magazine space, allowing members to secure ad space

with the click of a mouse.

Benefits

Immediately after adopting AssureSign's eSignature, Dynamic Communities experienced a dramatic improvement in the speed and efficiency of its sponsorship and advertisement purchasing process. "We're able to secure sponsorships and purchases in a matter of hours instead of weeks," said Ashley Steiner, CRM Administrator with Dynamic Communities. "It dramatically improved [our] relationship [with] sponsors and purchasers."

Dynamic Communities not only reduced their contract completion times, the agility generated by AssureSign's electronic signature and digital transaction management allows revenue streams to emerge much faster, yielding more opportunities to propel education throughout the Dynamics User Groups. "It tremendously eases the process of doing business with us. When you give people a quick and easy way to seal a deal, the hurdles and pain points of closing business vanish." Because they no longer exchange numerous emails while waiting multiple weeks for sponsorship revenue, Dynamic Communities can devote more time to its mission of supporting and educating software user groups.

By using AssureSign, Dynamic Communities now propels value-added engagement and opportunity to users of the Dynamics suite... faster.

