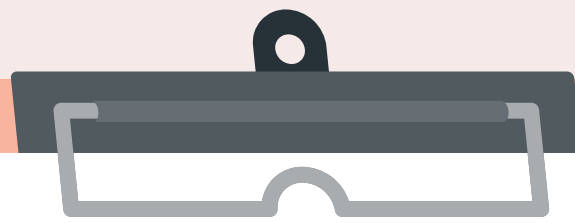




DocJuris



## Informed Consent

**Accelerating contract workflows: how  
Ancestry empowered Procurement and  
Legal with DocJuris**



# Executive summary

Ancestry.com, the world's largest for-profit genealogy company and a leader in consumer genomics, was experiencing a surge in contract volume as its technology offerings and global partnerships grew. The Legal and Procurement teams were committed to supporting the business, but their manual contract review processes couldn't keep pace. Procurement often relied on Legal for every negotiation—even for standard vendor agreements—creating bottlenecks and slowing down the entire contract cycle.

Rather than implement a broad, complex CLM platform, Ancestry chose to solve the problem with precision. By partnering with DocJuris, the company introduced a smart, scalable solution that embedded Legal's guardrails directly into Procurement's workflow. With this new framework, Procurement could independently manage standard agreements, while Legal focused on strategic, high-risk matters.

This shift didn't just reduce contract turnaround time—it empowered teams across the business. According to Eric Thomas, Sr. Director for Corporate Services at Ancestry, “DocJuris gave our Procurement team the confidence to negotiate directly without constantly pulling Legal into the weeds. With playbooks and guardrails built in, we're moving faster while staying fully aligned with our risk standards.”

The result? Faster deal execution, stronger collaboration between teams, and a clear model for scaling operational excellence.

## Business context: scaling operations amidst growing complexities

Ancestry's innovation in digital family history and consumer DNA testing has made it a household name. But behind its platform lies a sophisticated web of global vendors, service providers, and partnerships—all of which require legal oversight through contracts.

As the company scaled, so did the administrative burden of managing thousands of agreements. The Procurement team, responsible for sourcing and maintaining vendor relationships, often encountered delays when Legal had to review every contract. Even when agreements followed standard terms, they were routed to Legal for manual redlining and approval.

This created a frustrating dynamic for both teams:

- Legal was overwhelmed with contract volume, unable to prioritize strategic work
- Procurement faced delays in onboarding suppliers and executing new initiatives
- The business felt the ripple effect of slow contract turnaround

In short, the system lacked operational agility. Ancestry needed a better way to balance speed, compliance, and clarity—without sacrificing control or creating risk exposure.

## The challenge: navigating bottlenecks and inefficiencies

At the heart of Ancestry’s challenge was a mismatch between workload and workflow. Contracts of all types—high-value tech agreements and low-risk vendor renewals alike—followed the same process: handoffs to Legal, redlines by attorneys, and long email chains for clarification.

This all-or-nothing model created three major pain points:

- **Delayed execution:** Without triage rules or automated workflows, contracts were stuck in review queues for days or weeks.
- **Overuse of Legal’s resources:** Attorneys were spending time on form agreements instead of high-impact negotiations or compliance strategy.
- **Lack of clarity for Procurement:** Buyers and sourcing leads lacked the confidence—and tools—to take on contract edits themselves.

The cost wasn’t just lost time. Delays in contract review affected vendor onboarding, slowed down critical sourcing projects, and introduced risk when Procurement had to “guess” at how far to push without Legal’s input.

Ancestry didn’t need to centralize everything—it needed to distribute confidence across its teams.

## The solution: embedding Legal expertise into Procurement workflows

The breakthrough came with a simple but powerful idea: what if Legal didn’t have to be part of every contract—but their expertise could be?

