



# The Denver Broncos win with efficiency.

Professional football team improves business efficiency by using Adobe EchoSign for partnership agreements and employee onboarding.



"By improving our efficiency and productivity through Adobe EchoSign, we can help the Broncos run smoothly so that the team can put their focus where it belongs—on the game."

*Nancy Svoboda, senior vice president of human resources, Denver Broncos Football Club*



## SOLUTION

Adobe EchoSign

## RESULTS



### ANYWHERE ACCESS

Empowered signers to view and sign documents using any computer, tablet, or smartphone with Internet access



### ENHANCE BRAND

Added credibility and improved partner satisfaction by providing prompt response to access



### SECURE COMPLIANCE

Established a system to maintain and demonstrate compliance with employment documentation requirements



### RESOURCE MANAGEMENT

Reduced time staff spends managing paperwork, improving overall productivity and efficiency

## Denver Broncos Football Club

Established in 1960

Employees: 1056

Denver, Colorado

[www.denverbroncos.com](http://www.denverbroncos.com)

### CHALLENGES

- Enhance efficiency for managing and processing documents
- Improve relationships with partners and sponsors through greater credibility
- Enable faster signatures through easier access to paperwork

"Using Adobe EchoSign, we improved our response time for contracts so that we can better meet the needs of our sponsors."

*Darren O'Donnell, vice president of business development, Denver Broncos Football Club*

### Winning partner service

In 1960, the Denver Broncos brought professional American football to fans in Denver, Colorado. More than half a century later, the established team has appeared in the playoffs 20 times and won the Super Bowl two years in a row. The Broncos now have generations of loyal fans and overwhelming support from the community.

The Denver Broncos Football Club builds relationships with a wide range of corporate partners, many of which also provide vital services to keep the team running. "We're always looking for ways to do business better," says Darren O'Donnell, vice president of business development. "Using Adobe EchoSign, we improved our response time for contracts so that we can better meet the needs of our sponsors."

### Changing the game for signatures

The Denver Broncos sign hundreds of new and renewed sponsorship and suite contracts annually, each of which require multiple signatures from busy stakeholders. If these stakeholders were out of the office, contracts could be delayed weeks, or even months. "With Adobe EchoSign, stakeholders can sign contracts anywhere in the world using their smartphone," says O'Donnell. "Responding to sponsors quickly helps us build credibility and improve partner satisfaction."

"We are improving our partner relationships, enhancing our brand, and strengthening our credibility by implementing innovative technology solutions. Creating a strong partnership with Adobe has enabled our organization to do business better," says O'Donnell.

### Eliminating the paper chase

Using Adobe EchoSign will also support faster and more reliable employee onboarding for the Denver Broncos' human resources team. Given the nature of its business, the organization hires a significant number of seasonal employees. "Completing all of the employment paperwork tends to be especially difficult for players and game-day staff because they don't come to the offices every day," says Nancy Svoboda, senior vice president of human resources.

In the past, digital PDF forms were being sent to employees, but employees often didn't have access to printers and scanners to return information. As a result, the HR team would spend a significant amount of time ensuring the required forms were completed and returned.

"Using Adobe EchoSign, employees can fill out their paperwork quickly and easily, so they can start working or training the first day on the job or the field," says Svoboda. "Before the start of the season, we might be onboarding dozens of new players and training camp staff at once, so being able to automate document management is also a huge benefit for us."



## SOLUTION AT A GLANCE

- Adobe EchoSign

For more information  
[www.echosign.adobe.com](http://www.echosign.adobe.com)



Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)

Automatic tracking and reminders give the HR team a solid document trail that can be used to show compliance with government regulations. Even if employees fill out their forms at the offices, Svoboda still plans to use EchoSign so that she can receive all forms in a neat electronic package ready for archival, thus eliminating the costs of printing and storing paper documents.

"The alternative solutions we considered were too limiting and would not work for us. EchoSign was able to handle our complex workflows, while still being easy for all of our users," says Svoboda.

Both the HR and business development teams hope to expand their use of EchoSign within the organization, whether for acknowledgement of employee handbooks or to sign agreements for sponsored suites or club seats. "When we spend our time chasing down paperwork, we're getting distracted from the jobs that we were hired to do," says Svoboda. "By improving our efficiency and productivity through Adobe EchoSign, we can help the Broncos run smoothly so that the team can put their focus where it belongs—on the game."