malbek | **PANTHEON**

Supporting hypergrowth through a comprehensive CLM.

Pantheon is a first-class, WebOps platform that empowers marketing and development teams to take control of their websites while giving them the agility to win in the dynamic world of digital marketing.

Challenge

Pantheon was experiencing hypergrowth and needed a solution that would allow their newly built Legal function to keep pace with increasing contracting demands. Outdated shared folders, traditional email communications, and lack of a single contract repository were no longer working for them.

Pantheon needed a platform that would revamp the way they as thought about contracts, transforming them from static documents to business assets that could guide future decisions. Pantheon began by looking for a CLM that was simple, clean, and modern. They knew they needed a solution that empowered all users to become experts and delivered powerful insights in a way that anyone could understand.

Solution

By leveraging Malbek's robust analytics, seamless integrations, and self-configurable solution, Pantheon was able to achieve stunning results for

Legal that helped to grow the business in a meaningful, measurable way. With Pantheon's first-ever comprehensive CLM solution by their side, they saw value immediately:

Shared Workspace
Malbek enabled Legal and other teams to work together despite being remote. Malbek gave Pantheon a place where Legal, Sales, and others had visibility into their contracts. Using templates and workflows, they were able to speed up deal cycle times and reduce friction.

Robust Integration
Integrating with key platforms like Salesforce, enabled Pantheon to connect key data sets across their entire ecosystem. The seamless data flow helped to reduce friction between teams and enabled Legal to have a greater understanding of its risk profile.

Contract Analytics
Pantheon leveraged Malbek's robust contract metrics capabilities to improve scalability, agility, and stakeholder buy-in. With insights that drive growth at their fingertips, Pantheon was able to confidently handle their contract volume and build value – Legal is now seen as a value creator, not a cost center.
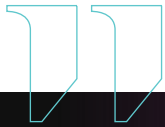
Results

Legal proved themselves as a strategic business partner and saw positive results within the first quarter of adopting Malbek.

Pantheon achieved 36% efficiency in the first quarter of implementation alone.

Legal has leveraged the metrics from Malbek's robust analytics and dashboards to drive growth across the organization and increase stakeholder buy-in. A CLM solution is an enterprise tool, not just a legal one. It helps to paint the entire narrative by capturing data, highlighting what is relevant, and making it easily accessible. Now all stakeholders, even those outside of legal, can access these key metrics and use them to guide future growth. The company-wide adoption of Malbek CLM helped key decision-makers understand what the market is doing, how the product is performing, and if there were any potential expansion points they could take advantage of.

With the power of contract automation and the strong support

of Malbek's implementation team, Legal was able to achieve the speed, efficiency, and quality of legal review that it was looking for. This immediate return gave Legal the credibility they needed to prove to stakeholders they are a strategic business partner to business teams across Pantheon.

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