

Case Study

FLYERALARM streamlines legal workflows with ClauseBase

FLYERALARM is one of Europe's leading online printing companies, providing an extensive range of printing and marketing services. The company serves thousands of customers, from small businesses to large corporations, delivering high-quality print and marketing products efficiently and at scale.



Founded 2002



Industry Retail



Germany, Würzburg



In-house legal team



The Challenge

FLYERALARM's legal team, like many smaller legal teams, sits at the centre of a web of business inquiries that come from every part of the company. Drafting privacy documentation for the Privacy team, negotiating contracts for the Sales team, reviewing disclaimer language for promotion campaigns from the Marketing team, etc. The wide variety of questions and their high volume put immense pressure on the legal team's limited resources.

Sebastian Ehrhardt, Head of Legal at FLYERALARM, realised that standardisation, process improvement, and centralised knowledge sharing were going to be crucial if the team was to keep up with the company's impressive growth.

"Developing our templates, clauses, and other fragments of our knowledge database was a critical first step in managing the volume of legal work, but we realised it wasn't enough. We needed a specialised tool that could help us build on this knowledge and easily deploy it to parts of the business that needed it."

I had been following the evolution of ClauseBase for a while and really liked how the team had created a comprehensive offer to build out and share the legal team's knowledge."



Sebastian Ehrhardt
Head of Legal at FLYERALARM

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The Solution

FLYERALARM's search for a specialised solution brought them to ClauseBase. Sebastian and his team leveraged Clause9's advanced document automation engine for automating standard documents like:

- Sales contracts like instant discount contracts, annual rebates, etc.
- Partner onboarding documents, e.g. for resellers and suppliers
- Marketing documents like Model Releases
- Responses to data subject enquiries under the GDPR
- Legal disclaimers for vouchers, competitions, and other marketing promotions

On top of that, the team uses ClauseBuddy to assist with manual drafting, reviewing, and negotiating through the use of its central clause library and proofreading functionalities.

The Result

The adoption of the ClauseBase suite of tools put FLYERALARM in a better position to centrally manage the various needs of the business.

"For standard tasks, legal teams must find ways and means to create a standardised solution that allows them to gain time that is urgently needed where no standard solution helps.

At FLYERALARM, Clause9 is already a more than helpful tool for bringing about this standardisation, saving time and costs and enabling the business to implement a relevant proportion of the legal work - from contracts to documentation in existing processes - itself in self-service."



Sebastian Ehrhardt
Head of Legal at FLYERALARM