

Zones finds its streamlined signature-capture solution.

Zones began as a promising technology catalog company in 1986. The company quickly grew to employ 200+ people in the U.S. More than 30 years later, Zones is now a global provider of comprehensive IT solutions reaching 80+ countries and employing 2,000+ people worldwide.

Like any growing company, Zones has adopted new technology and processes that enable them to work more efficiently. Some “legacy processes” were slower to change than others, however.

One example: capturing legally-binding signatures for new partner program agreements, invoices, marketing campaigns, and other documents requiring approval. The legacy process was too cumbersome and time consuming, especially because most of the signatures Zones requires come from outside of the organization.

And the COVID-19 pandemic only made the process more difficult as people shifted to working remotely. Zones needed a faster, simpler solution that would outlive the pandemic and grow with the organization.

The Challenge

Associate Category Manager Glen Rux describes the challenge this way:

“We work directly with our partners and customers to facilitate deals and often need to route contract agreements back and forth for signatures. In the past, that was all done with

scanning or faxing. The partner or customer would have to print the document, sign it by hand, scan it, and then fax or email it back to us. It could take several days to route a single document to all the people that needed to sign it.”

For Zones, tracking documents in this process was tedious and time consuming. The back-and-forth communications, especially for a contract agreement, could take hours away from the day.

The Solution

The search began for a more accessible, e-signature solution.

Something affordable that any department could use to simplify the process. At company headquarters, the Zones marketing department was a prime candidate to find and test a new solution. They didn't have to look far.

“We were already using Adobe software for other parts of our jobs, so when we learned about Adobe Sign, we took a closer look,” explains Jennifer Lynds, Partner Marketing Manager at Zones. “The fact that it works right within Microsoft Word, Outlook, PowerPoint, Teams, and SharePoint made Adobe Sign easy to try first.”

Adobe Sign automates electronic signature workflows.

Instead of having to chase down signatures and approvals from multiple people, Adobe Sign automates the entire process.

“Whether I want to send a file from SharePoint, Outlook or Word, for example, Adobe Sign is an integrated part of the application,” explains Rux. “It only takes a couple of minutes. I just click ‘send for signature’ and Adobe Sign opens with the file attached. From there, I enter the email addresses for the people I want to sign the document. I can preview the file and add a signature field for each person directly in the document. Then I just click send.”

Adobe Sign also enables you designate different actions you want each recipient to take. Those actions can happen in any order or in a specific order. For example, a manager may need to approve the document, two people may need to sign it, and one person may need to receive a final copy.

In addition, Adobe Sign allows you to password-protect the document and set a completion deadline and automatic reminder notices to help ensure people sign the document in a timely manner.

“It's so much easier,” says Lynds. “And I get a notification every time the document has been signed and sent to the next person in the group. Because it's automated, the whole process is easy to track and takes a fraction of the time compared to our old process.”

The Results

Today, every department at the Zones U.S. headquarters – Marketing, Human Resources,



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Legal, and more – is using Adobe Sign. It eliminates the need to physically handle and sign documents as well as all the back-and-forth calls and emails that went with the old process.

The savings in time has been significant.

Adobe Sign saves Zones three to four hours per contract agreement. The new solution has freed Zones team members to be more productive and given them back their time for work that adds value to customers, partners and fellow employees.

To learn more about Adobe Sign and other Adobe document and creative solutions for your team, visit zones.com/adobe.



53% of Zones' business involves multi-level contracts requiring multiple levels of signatures.



3+ hours saved per contract agreement

Faster approvals from your distributed workforce.

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