With DocJuris, Ancestry created a collaborative platform where Procurement could lead initial reviews and negotiations, supported by smart, AI-powered playbooks built on Legal’s standards. The solution included:

- **Dynamic playbooks:** Legal defined fallback clauses, risk tolerances, and negotiation guidelines—then embedded them directly into DocJuris so Procurement could self-serve on common contract types.
- **Automated redlines:** The platform flagged deviations from standard terms and applied redlines automatically, enabling Procurement to negotiate with confidence.
- **Guided review flows:** When a clause triggered a risk threshold, the contract was automatically escalated to Legal for deeper review.

This approach transformed how the teams worked together. Procurement became more self-sufficient, Legal was no longer buried in routine reviews, and both teams stayed aligned through a shared set of contract principles.

As Eric Thomas put it: “DocJuris gave our Procurement team the confidence to negotiate directly without constantly pulling Legal into the weeds. With playbooks and guardrails built in, we’re moving faster while staying fully aligned with our risk standards.”

## Implementation: building a resilient and adaptable system

The implementation of DocJuris was a joint effort between Legal, Procurement, and DocJuris’s onboarding team. Rather than disrupt everything at once, Ancestry followed a structured, iterative approach:

- **Mapping and alignment:** Legal and Procurement met regularly to define current-state workflows, categorize contract types by risk, and clarify decision points. The teams identified contracts that could safely bypass Legal and those requiring mandatory review.
- **Playbook development:** DocJuris supported Legal in building a digital playbook—complete with fallback clauses, escalation rules, and approval thresholds. This became the foundation for Procurement-led negotiation.
- **Pilot and testing:** A controlled rollout focused on a limited group of contract types (e.g., low-dollar vendor agreements). Procurement users were trained, tested the system, and provided feedback to refine the tool.
- **Full deployment:** With strong adoption and positive results, the system was rolled out more broadly across the business. Legal maintained oversight through dashboards and alerts, while Procurement operated with greater autonomy.

Throughout implementation, the emphasis was on usability and flexibility. Playbooks could evolve. Clause libraries could be updated. And rules could be adjusted to support changes in business strategy.

## The results: measurable improvements and strategic benefits

The outcomes from Ancestry's CLM transformation with DocJuris were both immediate and lasting:

- **2x faster contract execution:** Procurement was able to move deals forward in half the time, without waiting for Legal's review on routine agreements.
- **Reduced Legal workload:** Attorneys reclaimed time for more strategic initiatives—regulatory work, data protection, IP negotiation—by offloading standard reviews.
- **Increased Procurement ownership:** The team gained the confidence to manage their own contracts, backed by automated guidance and structured risk thresholds.
- **Improved business agility:** With contract work flowing more efficiently, internal stakeholders saw faster results—and fewer roadblocks to getting work done.
- **Stronger cross-functional alignment:** The relationship between Legal and Procurement deepened. Rather than operating in silos, the two functions collaborated through a shared platform, using shared rules.

According to Henal Patel, CEO of DocJuris, "Ancestry didn't just streamline contract review—they redefined how Procurement and Legal can collaborate at scale. By embedding legal standards directly into Procurement workflows, they've built a model of speed, precision, and trust. That's exactly the kind of forward-thinking transformation we're proud to support."

Importantly, this wasn't just a short-term win. The new workflow was built to scale—with updates to playbooks and workflows managed internally by Legal and Procurement without requiring reimplementations or IT support.

## Operational speed meets strategic alignment

Ancestry's story isn't about choosing speed over control—it's about building both into the same system. With DocJuris, the company introduced a framework where Procurement could move faster and Legal could stay confident in the integrity of contracts.

This is what contract review should look like at scale: intelligent delegation, proactive risk management, and a platform that reflects how teams actually work. By shifting from a bottlenecked model to a shared, structured workflow, Ancestry accelerated business outcomes while preserving compliance and consistency.

Their experience provides a model for other organizations looking to remove friction, boost cross-functional collaboration, and unlock the full potential of their contract teams.

## About DocJuris

DocJuris is a contract negotiation platform designed for Legal and Procurement teams. With AI-powered playbooks, intelligent markup, and collaborative workflows, DocJuris helps organizations accelerate reviews, ensure consistency, and reduce risk—without disrupting existing systems.