



## Case Study

# Using Legisway in the Retail Industry

*Our customers:*

**Maaïke Andela** - *Legal Operations Officer & Privacy Counsel, G-Star Raw*

**Sara Krant-Scheepmaker** - *Corporate Paralegal Specialist, Jacobs Douwe Egberts*

**Ghislaine Wesseling** - *Legal Counsel, Suitsupply B.V.*

Contracts and legal documents are the lifeline of legal departments across the world. Without them, businesses would cease to exist. Because contracts and other legal documents play such an integral role, it's crucial that the legal department has visibility of all documents. If legal departments cannot locate them or do not have access to them, the level of risk exposure and financial losses increases. In this article, you'll learn how three customers in the retail and consumer goods sector implemented Legisway for efficiency and productivity gains and to enable knowledge sharing across the business.



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**Maike Andela**

Legal Operations Officer &  
Privacy Counsel, G-Star Raw

## Before Legisway: a decentralized approach led to inefficient processes

When Maike Andela joined G-Star Raw, her colleagues had already used Legisway for several years. She was tasked with building on the success of the initial implementation and aligning the contracts with the rest of the business. “The legal department maintains an overview of the contracts, but the business is responsible. We faced challenges related to our decentralized approach towards contract management. Contracts were stored in multiple places throughout the business so it was hard to find out who archived them, and where.” This highlights why a decentralized approach makes it difficult to track and manage contracts and legal documents.

Jacobs Douwe Egberts opted for one central database that has information on all its companies. A decentralized approach to storing and managing legal entities does not give access to all stakeholders, hence is not efficient.

What are legal departments in the retail sector to do? Those that want

to have greater control over the contract lifecycle management and reduce time spent searching and filing documents are turning to Legisway to centralize their information and lessen the administrative burden.

## The legal department has regained control of business-critical information

With a single, centralized repository, legal teams have increased visibility into all contracts and legal documents. At G-Star Raw, having a single source of truth has been particularly useful, especially because there are over one thousand contracts – and counting – stored in Legisway. Maike explains that an essential component has been the reporting feature. “We have access to real-time data about our contracts, which has allowed us to gain a deeper level of understanding of our contractual obligations.”

For legal teams that work centrally, it’s important to have a structured process for keeping track of contracts and legal documents. At Suitsupply,

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Ghislaine and the legal team regularly collaborate with their colleagues in other departments. She explains, “the legal team wants to be involved with every contract, which is why we need to have a structured way to keep track of them.” Prior to using Legisway, colleagues would contact the legal team when they needed input on a contract or were in search of information. Legisway has had a positive impact on productivity since the legal team spends less time responding to requests from colleagues. “It’s great that my colleagues who have access can retrieve information without asking us first. It’s a win-win situation, not just for our team, but the non-legal users as well.”

Automating routine processes has enabled Legisway users in the retail industry to cut down on the administrative burden associated with the management of documents, especially in an industry where high volumes of contracts and documents are the norm. “Since our team manages hundreds of contracts it’s helpful for us to receive alerts of impending deadlines. Without Legisway, it would be difficult to keep track of them all,” explains Ghislaine.

## Legisway has enabled knowledge sharing across the business

Maaïke at G-Star Raw agrees that one of the benefits of Legisway is the ability to empower others in the business to self-serve. “In the past, my colleagues would flood our department with calls about information they were searching for. Legisway has enabled us to equip the business with knowledge so they don’t need to contact us for every single request.” Many colleagues at Jacobs Douwe Egberts are able to use the

information in Legisway. They can also provide colleagues different levels of access if required.

## Tips for ensuring the project’s success

When implementing legal tech, Sara recognizes the importance of having stakeholder buy-in. She believes that “you have to make sure everybody is on board and understands the importance and benefits of implementing the legal tech tool to make sure people use it and keep it up to date. It will not be a success if people perceive a new tool as an additional task alongside their day-to-day work.

Maaïke has also experienced that “change management played a critical role on the project’s success.” One critical factor was “making the transition to legal tech as efficient as possible, including our non-legal users.” By winning stakeholder approval early on in the process the chance of success is much higher and ensures user adoption.

If your team is considering implementing legal tech, you might be feeling overwhelmed about where to start, and when. Despite reservations you might have, Maaïke advises that “now is the time to start. There will be bumps in the road, but don’t let them stand in your way.”

## Takeaway

By implementing Legisway, companies in retail sector are able to centralize contracts and other corporate documents, be more responsive and minimize risks. Since they have greatly reduced the time spent on legal admin and enabled knowledge sharing across the business they are able to spend more time on high-value strategic work, while staying in control of legal data.

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### **Ghislaine Wesseling**

Legal Counsel,  
Suitsupply B.V.



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