



FordDirect

FordDirect (<http://www.forddirect.com>) is a joint venture between Ford Motor Company and its Ford franchised dealers that provides information and online vehicle sales services directly to consumers. Launched in August 2000, FordDirect has helped more than 3,900 member dealers located in all 50 states sell more than 1.6 million vehicles.

Business Need: To provide these services to its dealers, FordDirect generates hundreds of business agreements annually, including master service agreements (MSAs) with different vendors, as well as supporting documentation such as statements of work, amendments, and exhibits. To track all of this information, the company was storing hard copies of agreements in file cabinets and tracking key dates, deadlines and other details with spreadsheets. However, this made reporting time-consuming and inefficient. For example, during annual audits to verify the company's financial reports, FordDirect needed to be able to account for all of its active agreements and their associated contract value. In addition, they needed to document that project milestones were being met and payments made according to the contractual agreement.

Why they chose Mumboe: Amir Farrehi, an attorney in FordDirect's legal department, knew the company needed a better way to track and manage its business agreements. His key requirements: a secure, centralized agreement repository for storing agreements; the ability to quickly search for specific documents and agreement details; and the ability to create new contracts from templates. However, Farrehi knew from past experience that the contract management systems he'd seen were too expensive and complex to truly be useful. Determined to find a more affordable and practical solution, Farrehi's search led him to Mumboe's on-demand contract management application.

"From the first time we saw it, we were impressed with the simplicity, affordability and ease of use of the Mumboe application," says Farrehi. "We loved the fact that we could try it for free with no obligation and really get a feel for how it would work in our business." Security was also an important concern, and Mumboe's permission-based user accounts and data backup service were critical features. Of course, Mumboe's affordable, pay-as-you-go pricing, including the option to add read only users at an even lower cost, was a key benefit.

Once these core requirements had been met, it was Mumboe's personalized service that finalized FordDirect's decision. "We were very impressed that Mumboe offered a free consultation to help us get started and customize the application to our business needs," says Farrehi. "Mumboe wasn't just the most affordable alternative, they were the best choice all around."