

# Madison Cloud Gets More From Their eSignatures with Docubee



Madison Cloud is an independent cloud service provider specializing in fully dedicated and customizable private clouds. Their single-tenant architecture allows them to optimize each private cloud environment for a customer's unique use cases while providing 100% data privacy, superior security, and seamless integration with public clouds and on-premises environments.

## Overview

Getting eSignatures on documents was not a new process for Madison Cloud. And initially, they weren't looking to make a switch from their former provider, DocuSign. However, Madison Cloud CEO Randall Van Allen works closely with the teams at Accusoft and Docubee, and naturally heard the buzz about Docubee's easy-to-use interface and functionality. DocuSign was merely a "good enough" solution for Madison Cloud, so Van Allen quickly jumped at the chance to give Docubee a try.



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## Challenges

Madison Cloud was using DocuSign to get signatures on their documents but despite their hefty price tag, DocuSign didn't offer the robust functionality of Docubee. Before making the switch, Van Allen used Docubee's free trial to ensure it could meet the needs of his business. "I started a trial, but didn't end up using it very long," recalls Van Allen. "Everything is so intuitive with it that after one day of using it, I knew it was good."

Additionally, Van Allen needed an eSignature and document automation tool that would play nice with the systems his team was already using. He worked with the Docubee Customer Success team to ensure the platform had what he needed before making the switch—mainly an integration with Salesforce. Van Allen wanted to streamline the collection and storage of documents like quotes and contracts by integrating Docubee with his existing Salesforce account.

## Results

Madison Cloud officially implemented Docubee early in 2022 and is now using the platform for most of their paperwork requirements. This includes internal use for their HR paperwork, externally with new customers, and for things like NDAs with potential partners. Docubee was intuitive enough for Van Allen to set up his documents with ease, with little help from his internal IT team.

One of the things Madison Cloud loves most about using Docubee is its versatility. "We use it in a bunch of different ways," states Van Allen. "We used to be a DocuSign customer but switched over. Obviously, the cost savings were a plus. But, it does everything DocuSign does and more too."

In addition to cost savings and more robust functionality, the Docubee team's responsiveness and willingness to help with new feature suggestions and integrations were also a plus for Van Allen and his team. The team at Madison Cloud prides themselves on having a flexible, customizable product that takes customer feedback into account. Because Docubee also provides the personalized attention customers need, the pairing was a perfect match. "One of the things that really sets [Docubee] apart is the one-on-one support that I got, which was much better than DocuSign's," shared Van Allen. "It feels like you guys actually care."



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Most importantly, the Docubee Customer Support team was able to get the Salesforce integration that Van Allen needed to be stood up with little turnaround time. "Like our application with Salesforce, any other integration we want to tie in, we know that Docubee can handle it," shared Van Allen. Now, Van Allen knows that Madison Cloud has the partner it needs to stay efficient and grow its business to greater heights.

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What I like is the responsiveness from your Customer Success team. I have been told that if there are functionalities your tool doesn't have, your team will work on them and potentially feature them in a future release. It's that type of partnership that I think every company looks for in choosing their software providers.

— RANDALL VAN ALLEN  
MADISON CLOUD CEO



### About Madison Cloud

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### About Docubee

Docubee, an Accusoft brand, is an intelligent contract automation platform that lets businesses create, manage, sign, and track digital contracts in one secure platform. Docubee powers contracts by enabling users to gather vital customer data, create contracts using tools like generative AI or pre-built templates, and connect pieces of the process with dynamic workflows. Users can integrate Docubee with their existing site or platform via the API or connect to thousands of apps and CRMs using native and webhook-powered integrations. For more information, visit [docubee.com](https://docubee.com).

